

Protecting the Earth, Creating the Future with Analytical Technology

JAIMA SHOW 2007

Japan's Exposition of Analytical Instruments and Solutions

Concurrent Events: New Technology Seminars, Research Organization Corner
and Theme Exhibition Corner

Concurrent Meetings: JAIMA Conferences

Co-organized Meetings: Tokyo Conferences

JAIMA SHOW OUTLINE

Venue

Makuhari Messe
and
APA Hotel & Resorts Tokyo Bay "Makuhari"

Dates

August 29 – 31, 2007 (Wed. - Fri.)



Organizer

JAIMA

Japan Analytical Instruments Manufacturers' Association

<http://www.jaimashow.jp>

Main points of JAIMA SHOW 2007 OUTLINE

- ◆ **Booth construction of the basic booth has been integrated into the system-panel booth specifications.** (See page 3)

This is different from the conventional wooden-panel booth. Please be careful not to mistake. Also, please inform the person in charge and the expected decorator company of this information.

From the standpoints of globalization, waste reduction and promotion of recycling, which are increasingly prevailing in our society, thank you for your understanding and cooperation in advance.

- ◆ **Exhibitors who use the passage between opposing booths are prohibited to use this passage for a space for visitors during presentations (lottery, presentations with narrators or voices, etc.).** (See page 4)

- ◆ **Height restriction on the independent booth at the end row has become 6.0 m.** (See page 5)

When independent booths are located front and back in a row, seen from the front entrance of the venue, the height of a forward independent booth (at the second row from the end row) is restricted to 5.0 m. The heights of all of other booths are restricted to 3.6 m, as before.

- ◆ **Exhibitors can construct ceiling or two-floor structures including cloth that covers the upper part of the booth, based on prior notification and permission.** (See page 6)

Even when this construction is within the limit of the Fire Defense Law, we ask you to surely notify the Secretariat in advance.

- ◆ **Distributing leaflets and questionnaires, and calling visitors into your booths on the passage are restricted.** (See page 7)

- ◆ **The use of OHP for New Technology Seminars will be charged.** (See page 9)

- ◆ **Exhibitors who provide presentations in New Technology Seminars are requested to observe the accommodation capacity of audience in the rooms for the presentations. We prohibit you from holding a seminar with people exceeding the capacity or standing in the room.** (See page 10)

JAIMA SHOW 2007 Outline Contents

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- Notes
- (1) Please be advised that the above details are subject to change should the number of exhibition booths and participants differ significantly than projected numbers.
 - (2) For further details concerning the implementation of the JAIMA SHOW 2007, please refer to “Exhibit Service Manual” scheduled to be published on the JAIMA website in the end of May. In addition, the Secretariat will let you know other necessary information following the decisions of the JAIMA SHOW 2007 Organizing Committee.
 - (3) All charges presented in this Outline do not include consumption tax.

I. Overview

- 1. Title:** JAIMA SHOW 2007 (45th)
- 2. Organizer:** Japan Analytical Instruments Manufacturers' Association (JAIMA)
- 3. Sponsors:** The Ministry of Economy, Trade and Industry of Japan / the Ministry of Education, Culture, Sports, Science and Technology of Japan / the Japan Society for Analytical Chemistry / the Chemical Society of Japan / U.S. Commercial Service, Embassy of the United States of America / Embassy of Canada / Japan External Trade Organization / Interchange Association / Spectroscopical Society of Japan
(planned)
- 4. Dates:** August 29 - 31, 2007 (3 days, Wed. - Fri.)
Opening Ceremony begins at 9:40 a.m. on August 29 at show venue.
- 5. Hours:** 10:00 - 17:00
- 6. Venue:** Makuhari Messe International Exhibition Halls No. 4, 5 and 6
2-1 Nakase, Mihama-ku, Chiba City, Chiba Prefecture 261-0023 Japan
URL: <http://www.m-messe.co.jp/>
- 7. Size:** Exhibition floor area: 20,250 square meters
Exhibition booths: 900 booths
- 8. Admission fee:** Free
- 9. Publications:** "Analytical Instruments Directory 2007" (distributed free of charge to 3,000 attendees every day)
(in Japanese) "JAIMA NET" (public relations magazine) (distributed free of charge to attendees)
- 10. Promotional materials:**
- (1) Posters and invitations to be sent to government and other public agencies, universities and related associations
 - (2) Advertisements in newspapers and magazines and information provided through direct mail and the Internet
 - (3) Provision free of charge of materials for distribution to clients of exhibition members and guest exhibitors
 - 1) Japanese language invitation materials, etc.: Maximum of 300 per booth-holder
(additional cards cost ¥60 each)
(Invitation card, materials to New Technology Seminars and JAIMA Conferences and tickets and separate envelopes)
- 11. Concurrent events:**
- (1) New Technology Seminars
 - 1) Dates: August 29 - 31, 2007 (3 days, Wed. - Fri.)
 - 2) Venue: Tokyo Bay "Makuhari" Hall, APA Hotel & Resorts Tokyo Bay "Makuhari" (adjacent to exhibition venue)
 - 3) Size: 11 rooms available seating 100 persons each
200 topic booths
 - 4) Duration: 50 minutes or 25 minutes (select at time of application)
 - 5) Attendance fee: free
 - (2) Research Organization Corner (inside JAIMA SHOW 2007 venue)
- 12. Concurrent meetings:**
JAIMA Conferences
- 1) Dates: August 28 - 31, 2007 (4 days, Tues. - Fri.)
 - 2) Venue: Makuhari Messe International Conference Hall
 - 3) Posters: Makuhari Messe International Conference Hall 101
 - 4) Attendance fee: for a charge (partially free)
 - 5) Abstract booklet: for a charge
- 13. Co-organized meetings:**
Tokyo Conferences (co-organized by Japan Analytical Instruments Manufacturers' Association and the Japan Society for Analytical Chemistry)

II. Exhibit Guidelines

1. Eligibility: Members of the Japan Analytical Instruments Manufacturers' Association and guest exhibitors (companies names will also appear in English)

For a joint exhibition, only the name of the company that applied for the booth will appear.

