



Japan Drone 2021 | 6th Exhibit Application

< Dates : June 14- 16, 2021 >
Venue : Makuhari Messe

[Attn] Japan Drone Secretariat Office
Onward Park Bldg., 3-10-5 Nihonbashi, Chuo-ku,
Tokyo, 103-8276 Japan
c/o Congrès Inc.
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TEL : 03-3510-3733 FAX : 03-3510-3728

To Japan Drone Secretariat Office

We accept the Exhibit Rules on the next page and wish to apply to exhibit as detailed below.

Date of Application :

1. Exhibitor Information

*Please give prompt notification if there is any change in company name, address, telephone number, officer in charge, etc. after submission of your application.

Company / Organization			
Address			
Representative	Title	Name	
Person in charge of Exhibit	Address		
	Division	Title	
	Name		
	e-mail	Phone Number	
Joint Exhibitor (Name will be shown as exhibitor)			

2. Category of your exhibits

*Please tick off (✓) the box of all category which are you want to exhibit. We use it as exhibiter information.

<input type="checkbox"/>	Drone / Unmanned Aircraft	<input type="checkbox"/>	Surveying / Inspection Service	<input type="checkbox"/>	Aerial Photography	<input type="checkbox"/>	Peripheral Devices
<input type="checkbox"/>	Parts / Materials	<input type="checkbox"/>	Application Software	<input type="checkbox"/>	Agriculture Service	<input type="checkbox"/>	Logistics Service
<input type="checkbox"/>	Security Service	<input type="checkbox"/>	Smart City	<input type="checkbox"/>	Regional revitalization	<input type="checkbox"/>	Sightseeing
<input type="checkbox"/>	Local Government	Other Service (fill in the details) []					

3. Number of exhibit booths you wish to apply for and booth charges

Please tick off (✓) the box of the booth you desire and fill in details in the appropriate columns.

<input type="checkbox"/>	<Space Only> 3m×3m *System wall panels are not included. Installation of panels, booth decorations and electrical work are undertaken by exhibitors at their expense.	462,000 JPY / per booth (Tax included)	booth(s)	JPY
<input type="checkbox"/>	<Shell Scheme Packaged> 3m×3m *Please inquire the equipment which is including this package to the secretariat office.	594,000 JPY / per booth (Tax included)	booth(s)	JPY
<input type="checkbox"/>	<Option> Additional charge for corner booth (for interested applicants only)	33,000 JPY / per booth (Tax included)	booth(s)	JPY
<input type="checkbox"/>	<Big Size Drone Zone> Only for drones which is more than length 5m or weight 50kg. Minimum 15 sqm.	23,100 JPY / per sqm (Tax included)	sqm	JPY
Exhibit Charges Total				JPY

④ Choose your Exhibit Area

*Please tick off (✓) the box of the exhibit area you prefer to be in. You don't have to check if you have no preference.

<input type="checkbox"/>	Flying Cars: Business Model and Technology Presentation Zone	<input type="checkbox"/>	Special Exhibits for Parts, Materials and Support Equipment for drones	<input type="checkbox"/>	Exhibit of "measuring" examples of drone applications	<input type="checkbox"/>	Exhibit of "delivering" examples of drone applications
<input type="checkbox"/>	Unmanned Robot Application Business Zone	<input type="checkbox"/>	Drones and SDGs implication exhibits	<input type="checkbox"/>	Drone x Regional Development: Tourism Support Zone (Real + Web)	<input type="checkbox"/>	Outdoor Demonstration Experiment Zone

*Exhibit area zoning may change depending on some circumstances.

After submission of your application, Japan Drone Secretariat Office will issue an invoice. Please deposit payment by the specified date.

Secretariat Office Use Only

Exhibit Rules

1. Execution of rules

1-1. The Exhibitor (including Joint Exhibitor, the same shall apply hereinafter) shall comply with all of the rules stated below as well as all provisions (stated in part in the Rules for Exhibiting explained below) in the "Information about Exhibiting" and the "Exhibitors' Manual" provided by the Organizer. Any exhibitor the Organizer deems to have violated these may have its Exhibit Application rejected, its exhibit canceled, or may be ordered to remove or change its booth, display or decorations by the Organizer, irrespective of the timing. In such case, the Organizer shall not make public the grounds for its decision. Moreover, the Organizer shall not refund any payment made by the Exhibitor beforehand or compensate for any losses incurred by the Exhibitor or a related party due to removal of or changes to a booth, display, or decorations.

