

Call for Participation

Application Guide

Digital Content EXPO 2017



**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 latest information and develop a future vision for the digital content industry in five to ten years from now.

Event Title : DIGITAL CONTENT EXPO 2017

Dates : October 27, Friday – October 29, Sunday, 2017

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

Organizer : Digital Content Association of Japan (DCAJ)

Concept

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 participation

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-types which are still on R&D stage and not commercialized yet, exhibited.

50,232 people visited Digital Content EXPO last time (DCEXPO2016) 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 DCEXPO.

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

The DCEXPO 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

Participation Programs should be satisfied with the following conditions besides the purpose of Digital Content Expo and will be recruited publicly:

Symposium

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 be able to gather 150 to 300 people as audience.

Seminar

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 be able to gather 30 to 80 people as audience.

Workshop

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 and private citizens. The length should be 30–80 minutes and it should be able to gather 20-50 people as audience.

Exhibition

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.

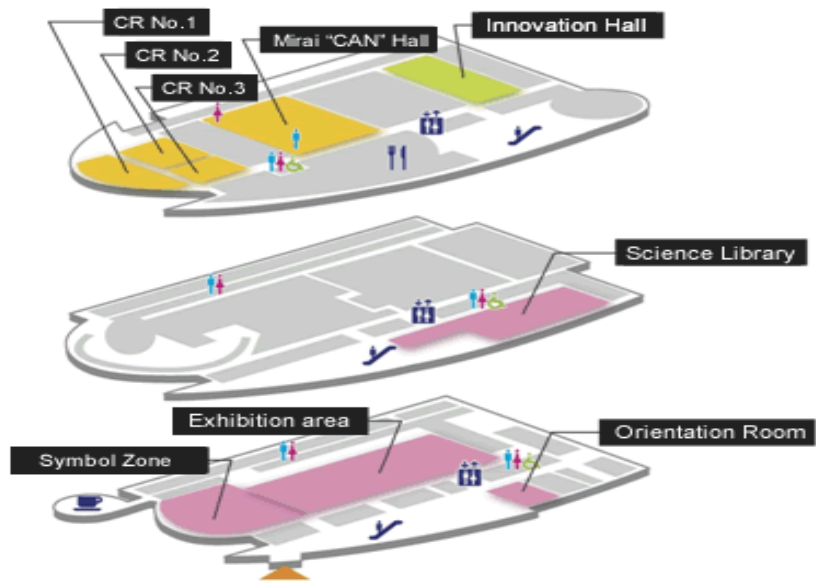
Facilities

National Museum of Emerging Science and Innovation (Miraikan)

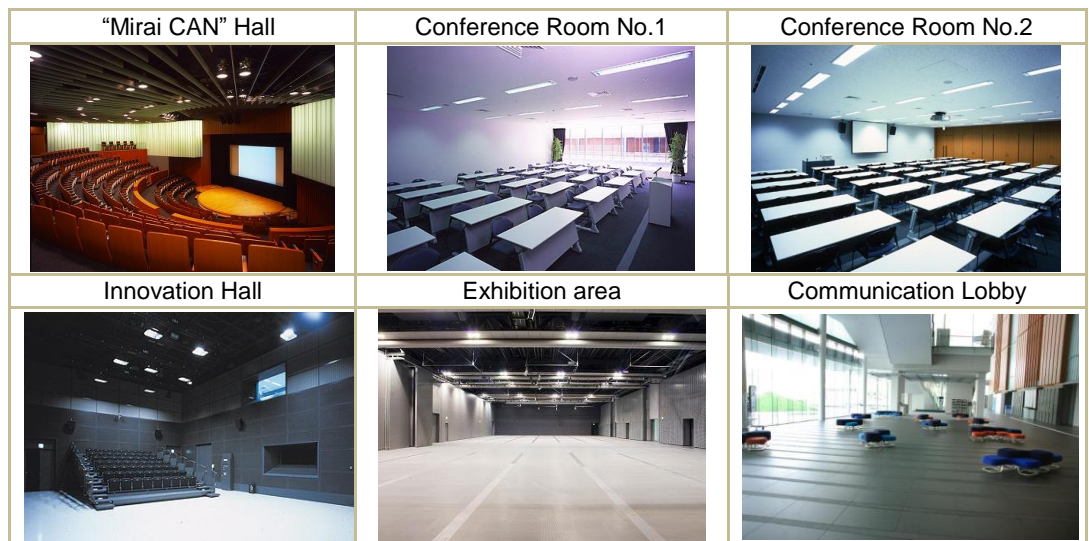


Facilities	Size	Floor	Symposium	Seminar	Workshop	Exhibition	Stage events
Mirai "CAN" Hall	300 Seats	7F	•				
Conference Room No.1	54 Seats	7F		•	•		
Conference Room No.2	84 Seats	7F		•	•		
Communication Lobby (Bright)	10 Spaces	7F				•	
Exhibition Area (Twilight)	40 Spaces	1F				•	

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



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



Participation fee

Expences will be needed for the participation. They include fees for facilities, some equipments, utilities, reception of participants, advanced registration (upon request), publication (Web, printed material), etc.