2. Exhibit items: Analytical instruments and peripheral equipment, related products, applications, software and custom analyses

There are no particular restrictions on the height of exhibits. However, in cases where height exceeds 2.7m, please advise the Secretariat in advance.

3. Booth size: Each booth is 2.97m (frontage) × 2.97m (depth) × 2.7m (height). For the configurations of booths, refer to section 5, Booth layout, and for the height regulations on booth decorations, refer to section 11, Booth decoration.

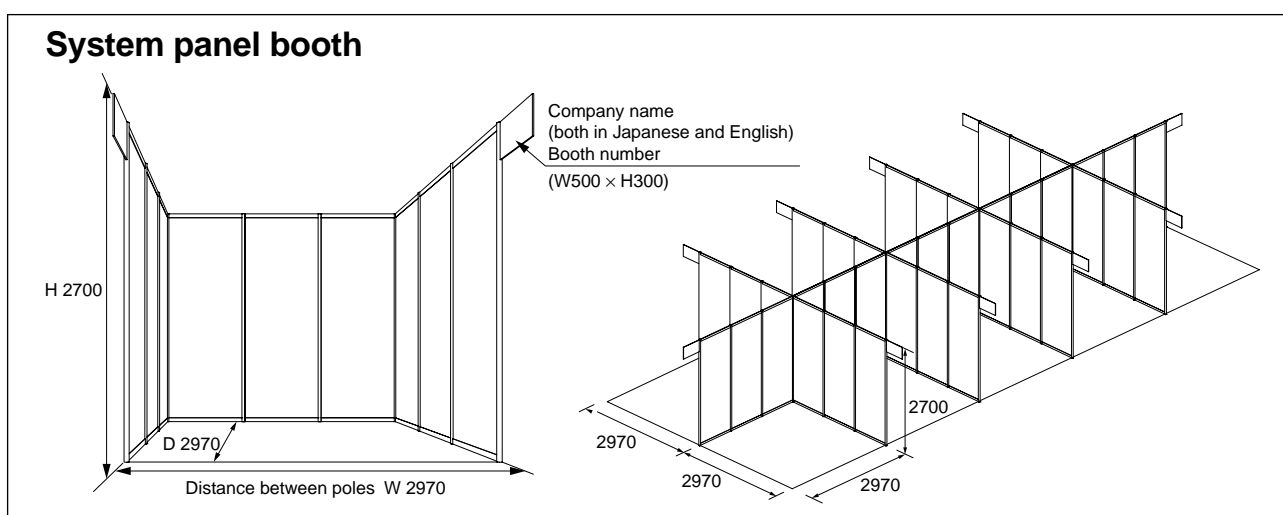
4. Booth kinds and specifications:

There are two kinds of booths available: system panel booth, and independent booth. Please note that the basic booth (except for the independent booth) is constructed by the system panel booth specifications. The basic booth does not include carpets, parapets, lighting tools, outlets, exhibit stands, etc. Exhibitors who want to use them need to pay the fees of decoration, electrical work and usage in addition to the basic booth. Reasonable package booths with fees will be separately provided.

(1) System panel booth specifications: Metallic poles and vinyl-coated plywood are used to construct the partitions and back walls. For attaching explanation panels, hanging the panels with chains and sticking panels with two-sided tapes are mainly used. The metallic poles are installed on the wall surfaces of the panels at about 1 m intervals, so convex surfaces are formed on the wall surfaces. Direct attaching or processing to the walls with nails or pins cannot be made.

For the details of its specifications, refer to the separately published pamphlet "Basic Booths with System Panel Specifications".

(2) Independent booth specifications: Only for the applications of the numbers of the booths that satisfy multiples of 8 (at least 24), spaces with the configurations described in the next page will be provided.



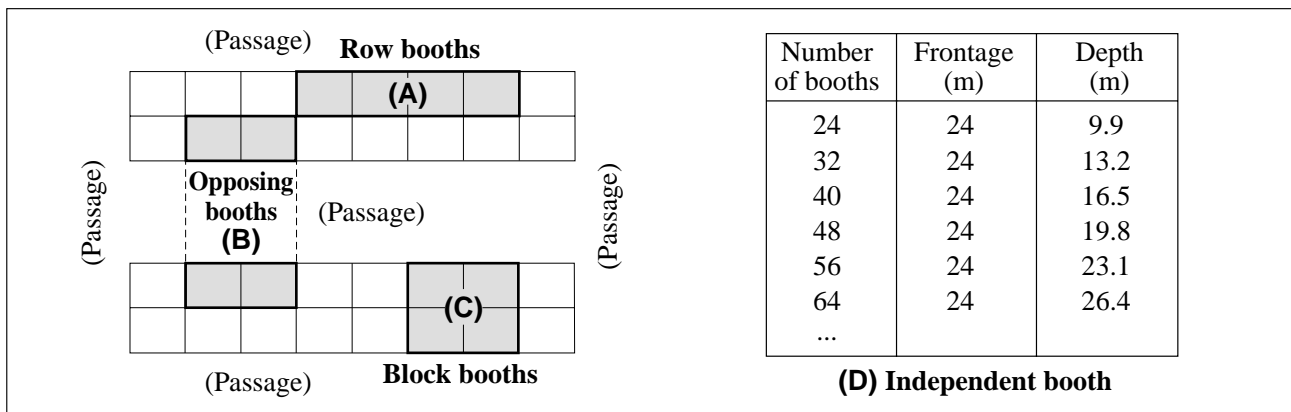
5. Booth layout: There are four kinds of booth layouts available: row (A), opposing (B), block (C) and independent (D) booths. Please see the schematic diagram on the next page carefully before selecting type of booth.

