

Sponsor Plan Information

Smart City Week (SCW) 2013 Special Sponsor Package Plan

For expecting sponsor, in addition to exhibiting, special sponsor package plans are available, which includes, speaking opportunity, report of the speaking as advertorial, and various other services. Such plans provide you with chances to widely promote your company's solutions, not only to exhibition visitors and conference attendees but also to wide readership of Nikkei Business Publications. It is a significant opportunity to build a network with persons involved in Smart City projects both in Japan and overseas.

Support content		Platinum+	Platinum	Gold	Silver	Bronze
Speaking Opportunity	Leaders' Summit	●	●	—	—	—
	Private seminar	●	—	—	—	—
	Theme session (large hall)	—	●	●	—	—
	Theme session (small hall)	—	—	—	●	●
Advertorial	Nikkei Business	2P (Report of Leader's Summit)	2P (Report of Leader's Summit)	1P	—	—
	Smart City Report (introduction of products/services)	2P	2P	1P	1P	1/2P
Exhibition booth	Booth units	16	8	4	2	1
Special offers	Attendance at Asia Smart City Conference	●	●	—	—	—
	Participation in Local Government Summit	●	●	—	—	—
	Invitation to reception party	●	●	—	—	—
	Speaking opportunity at emerging nations workshop	●	—	—	—	—
Fee (tax not included)		JPY 15,000,000	JPY 10,000,000	JPY 6,000,000	JPY 3,000,000	JPY 1,500,000

SCW 2013 Trend Seminar Sponsor Plan New

Trend seminars on hot smart-city-related themes will be held for more targeted audiences. Special packages are also available that includes speaking opportunity, exhibition at the designate pavilion, report of the speaking as advertorial, and various other services. Please utilize this opportunity to widely promote your company's solutions to narrower, more targeted audiences for your business.

- A Using sensors and wireless network to create new urban functions for Smart City**
- B The forefront of Big Data usage to make cities "Smart"**
- C From prototype to mass production: innovative storage batteries — newly visible path to genuine power control**
- D "Location Data" enables urban servicing, and safe and secure city-planning**
- E How architecture changes urban functions and the future of city-planning**
- F A new form of transmitting information in Smart City: promising role of Digital Signage**
- G The forefront of utilizing BEMS to eliminate concerns of demand-side**
- H Risk management in Smart City**

SCW 2013 Exhibitor Plan

In addition to the above-mentioned sponsor plans, we also accept participation that includes speaking opportunity at open theater of the exhibition or simply exhibition booth only. These options could also help you to expand your business, enable business conversations with key persons and raise recognition of your company.

Open Theater Package Plan		Exhibition Booth Plan		The price covers only the exhibition space. It varies by number of booth units. Notes *One booth unit: 3m x 3m *Not including basic wall panels, etc.
Booth units	Fee (tax not included)	Booth units	Unit Price (tax not included)	
2-unit plan	JPY 1,100,000	1-3	JPY 440,000	
1-unit plan	JPY 600,000	4-7	JPY 420,000	
		8-11	JPY 400,000	
		12 or more	JPY 380,000	

This plan includes a single presentation in the open theater at the exhibition (max. 50 for about 30 min.)

Schedule/How to Apply

Application deadline June 21 , 2013 (Fri)	Briefing for exhibitor Mid-July 2013	How to Apply Fill out the application form and either fax it or mail it to the office listed below.
		Assigning booths We will decide the booth allocation after considering the date of application, the date of contract, content to exhibit, scale of exhibit, etc. The booth layout will be announced at the briefing for exhibitors.

For more information, contact: **Nikkei Business Publications, Inc.** New Business Development, Integrated Marketing Communications
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Exhibition Guide



SCW 2013

Smart City Week

For "City Innovation"

In order to solve social problems that cities are facing, people, information, and businesses from all over the world gather and discuss

Smart City Week 2013 is a magnet where local governments involved in smart city projects, key persons in smart city-related businesses, and authorities on that gather. Please utilize this opportunity and create new business.

