

PATENT INFORMATION FAIR & CONFERENCE



2020 特許・情報フェア & コンファレンス
Online

29th 2020 Patent Information Fair & Conference Online

Exhibition Guideline

Exhibition Dates: December 1, 2020 (Tuesday) 10:00 JST- December 25 (Friday) 23:59 JST

Organizers: Japan Institute for Promoting Invention and Innovation

Japan Patent Information Organization

Fuji Sankei Business i

Sankei Shimbun Co., Ltd.

Admission Charges: Free (Admission only with prior registration)

<https://pifc.jp/>



[Contract address for sending inquiries and filled application form]

Fuji Sankei Business i (The Nihon Kogyo Shimbun Co., Ltd.) Promotion Division

1-7-2 Otemachi, Chiyoda-ku, Tokyo 100-8125

TEL: 03-3273-6180 FAX: 03-3241-4999 E-mail: patent@sankei.co.jp

PATENT INFORMATION FAIR & CONFERENCE

2020 特許・情報フェア & コンファレンス
Online



The "2020 Patent Information Fair & Conference" was originally planned to be held at the Science Museum. However, as the ending of the novel coronavirus infection is nowhere in the sight and the safety of related parties is the highest priority, the event will now be held as an online exhibition instead of a real physical exhibition.

Even amid the coronavirus infection, competition for patents and intellectual property does not seem to stop, and the importance of disseminating products and services, exchanging information, and developing new businesses is increasing.

In addition to the latest information of each company, the online exhibition will provide information similar to a real physical exhibition, such as various conferences and presentations by companies.

Please use it as a new tool of the "with the COVID-19 era" for promoting your products and technologies.

Exhibition Overview

Name: 29th 2020 Patent Information Fair & Conference Online

Exhibition Dates: December 1, 2020 (Tuesday) 10:00 JST – December 25 (Friday) 23:59 JST

Organizers: Japan Institute for Promoting Invention & Innovation
Japan Patent Information Organization
Fuji Sankei Business i
Sankei Shimbun Co., Ltd.

Supported by: Japan Patent Office, Ministry of Economy, Trade and Industry
National Center for Industrial Property Information and Training
Japan Chamber of Commerce and Industry (All applications are planned)

The event management office will outsource the system development work of the online exhibition to TCS CO., LTD. mentioned below

[Inquiries regarding the online system]

Online exhibition management office: TCS CO., LTD.

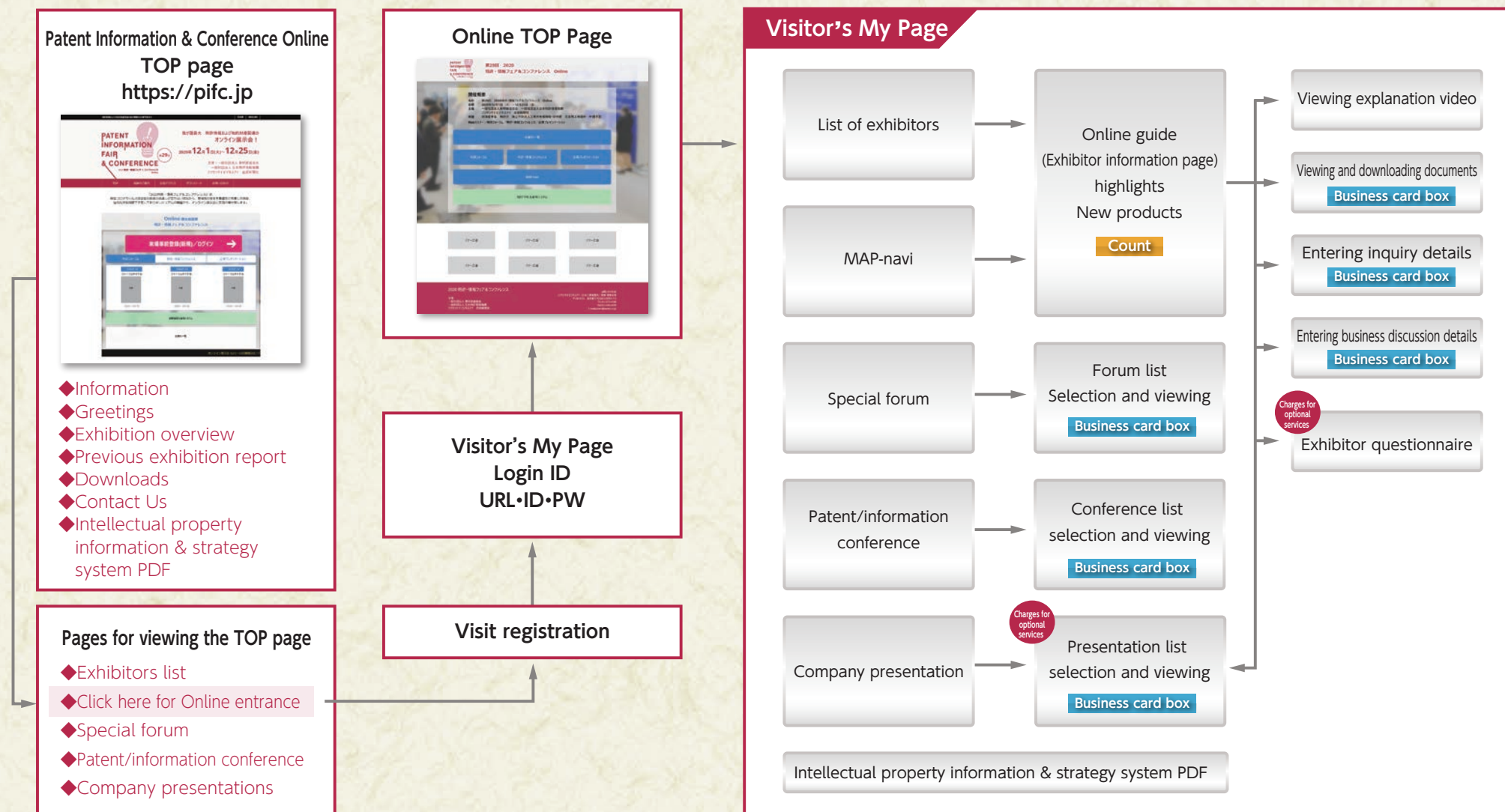
Shiba Daimon Building, 1-32 Shiba Daimon 1-chome, Minato-ku, Tokyo 105-0012