(1) The maximum length of row of booths is restricted to 8 booths.

(2) Exhibits using opposing booths (B) and block booths (C) are restricted to exhibits using 4 or more booths.

(3) A block of booths may be up to a maximum of 16 booths.

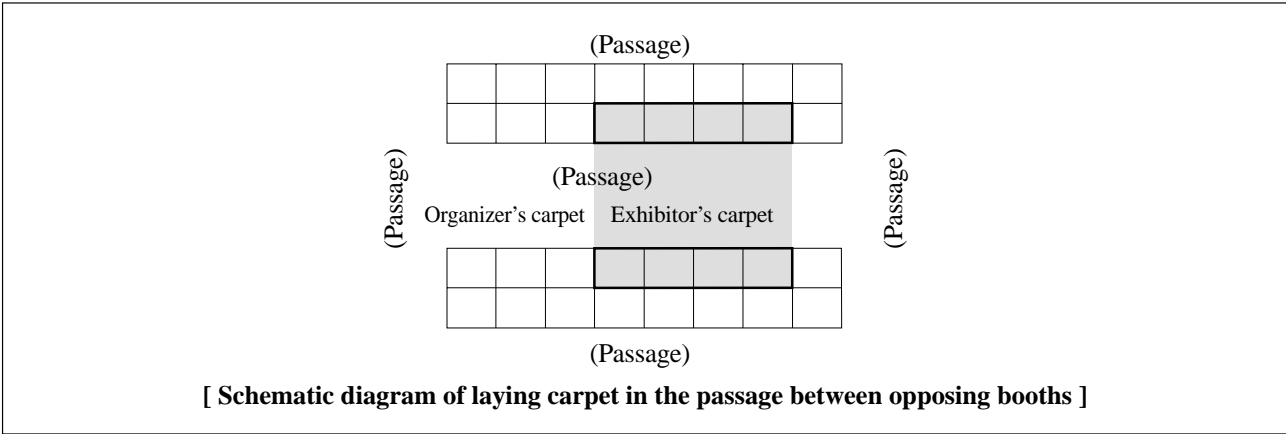
(4) Independent booths with the configurations described in the next page will be provided in accordance with the number of booths applied.



- 6. Charges:** ¥350,000/booth (excludes consumption tax)
(The charge of booths do not differ depending on all booth layout. The charge of decoration is necessary, in addition to the booth charge mentioned above.)
- 7. Applications:** Please use the attached form and send the application to the JAIMA SHOW Secretariat Office.
Deadline for applications: Monday, April 16, 2007.
- 8. Payment of charges:**
Please send payment to the JAIMA SHOW Secretariat Office in accordance with the invoice sent at a later date.
- 9. Allocation of booths:**
The JAIMA SHOW 2007 Organizing Committee will decide the locations of booths for exhibitor companies.
- 10. Cancellation of exhibits, changes to number of booths and refunding of exhibition charges:**
Exhibits may not be cancelled nor changes to number of booths made after the allocation of booths has taken place. Under no circumstances will exhibition charges be refunded after the allocation of booths has taken place.

In case of infringement of the followings, the Organizing Committee will order that changes to construction be made.

