

CONTENTS

Guide for Event Marketing

- Attendee Promotion and Invitations
- Promotion for Exhibitors.....
- O t h e r

For inquiries about the application for marketing tools, please contact:

Interop Tokyo 2009 Show Management Office
Marketing Department
TEL: +81-3-5207- 3202 FAX: +81-3-5207- 3251
E-mail: mktg09-info@cmpotech.jp

**Promotion of
Invitations**

GUIDE FOR EVENT MARKETING

Promotion plan aimed at attracting 160,000 attendees

Direct mail and e-mail

We will implement the direct mail plan taking advantage of each media. It will include pre registration to the exhibition, distribution of information to the attendees by paper-based direct mail, which has a high retention rate, and by e-mail, which has a high degree of immediacy.

First phase

- Approx. 350,000 e-mails are to be distributed each time from mid. March.
- Guide to the opening of Interop Tokyo 2009 and guide to the start of Online registration.
- To be distributed Approx. ten times before the opening.

Second phase

- Approx. 60,000 Conference Program DM* are to be distributed by direct mail in the mid. April.

* Conference Program DM promotes highlights of Interop Tokyo this year and at the same time provides information on the educational conference. This program will be distributed widely using existing data about previous attendees as well as the external sources.

Third phase

- Approx. 40,000 DM are to be distributed in early May.

Main Targets:

Attendees data, pre-registered and on-site registration, of Interop 2008 Tokyo

Selected attendees of exhibitions and seminars held by CMP Technology Japan Co.,Ltd.

Recipients of all affiliated media

Members of all kinds of IT magazines

Members of sponsorship and other related parties

Selected personnel in charge of IT at the companies around the country

On-line advertising

Advertisements will be run aggressively in the new on-line media as well.

- Special Interop sites launched from Media Sponsors.

Official site with enhanced information distribution functions !

Find@Interop serves as a search page for exhibitors' information. This popular search function enables searches using words that match the purpose of the exhibition, such as the name of the company, the product genre, zoning, new product information and keywords to provide visitors your information before, during and after the exhibition.

Visitors to the site can find the information they need efficiently through the use of search methods such as "search by product/technology genre", "search by zone/hall", and "search using arbitrary text".

The conference information and the exhibition information is displayed as a search result and the visitor to the site can immediately register to the sessions. In the exhibition information, detailed information about your company and a link to your website will appear in a separate window and create a strong impression for the viewer.

Please submit your data for the Official Guidebook promptly so that visitors can see your company information from the early stage.

**Exhibitor site 3/25 OPEN**

Promotion of Exhibitors

Interop Tokyo 2009 Best of Show Award

As in other years, we will be holding "Best of Show Award", which has proven to be a major media attraction. Through this program, we aim to support the publicity of your products and services and we will promote the program extensively as an event to build up enthusiasm for the exhibition.

In the product award division, the Best of Show Award will be chosen from the candidate products and services. They will be selected based on the votes of visitors to the exhibition, the opinions of industry experts and Interop 2009 Tokyo as a total.

Title: Interop Tokyo 2009 Best of Show Award

Divisions: 1. Product Award

2. Solution Award

3. Best of ShowNet Demonstration and Product

The exhibitor who has the most effective demonstration using ShowNet, the network constructed on-site, shall be selected as the winner.

Details will be announced on the official website soon.

The first step to win the Award is to do an entry!!!!

Entry Open in 10th April *tentative

Entry: 1. Product Award https://ssl.cmpitech.jp/in2009em_en/

2. Best of ShowNet Demonstration

See **FORM 10** ["Best of ShowNet Demonstration Award" Entry]

Deadline: May 22

After the entry, information on your products and services will be collected as "New Product Information" on a paper style and will be distributed at the site during the exhibition.

APPLICATION

To apply for the marketing tools, please access the Exhibitors' Page where you can log in using your ID and password provided by the Show Management Office. After you have logged in, please enter the necessary information and complete the registration process according to the following procedure.

URL of the Exhibitors' Page: https://ssl.cmpotech.jp/in2009em_en/

Free Listing in the Official Site [www.intero.jp]

1. After login, Click the Tab "Exhibitor Information Form" on the login screen.
2. Click on "Entry" in the Text of the Exhibitor Info. field. The input form is displayed.
3. Complete the entire form in accordance with the instructions.
4. After completing the form, click on "Next" at the bottom of the page to go to the confirmation screen.
5. Confirm that you have entered all of the items correctly, then complete the process by registering the form. If you find an error, go back to the input screen and correct the information, then confirm the form again and register it.

3.Other**Interop's media sponsors has original PR plan for Interop Exhibitors !**

Original PR plan will be announced through the Interop official web site in mid March.

To maximize your exhibit. Use the power of media sponsor to maximize your Exhibition !

Press release from Show Management Office.

Approx **3000 press** are registered for **CMP Technology Events**.

Interop will press release Interop high lights to this list. Please have your exhibitor information ready for these press.

Announce your NEW PRODUCTS at the Press Room

Press room will have space to set exhibitor's press kit.

Press Room will be open 6/10 – 6/12

Every exhibitors can have their press kit set at the press room for free.

Please have your press kit ready and bring it in to the press room on June 9 between 10:00 and 17:00

There is only one space for each exhibitor. If you have more than one product you must have it in one envelop and 100 set ready.

Show Management Office is going to through away the left over press kit after June 12 18:30. If you like to take back your press kit please do so, before June 12 18:30.