

Call for Participation

Application Guide

Digital Content EXPO 2011



Digital Content Expo 2011
October 20, Thursday – 22, Saturday, 2011
Sites : National Museum of Emerging Science and Innovation
(Miraikan), Tokyo International Exchange Center
Organizer : Digital Content Association of Japan (DCAJ)

**About "Digital Content
Expo (DC EXPO)"**

Digital content which has been growing in step with the development of computer technology has given a new horizon of expression to art, creating new aspects of culture besides promoting the game and animation industries.

Computer graphics and virtual reality which are among the related technologies to digital content, are not only leading the development of the content industry but also widening its area of application to such various areas as medicine and bio technology.

Digital Content Expo is an international event where those researchers, creators and business people who are active in the digital content field, gather together, exchange newest information and develop a future vision for the digital content industry in five to ten years from now.

Event Name : Digital Content EXPO 2011

Dates : October 20, Thursday - 22, Saturday, 2011

Sites (tentative) : National Museum of Emerging Science and Innovation (Miraikan)
2-3-6 Aomi, Koto-ku, Tokyo, Japan
<http://www.miraikan.jst.go.jp/>

Tokyo International Exchange Center
2-2-1 Aomi, Koto-ku, Tokyo, Japan
<http://www.tiec.jasso.go.jp/>

Organizer : Digital Content Association of Japan (DCAJ)



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Theme of the event

Bridge for digital innovation

As opposed to trade shows where eye-catching booths and new products showcased there are spotlighted, the stars at Digital Content Expo are seeds technologies and proto-type systems which are still on R&D stages and not commercialized yet.

Not a small number of new technologies born in colleges and research institutions banish before they are commercialized. The phenomenon is often called as "a death valley." In order to avoid falling into the death valley, a bridge is needed which can be crossed by people on the both banks frequently and make the people exchange each other.

Digital Content Expo is a place where cutting-edge technologies in the world gather together; researchers, companies and creators think about potential of those technologies from their own standpoints; and innovations are presented to society, playing a role of a bridge over the death valley.



Advantages of the event

This is a highly reliable event organized by Digital Content Association of Japan.

Ministry of Economy, Trade and Industry (METI) has set a goal of expanding the Japanese content market to 20 trillion yen annually by 2020. Digital Content Association of Japan (DCAJ), the largest industrial institution in this field consisting of 87 companies and institutions as members, publishes “Digital Content White Paper” annually, holds “Digital Content Grand Prix” which has a history of 25 years, compiles “Strategic Technology Roadmap (Content-related Field),” etc.

It is full of chances to develop a new network with many researchers, technical experts and creators active in the world attending the event.

As many of the speakers at the symposiums and workshops, attending developers of the exhibited items and members of the Executive Committee of the Expo, are researchers, technical experts or creators who are active on the front lines, participants will have a good chance to develop a new network with them.

As costs to participate are small, venture businesses and even a research division of a company can participate.

As opposed to large-scale trade shows which are expensive due to high costs of booth and display fixtures, we minimized the cost because we need such research divisions, colleges and venture businesses as not to have much budget for PR and promotion to be able to participate easily. We would like to have those seeds technologies and proto-type systems which are still on R&D stages and not commercialized yet, exhibited.

Appealing powerfully to 26,000* attendees and 29,000* viewers of the Ustream on-site broadcasting who are always looking for new information and ideas (*2010 figures).

26,000 people visited Digital Content Expo (DC EXPO) 2010 and 29,000 people watched the Ustream live broadcasting of its symposiums and exhibitions, forming a solid foundation of DC EXPO's high capability of information transmission. Many of those attendees and viewers are researchers, creators and journalists related to digital content, paying keen attention to exhibits and events at DC EXPO.

Many reporters visit the Expo and it receives a lot of coverage.

Digital Content Expo 2010 received 177 interviews and had 660 cases of media coverage. The Expo was reported in high-rated TV news programs and on the top page of nation-wide newspapers and proved to have an excellent advertising effect.

Participation Program

Events in the Participation Program include the following categories and they must satisfy the following conditions besides the purpose of Digital Content Expo and will be recruited publicly:

Symposiums

Should be those which deal with technology, creative art or business models related to digital content and give international or most recent information to the audience. The length should be 60 - 90 minutes and it should gather 150 to 450 persons as audience.

Seminars

Should be those which deal with technology, creative art or business models related to digital content and help the audience (students or experts) acquire professional skills or information. The length should be 60 - 90 minutes and it should gather 30 to 100 persons as audience.

Workshops

Should be those which deal with technology, creative art or business models related to digital content and nurture audience's interest in learning. The audience mainly to be school children or students.
The length should be 30 – 90 minutes and it should be able to gather 20 - 50 persons as audience.