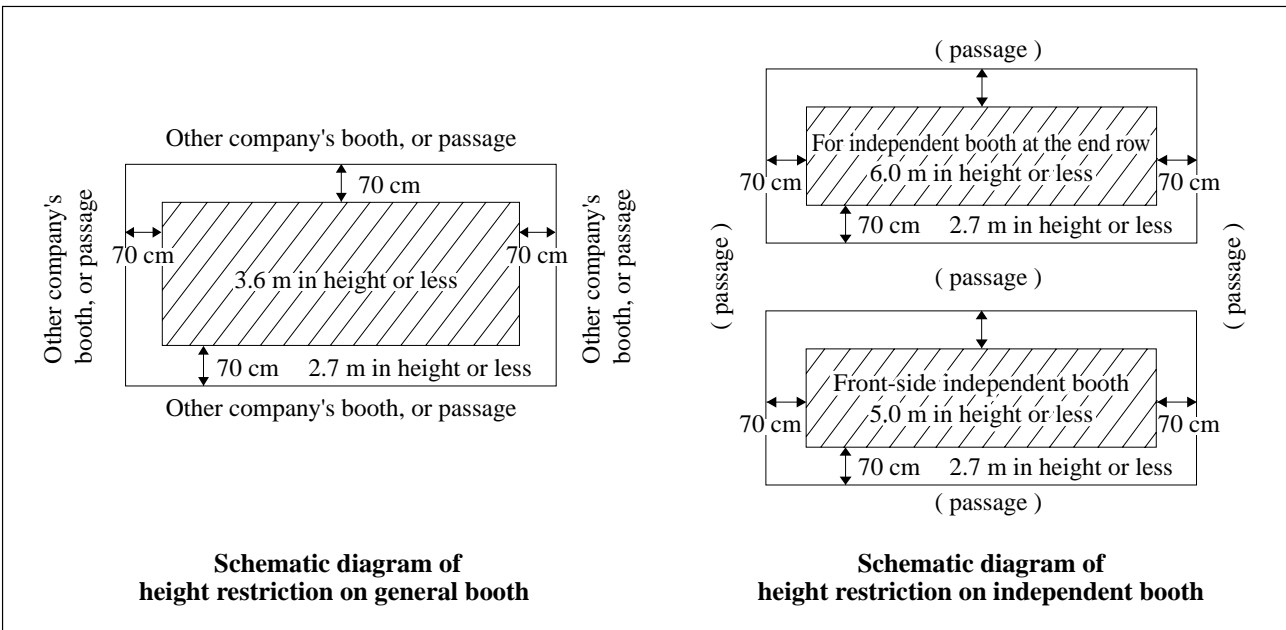
- 11. Booth decoration:**
- Booth construction, restrictions and regulations relating to booth interior decoration and positioning of booths
- (1) Booth construction
 - a) Row, opposing and block booths: to be constructed by the Secretariat according to the decisions made by the Organizing Committee.
 - b) Independent booths: each exhibitor is requested to construct its own booth.
 - (2) Laying carpet in the passage between opposing booths (prior notification needed)
Exhibitor companies can lay carpet in the passage in their opposing booths (at company expenses). The carpet must be placed only in the passage between the opposing sides (4 booths each) of 8 or more opposing booths. (See the diagram in the next page). The carpet cannot be used as an exhibition space. Please note that you cannot use ropes to regulate passage on the carpet during the period of preparation and exhibition. Also, we ask you not to fit your company name or sign (logo) in the carpet, and not to install a parapet or arch on it. Use of the passage for visitors during presentations (lottery, presentations with narrators or voices, etc.) is prohibited.
- If Organizing Committee judges that your presentation occupies the passage and disturbs visitors passing through it, a Committee member will order that the presentation be stopped. Please make sure to secure a necessary space for visitors in your booths.



(3) Restrictions and regulations relating to booth interior decoration

1) Height restrictions

- a) General booths: The height of booth interior decoration is to be no higher than 3.6 m from floor level (for the independent booth, see below).
 - a. Please note that the area that may be constructed up to this height is the area inside the exhibitor's own booth set back (70cm) from the passage and an adjacent other company's booth.
 - b. The area between this area and the passage is to be built into a height of 2.7 m or less.
 - c. Exhibitors who are making the decoration for the height of 2.7 m to 3.6 m are asked to submit two construction diagrams of the decoration to the JAIMA SHOW secretariat.
- b) Independent booths: When independent booths are located at the end row, seen from the front entrance of the venue, its height is no more than 6.0 m above floor level. However, when independent booths close to each other are located front and back in a row, seen from the front entrance, the height of the front-side independent booth (at the second row from the end row) is allowed to be no more than 5.0 m.
 - a. As mentioned above, the area that may be constructed up to a height of 6 m or 5 m is the area inside a exhibitor's booth that is set back from the passage by 70 cm.
 - b. The area between this area and the passage may be constructed up to a height of 2.7 m.



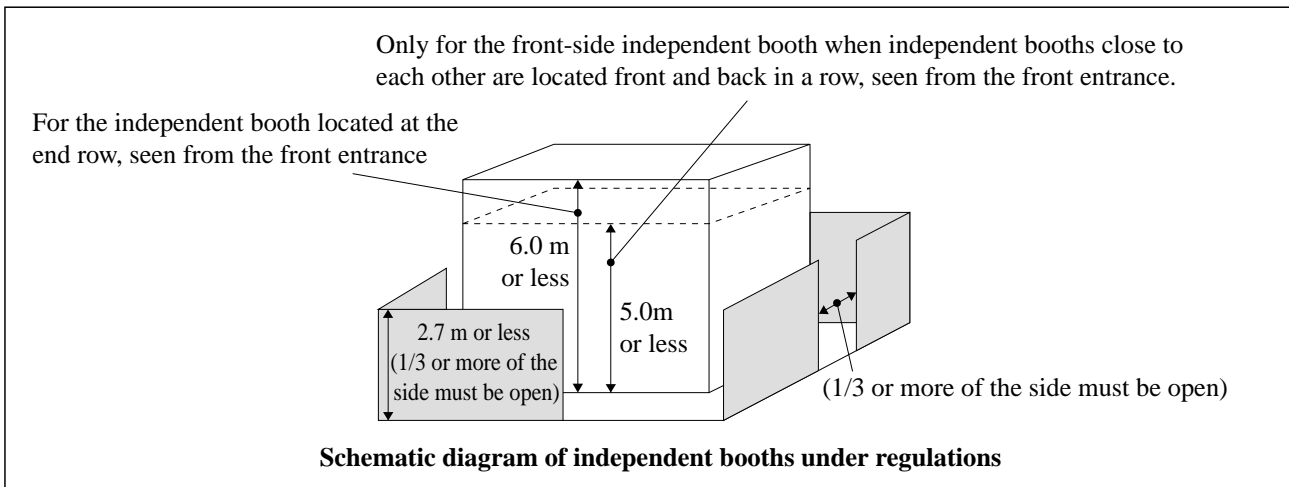
2) Wall regulations

a) Independent booths:

In cases where a wall is constructed in a passage side of an independent booth, create a full opening in each wall, with a width of a third or more of the wall. Please reserve a section to see through and a passage for emergency escape.