[Event Outline]

- Dates** : **Conference** **October 21** (Mon) – **October 25** (Fri), 2013
Exhibition **October 23** (Wed) – **October 25** (Fri), 2013
- Venue** : **Pacifico Yokohama**
- Organizer** : Nikkei Business Publications, Inc.
- Special cooperation** : City of Yokohama
- Supervision** : Nikkei BP Cleantech Institute
- Support** : Cabinet Office, Ministry of Land, Infrastructure, Transport and Tourism, Ministry of Foreign Affairs of Japan, Ministry of Economy, Trade and Industry (METI), others (anticipated)
- Cooperation** : Nikkei Business, Nikkei Ecology, Nikkei Electronics, Nikkei Computer, Nikkei Monozukuri, Nikkei Automotive Technology, Nikkei Architecture, Nikkei Business Online, Tech-On!, ITpro, Kenplatz, Nikkei Business Publications Eco Management Forum, Nikkei Energy, others
- Attendance** : 30,000

(As of January 2013)



The subject of Smart City Week 2013: City Innovation

Smart city projects that local governments and companies have been pioneering are moving from proof-of-concept phase into full-scale implementation. During the demonstration phase only cooperative citizens were targeted, but a large number of ordinary citizens have begun to get involved in. Therefore, mind renovation is needed. We describe it as "City Innovation". Although problems that cities face are increasing, funds to solve such problems are not enough. In order to break this situation, we have to introduce "City Innovation", meaning innovative renovation of common sense and social system and introduction of appropriate technology and service for ideal future of each city. For taking shape of City Innovation, then, Smart City Week 2013 hosts myriad programs by involving a wide range of stakeholders. In addition to existing key player, Smart City Week 2013 gathers promising new player, technology, and service for City Innovation. Please utilize this conference and exhibition week to create new business opportunities.



Four Features of Smart City Week 2013

1 Smart City Services

It is not sufficient that traditional idea of "product manufacturing" for developing new business in Smart City. Ultimately, since "service business" utilizing infrastructure benefits us, it is necessary to build business model, paying attention to that. At Smart City Week 2013, focusing on a smart city service model, Nikkei BP Cleantech Institute will present research results and introduce the latest examples from both Japan and overseas in the programs that will help in building new business models.



2 Global

Heads of city governments and other senior officials from 20 cities, primarily in Asia, gathered for the 1st Asia Smart City Conference in 2012 to discuss and share ideas on urban issues and the future of Smart City. This year, a larger number of cities are expected to participate, hence the conference is growing. Besides, SCW 2013 will offer workshops and tours for emerging nations, which received favorable reputation last year. In conjunction with overseas media, the conference attracts more overseas visitors and strengthens the influence of SCW as a vital source of information on Smart City.



3 Programs for Local Governments in Japan



A local government summit will be held to discuss and share information on urban issues; it is designed for city officials and those in charge of environmental division. Last year, 14 local governments were invited. This year, more is

expected to be invited, causing much lively discussion. In order to increase the number of visitors from local governments, various other programs are also being set up.



4 Publication of "Smart City Report"

200,000 New issues

Utilizing all of the resources, in conjunction with Smart City Week 2013, Nikkei Business Publications will issue a new media to provide selected information on Smart City, which is called "Smart City Report". The number of the issue is 200,000. The report is going to be sent to key persons in the Smart City industry selected among readers of Nikkei Business and other Nikkei BP publications, as well as directly sent to local governments all over Japan.

Target Industries

Local government	Government, association, research organization	Real estate/housing	Utilities/other energy
General contractor/construction	Finance	Automobiles	Distribution
Transportation	Heavy electric	Transport/logistics	IT/Telecommunications

About Visitors

Many visitors from Western countries, Asia, and Africa

Smart City Week 2013 offers the Asia Smart City Conference for heads of city governments and other senior officials, along with programs that attract a large number of participants from overseas in terms of both as speaker and visitor. Not only various programs but also cooperation with overseas media, over 3,000 visitors from outside of Japan is expected this year, whereas 940 people from 40 countries in 2012.



Numerous heads and key officials of local government in Japan participate

We offer programs that attract many key persons from local governments; the Local Government Summit and private seminars organized by local governments, etc. A total of 815 persons from local governments attended Smart City Week 2012. Increasing the number of related programs, it is expected for Smart City Week 2013 to attract over 1,200 visitors from the sector.

