

## The Best Place to Reach Active Business Technology Buyers.

Interop is the leading global business technology event, with the most comprehensive IT Conference and Expo available, Business and technology leaders attend Interop to get the most up to date information available on key technologies, learn about the latest trend and meet with leading vendors.

Cloud Computing , Mobile & Wireless , Data Center , Network Security ... and more, development of Cloud Computing and relating industry is increasing highly with a large demand in the market.

Expected business opportunities according to market Huge expansion range.

Interop's specially featured "live demonstration platforms" upraise company profiles and emphasis the magnetic point of your products and services.

Be connected with 140,000 professionals.

### Event Profile

Event: **Interop Tokyo 2013**

Venue: Makuhari Messe (Chiba, Japan)  
Exhibition Hall 4,5,6

Date: **【Exhibition】** June 12th(Wed)–14th (Fri), 2013  
**【Conference】** June 11th(Tue)–14th (Fri), 2013

Number of Visitors:

**140,000\*** (expected)

\*including co-location events

Co-location event:

Digital Signage Japan 2013

Interop Media Convergence 2013

Smart Device Japan 2013

Location Business Japan 2013

Event Contents:

Exhibition, Keynote, Special Session,  
Educational Conference

### Stimulate Demand for Your Products

- Interop Tokyo attracts +140,000 attendees from over 75 countries, representing every industry and across all sizes of companies



### Key Theme Interop 2013

- Cloud Computing
- Virtualization
- Data Center
- Security
- Wireless broadband
- IPv4 Address Exhaustion
- Communication/Collaboration
- LTE
- Green ICT
- SDN
- IoT/M2M
- BYOD
- etc

### Who will you meet at Interop2013

- IT VPs, Directors, Managers, Staff
- Business Decision Makers
- Small-Medium Business Owners & Executives
- Channel Professionals
- Network Managers
- Security Professionals
- Telecommunications Managers
- Application Developers
- CXOs
- Media
- Analysts

## Profile for Interop Tokyo Attendees:

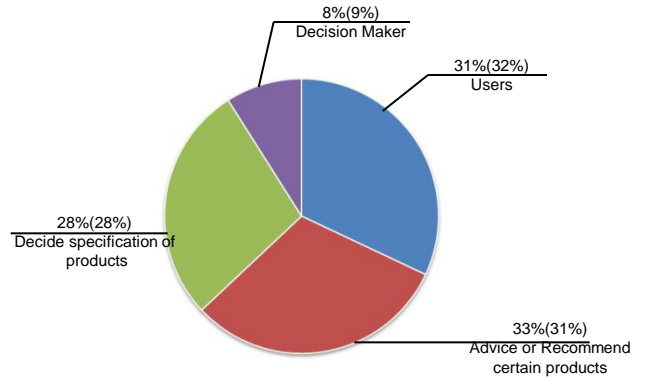
### Meet Active Buyers!

69% of Interop Tokyo target attendees say they influence buying decisions within their organizations.

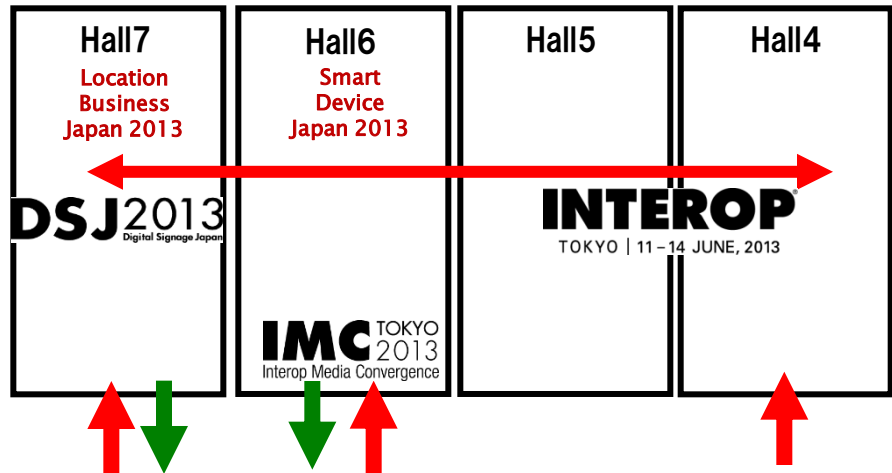
65% of target attendees work for large companies (500+ employees), 22% work for medium companies (50-499), and 18% work for small companies (1-49) .

21% of attendees are executive-class (CEO/CIO, board of directors, etc.) , 32% are managers and 47% are staff.