E-mail: tcssys@t-c-s.co.jp (9:30-17:30 JST Except Saturday, Sunday, and National Holidays)

Target of the exhibition

- ❖ **Internet, online database, information provision services**
Patent information, technical information, patent distribution information, industrial property rights case law information, company information, etc.
- ❖ **Proxy survey and search services**
Prior patents-technical survey, trademark survey, non-patent documents survey, pre-application survey, proxy search, etc.
- ❖ **Copy and duplication services**
Copy and duplication services for domestic-overseas patents, utility models, designs, trademarks etc., overseas literature service, etc.
- ❖ **Translation services**
Translation services in the intellectual property field, translation services for technical information, etc.
- ❖ **Patent map creation services**
Patent map creation, technical elements analysis – summary – roll out – survey, etc.
- ❖ **Patent related software**
CD-ROM creation services, DB search software, RDBMS・BPR・ERP related software, etc.
- ❖ **OA related equipment and information systems**
Filing system, optical disk, CD-ROM, DB search, information management system, various computer server products, etc.
- ❖ **Information, network equipment, software**
E-mail software, communication software, dedicated browsers, groupware, communication lines, Internet connection services, etc.
- ❖ **Knowledge management related tools**
Knowledge management related software, search engine, groupware, etc.
- ❖ **Intellectual property related solutions and education**
Intellectual property strategy development support, intellectual property utilization support, intellectual property evaluation / intellectual assets evaluation, R & D / commercialization support, intellectual property education / training / human resource development
- ❖ **Unauthorized access, confidential information leakage, lawsuit proceedings related**
Digital forensic services, E-discovery support services, etc.

Flowchart



Count Offering the access count **Business card box** Offering personal information of visitor

Patent /Information Fair & Conference TOP Page

特許情報および知的財産関連の最も信頼性の高い専門見本市

日本語 ENGLISH

PATENT INFORMATION FAIR & CONFERENCE
2020 特許・情報フェア & コンファレンス Online

我が国最大 特許情報および知的財産関連の
オンライン展示会！

第29回
2020年12月1日(火)~12月25日(金)

主催：一般社団法人 発明推進協会
一般財団法人 日本特許情報機構
フジサンケイビジネスアイ 産経新聞社

TOP 出展のご案内 会場アクセス ダウンロード お問い合わせ

「2020特許・情報フェア&コンファレンス」は、
新型コロナウイルス感染症の収束の見通しが立たない状況から、関係者の安全を最優先に考慮した結果、
当初化学技術館で予定しておりましたリアル開催から、オンライン展示会に交流の場を移します。