Exhibits

Should be those which deal with technology, creative art or business models related to digital content and exhibit experimental apparatus or show images at the booth.
In principle, the exhibiting should be done all the three days and one attendant at least has to be there always in order to explain about the exhibits.

Stage events

Should be those which deal with technology, creative art or business models related to digital content. They must be performed on the event stage placed in the exhibition site. The length should be 10 - 60 minutes and it should be suitable for a 50 - 100-person audience.

Screenings

The content should be computer graphics, animation, live-action of such as is suitable for Digital Content Expo. It should be able to be screened on the screen placed in the exhibition hall.
The length should be 10 – 60 minutes and it should be suitable for a 50 – 100-person audience.

Facilities

National Museum of Emerging Science and Innovation (Miraikan)



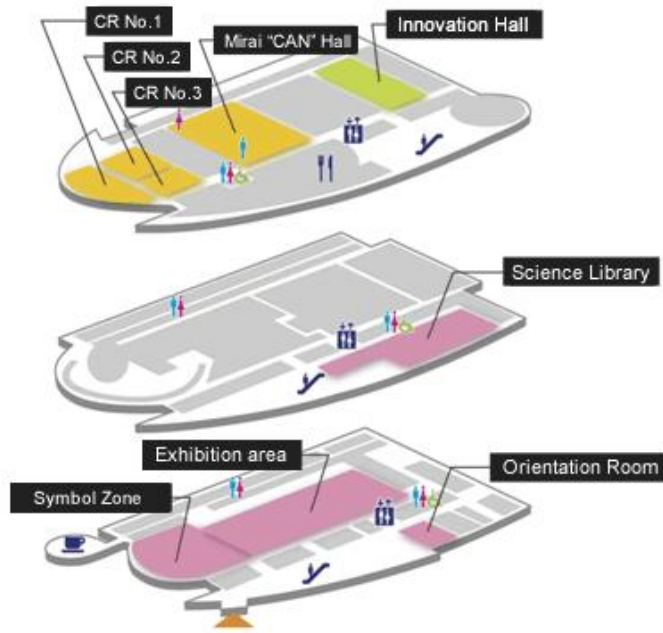
Facilities	Size	Floor	Symposium	Seminar	Workshop	Exhibition	Stage events	Screenings
Mirai "CAN" Hall	300 Seats	7F	●					
Conference Room No.1	54 Seats	7F		●	●			
Conference Room No.2	84 Seats	7F		●	●			
Exchange Salon	105 m ²	7F		●	●			
Innovation Hall	196 m ²	7F						●
Science Library	300 m ²	3F				●		
Symbol Zone	650 m ²	1F						
Exhibition Area	1520 m ²	1F				●		
Center Stage	100 Seats	1F					●	●
Orientation room	130 m ²	1F		●	●	●		

Tokyo International Exchange Center




Facilities	Size	Floor	Symposium	Seminar	Workshop	Exhibition	Stage events	Screenings
International Conference Hall	479 Seats	3F	●					
Media Hall	102 Seats	3F		●	●			
Conference Room No.1	60 Seats	4F		●	●			
Conference Room No.2	36 Seats	4F		●	●			
Conference Room No.3	36 Seats	4F		●	●			
Conference Room No.4	18 Seats	4F		●	●			
Conference Room No.5	12 Seats	4F		●	●			

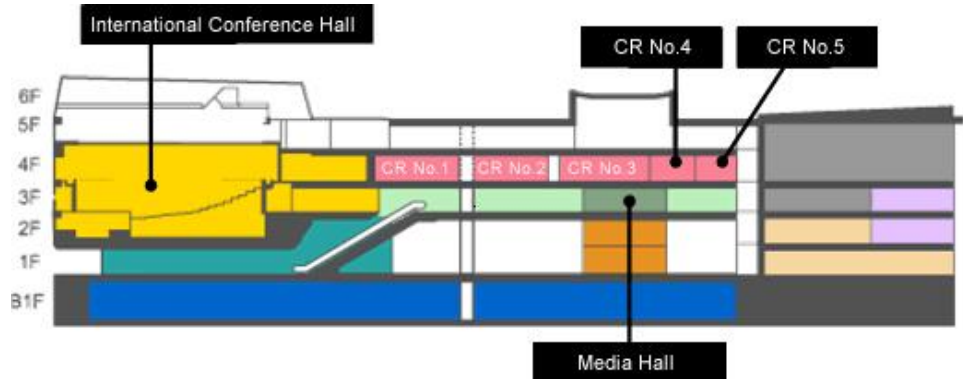
Floor Map (National Museum of Emerging Science and Innovation (Miraikan))









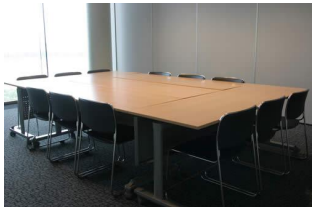
Photos of the site (National Museum of Emerging Science and Innovation (Miraikan))

