NetWorld+Interop Tokyo 2005
US Pavilion

Exhibition：Wed, 8 June – Fri, 10 June 2005/Conference：Mon, 6 June – Fri, 10 June 2005

Location： Makuhari Messe （Chiba, Japan）

Official Website: http://www.interop.jp/

NetWorld+Interop Tokyo is Asia's number one network computing event which focuses network infrastructure and internetworking technology. NetWorld+Interop Tokyo attracts serious networking professionals who want to learn about the latest networking products and services. The event offers courses, interactive product demonstrations and ongoing technical discussions. This is your opportunity to get your message in front of over 150,000 IT profession and key buyers.

At US Pavilion, U.S companies will be able to choose from 2 types of cost-effective package booth which including various marketing promotion opportunity during pre-event marketing, and pre-fab booth with network connectivity for demonstrating products and solution at on-site. Commercial Service of the American Embassy Japan also supports the U.S. Pavilion participants. Business matching coordination is your additional option.

Event Overview

Organizer	： NetWorld+Interop Tokyo 2005 Steering Committee
Management	： Internet Association Japan / MediaLive Japan, Inc.
Location	： Makuhari Messe（Chiba, Japan）
Endorsers	： The U.S. Department of Commerce, Japanese Ministries and Associations, etc (TBA)
Special Cooperation	： Wide Project in Japan
Exhibition	： Wed,8 June – Fri,10 June 2005
Conference	： Mon,6 June – Fri,10 June 2005
Estimated Exhibitors	： 350 Companies（2004:376 companies）
Number of Booth units	： 2,000 Booth units+(18,000sqm)
Number of Attendees	： 160,000+

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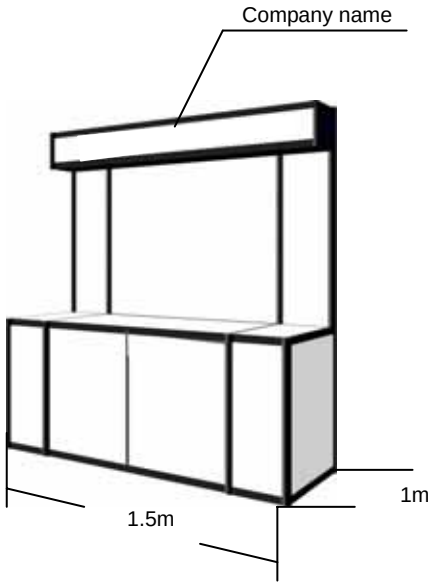


US Pavilion Package includes

Pavilion Scheme – A type

-Pavilion Mini booth unit (1m×1.5m with display counter)

-1 chair and 1 small catalogue stand
-Internet connectivity
-100V 0.5kw outlet
-Spotlights with electrical
-Company name board
-US Pavilion information at Show Preview
-US Pavilion information on ”Interop Express”(DMs)
(1,000,000 Direct mails will be post)
-Company description on the official guidebook and official website



* Above booth layout is just image.

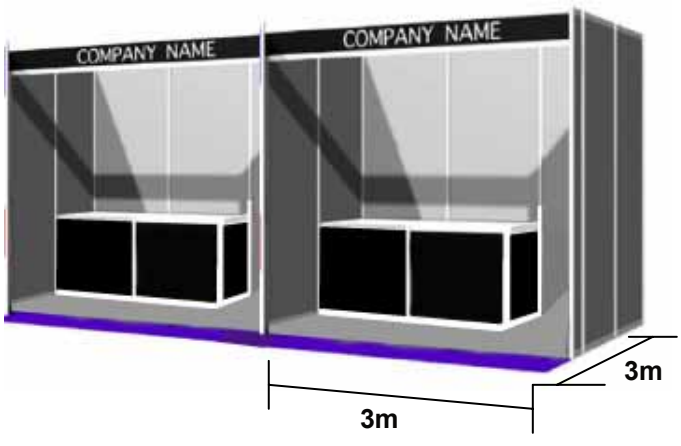
All included: $3,334 (1x1.5 m)

Special Discount: $2,500 (1x1.5 m)

Pavilion Scheme – B type

-Exhibit Space with Pavilion booth (3m×3m; 9sqm)

-1 registration table and 1 chair
-Internet connectivity
-100V 0.5kw outlet
-Spotlights with electrical
-Display counter
-Company name board
-US Pavilion information at Show Preview
-US Pavilion information on ”Interop Express”(DMs)
(1,000,000 Direct mails will be post)
-Company description on the official guidebook and official website



* Above booth layout is just image.