Online 展示会開催
特許・情報フェア&コンファレンス

来場事前登録(新規)/ログイン →

特別フォーラム	特許・情報コンファレンス	企業プレゼンテーション
12月x日 (x) フォーラムタイトル 写真 〇〇〇 〇〇 氏	12月x日 (x) フォーラムタイトル 写真 〇〇〇 〇〇 氏	12月x日 (x) フォーラムタイトル 写真 〇〇〇 〇〇 氏

知財情報&戦略システム

出展社一覧

オンライン展示会 12/1~25日開催決定！只

- ◆ Special forum⇒
- ◆ Patent information conference⇒
- ◆ Company presentations⇒

- ◆ Booth Exhibitors list⇒

Patent Information Fair & Conference Online TOP Page (After login)

開催概要
名称 第29回 2020特許・情報フェア&コンファレンス Online
会期 2020年12月1日(火)～12月25日(金)
主催 一般社団法人発明推進協会 一般社団法人日本特許情報機構
フジサンケイビジネスアイ 産経新聞社
後援 経済産業省 特許庁 独立行政法人工業所有権情報・研修館 日本商工会議所(申請予定)
Webセミナー：特別フォーラム/特許・情報コンファレンス/企業プレゼンテーション

出展社一覧
特別フォーラム
特許・情報コンファレンス
企業プレゼンテーション
MAP-navi
知財情報&戦略システム

バナー広告
バナー広告
バナー広告
バナー広告
バナー広告
バナー広告

2020 特許・情報フェア & コンファレンス

主催
一般社団法人 発明推進協会
一般財団法人 日本特許情報機構
フジサンケイビジネスアイ 産経新聞社

お問い合わせ先
フジサンケイビジネスアイ(日本工業新聞社) 営業・事業本部
〒100-8125 東京都千代田区大手町1-7-2
TEL:03-3293-6180
FAX:03-3241-4999
E-mail:patent@sankei.co.jp

◆ **Booth Exhibitors list**⇒
With various search functions, you can view the exhibitors that match your purpose.

◆ **Exhibitor details**⇒
You can view detailed information from company information or documents/details page.

◆ **Special forum**⇒
◆ **Patent information conference**⇒
◆ **Company presentations**⇒

◆ **[MAP-navi]**⇒
Navigating system with search function

Online guide (Exhibitor information page)



You can post the latest information on exhibitors.

1 Company name	Registered company name will appear here.
2 Business card box	Clicking this will send the visitor's information to the exhibitors. Information given in the online guide can be obtained as per one's choice.
3 Category icon	Category selected at the time of application or the category icon of the registered exhibitor information will appear here. OK
4 Catchphrase	Please register the catch image of the exhibited products registered as highlights [Within 50 double-byte characters] OK
5 Highlights	You can register the message such as exhibited products to be announced during the online exhibition or your differentiator / specialty [Within 250 double-byte characters] OK
6 Upload images	You can register and upload up to 3 product introduction images to be exhibited. You can also register title (150 double-byte characters) and brief description (250 double-byte characters) for each image/photograph. OK
7 Company information	You can post corporate profile here. Basic information such as company name, person in-charge, contact details etc. OK

OK : Even after the opening of the event, the contents can be replaced during the exhibition period

Online guide (Exhibitor information page)



⑧ Four information menus are available.

View briefing video

OK

You can post the product introduction video you have. One video [up to 10 minutes]
Please forward the YouTube or vimeo URL link.
※The number of videos that can be posted varies depending on the plan.
The operation method for uploading videos on YouTube or vimeo will be explained in the operation manual.
※The operation manual will be sent to the exhibitors who applied for this service. (Scheduled to be delivered on October 12)



View / download documents

OK

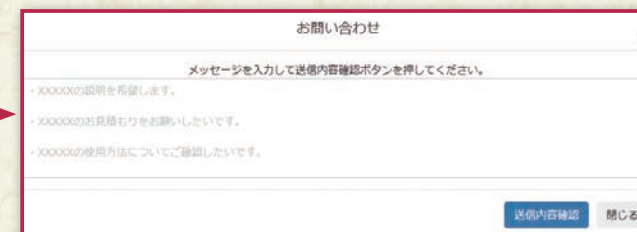
You can post documents like company pamphlet (PDF). Up to 3 PDF files are allowed (each file up to 10 MB)
※The number of documents that can be posted vary depending on the plan.



Two inquiry forms are available as a communication tool between the exhibitors and the visitors.

