INTERNATIONAL DRONE EXPO (IDE)
TOKYO 2018
Brochure

Date: 23-25 May 2018 10:00~18:00 (Final day until 17:00)
Venue: Tokyo Big Sight West 3.4 Hall, Conference tower
Expected attendees: 55,000 ※including attendees to expos held simultaneously
Expected exhibitors: 350 including exhibitors to expos held simultaneously
URL: http://www.dronesolution-expo.com/
Show Manager: EJK Japan, Ltd.
Endorse: Japan UAS Industrial development Association (JUIDA)
The drone industry has continued to grow rapidly with development of technologies for automatic flight control devices and attitude control system using GPS and an increase in security.

The International Drone Expo (IDE), held with The Expo Comm Wireless Japan and Wireless Technology Park, shows that the latest technologies for drones and robots as well as solutions using wireless technologies.

In addition, IDE leads the way for development of the commercial-drone industry by sharing updated information about rules and laws introduced in Japan and overseas on wireless technology, aircraft and human relationship, security through exhibition and seminars.

**Attendees**

1. Manufactures dealing with flying robots and drone and those who are planning to use drone in the near future
   - IT, communication device, industrial machinery, precision machines, consumer electronics, electronic components, semiconductor device, automobile etc.

2. Communication and broadcasters

3. Government administration offices, local authority, research institution

4. Companies considering using drone as follows
   - Security, construction, logistics, harbour facilities, railway etc.

5. Infrastructure for society and facility maintenance etc.

**Exhibitors**

1. Technology and device needed to produce drone
   - Smart camera, sensor, controlling gear, power source, propeller, motor, parachute etc.

2. Software needed to produce drone
   - Wireless, 4G/5G, automatic control, positioning, satellite communication, battery charging device etc.

3. Solutions and services using drone
   - Inspection or patrol of social facilities, disaster investigation, observation, aerial photography, logistic and delivery services, security, positioning etc.

50,000 attendees
Why exhibit?

**Exhibitors have lots of business talks with customers**

- Meet prospective new customers
- Survey market needs
- Promote existing products
- Strengthen relationships with existing customers
- Launch new products

### Merit 1
You can promote your products and services and suggest solutions to people from wide range of industries as the expo is held with wireless technology expo

- **Manufacture related to communication** 19,000
- **Users from several industry** 12,000
- **Communication and broadcaster** 12,000

Users figures including attendees to expo held simultaneously

### Merit 2
You can meet attendees with clear goals as series of seminars on professional themes related to drone will be take place in the expo.

- **Listeners** : 507 (11 sessions) ※2017

### Merit 3
You can promote your products and services to attendees with great efficiency

“**You can reach thousands of your targets through exhibition and seminars !**”

『**You can talk to your targets directly and can explain features of your products or services which cannot explain through website or paper media !』"
Attendees Profile 1

Total attendees: 50,574 (47,108 in 2017)
【Breakdown: May 24 16,260 / May 25 15,528 / May 26 18,786】
※Including attendees to simultaneous expo

Industry of attendees

In 2016
Manufacturer
(IT/Communication equipment etc.) 9.7 %
Consulting/Civil Engineering/Road Management 9.6 %
Manufacturer (Robot/Drone) 8.6 %
Logistics/Distribute 8.3 %
Software development/Vendor 7.2 %
Telecom operators/Broadcaster 6.6 %
Manufacturer (Home electronics/Precision equipment) 6.5 %
Manufacturer (automobile/machinery) 5.9 %
Consulting/Think tank 5.5 %
Media (publishing/broadcasting/printing/advertisement) 4.8 %
Manufacturer (electronic device/semiconductor) 4.0 %
Government/Autonomy/Association 4.0 %
Internet Service Provider 3.2 %
Press 2.7 %
R&D Institute 1.9 %
Educational institution 1.6 %
Infrastructure/Infrastructure Management 1.4 %
Police/Fire fighting 1.0 %
Broadcasting 0.9 %
Hospital/Medical institution 0.9 %
agriculture/fishery 0.7 %
Railroad/Air transportation 0.5 %
Development/Plant maintenance 1.0 %
Others 3.4 %
Attendees Profile 2