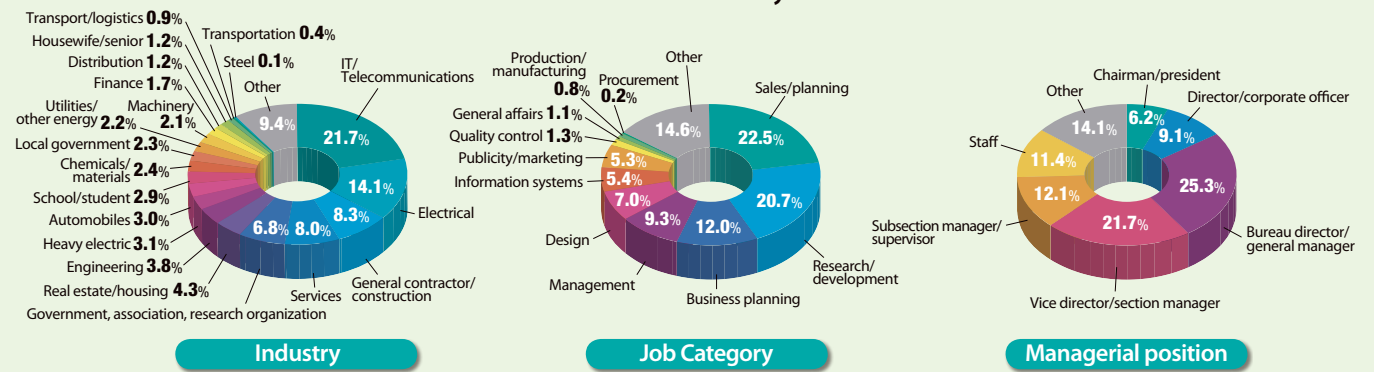
Programs for Local Governments Held at Smart City Week 2012

- ◆ Local Government Summit (14 cities participated)
- ◆ From Kanagawa! The Energy Revolution (organized by Kanagawa Prefecture)
- ◆ Yokohama Day (organized by Yokohama City)
- ◆ Kitakyushu Day (organized by Kitakyushu City)

Countries of last year's visitors

Bangladesh, China, India, Indonesia, Laos, Malaysia, Myanmar, Nepal, Philippines, South Korea, Taiwan, Tajikistan, Thailand, Uzbekistan, Vietnam, Fiji, Maldives, Oman, Palestine, Sri Lanka, France, Germany, Spain, Sweden, Switzerland, United Kingdom, South Africa, Sudan, Benin, Botswana, Burkina Faso, Ethiopia, Morocco, Rwanda, Gabon, Zambia, United States, Brazil, Peru, Ecuador

Profile of Visitors to Smart City Week 2012

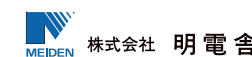


Companies and organizations exhibited at Smart City Week 2012

Platinum sponsor



Gold sponsor



Silver sponsor



Bronze sponsor



ABB	CHODAI	European Business Council in Japan	Highland	NARD Institute	NISSAN SYSTEMS	Systems Engineering
Agency for Natural Resources and Energy	City of Kitakyushu	Foundation for Promotion of Material Science and Technology of Japan	IDEC Yokohama	Nariwa	Ocean Photonics	TDIPS
American Chamber of Commerce in Japan	City of Yokohama (Smart Illumination Yokohama 2012)	Geo-Heat Promotion Association of Japan	Inter Action	New Energy and Industrial Technology Development Organization (NEDO)	OPTICAL SOLUTIONS CORPORATION	The Telecommunication Technology Committee
Asahi Electronics	DYDEN	Green Asia Engineering	Japan LED Association	NIHON DENGYO KOSAKU	OptoSirius	Wago Japan
Autodesk	Electrovaya	HASETEC	Kanagawa Prefecture	Nihon MECCS	PD SYSTEM	Yamabishi
BAYSUN	EME	Hibino Corporation	KIKUSUI ELECTRONICS CORP.	Nissan Motor	RS Corporation	YAZAKI
CHAdEMO Association	Ergotech		Mitsubishi Motors		Sumitomo Electric Industries	Yokokawa Meter & Instruments
			Mitsui Fudosan Residential			
			Mitsui Homes			