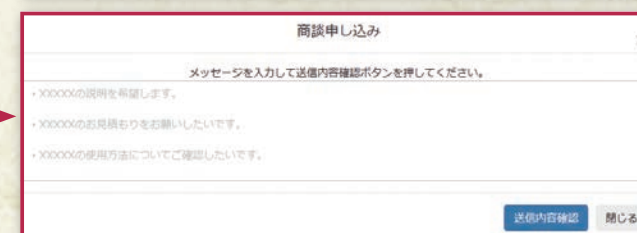
Inquiry

◆ **Sending inquiries**
This inquiry form allows the visitors to directly send their questions to the exhibitors. The inquiry details will be sent to the email address registered on the online guide administration page. Please respond to the inquiries as required once you have received them.



Send business inquiry

◆ **Business discussion request form**
This inquiry form allows visitors to send business discussion request form to the exhibitors. The business discussion form will be sent to the email address registered on the online guide management page. Visitors' contact information will be included in the email you receive. Therefore, please coordinate your appointment and online conference individually.



OK : Even after the opening of the event, the contents can be replaced during the exhibition period.

Charges for
optional
services

Questionnaire feature

●Questionnaire by the exhibitor 100,000 JPY (Exclusive of tax)

Please apply for the questionnaire feature if you wish to conduct a questionnaire survey (charges apply). Once you apply, you will receive an e-mail about account registration from our partner questionnaire website. Once you receive this e-mail, please register your account. After completing the registration, the questionnaire website will open where you can register the questionnaire survey questions and images.

You can also download the questionnaire responses filled by the visitors from the questionnaire website.

The questionnaire function is in Japanese only. Please note that the questionnaire must be registered in Japanese.



Pop-up
questionnaire

Questionnaire

Once you apply for the "Questionnaire feature", the "Questionnaire" button icon will be added in the online guide.

"Questionnaire website"

You can register the questions you want to ask in the questionnaire survey.



"Visitor⇒Exhibitor questionnaire"

After the visitor enter the online guide and presses the "Questionnaire" button, the pop-up "Questionnaire" window will open. The visitor responds to the questions registered by the exhibitors in advance, and then presses the "Send" button for closing the questionnaire.



Venue map 'MAP-navi' Logo advertisement

●Venue map 'MAP-navi' Logo advertisement

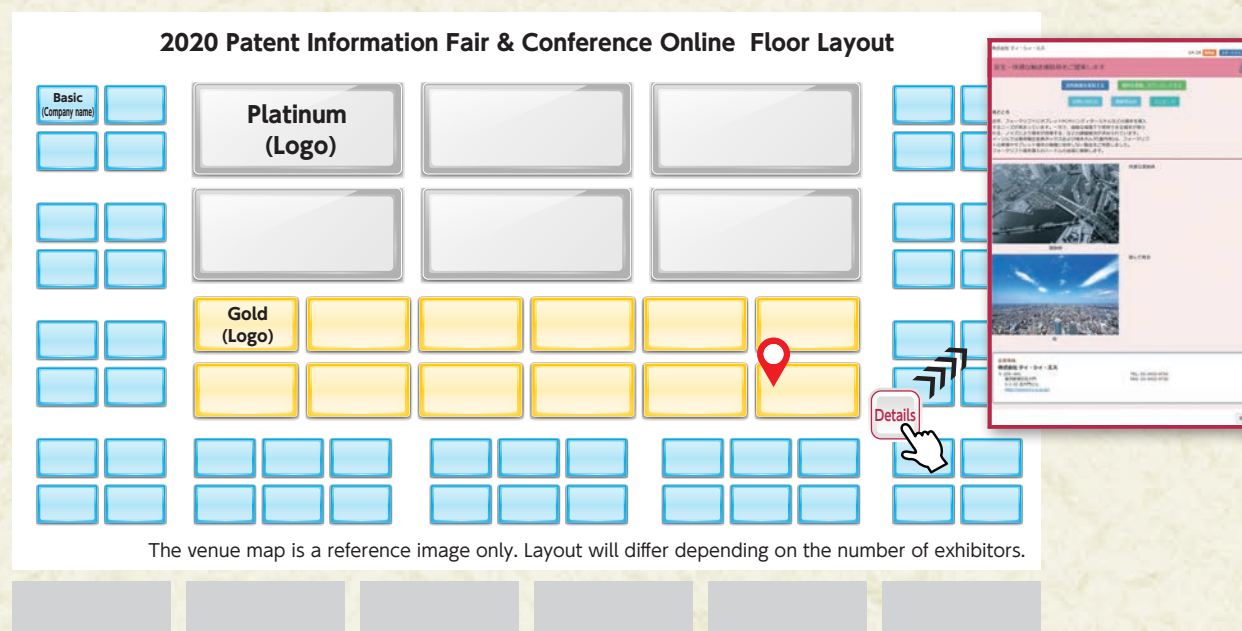
※Platinum Plan Max. 6 companies, Gold Plan Max. 12 companies

"MAP-navi" is a venue map that creates a feeling of an exhibition venue. It is a navigation tool that efficiently narrows down the exhibits you want to see and the information you want to know by searching for company names, keywords, and advanced searches from among the many booths. When a visitor searches, a pin will appear on the corresponding relevant booth. Clicking "Details" on the pin will link to your company's online guide (exhibitor information page).