### <Purchase Role>

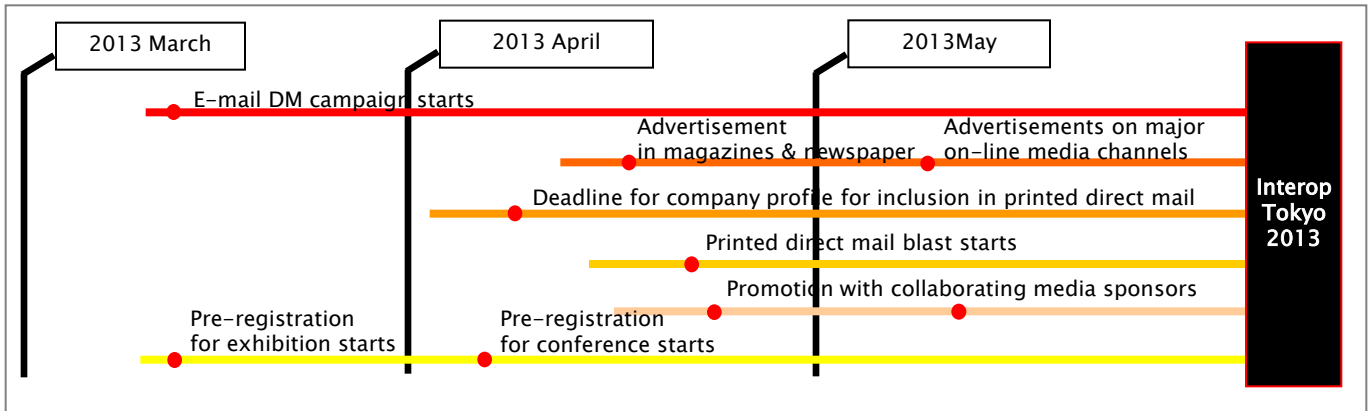
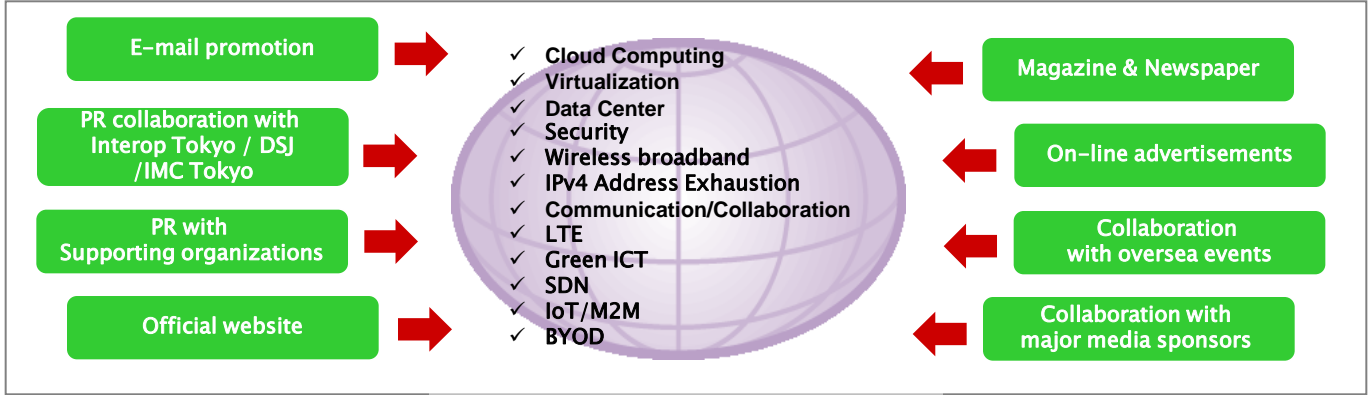


\* Interop Tokyo target audience based on attendee survey for IMC Tokyo and DSJ 2012



## Event Promotion Plan

140,000+ visitors \*including co-located events



## Reserve your space today!

### Exhibit Fee

+Exhibit Fee: **JPY590,000/9m<sup>2</sup>**

\* Rate after December 1<sup>st</sup>, 2012 to 28<sup>th</sup> February 2013.

\* **It is applied volume discount over 36 SQM.**

Exhibit Fee includes:

- + Exhibit Space (3m x 3m)
- + One Barcode reader device rental
- + Your company profile on Official website and other promotion materials
- + Supply of invitation tickets for the exhibition

\* Please note, application after the deadline may limit promotion privileges on printing materials.

\* Internet connection is not included. Please order separately if needed.

To learn about Interop Tokyo and exhibiting opportunities, please contact:

+Japan

Interop Tokyo 2013 Show Management Office  
(NANO OPT Media, Inc. F2F Forum Company )

TEL: +81-3-6431-7800

FAX: +81-3-6431-7850

Email: [sales-info@f2ff.jp](mailto:sales-info@f2ff.jp)

NOTE:

\*Booth location assignment will be made by the organizer based on date of contract, size of booth, exhibit category, exhibit history and other conditions.

\*Consumption tax at 5% will be applied to all invoices.