A full opening is defined as follows:

- When constructing a wall in a 24 m section: An 8 m or more opening which allows visitors to smoothly and freely come and go.
- When constructing a wall in a 9.9 m section: A 3.3 m or more opening which allows visitors to smoothly and freely come and go.

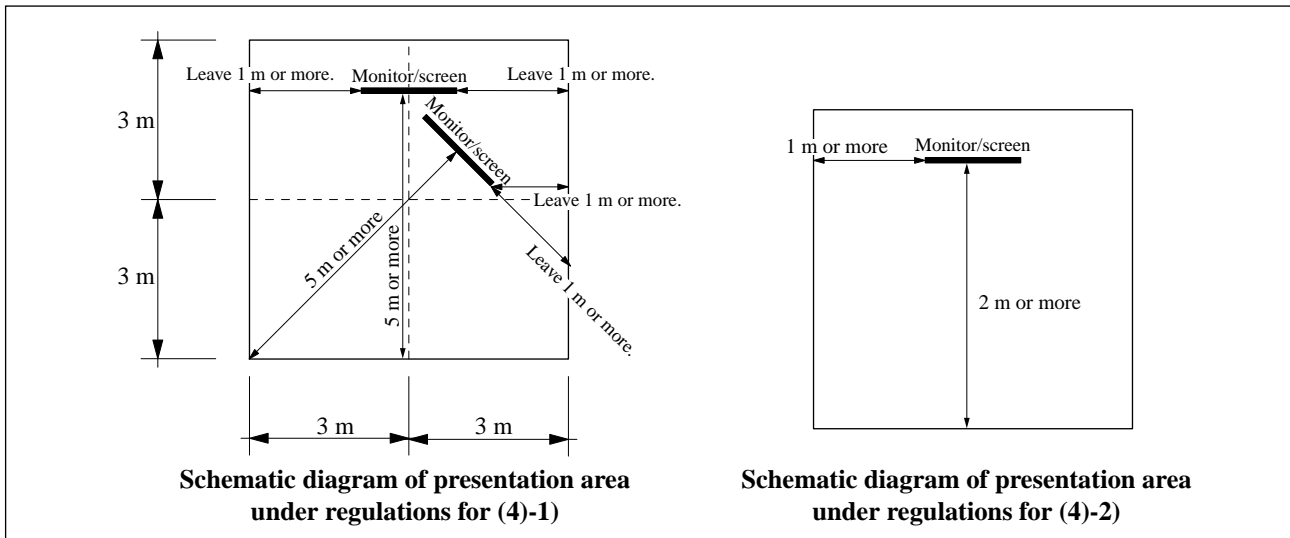


3) Other regulations on booth decoration

- a) Exhibitors can construct ceiling or two-floor structures including cloth that covers the upper part of the booth, based on prior notification and permission. Even when this construction is within the limit of the Fire Defense Law, we ask you to surely notify the Secretariat in advance.
- b) Signs (logo) displaying company names and floating materials (balloons) are regarded as structures.

(4) Regulations on presentations within booths and noise prevention

- 1) When conducting presentations such as those that involve audio from a narrator, monitor or screen, the distance between the monitor -- measured at a right angle from the center of the face of the monitor -- and the edge of the booth must be at least 5 m. The distance between the monitor's edges and the edges of the booth must be at least 1 m. A seating area must be available within the booth and opened to visitors.
- 2) When conducting presentations in which sound is produced from monitor or screen without a narrator, the distance between the monitor -- measured at a right angle from the center of the face of the monitor -- and the edge of the booth must be at least 2 m. The distance between the monitor's edges and the edges of the booth must be at least 1 m. A seating area must be available within the booth and opened to visitors.



- 3) During the exhibit, do not create noise that will adversely affect other exhibitors.
 In particular, keep the sound level of videos, microphones and calling visitors into your booths at a prudent level. If external speakers are used, point these inside your own booth and never point them towards the passages.
 Please make sure not to inconvenience other exhibitors.
- 4) During presentations by narrators (including employees of your company) or other persons, passages may not be used as standing room for your audience. This is important from an emergency safety standpoint and also in terms of avoiding any inconvenience to other visitors. Make sure to design and construct your booth so that there is enough room.
 In this case also, make sure to point all speakers inside your booth.
- 5) In order to prevent noise, the sound level generated within a booth must not exceed 70 dB when measured at 2 m from the front edge of the booth.
- 6) Please do not make presentations using sudden sound, light and smoke, which other companies and visitors might mistake for an accident or a disaster. In addition, we ask you to refrain from inappropriate clothing of demonstrators, which is harmful for the sound development of JAIMA.
- 7) In cases of infringement, the Organizing Committee will order that the sound be stopped or changes be made.

• Summary of regulations on presentations

Narrator	Sound	Monitor/screen	Distance opened to visitors within booth		Speaker
			From the front	From the edge	
○	○	○	5 m or more	1 m or more	Point it inside 70 dB or less
×	○	○	2 m or more	1 m or more	Point it inside 70 dB or less
×	×	○	Nothing	Nothing	—
×	○	×	—	—	Point it inside 70 dB or less

(5) Other notices

If distribution of leaflets and questionnaires and calling visitors into your booths on the passage disturb visitors passing through it, the Organizing Committee will order that these activities be stopped or changes be made.