The Platinum Plan and Gold Plan allow increasing the booth size and increasing the visibility to the visitors by posting your company logo. In the basic plan, the company name will be posted on the booth.

The search function of 'MAP-navi' is available for all booths, namely, platinum, gold and basic.

- ※The logo will be posted on the "MAP-navi" booth for the Platinum Plan and Gold Plan.
- ※For the Basic Plan, the company name will be posted on the "MAP-navi" booth.
- ※Applications for the Platinum Plan and Gold Plan are limited to one slot per company and are on a first-come, first-served basis.
- ※The logo data format is JPG or PNG. Please provide with complete data.
[Size] Platinum Plan: W500px × H500px
Gold Plan: W400px × H400px
- ※Please note that it is not the display size.
- ※Videos such as animated GIFs are not allowed. Only still images are accepted (company logo, etc.).



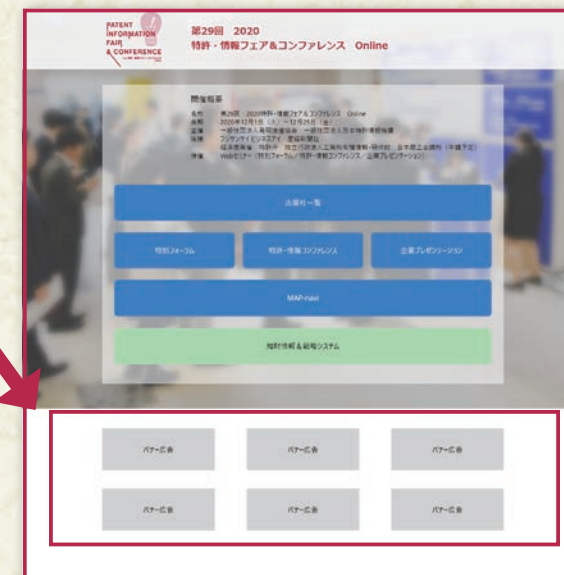
Online Top banner advertisement

●Online top banner advertisement

※Limited to 6 companies in Platinum Plan only

It is a banner advertisement to be posted on the Online top page after login.
It links to the online guide (exhibitor information page) or the designated website.

- ※Applications are limited to one slot per company and are on a first-come, first-served basis.
- ※Data format is JPG or PNG
- ※Size is W280px×H80px. Please provide with complete data only.
- ※Videos such as animated GIFs are not allowed. Only still images (company logo, etc.) are accepted.



E-mail newsletter (Japanese Only)

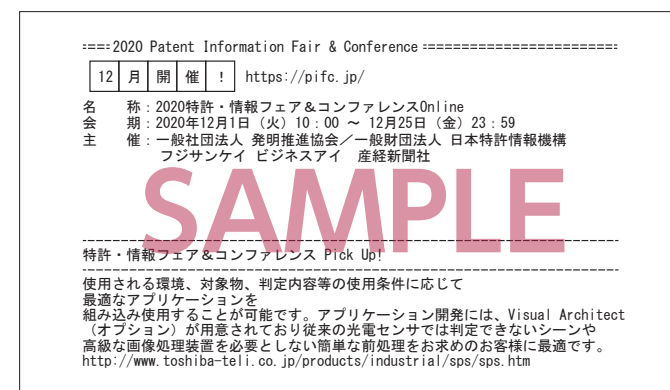
●E-mail newsletter advertisement (Japanese Only)

※Limited to 6 companies in Platinum Plan only

An e-mail newsletter will be distributed to about 10,000 persons including the visitors of the past “Patent Information Fair & Conference”.

Your information will be directly sent to the relevant persons by e-mail.

- Original text: Text e-mail 5 lines
(38 double-byte characters per line) + One line of link, total 6 lines
- Recipients: About 10,000 persons
(Visitors of the past “Patent Information Fair & Conference”)
- Dissemination dates (planned): 11/17、11/25、12/1、12/8、12/15、12/21



Charges for optional services

Company presentations

●Company presentations **150,000 JPY (Exclusive of tax)**

For company presentations (videos), we have prepared a place where exhibitors can publicize their products, technologies, services, etc. We will send the URL and login ID of the exhibitor's only page by e-mail to the exhibitors who applied for this service in the "online exhibition application form". Therefore, select one option from the presentation category selection, presentation topic, presentation content, video URL (Youtube, vimeo, etc.).