2. Exhibit application approval and agreement

2-1. After receipt of the Exhibit Application and the Organizer's deliberation, an Exhibit Agreement shall be deemed to have been concluded on the date of the exhibit's approval.
2-2. After the conclusion of an agreement, if false information is given on the Exhibit Application in regard to products or services to be exhibited, the Organizer may refuse to approve an exhibit even after the payment of exhibit booth charges. In such case, the Organizer shall not refund exhibit booth charges already paid.

3. Prohibition of booth subleasing, etc.

3-1. Without the approval of the Organizer, the Exhibitor may not engage in the subleasing, purchase/sale, exchange, or assignment of booths.

4. Joint exhibit

4-1. Two or more companies intending to exhibit in the same booth shall state the name of the Representative Exhibitor and the name of the Joint Exhibitor on the Exhibit Application. The Representative Exhibitor shall undertake all procedures.

5. Payment of exhibit booth charges

5-1. The Exhibitor must pay the exhibit booth charges according to its exhibit booth requirements by the specified date. The Organizer may cancel the Exhibit Agreement if payment is not made by the specified date. In such case, any exhibit booth charges already paid will not be refunded.
Any bankcharges regarding the wire transfer will be responsible by the exhibitor.

6. Cancellation of an exhibit

6-1. Cancellation after the conclusion of an Exhibit Agreement is not permitted in principle. However, the Organizer may permit cancellation when the Organizer believes it is unavoidable. In such case, the Exhibitor must pay cancellation charges according to the criteria below. Please note that the cancellation notice receipt date shall be the date the Organizer receives notice from the Exhibitor in writing.

- ◆ **Until January 31, 2021 : 30%** of exhibit charges
- ◆ **From February 1 until March 31, 2021 : 50%** of exhibit charges
- ◆ **On or after April 1, 2021: 100%** of exhibit charges

7. Exhibits

7-1. Exhibits are limited to the items stated in the section "Exhibit Products and Services" in the Exhibit Application form and items approved by the Organizer.
7-2. Exhibits the Organizer deems to be at variance with the objectives of the exhibition, dangerous goods, and items that contravene Japanese laws may not be exhibited. If such an exhibit appears, the Organizer shall immediately remove offending exhibit items or implement measures to have such exhibit removed. In such case, the Organizer shall not refund exhibit booth charges already paid.
7-3. The Exhibitor can sell products, publications and software at their booth after getting permission from the organizer.

8. Allocation of exhibit space

8-1. The Organizer shall decide on exhibit spaces based on the layout and shape of the booths determined by the Organizer according to prescribed procedures. The Exhibitor shall comply with the Organizer's decision.
8-2. The Exhibitor may not, under any circumstances, exchange, assign, or lease the exhibit space in whole or in part to another party.
8-3. The Organizer has the right to amend booth arrangements already announced when there is a cancellation of an Exhibit Application.

9. Submission of documents

9-1. After the Organizer's formal acceptance of the Exhibit Application, the Exhibitor shall deliver all documents the Organizer requests for submission by the specified date. If delivery is later than the specified date, the Organizer has the right to decide whether or not to proceed with execution of the Exhibit Application particulars.

10. Rules for exhibiting

10-1. Only companies, organizations, products and services, etc. stated in the Exhibit Application may be exhibited. The Exhibitor must notify the Organizer immediately if there is any amendment to details of the company/organization, products or services, etc. stated in the Exhibit Application.
10-2. Procedures for bringing in and taking out decorations and exhibit materials and for displaying these are stated in the "Exhibitors' Manual" provided by the Organizer, and the Exhibitor must comply with these.
10-3. The Exhibitor may not engage in display, advertising, and sales activities in passageways or locations other than its company's booth.
10-4. The Exhibitor is prohibited from engaging in conduct that may inconvenience other companies or nearby exhibits including but not limited to demonstrations that emit strong light, heat, odors or loud noise. The Organizer shall be the judge in regard to the presence of any interference or whether a demonstration, etc. is causing significant inconvenience to other companies, and may order its discontinuation or modification. The Exhibitor shall comply with any such instructions from the Organizer.
10-5. The Organizer has the right to cancel the Exhibitor's exhibit or reject a future Exhibit Application from the Exhibitor when the Organizer deems the Exhibitor has engaged in conduct that inconvenienced visitors or other exhibitors (including aggressive sales, soliciting, defamation, obstruction of business or other similar conduct) during the exhibition period or thereafter.
10-6. The Exhibitor shall comply with all fire prevention procedures as well as safety rules and administrative guidance applicable to the exhibition venue.
10-7. The Organizer shall not assume any responsibility for the provision of product services (spot transactions) involving the exchange of cash between exhibitor companies and exhibition visitors, business discussions, or contract details, etc. during the exhibition period or thereafter.
10-8. Entry to the exhibition by a person of junior high school age or younger is permitted only when accompanied by a guardian even if the said person is a party involved in an exhibition.