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	100,000	120,000	140,000
Workshop	20-50 seats	2 hours	100,000	120,000	140,000
Exhibition A <Twilight Zone>	3X3.5 m ²	3 days	250,000	280,000	300,000
Exhibition B <Bright Zone>	3X3 m ²	3 days	220,000	250,000	270,000
DCEXPO Studio	Internet Broadcast	1 hour	Free for exhibitors		

Participation Fee of each programs (Consumption tax excluded)

(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

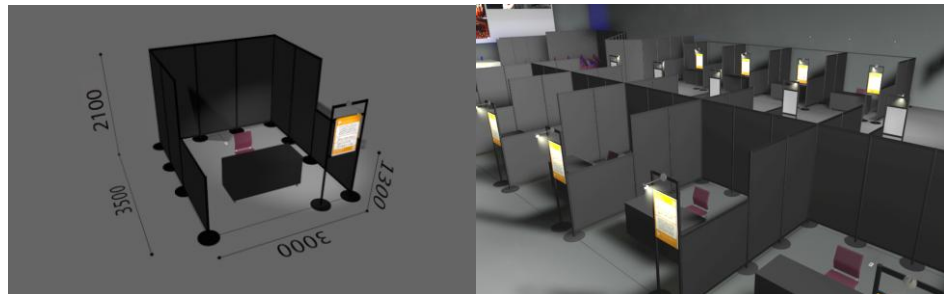
Exhibition Type

■Exhibition A (Exhibition Area)

This area is twilight zone.

The service will be included as follows.

- Exhibition Space W3000 X D3500 X H2400 (10.5 m²)
- 1Table with black cloth, 1Chair, 1 Sign Board which shows an exhibitor's name
- The floor is floor finish as is. (Polyvinyl Chloride-based floor Material)
- The Booth of Exhibition Area includes partition
- An electric point (20A)
- Free charge of electricity
- Exhibitor's name will be on printings and on web sites for publicities.

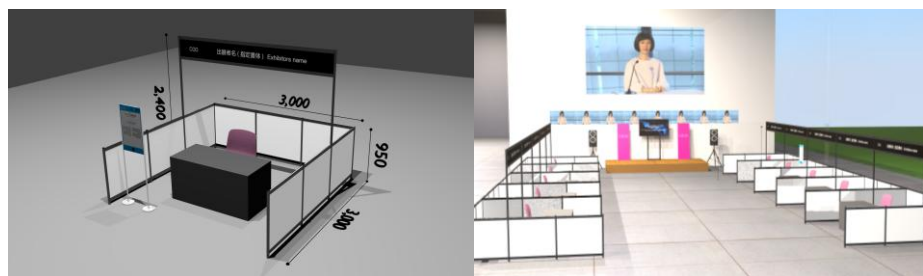


■Exhibition B (Communication Lobby)

This area is bright zone.

The service will be included as follows.

- Exhibition Space W3000 X D3000 X H2400 (9 m²)
- 1Table with black cloth, 1Chair, 1 Sign Board which shows an exhibitor's name
- The floor is floor finish as is. (Large size Porcelain tile)
- The Booth of Exhibition Area 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 are as follows:

1 . Applicant eligibility

Any corporation, group, individual are available to apply.

2 . How to apply

Fill in the application form and send it by e-mail as an attachment.
Use one copy form for each program.

3 . Submit to:

apply@dcexpo.jp

Digital Content Expo 2017 Organizers
c/o Digital Content Association of Japan (DCAJ)

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 of Symposium, seminar and stage given might be changed due to limited performance availability.

5 . Themes of the event

Themes correspond to any of the following will be eligible.

- Digital content itself and technologies, products, services, business models related to content etc.
- Other themes which were approved by the organizers.

6 . Exhibition criteria

[1] Conditions for implementation

- Exhibitors shall be open for all periods during the exhibition, and least one person in charge must be present at all times.
- The organizer shall not bear any responsibility for problem arising with respect to all rights relating to intellectual property, quality, performance, safety etc.

[2] Cancellation

- In case of cancellation after the application under following conditions, the fee will be charged as follows.
 - Until Aug 31: Free of charge.
 - Sep 1 – Sep 30: 50% of participation fee shall be charged.
 - After Oct 1: 100% of participation fee shall be charged.

[3] Expense burden

- 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 organizer approve will be accepted.

[4] Prohibitions

- Being offensive to public order and morals
- Inhibiting the sound growth of juveniles
- Relating to antisocial forces
- Being harmful to international relations

[5] Change and cancel of the event holding

- The event may be canceled or changed due to factors such as natural disasters and force majeure, which can not be attributed to the responsibility of the organizer.



Contact us

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