We will separately prepare the URL of the videos (provided by Amazon Drive / Google Drive).with additional charges.

OK

Registration items
Presenting company name (already set)
Category registration (select from 12 options)
Presentation topic (up to 40 double-byte characters)
Presentation contents (up to 200 double-byte characters)
Video URL registration

※1 session (up to 30 minutes)

※Presentation video: Please forward the URL of the video file. For more information about the video, please contact the online exhibition management office of TCS CO., LTD.

※Providing business card information of viewers (immediately available for download on the administrator page)

OK : Even after the opening of the event, the contents can be replaced even during the exhibition period.



Exhibition charges

	Basic Plan 270,000 JPY (Exclusive of tax)	Gold Plan (only 12 slots) 870,000 JPY (Exclusive of tax)	Platinum Plan (only 6 slots) 1,570,000 JPY (Exclusive of tax)		
Plan	Online guide	1 section	1 section	1 section	Access count can be obtained
	Highlights information	◎	◎	◎	Exhibit topics / catchphrase (Japanese): 50 double-byte characters or less Highlights of exhibited products (Japanese): 250 double-byte characters or less
	Company information / contact details	◎	◎	◎	
	Inquiry feature	◎	◎	◎	Personal information of the persons accessing can be obtained (immediately)
	Business discussion request form	◎	◎	◎	Personal information of the persons accessing can be obtained (immediately)
	Posting images in the online guide	3	6	10	You can enter up to 150 double-byte characters for the title and 250 double-byte characters for the description per photo. Image file format: JPG, PNG (1 file up to 10MB) Personal information of the persons accessing can be obtained (immediately)
	Briefing videos of exhibits	1	6	10	Please upload the video on YouTube or vimeo and forward the link URL. (Maximum 10 minutes)
	Briefing material of exhibits [PDF]	3	6	10	Personal information of the persons accessing can be obtained (immediately) 1 file up to 10 MB
	Information postcard	The desired number of copies will be sent	The desired number of copies will be sent	The desired number of copies will be sent	
	Venue map MAP-navi Logo posting	※Only company name will be posted	◎	◎	Clicking "Details" of the pin located in the search results will link to your online guide (exhibitor information page)
	Banner advertisement Online exhibition TOP			◎	Link to your online guide or the designated website
	E-mail newsletter advertisement			◎	Japanese Only
Optional	Company Presentation	150,000 JPY	150,000 JPY	150,000 JPY	Even after the event has started, the contents can be replaced during the exhibition period.
	Questionnaire feature	100,000 JPY	100,000 JPY	100,000 JPY	Japanese Only

※Consumption tax will be added to the above amount.

※Exhibitors are requested to prepare online guide contents such as videos, images, and PDF format materials.

※Please refer to the attached sheet for details of the optional service menu.

※E-mail newsletter advertisement dissemination dates (planned): 11/17, 11/25, 12/1, 12/8, 12/15, 12/21

Visitor mobilization

In order to attract customers to the online exhibition, we will use various tools so that more visitors visit the exhibition.

■ Special forums

Daily interesting forums will be held for patent practitioners.
This will encourage visitors with a high sense of purpose to visit.

■ Advertisement and promotion

Articles and advertisements will be posted on media such as Fuji Sankei Business i and Sankei Biz, an internet medium.

■ E-mail newsletter (Japanese Only)