11. Restoration to original state

11-1. The Exhibitor shall restore its company's booth space to its original state after the end of the exhibition. If the Exhibitor fails to undertake restoration work, the Organizer will do so on behalf of the Exhibitor and the Exhibitor shall bear the necessary costs.

12. Change or cancellation of the exhibition

12-1. The Organizer has the right to change the date, shorten the period of, or cancel the holding of the exhibition in the event it deems the holding of the exhibition is difficult due to a force majeure including but not limited to a natural disaster, strike, terrorism, or control of an epidemic. In such case, the Organizer shall not assume any obligation for repayment or compensation of exhibit charges or costs required by the Exhibitor to exhibit. However, in the event that the event has to be cancelled due to instructions from the government and its related agencies, a portion of the exhibition fee may be refunded in accordance with the regulations separately stipulated by the organizer.

13. Liability for damages

13-1. The Exhibitor shall compensate for all damages to the exhibition venue equipment or exhibition building or bodily injury to persons resulting from the carelessness or other conduct of the Exhibitor itself or its agent.

14. Exhibition of overseas goods

14-1. The site of the exhibition is not a bonded exhibition hall. Exhibitors intending to exhibit goods shipped from overseas must first finalize appropriate legal procedures (such as using an ATA carnet) before bringing in the goods to the exhibition hall.

15. Miscellaneous

15-1. The Exhibitor shall comply with the Personal Information Protection Act and related laws and regulations, and take appropriate and legitimate measures when obtaining personal information through its exhibit, etc.
15-2. Liability regarding problems or commercial transactions arising between the Exhibitor and visitors during the period the exhibition is held shall remain with the parties involved, and the Organizer shall not become involved in any way.
15-3. The Exhibitor or its main shareholders and investors shall manifestly state and guarantee that none of them is a member of an antisocial force (including member or associate member of an organized group of gangsters, corporate racketeer, member of a gang pretending to be social activists, or member of a crime-related specialist gang, etc.).
15-4. The Exhibitor shall concur that the Tokyo District Court is the agreed exclusive court of jurisdiction in the first instance in any dispute arising in regard to these Exhibit Rules, etc.
15-5. When the Organizer deems it necessary, it may amend these Exhibit Rules, etc. of the exhibition at any time without advance notification of the Exhibitor.

Japan Drone 2021 | The 6th Annual

- Expo for Commercial UAS Market -

June 14, Monday to 16, Wednesday

Exhibit Information

FACT SHEET

- **Title: Japan Drone 2021 | The 6th Annual - Expo for Commercial UAS Market -**
- **Dates: [International Exhibition] June 14 (Monday) - 16 (Wednesday): 3 days [International Conference] June 14 (Monday) - 16 (Wednesday): 3 days**
- **Opening hours: 10:00-17:00**
- **Venue: Makuhari Messe**
- **Organizer: Japan UAS Industrial Development Association (JUIDA)**
- **Co-organizer: Congrès Inc.**
- **Number of exhibitors : 300 companies (expected)**
- **Number of registered participants : 15,000 people (expected)**
- **Endorsers (2020 result):**
Ministry of Economy, Trade and Industry; Ministry of Land, Infrastructure, Transport and Tourism; Cabinet Office; Chiba Prefecture; Chiba City; New Energy and Industrial Technology Development Organization (NEDO), National Institute of Advanced Industrial Science and Technology (AIST); National Institute of Information and Communications Technology (NICT); The Japan Aerospace Exploration Agency (JAXA), the Japan Reinforced Plastics Society (JRPS), Japan Information Technology Service Industry Association (JISA) and New Economic Alliance
- **Supporters (2020 result):**
Japan UAV Association (JUAV); Secure Drone Consortium; Japan Radio Control Model Industry Association (JRM), Drone Pictures and Creators Association (DPCA); Japan UTM Consortium (JUTM); Japan Architectural Drone Association (JADA); Japan Deep Learning Association (JDLA); Japan Drone Promotion Association; Driving School+Drone Consortium; Drone Service Promotion Association
- **Admission: 2,000 yen* (consumption tax included)**
- *Free for those who have pre-registered or have an invitation ticket.

