

INTEROP®

TOKYO | 7 – 10 JUNE, 2011

<http://interop.jp/english>

| Makuhari Messe (Chiba, Japan) | www.interop.jp/ | June 7th - 10th, 2011 |

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 2011**

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

Date: June 8th (Wed) – 10th (Fri), 2011

Number of Visitors:

140,000* (expected)

*including co-location events

Co-location event:

Digital Signage Japan 2011

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 2011

- Cloud Computing
- Virtualization
- Data Center
- Network Security
- Wireless broadband
- IPv4 Address Exhaustion
- VoIP & Unified Communications
- LTE
- Green ICT
- NGN
- Smart Grid
- IPTV
- etc

Who will you meet at Interop2011

- 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



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Profile for Interop Tokyo Attendees:

Meet Active Buyers!

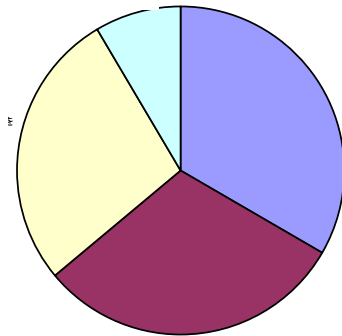
67% of Interop Tokyo target attendees say they influence buying decisions within their organizations.

62% of target attendees work for large companies, (500+ employees), 24% work for medium companies (50-499), and 14% work for small companies (1-49) .

20% of attendees are executive-class (CEO/CIO, board of directors, etc.) , 32% are managers and 48% are staff.

Make decisions about purchasing/implementation 9%

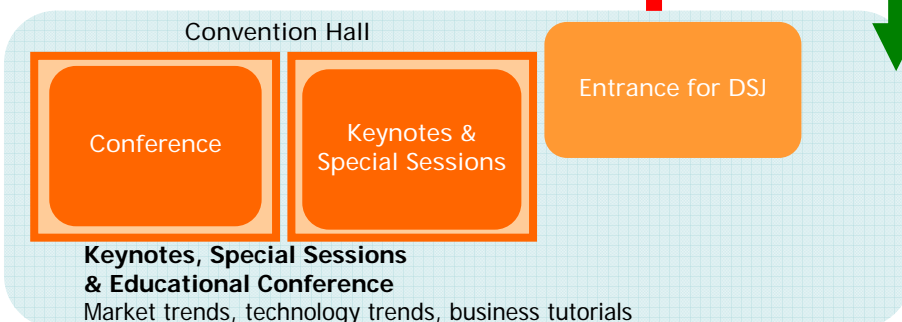
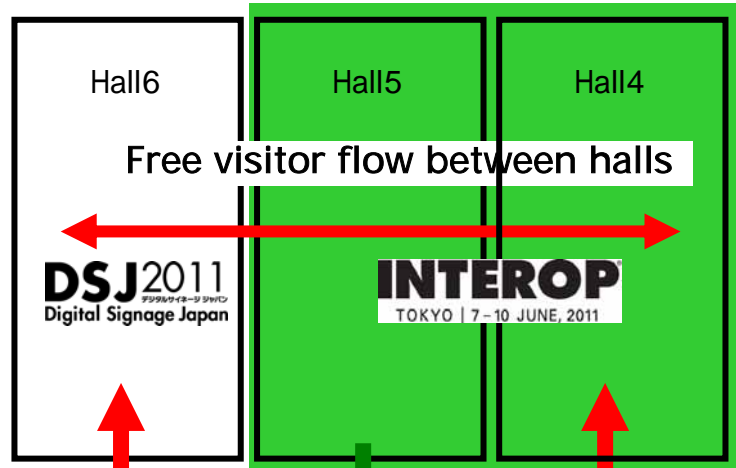
Consider/decide specifications of products and services 27%



Advise or recommend certain products 31%

** Interop Tokyo target audience based on attendee survey for IMC Tokyo and DSJ 2010*

Sponsor Keynote Speech



Entrance for Interop Exhibition
Introduce you're your products and services to the Japanese buyers



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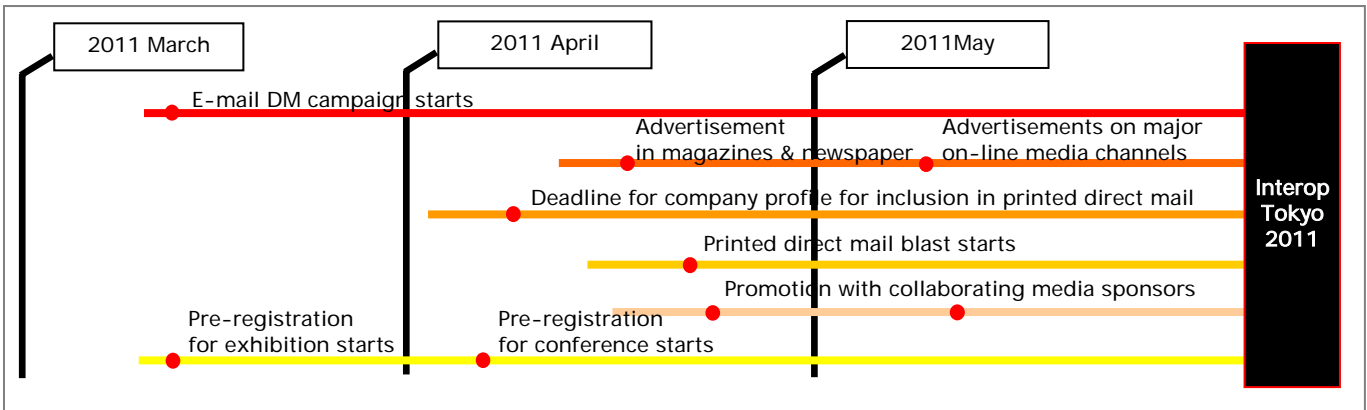
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Event Promotion Plan

140,000+ visitors *including co-located events



Reserve your space today!

Please Contact US!

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

+Japan

Interop Tokyo 2011 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

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.



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