<p>Mirai "CAN" Hall</p> 	<p>Conference Room No.1</p> 	<p>Conference Room No.2</p> 
<p>Science Library</p> 	<p>Innovation Hall</p> 	<p>Exchange Salon</p> 
<p>Exhibition area</p> 	<p>Orientation Room No.2</p> 	

Floor Map (Tokyo International Exchange Center)



Photos of the site (Tokyo International Exchange Center)

International Conference Hall	Media Hall	Conference Room No.1
		
Conference Room No.2	Conference Room No.3	Conference Room No.4
		
Conference Room No.5		

Fees for Participation Programs

For joining Participation Programs, the following expenses will be needed. They include fees for facilities, equipments, utilities, Internet access (best effort), reception of participants, advanced registration (upon request), publication (Web, printed material), etc.

Fees for Participation Programs (tax included)

Program	Size	Time frame	Participation fee (JPY)		
			on or before June 30	on or before August 31	after August 31
Symposium	150-450 seats	2 hours	262,500	315,000	367,500
Seminar	30-100 seats	2 hours	88,200	105,000	126,000
Workshop	20-50 seats	2 hours	88,200	105,000	126,000
Exhibition	Unit area: 9 m ²	3 days	115,500	136,500	157,500
Stage events	50-100 seats	1 hour	44,100	52,500	63,000
Screenings	50-100 seats	1 hour	44,100	52,500	63,000

(Time frame of the symposiums, seminars, and workshops) <tentative>

- ① 11 : 00 ~ 13 : 00
- ② 13 : 00 ~ 15 : 00
- ③ 15 : 00 ~ 17 : 00

* Including preparation and removal

(Time frame of the exhibition) <tentative>

10 : 00 ~ 17 : 00

(Timeframe of the stage events and screenings) <tentative>

- ① 10 : 00 ~ 11 : 00
- ② 11 : 00 ~ 12 : 00
- ③ 12 : 00 ~ 13 : 00
- ④ 13 : 00 ~ 14 : 00
- ⑤ 14 : 00 ~ 15 : 00
- ⑥ 15 : 00 ~ 16 : 00
- ⑦ 16 : 00 ~ 17 : 00

* Including preparation and removal

Application conditions

1. Applicant eligibility
 Applicants must be companies or institutions which have corporate status in Japan or outside Japan
2. How to apply
 Fill in the application (Forms No.1 and 2) and send them by e-mail as an attachment.
 Use one copy of form for each event.
3. Submit to:
apply@dcexp.jp
 Digital Content Expo 2011 Organizer
 c/o Digital Content Association of Japan (DCAJ)
 Contact: C. Imazato
4. Evaluation and acceptance
 Submitted applications will be evaluated for acceptance by Executive Committee of Digital Content Expo.
 Even when accepted, please note the time frame given might be different from your preference due to limited availability.
5. Themes of the event
 Themes correspond to any of the following will be eligible.
 - If it is technology in the field of digital content, it is excellent in the extent of advancement or originality.
 - If it is a work in the field of digital content, it is excellent in artistic quality or originality.
 - If it is a business model in the field of digital content, it is excellent in feasibility or originality.
 - It helps nurture human resources in the field of digital content.
 - It helps promote international exchange in the field of digital content.
 - It helps promote business-matching in the field of digital content.
 - It has other themes which the organizers approve.
6. Evaluation standard
 - [1] Conditions for implementation
 - It can be exhibited in the exhibition area of the premises of the Expo.
 - It can be screened in the screening area of the premises of the Expo.
 - If it is a symposium, seminar, workshop, etc., it can be held in the conference area of the premises of the Expo.
 - Other conditions for implementation that the organizers approve will be accepted.
 - [2] Charges
 - The applicant should bear the labor cost, transportation cost, travel cost, content production cost, etc. which are related to the holding and operating of the event they apply to hold.
 - Other ways of bearing the costs which the organizers approve will be accepted.
 - [3] Prohibitions
 - Being offensive to public order and morals
 - Inhibiting the sound growth of juveniles
 - Relating to antisocial forces
 - Being harmful to international relations
 - Having a property which the organizers judge inappropriate under normal social conventions

Application conditions
 for Participation
 Programs are as follows:



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Contact us

Digital Content Expo 2011 Organizer
c/o Digital Content Association of Japan (DCAJ)
23-3 Ichiban-cho, Suite #LB
Chiyoda-ku, Tokyo 102-0082, Japan
Tel.: 03-3512-3901 Fax: 03-3512-3908
apply@dcexpo.jp
Contact: C.Imazato, C. Omori



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Your support

Digital Content Expo 2011 calls for your support in addition to participation. Please contact us for details.

Item	Details
Financial support	Funding for the operation of Digital Content Expo
Goods and services support	Offer of goods and services such as AV equipments, ad spots, etc.