All included: $6,921 (3x3 m)

Special Discount: $5,000 (3x3 m)

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Marketing Promotion Plan

Advance Program mailed out in late March

MediaLive Japan Data 220,000

-Conference/ Exhibition attendees of N+I Tokyo

-Attendees of other MediaLive events

220,000

Interop Express mailed out in late April

MediaLive Japan Data 1,000,000

-Conference/ Exhibition attendees of N+I Tokyo

-Attendees of other MediaLive events

1,000,000

Official Guide book distribute at on-site

Company description with pavilion page

in the official guide book, distributing all attendees

N+I Attendees

On line Media and major Sponsors 2004

Note: these plans are subject to change for 2005

Contact more details for exhibiting US Pavilion ;

US: Sandra Gulam

MediaLive International, Inc. / International Account Manager

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Japan: Noriyuki Kawagoe/ Nami Uemura

MediaLive Japan, Inc. / Sales Group. Business Operations Division

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Where Professionals Meet
NETWORLD+INTEROP
TOKYO 2005



GOLD KEY SERVICE

U.S COMMERCIAL SERVICE, AMERICAN EMBASSY, TOKYO

Our Gold Key Service opens doors for your business in Japan

The Gold Key Service helps you make the most efficient use of your time in Japan through one-on-one appointments with Japanese importers, agents, distributors, or sales representatives, each of whom has been pre-screened by one of our Commercial Specialists.

Our Commercial Service Specialists will identify and contact qualified and interested Japanese firms, explain your product or service to them, and arrange a customized schedule of meetings for you with the most suitable candidates.

The Gold Key Service Includes

- Appointments with pre-screened and pre-qualified importers, distributors, sales representatives or partners
- A market and industry briefing with Commercial Service staff in advance of business meetings
- Market background and information on your industry sector
- Information and assistance with travel, accommodations, and interpreter services
- A U.S. Commercial Service escort to your meetings if requested
- Post-meeting debriefing to discuss results of meetings, and assistance in developing appropriate follow-up

How the Gold Key Works

1. Commercial Service staff identify and target the most suitable Japanese companies for your company
2. We contact those companies on your behalf
3. We arrange a meeting schedule with the best candidate companies
4. The morning of your meetings you are given a market briefing by Commercial Service staff
5. You are escorted to your meetings by our Commercial Specialist
5. At the post-meeting briefing our staff will answer any questions you have and will assist you to develop the best follow-up strategy

Fee

The first day of meetings is $800 (TBD)
A second day meetings is $400 (TBD)

Delivery Time

At least six weeks is required to set up your schedule of meetings

Interpretation Services

Most meetings are conducted in Japanese, so an interpreter is usually necessary. We can help you make arrangements to hire a professional interpreter

Hotels

Contact us for a list of hotels in Tokyo with discounted Embassy rates

Questions

If you have any questions about our Gold Key Service just ask us!

The Gold Key service exceeded my expectations. I am completely satisfied; the level of professionalism, the courtesy, the hard work and the skill with which my visit was prepared for and executed was outstanding. The quality of the meetings that I held were excellent – on a scale of 1 to 10 – this rated a 12!

David Hans
President
Amenglish.com

For more information please contact:
Manabu Inoue e-mail: minoue@mail.doc.gov
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American Embassy, Tokyo
www.buyusa.gov/japan/
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Application and Contract form for US Pavilion
NetWorld+Interop Tokyo 2005

FAX: +1-415-905-2616 (US)

Company Name:		
Exhibitor Name for Event Guide:		
Address:		
City:	Zip Code:	Country:
Telephone:	Fax:	E-mail:
Primary Contact/Title:		
Alternate Contact/Title:		
Authorized Signature:	Date:	Name(Printed):

Please submit the application form by: **February 28. 2005**

Please check below box ;

□ **Pavilion Package booth - A type ： US$ 2,500 x ( ) booth**

□ **Pavilion Package booth - B type ： US$ 5,000 x ( ) booth**

Consumption tax (5%) = US$_____

Total = US$_____

* If a exhibitor cancels after this application is submitted, it will owe 100% of cancellation fee.

* Your pavilion location will be assigned by Show Management Office on a first-come first-serve basis.

* Due date for 100% payment is by May 31. 2005.

Contact us：MediaLive International, Inc.

Tel： +1-415-905-2538 Fax：+1-415-905-2616 Email:Sandra.gulam@mlii.com

For office use only

Sales person ： Date：

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