In 2016:
- Sales planning/promotion/Marketing: 18.0%
- R&D: 13.6%
- Sales/Public relation/Customer support: 15.0%
- Management: 12.0%
- Products and service planning/development: 17.6%
- Software design/production (SE/programmer): 3.5%
- Consultant: 4%
- Design and construction/Construction: 3.1%
- Hardware design/production: 2.0%
- Information system control/Operation: 1.3%
- Editing/Production: 1.3%
- PR/Advertising: 1.2%
- Specialists (Lawyer/Doctor etc.): 1.0%
- Press/Broadcast: 0.8%
- Administration/HR/Finance/accounting: 0.9%
- Resources/purchasing: 0.6%
- Others: 9.4%
Attendees Profile 3

Position of attendees

- CEO/Executive: 16.7%
- General manager/Assistant Manager: 21.8%
- Section Manager: 32.0%
- General: 21.6%
- Others: 7.8%

In 2016
- CEO/Executive: 16.8%
- General manager/Assistant Manager: 25.5%
- Section Manager: 33.0%
- General: 18.4%
- Others: 7.9%

Number of employees at attendees company

- 50人以下: 26.9%
- 51人~99人: 8.5%
- 100人~499人: 17.8%
- 500人~999人: 8.0%
- 1,000人~4,999人: 16.8%
- 5,000人~9,999人: 5.5%
- 10,000人以上: 16.4%

In 2016
- Over 10,000: 16.6%
- 5,000~9,999: 5.7%
- 1,000~4,999: 15.2%
- 500~999: 9.2%
- 100~499: 20.1%
- 51~99: 6.3%
- Less than 50: 26.9%
Attendees authority to purchase products

- Nothing to do with purchasing and system installment: 19.6%
- Have right to approve purchasing or system installment: 18.6%
- Collecting information on purchasing or system installment: 18.4%
- Involved in decision making to purchase products or system installment: 43.4%

Interested technical field 1

Solution

- Facility inspection: 991
- Construction and positioning: 781
- Filming and movie: 731
- Other business using drone technology: 684
- Transport and logistics: 674
- Disaster investigation and support: 659
- Agriculture: 404

Technology

- Wireless technology: 894
- Sensor: 673
- High performance camera: 670
- Automatic control: 660
- Position measurement: 572
- Software: 489
- Security: 368
- Battery charging: 355
- Embedded technology: 278
- Simulation: 269
- Controllor: 256
- Power supply: 249
- Motor: 219
- Material/molding/processing technology: 170
- Propeller: 166
- Digital/RF line design: 97
- Parachute: 92

In 2016

- Have right to approve purchasing or system installment: 19.6%
- Collecting information on purchasing or system installment: 40.5%
- Involved in decision making to purchase products or system installment: 20.8%
- Nothing to do with purchasing and system installment: 19.2%
Exhibitors survey result

**Purpose to exhibit**

- Meet prospective new customers: 25.0%
- Launch new products and services: 19%
- Promote existing products and services: 6%
- Promote technology: 19%
- To survey market needs and data: 19%
- Branding the company: 6%
- Meet new sales partners: 6%

**Level of satisfaction**

- Satisfied: 20%
- Not satisfied: 20%
- Almost satisfied: 20%
- Good: 40%

**Number of negotiations that might be future inquiries**

Average: 11.6
Exhibitors List 263 companies and organization Including exhibitors for expo held simultaneously

IDE TOKYO 2017

GEOSURF CORPORATION/Kaitekikukan-FC Co.Ltd./TSH corporation/SkyLink Japan (World Link & Company Co.,Ltd.)/AmTechs Corporation/Bentley Systems/JAPAN REMOTECONTROL CO., LTD./Japan UAS Industrial Development Blue Innovation Co., Ltd./Mirukuru Co., Ltd

Expo Comm Wireless Japan 2017

Radwin Ltd./TAIYO YUDEN CO., LTD./Salom Japan Limited/β-TEC Co., Ltd./ABLE CO., LTD./COSMORESEARCHCorporation/StellarCraft, Inc./Fibergate Inc./KOZO KEIKAKU ENGINEERING Inc./YAMATO SYSTEM DEVELOPMENT CO., LTD./Fuji IT Co., Ltd./K.MECSCO, LTD./Hytec Inter Co., Ltd./Sonet International Corp./Oi Electric Co., Ltd./Empirix K.K./Tongyu Technology Co., Ltd./Ubiik Inc./RONK JAPAN Co., Ltd./NST Globalist Inc./Japan/Mitsubishi Gas Chemical Co., Inc./Wi-SUN Alliance/Toyo Electric Corporation/TÜV Rheinland Japan Ltd./Skyley Networks, Inc./ASNICS Co., LTD./KYOCERA Communication Systems Co., Ltd./CIRCUIT DESIGN, INC.


