

# Call for Participation

## Application Guide

Digital Content EXPO 2015



Digital Content Expo 2015  
October 22, Thursday – 25, Sunday, 2015  
Sites : National Museum of Emerging Science and Innovation  
(Miraikan),  
Organizers : 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 such as medicine and biotechnology. Digital Content Expo is an international event. Then researchers, creators and business people who are active in the digital content field gather together, exchange the newest information and develop a future vision for the digital content industry in five to ten years from now.

Event Title : Digital Content EXPO 2015

Dates : October 22, Thursday - October 25, Sunday, 2015

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

Organizers : Japan's Ministry of Economy, Trade and Industry (METI)  
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 disappear before they are commercialized. This phenomenon is often called as “a death valley.” In order to avoid falling into the death valley, a bridge for crossing the both banks is required and make sufficient network 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 view, 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 jointly organized by the Japanese Government (Ministry of Economy, Trade and Industry) and a trade organization (Digital Content Association of Japan).

Digital Content Association of Japan (DCAJ), the largest industrial institution in this field consisting of 70 companies and institutions as members, publishes “Digital Content White Paper” annually, compiles “Strategic Technology Roadmap (Content-related Field),” etc. Digital Content Expo is a highly reliable event organized by those public institutions.

It is full of chances to develop a new network with many researchers, technical experts and creators 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.

Since fees for participation programs are reasonable compare to other large-scale trade shows, venture businesses and even a research division of a company can participate easily. Because 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 40,719 attendees and viewers of the Ustream on-site broadcasting who are always looking for new information and ideas.

40,719 people visited Digital Content Expo last time (DCEXPO2014) and many people watched the U-stream live broadcasting of its symposiums and exhibitions, forming a solid foundation of DCEXPO's high capability and journalists related to digital content, paying keen attention to exhibits and events at DC Expo.

Many reporters come to DC Expo and it receives a lot of coverage.

The DC 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 should be satisfied with 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 300 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 would be mainly school 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 four 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 100-150-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 100-150 person audience.

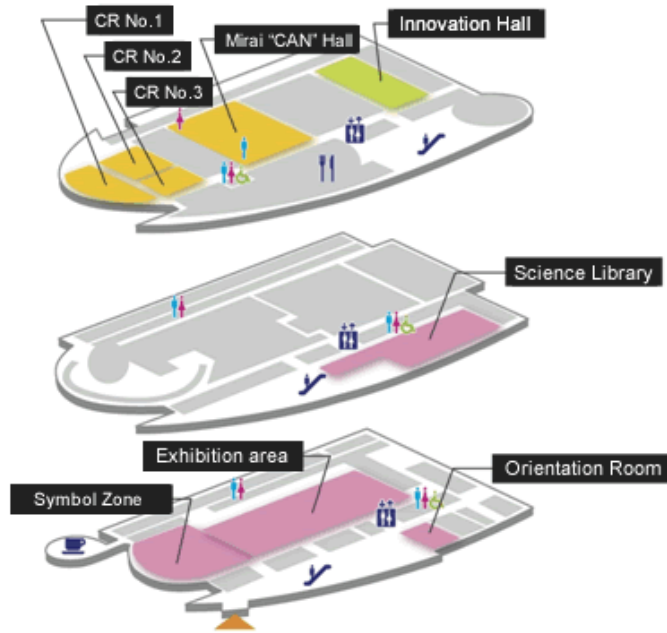
**Facilities**

**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		•	•			
Innovation Hall	196 m <sup>2</sup>	7F						•
Exhibition Area	1520 m <sup>2</sup>	1F				•		
Center Stage	150 Seats	1F					•	•

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



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



## Fees for Participation Programs

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

Participation Fee of each programs (Consumption tax excluded)

Program	Size	Time frame	Participation fee(JPY)		
			thru May 31	thru August 31	after September 1
Symposium	150-300 seats	2 hours	180,000	200,000	250,000
Seminar	30-80seats	2 hours	80,000	100,000	120,000
Workshop	20-50 seats	2 hours	80,000	100,000	120,000
Exhibition A include partition	3X3.5 m <sup>2</sup>	4 days	210,000	230,000	250,000
Exhibition B exclude partition	3X3.5 m <sup>2</sup>	4 days	170,000	190,000	210,000
Stage events	100-150 seats	1 hour	70,000	80,000	90,000

(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 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

(Time frame of the exhibition)<tentative>

10 : 00 ~ 17 : 00 for Oct.22 to 25.

The service will be included as follows.

- Exhibition Space 3X3.5 m<sup>2</sup>
- 1Table, 1Chair, 1 Sign board which shows an exhibitor's name
- Exhibition A only includes partition
- An electric point (20A)
- Free charge of electricity
- Exhibitor's name will be on printings and on web sites for publicities.



**Application conditions  
 for Participation  
 Programs are as  
 follows:**

Application conditions for Participation Programs are as follows:

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 form and send it by e-mail as an attachment.

Use one copy of form for each program.

3 . Submit to:

[apply@dcexpo.jp](mailto:apply@dcexpo.jp)

Digital Content Expo 2015 Organizers

c/o Digital Content Association of Japan (DCAJ)

Contact: Funami, Ito, Omori

4 . Evaluation and acceptance

Submitted applications will be evaluated for acceptance by Executive Committee of Digital Content Expo.

Even if accepted, please note the time frame given might be changed due to limited performance 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 are 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



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- Having a property which the organizers judge inappropriate under normal social conventions

Contact us

Digital Content Expo 2015 Organizers  
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