EXHIBIT CATEGORIES

- **Drones (unmanned aircraft) and related products**
Unmanned aerial systems and platforms/ Application software/ Cameras and Imaging Systems / Data & Communications / Development Services and Facilities / Ground Control Systems/ Material & Manufacturing Equipment/ Propulsion Equipment & Power Systems, Integration Systems/ Navigation and Guidance systems/ Robotics technology/ Simulations/ Training/etc.
- **Large drones and flying cars**
- **Various services using drones (unmanned aircraft)**
Photography/ Survey/ Surveillance/ Surveying/ Logistics/ Facilities/ Inspection/ Disaster Response/ Others
- **Regional Development Project, Tourism Support Project and Smart City Project**
- **Other Services**
Drone Airfield / Drone Port / Insurance / Education / Other

TARGET ATTENDEES

- ◆ **Business people in industries that want to use drones**
- **Inspection of facilities and equipment:**
Maintenance companies/ general contractors/ highway management companies, etc.
- **Logistics field:**
Parcel delivery service company/ warehouse company/ internet sales company, etc.
- **Security services:**
Building management companies/ developers, etc.
- **Agriculture:**
Local governments/ agricultural cooperatives, etc.
- **Areas of research and support for Emergencies:**
Local governments/ police/ fire departments/ emergency medical services, etc.
- **Surveying:**
Architecture Design office/ local government disaster response department, etc.
- **Transport and logistics:**
Logistic companies/ Storage companies, etc.
- **Tourism and regional development:**
Local governments/ tourism-related organizations and regional revitalization sectors
- **Field of photography and film:**
TV stations/ film companies/ video production companies, etc.
- ◆ **Drone pilots:**
Pilot's license holder/operational safety manager, etc.

INTERNATIONAL CONFERENCE PROGRAM

Japan Drone is delivering a qualified conference program which features the latest information about the drone industry and the future vision on domestic and global drone market.

There are two kinds of program:

- ◆ Keynote speeches and special lectures features drone specialists and experts from around the world. These sessions are free to all attendees.
- ◆ Drone Innovation Seminar is delivering the updated technology and business issue knowledge as well as the discussion featuring many use cases, etc. This program is the paid conference.

CONCURRENT EVENTS (2020 result)

There are some concurrent events at Japan Drone which feature the awarding program and contest for the entire drone society and industry:

- ◆ Best of Japan Drone Award
This is the annual award program for drones (hardware, services and start-up companies) since 2016.
- ◆ Drone Movie Contest organized by Digital Hollywood Robotics Academy & JUIDA
It is an annual open contest for Aerial photography with drones.
- ◆ JUIDA SCHOOL AWARDS
It is an award program for all drone schools in Japan which adopted JUIDA's program educational systems.

OTHER NEW FEATURES FOR 2021

[We are now planning several new exhibit area program and new features in 2021.]

- Large Drone Exhibit Zone
- Flying Cars: Business Model and Technology Presentation Zone
- Special Exhibits for Parts, Materials and Support Equipment for drones
- Exhibit of "measuring" and "delivering" examples of drone applications
- Unmanned Robot Application Business Zone
- Drones and SDGs implication exhibits
- Outdoor Demonstration Experiment Zone
- Drone x Regional Development: Tourism Support Zone (Real + Web)

Large Drone Zone Exhibits (2020 result)



EXHIBIT GUIDELINES

Booth type	General price	JUIDA member price
Space Only (3m x 3m)	JPY 420,000	JPY 378,000
Package Booth (Space + Shell Scheme Booth)	JPY 540,000	JPY 498,000
Start-up Booth for ventures/ schools	JPY 260,000	
Angle booth option	JPY 30,000	
Large Drone Zone (for larger than 5 m wide or heavier than 50kg)	JPY 21,000 per 1 square meter	

This is the list of all exhibit prices excluding consumption tax (10%) per single booth (9m²)

*We will announce new exhibit area prices soon.

- Application deadline
Wednesday, March 31, 2021
- Exhibitor briefing Meeting (in Tokyo)
Mid-March 2021
- Booth Location Assignment
The location of the booths in the exhibition hall will be determined by the organizer.

■ FOR ALL INQUIRIES AND APPLICATIONS TO:



Japan Drone Secretariat Office

■ EXHIBIT APPLICATION RULE

- Early Bird Application Program/ Benefits
If you formally submit your application by February 26, 2021, Exhibitors will receive the following benefits :
 - One person will be invited to the Networking Reception which is scheduled on June 14, 2021
 - 2 Free Invitation Tickets for Drone Innovation Seminar

■ Application and payment

- Please fill out the attached application form and submit it to Japan Drone Secretariat Office.
After receipt of your application, you will receive an invoice from the secretariat, and it must be sent to the designated bank by the due date.
- The application will be completed after the Secretariat's confirmation of the exhibit fees wire transfer to the bank.

■ Cancellation of the exhibition

- In principle, no cancellation is allowed after application.
However, the secretariat office may approve the cancellation when they decide if it is unavoidable situation.
- In this case, the exhibitor must comply with the criteria listed in the Exhibition Rules and Regulations and the cancellation fees must be paid by the exhibitor.

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