12. Electrical work:

- (1) The Secretariat will oversee power main work to the breakers in each booth in accordance with the "Electrical Work Wiring Diagram" submitted at a later date by each exhibitor. Exhibitors are requested to undertake work inside each booth.
- (2) Power is supplied within the specifications shown below.
 - * AC100V single-phase 50Hz
 - * AC200V single-phase 50Hz
 - * AC200V three phase 50Hz
- (3) Exhibitors will bear the cost of power main work and electricity charges. When the JAIMA SHOW 2007 finishes, the Secretariat would charge the cost.

13. Installation of telephones fax machines and ADSL/ISDN inside booths:

- (1) The Secretariat will undertake installations upon receiving requests from exhibitors.
- (2) Exhibitors will bear the cost of installation work, leasing of equipment and telephone charges.

14. Protection of exhibits:

The Organizing Committee will make all efforts possible to ensure that exhibits are protected, but in the unlikely event of theft or some other kind of accident, the committee will bear no responsibility. Exhibitors will bear the cost of carrying insurance.

In order to avoid theft, exhibitors are requested to manage valuable things under their responsibilities, for example, bringing back or storing them in their own locked warehouse.

15. Entrance registration:

For the entrance registration for the JAIMA SHOW 2007, we plan to use a bar-code registration system and prior registration through the JAIMA website.

16. Request for written texts on PR of exhibitors:

Please submit written texts by the following dates and in accordance with the Writing Guideline that will be announced at a later date.

- (1) Written text of "Primary instruments to be exhibited" for printed materials such as direct mails (DM) and news letters
Announcement of Writing Guideline: End of April, 2007.
Deadline for submission: Friday, May 25, 2007.
- (2) a) Written text of "Highlights of exhibit" for the website relating to the JAIMA SHOW 2007.
b) Data for searching for "Primary instruments to be exhibited".
Announcement of Writing Guideline: End of June, 2007.
Deadline for submission: Friday, August 10, 2007.

III. Guidelines on Presentation for New Technology Seminars

- 1. Eligibility:** Companies and organizations exhibiting booths in JAIMA SHOW 2007
- 2. Themes:** Restricted to topics related to analytical instruments and analytical technology
- 3. Duration:** 50min/topic or 25min/topic (please refer to “12. Notices (7) in the next page.)
Please select either 50min or 25min session.
- 4. Charges:** ¥120,000/topic (50min topic. Excludes consumption tax.)
¥70,000/topic (25min topic. Excludes consumption tax.)
Beginning with the JAIMA SHOW 2007, the above two charges do not include OHP charges. For the details, please refer to “11. Venue facilities (4).”
- 5. Applications:** Please apply to the Secretariat using the attached form, stating the number of topics.
Deadline for applications: Monday, April 16, 2007
If there are too many applications, we may have to turn down some of your applications. Also, the rooms for your presentations might be different from those announced in advance. In advance, thank you for your understanding if this circumstance occurs.
- 6. Payment of charges:**
Please send payment to the Secretariat in accordance with the invoice sent at a later date.
- 7. Determination of programs:**
The Organizer will coordinate the number of topics (themes) and determine the programs. The determined programs and room numbers for presentations are informed of exhibitors by e-mail in the end of June 2007.
If there are too many applications, we may have to turn down some of your applications. Also, the rooms for your presentations might be different from those announced in advance. In advance, thank you for your understanding if this circumstance occurs.
- 8. Request for manuscripts for presentations:**
Participating exhibitors are requested to submit the manuscripts to be published in the JAIMA SHOW official direct mail by e-mail (end of March).
Requested contents (planned)
• Topics to present (Japanese and English)
• Abstract (Japanese)
Deadline for submission: Friday, April 27, 2007.
- 9. Changes in number of topics and seminar content:**
Please be advised that after the number of topics has been determined, cancellation of participation, changes to number of topics and changes to content after the submission of abstracts will not be possible. Also, under no circumstances will charges be refunded after the number of topics has been determined.
- 10. PR:** An outline of presentations will be sent to clients in advance and information will be provided via the Internet. Participating companies are also requested to undertake sufficient public relations activities of their own.
- 11. Venue facilities:** (1) We will provide 10 rooms with the accommodation capacity of 100 people and 1 room with the accommodation capacity of 200 people.
(2) Desks, chairs, LCD, screens, pointers, white boards, microphones, and speakers are available.
(3) We will provide an LCD projector at no charge. Also, we will provide a room where you can test the connection between the LCD projector we provide and the computer you will use in advance of your presentation.
(For whether or not to use an LCD projector, we will ask you for each topic when you submit the manuscripts for presentations.)
(4) Beginning this year, we will provide an OHP at a charge (5000 yen per topic) according to prior application. Thus, OHPs are provided only in the rooms with applications. If you want to use an OHP, please fill in the application form.