Wireless Technology Park (WTP) 2017


Transport System EXPO 2017

Tenz Office/ Research Institute of Systems Planning, Inc./ F.R.C. co., ltd./ WEEKLY LOGISTIC NEWS/ ACHISEIKI Co., Ltd./ Pittasoft Inc./ UNION TOOL CO./ Mobile Create Co., Ltd./ MERRILL ENTERPRISES CO., LTD./ FULLBACK Corp./ Flicker Health Management Co., Ltd./ Akiba Shokai Co., Ltd./ TOWAUNIFORM/ DORA EVER/ Systec Co., Ltd./ YAZUKI Energy System Corporation/ NP System Co., Ltd./ Fibergate Inc./ Hitachi Distribution Software Co., Ltd./ JUKI CORPORATION/ NAVITIME JAPAN Co., Ltd./ Tele-nishi Corporation/ LUFI.CO., LTD./ ZENRIN DateCom CO., LTD./ INBYTE Co., Ltd./ Toshiba Information Systems (Japan) Corp./ Management System Co., Ltd./ SUNAUTAS CO., LTD./ MITLA Co., Ltd./ SEIRYO ELECTRIC CORPORATION/ MARUBUN CORPORATION/ DPT Inc./ MOSWELL CO., LTD./ Flect Co., Ltd./ Paddock/ AGREXSIONE CO., LTD./ NEWEST ONE TECH CO., LTD./ Japan Trailer House Association Proassist Ltd./ Hitachi Solutions, Ltd.
Cost /Schedule

**Raw space** ※8% tax included

<table>
<thead>
<tr>
<th>Type</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>1-2 raw spaces only</td>
<td>$4,698</td>
</tr>
<tr>
<td>More than 3 raw spaces</td>
<td>$4,374</td>
</tr>
</tbody>
</table>

**Space with package**

<table>
<thead>
<tr>
<th>Package Contents</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>2 fluorescent lights, company name board (Eng/Jpn), 100v/800w socket, side</td>
<td>$5,930</td>
</tr>
<tr>
<td>back panel, reception table, 2 folding chairs, rubbish bin, carpet</td>
<td>(3x3m)</td>
</tr>
</tbody>
</table>

**Trial pack**

<table>
<thead>
<tr>
<th>Package Content</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exhibition space + exhibition stand</td>
<td>$1,620</td>
</tr>
<tr>
<td>(width 1.5m depth 1.5m) (tax included) ※including 500w power supply and usage fee</td>
<td>(3x3m)</td>
</tr>
</tbody>
</table>

**Exhibitors presentation** ※For further details, please ask to the organizer

**Seminar plan**

<table>
<thead>
<tr>
<th>Seminar Cost</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 session (20mins) ※ including about 200 of attendees data</td>
<td>$2,160</td>
</tr>
</tbody>
</table>

**Barcode system** : $540 (tax included)

※ Attendees data would be supplied with EXCEL file and will take approximately 8 business-day to deliver.

**Sending targeted e-mail** : $1,080 / distribution (including tax)

※ E-mail would be sent with e-mail magazine from the organizer.

**WEB banner** : $1,080 (including tax)

※ Banner would be posted from late March 2017 – end June.

**Advertisement at the exhibition hall** ※For further details, please ask to the organizer.

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**Schedule to the exhibition day**

- **End-Nov**: Provisionally Settlement of Booth position
- **End-Jan**: Primary deadline
- **Mid-Feb**: Distributing manual for exhibitors
- **End-Feb**: Final deadline

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IDE 2018
Term : 23-25 May 2018  Venue : Tokyo Big Sight  West Hall 3・4
IDE will be held with Expo Comm Wireless Japan/Wireless Technology Park 2018/Transport System Expo 2018

IDE 2018 organizer
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TEL: +81-3-6459-0444  FAX: +81-3-6459-0445
E-mail: tech@ejkjapan.co.jp

Need additional information ?
Contact Organizer’s office by e-mail at tech@ejkjapan.co.jp