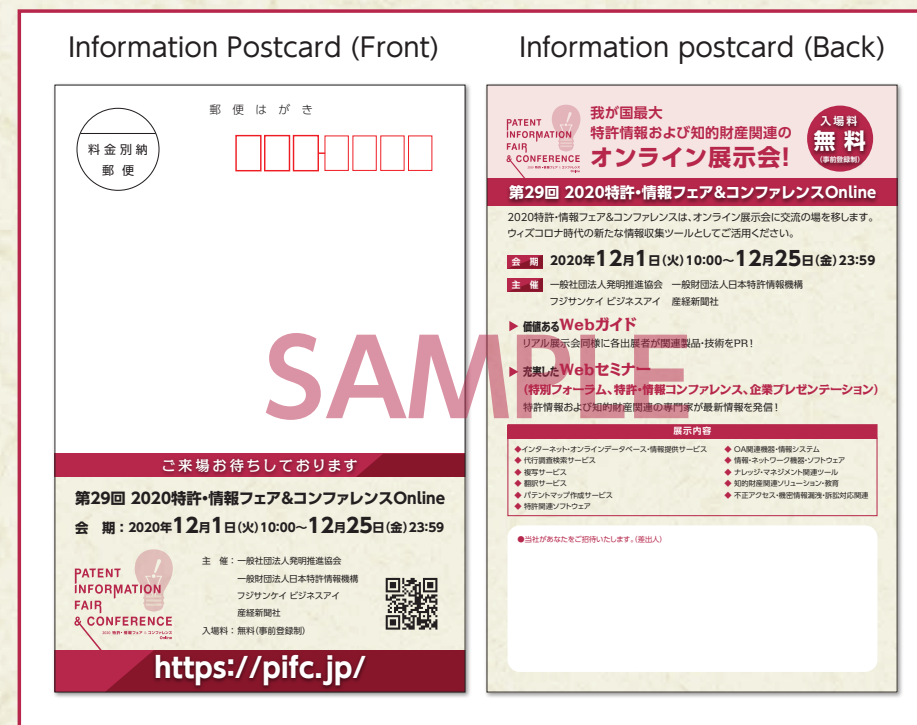
E-mail newsletter will be sent to valid e-mail addresses collected so far from past visitors etc.
Announcement of exhibition will be made and details of the exhibition will be communicated.

■ Information postcard (Japanese Only)

The organizers will directly send the information postcard to past visitors.

■ Information to related ministries and organizations

The organizers and sponsoring organizations of this exhibition will be requested for their support in making announcement of this exhibitions.



Schedule

Exhibition application deadline

October 30 (Friday)

	Overall	For exhibitors
October 1 (Thursday)	Application starts	
October 30 (Friday)		Registration of online guide (exhibitor information page) starts ※Operating manual to be disseminated to each company
October 30 (Friday)	Exhibition application deadline	
November 9 (Monday)	Advertising and promotion activities	Information postcards (arrive at exhibitors)
November 10 (Tuesday)		E-mail newsletter Original text deadline ※Those who applied for it
November 13 (Friday)		Logo for banner advertisement/MAP-navi Original text deadline ※Those who applied for it
November 25 (Wednesday)		Online guide (exhibition page) Original text deadline Company presentation Registration deadline ※Those who applied for it
December 1 (Tuesday)	Opening of the exhibition	
December 25 (Friday)	Closing of the exhibition	
January 22 (Friday)		Closure of the online exhibition system

※Exhibitor briefing session will not be held.

※Contact TCS mentioned on right if you have any questions regarding the system.

※After application, registration of the online guide (exhibitor information page) will start from October 30 (Friday).

※See the operation manual (planned to be disseminated on October 30) for the registration method of the online guide.

TCS CO., LTD. Contact: Patent Information Fair Online Staff

Shiba Daimon Building, 1-32 Shiba Daimon 1-chome, Tokyo 105-0012

E-mail: tcssys@t-c-s.co.jp (9:30-17:30 JST Except Saturday, Sunday, and National Holidays)

Exhibition Rules and Regulations

1. Management office

The management office specified here refers to the exhibition operation office staff organized by the organizers or the agent for the operation of this exhibition.

2. Exhibition application

(1) Exhibition application method

Please fill in the necessary information on the exhibition application form and apply. The exhibition contract based on this exhibition application (hereinafter referred to as this exhibition contract) shall be concluded when the organizers confirm the exhibition application acceptance. The acceptance confirmation communication date shall be the conclusion date of this exhibition contract, and the exhibitor shall be then obliged to pay the exhibition fees.

(2) Exhibition application deadline

October 30, 2020 (Friday)

(3) Payment date and payment method

An invoice will be issued after confirmation of acceptance of the exhibition application form. Exhibitors shall bear the remittance charges.

(4) Rejection of exhibition application

If the contents of the exhibition do not match the purpose of this exhibition, the application may be rejected.

3. Expenses included in the exhibition fees

- Basic features usage fee for online exhibition system
- Public relations expenses (including information postcards / some services are charged)
- Online exhibition system maintenance / management office planning and operation costs

4. Expenses not included in the exhibition fees

- Production cost of exhibition contents
- Expenses related to the environment (hardware such as personal computers, software such as browsers, communication environment, etc.) required for posting exhibition contents
- Insurance premiums for damages, etc.
- Paid optional services fees
- Expenses attributable to the exhibitor's actions
- Other expenses that are not normally deemed to be included in the exhibition fees

5. Amendment or cancellation of the exhibition contract

When an exhibitor wishes to amend or cancel a contract that has already been applied for, the exhibitor shall specify the reason in writing and obtain the approval of the management office. When an exhibitor wishes to cancel part or all of the exhibition contents, the following cancellation fee shall be charged.