12. Notices:

- (5) Presenters are requested to supply their own video machines, where required.
- (1) Beginning this year, holding a seminar with people exceeding the accommodation capacity in the room is strictly prohibited.
The JAIMA SHOW Organizing Committee might stop people entering the room if there are people exceeding the capacity. From an emergency safety standpoint, thank you for your understanding and cooperation in advance.
- (2) Since the people exceeding the accommodation capacity in the room is prohibited as mentioned above, if you expect that your topic attract more than 100 people, please submit the application form with your request of using a room with the accommodation capacity of 200 people.
(When you submit the manuscripts for your presentations, we ask your request for the room with its accommodation capacity of 200 people. The charges for the 100-people room and the 200-people room are the same.)
- (3) Provision of gifts or refreshments to audiences is strictly prohibited.
Please be advised that if such acts are found to be taking place during presentations, the presentation will be immediately terminated.
- (4) Instruments and equipment (with the exception of dangerous articles) that are the focus of seminars, LCD projectors and video machines may be brought to the venue.
- (5) Presentations conducted in foreign languages are to be accompanied by interpretation.
- (6) Please distribute materials such as written materials and catalogs at the entrance to the room on the day.
- (7) The 50min or 25min time allotted to each session must include the presentation, questions and answers, filling out and collection of questionnaires, and vacating the room. Please be punctual.
- (8) Please be considerate and keep noise levels down so as not to disturb adjoining rooms.

IV. Guidelines on Entries for the “Analytical Instruments Directory 2007” (introduction of products accompanied by photos: for charge)

An “Analytical Instruments Directory 2007” will be produced.
Guidelines on entries accompanied by photos for the "introduction of products" pages (for a charge) are shown below. It should be noted that entries for pages comprising the "List of Companies Handling Products Classified According Product Type" (free of charge) are limited to the members of the Japan Analytical Instruments Manufacturers Association.

- 1. Eligibility:** Members of the Japan Analytical Instruments Manufacturers’ Association (members not exhibiting may submit entries) guest exhibitors and exhibitors participating in theme exhibition.
- 2. Items:** Analytical instruments and peripheral equipment, related products, applications, software and custom analyses
- 3. Charges:**

Exhibitors at JAIMA SHOW 2007	¥10,000/item (excludes consumption tax)
Non-exhibiting members	¥20,000/item (excludes consumption tax)

Notes: Fees are charged for all entries. Also, the above fees do not include the consumption tax.
- 4. Directory outline:**

To be printed in B5 size and will comprise the introduction to products (accompanied by photos with 3 items per page: for a charge), the “List of Companies Handling Products Classified According Product Type” (free of charge for the JAIMA members) and the commentary on analytical instruments, and furthermore, it will also include various types of associated materials.
- 5. Applications:** Please apply to the Secretariat using the attached form stating number of item entries.
Deadline for applications: Monday, April 16, 2007
- 6. Payment of charges:**

Please send payment to the Secretariat in accordance with the invoice sent at a later date.
- 7. Request for written text and submission:**

Please submit written text by the following date and in accordance with the "Writing Guidelines" to be sent out from the Secretariat at a later date.
Deadline for papers: Friday, April 27, 2007

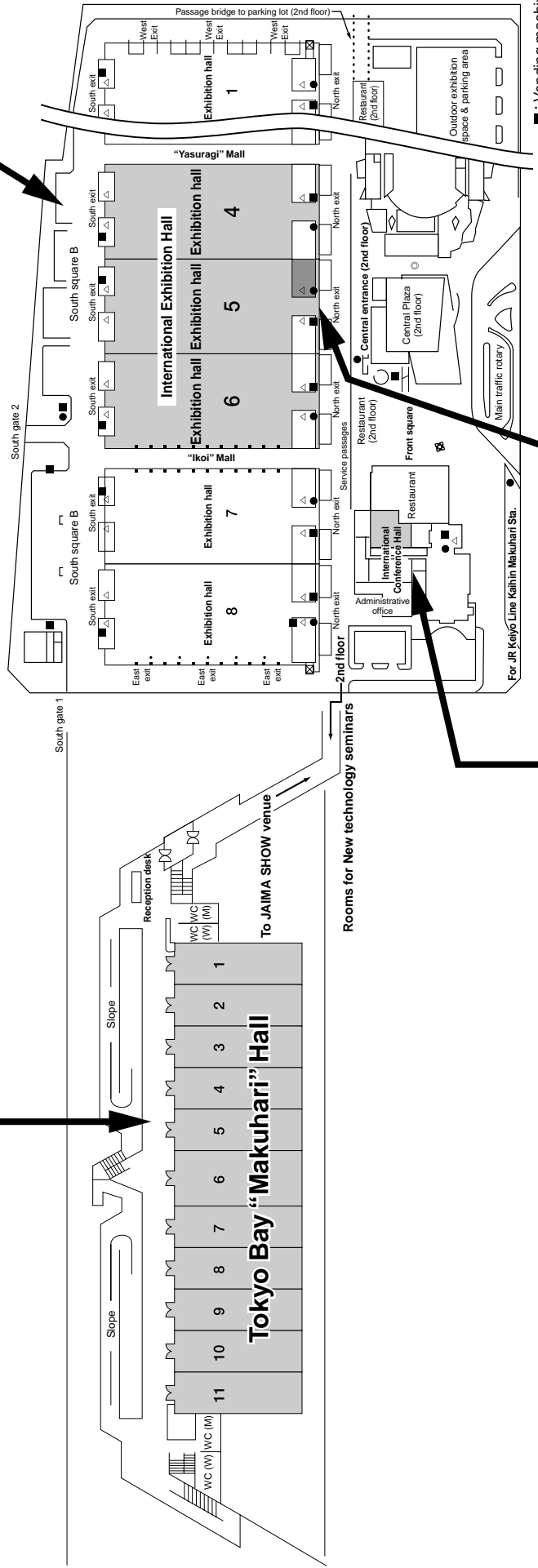
Venue Arrangement

● Halls 4, 5 and 6 in the Makuhari Messe International Exhibition Hall

- JAIMA SHOW 2007 venue (Research Organization Corner) (Theme Exhibition Corner) (News & Magazine Corner) (Academic Association Corner) (International Organization Corner)