- After the application date and until the exhibition application deadline ... 50% of the application fees
- After the next day of the exhibition application deadline ... 100% of the application fees

※ The application fees include the exhibition fees as well as

the optional services fees.

6. No subleasing, buying and selling, assignment and exchange of exhibition contracts

Exhibitors or exhibition applicants may not sublease, buy, sell, assign, or exchange part or all of the exhibition contract contents. In addition, they cannot be used or exhibited by companies other than the exhibitors without the approval of the management office.

7. Management, maintenance, or copyright, etc. of exhibition contents

- (1) The management office shall manage this exhibition with care as an administrator. However, the exhibitors shall manage each exhibition content (rights processing) at their responsibility and expense
- (2) The management office shall not be liable for any damages to the exhibition contents due to theft, loss, damage, fire, security incidents, or other natural disasters. Data related to the exhibition contents shall be backed up at the exhibitors' responsibility and expense.
- (3) In this exhibition, when creating contents using music or creating contents using video software such as movies and environmental videos, the exhibitors shall obtain licenses from related parties and manage copyrights.
- (3) The organizers shall not be liable for any damages incurred by other exhibitors or third parties due to the uploading, transmission or publication of virus-infected contents irrespective of whether it is intentional or due to negligence.

8. Burden of various expenses

- (1) Exhibitors shall bear the costs of the environment (hardware such as personal computers, software such as browsers, communication environment, etc.) required for posting the exhibition contents, the production of the exhibition contents, and other expenses attributable to the exhibitors' actions.
- (2) Exhibitors are responsible for all insurance premiums such as compensation for damages related to exhibiting at this exhibition.

9. Protection of personal information

The organizers of this exhibition shall be responsible for managing and operating the personal information of registered visitors, and the organizers are working to protect the privacy of visitors. At the same time, each exhibitor is requested to strictly observe the following items and manage the personal information obtained through this exhibition.

< Precautions all exhibitors are requested to take regarding the use of personal information >

- When collecting visitor's information, please clarify its purpose and use.
- The personal information collected in this exhibition can only be used by the exhibitors who collected. It is prohibited to provide or resell it outside the company.
- If a visitor refuses permission for "using personal

information", or requests to delete data, please follow it.

- Please take sufficient measures for the leakage of the acquired personal information and try to prevent data leakage.
- In addition, please take appropriate measures in accordance with the "Personal Information Protection Law".

10. Cancellation / shortening / postponement of exhibition

- (1) In the event it becomes extremely difficult to hold an exhibition due to force majeure events such as natural disasters, infectious diseases, terrorism, instructions / orders from the government authorities, Internet traffic, or other causes that cannot be attributed to the organizers, even before or during the event period, the organizers may cancel the event, shorten or postpone the event period, or relocate the venue (change of the official website URL). In that case, the organizers will promptly notify and inform the exhibitors after making the above decision. The organizers shall not be liable for any damages to the exhibitors caused by this decision and execution.

If the event period is shortened due to a force majeure event that occurred during the event period, the application fee will not be refunded. In addition, the expenses incurred by the exhibitors because of this shall not be compensated.

- (2) In the event the entire schedule is canceled due to force majeure before the event, the organizers will refund the exhibitor the balance of the application fee after deducting the expenses already incurred.

11. Processing after the end of the continuous exhibition period

The organizers will delete the exhibition contents posted on the exhibition platform after the exhibition period ends.

12. Cancellation of the contract

The organizers may cancel this exhibition contract without prior notice if the exhibitor falls under any of the following.

- Failure to pay all or part of the exhibition fees.
- When the exhibitor is subject to suspension of banking transaction due to non-payment of bills or checks.
- When the exhibitor is subject to a petition of provisional seizure, provisional disposition, compulsory execution, auction, special liquidation, bankruptcy, civil rehabilitation, corporate reorganization, or other similar petition.
- When it is found that the exhibitor is a crime organization, a crime organization affiliated entity or its affiliate, or other antisocial forces, or when it is found that the exhibitor is using these antisocial forces.

13. Approval of exhibit rules and exhibition rules

All exhibitors or agents are deemed to have approved the "Exhibit Rules" and the above exhibition rules established by the management office. If an unresolved matter arises between the management office and the exhibitors, visitors, or related parties, such matters will be referred to the court for resolution.