● APA Hotel & Resorts Tokyo Bay "Makuhari" (Previous name: Prince Hall in the Makuhari Prince Hotel)

- Rooms for New Technology Seminars

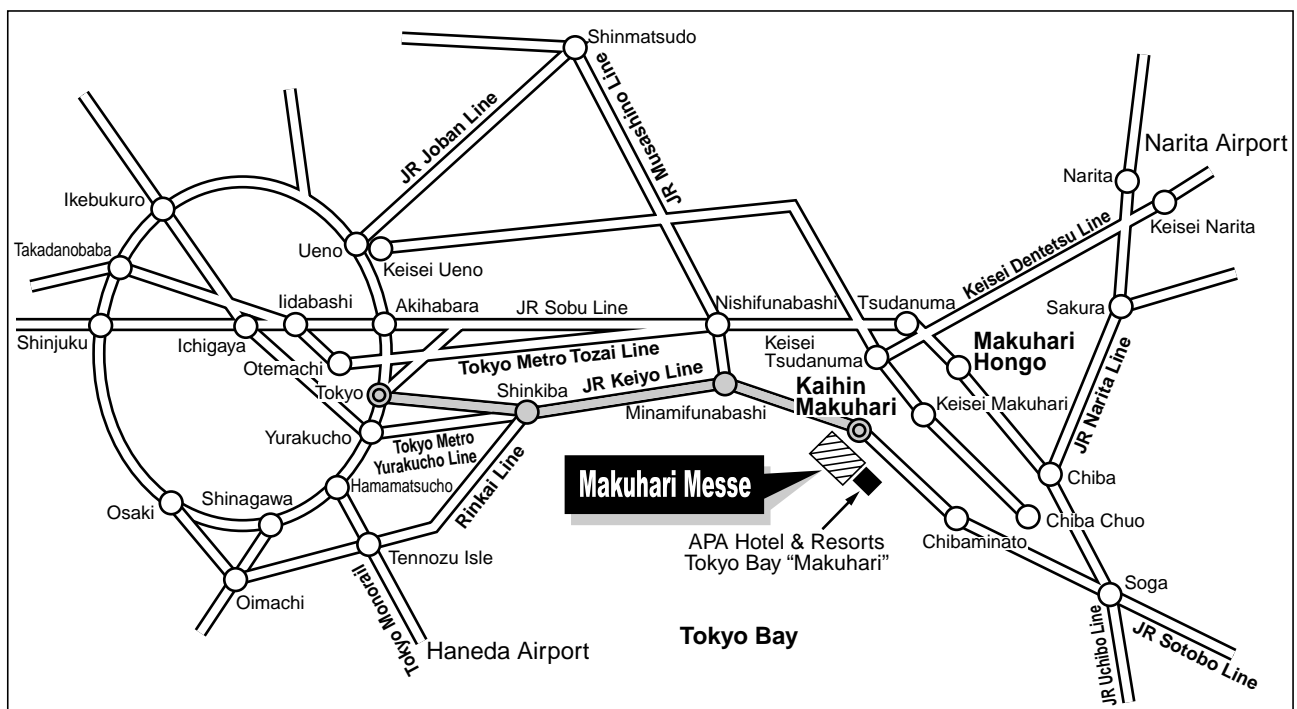


● International Conference Hall, Makuhari Messe, and Convention Hall

- Rooms for JAIMA Conferences and Tokyo Conferences

● JAIMA SHOW Secretariat Office

Access to Exhibition

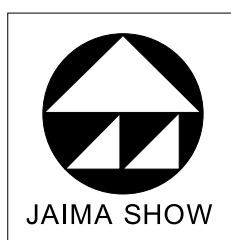


■ By train:

- Take the JR Keiyo Line to Kaihin Makuhari Station.
(About 30 minutes from Tokyo Station and about 12 minutes from Soga Station on a rapid train)
Makuhari Messe is about a 10-minute walk from the station.
- Take the JR Sobu Line to Makuhari Hongo Station.
(About 40 minutes from Akihabara station)
Makuhari Messe is about a 15-minute bus ride from the station.

■ By car/bus:

- From Narita Airport (New Tokyo International Airport)
 - Take the airport limousine bus service, 30 minutes from Narita Airport to Makuhari Messe area hotels, by Keisei Bus or Chiba Commuter Bus. (1,100 yen/January 2007)
 - Take Keisei Line (train) to Tsudanuma, transfer to Keisei Chiba Line to Makuhari-Hongo (about 53 min.) then take Keisei Bus to Kaihin-Makuhari (about 15 min.) or taxi.
- From Central Tokyo
 - Approximately 40 minutes from both downtown Tokyo and Haneda Airport (Tokyo International Airport)



Also
JAIMA SHOW 2008
at the same place on August 27 – 29, 2008

Contact address : JAIMA SHOW Secretariat Office

 **社団法人 日本分析機器工業会 (JAIMA)**
JAPAN ANALYTICAL INSTRUMENTS MANUFACTURERS' ASSOCIATION

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