

JIMTOF 2020 Online

Guide to exhibit

Organizers:
Japan Machine Tool Builders' Association
Tokyo Big Sight Inc.

JIMTOF 2020 Online Outline

Name of Exhibition	JIMTOF 2020 Online
Date	November 16 (Mon.) 10:00 a.m. (JST)- November 27 (Fri.) 5:00 p.m. (JST), 2020 *Archive period: November 27 (Fri.) 5:00 p.m. (JST) - December 11 (Fri.) 5:00 p.m. (JST), 2020
Organizers	Japan Machine Tool Builders' Association / Tokyo Big Sight Inc.
Supporting Organizations (to be confirmed)	Ministry of Foreign Affairs / Ministry of Economy, Trade and Industry / Tokyo Metropolitan Government / The Japan Chamber of Commerce and Industry
Cooperating Organizations	Japan Machine Tool Importers' Association / Japan Forming Machinery Association / Japan Precision Machine Association / Japan Cutting & Wear-resistant Tool Association / Japan Machine Accessory Association / Japan Precision Measuring Instruments Manufacturers Association / Japan Grinding Wheel Association / Industrial Diamond Association of Japan Japan Optical Measuring Instruments Manufacturers' Association / Japan Fluid Power Association / Japan Testing Machinery Association / Japan Gear Manufacturers Association
Management cooperation	Nikkei Events Pro Co., Ltd.
Admission	All visitors are requested to register (for free).

● Date

The dates of JIMTOF2020 Online is as follows.

Date (JST)	Website status	Note
November 16 (Mon.) 10:00 a.m. ~ November 27 (Fri.) 5:00 p.m., 2020	JIMTOF 2020 Online	Core time : 10:00 a.m. ~ 5:00 p.m. (JST)
November 27 (Fri.) 5:00 p.m. ~ December 11 (Fri.) 5:00 p.m., 2020	Archive period	Core time : Nothing Chat function and questionnaire is not in use.

※ The core time of JIMTOF2020 Online is from 10:00 a.m. to 5:00 p.m. (JST) from November 16 (Mon.) to November 27 (Fri.), 2020 including weekend and Japanese national holiday. For the exhibitors, we hope you have communications with visitors during this time period.



JIMTOF 2020 Online is the on-line exhibition where cutting-edge machine tools, their related equipment and technologies are gathered from around the world and used as a platform for sophisticated communications.

● Structure

Online Exhibition

It provides information on products, technologies, and services, and is used to publicize and disseminate information to visitors. Online functions such as questionnaire, chat function, and providing seminar videos support successful business talks.



Online Seminars

We will distribute highly specialized seminars that only JIMTOF can offer such as 5G, artificial intelligence, and cutting-edge technologies, and besides Top Seminar for students. Various seminars are available on demand and can be watched again.

● Features

Anytime, Anywhere - connecting

Visitors can participate in JIMTOF 2020 Online anytime, anywhere. We anticipate participations of those who were unable to attend the physical exhibitions before because everyone is accessible to the latest information without restrictions of either time or location.

In addition, the archive period starts after the close of the fair, and it enables to provide continuously information for about one month.

Platform for promoting product information

We provide an exhibit information page for each product, where promoting products and technologies with images and videos. With regard to new products and technical information, not only the exhibition page but also PR areas where only new products can be viewed are planned.

Generating business opportunities with visitors

We offer a function to acquire information from visitors who are interested in exhibitor's products and services. (Exchange Business Card) In addition, the chat function (option menu) can be used for communication in real time.

● Promotional Activities for Visitors

JIMTOF 2020 Online will make extensive use of print and online media to attract visitors to the event.

Advertising and publicity campaigns

Announcements of JIMTOF 2020 Online will be posted in national newspapers and trade papers and on various internet media. We will promote publication of the article about the fair.

Delivery of information on the official website and SNS

We will post updates on our official website and social networking service (Facebook and Twitter).

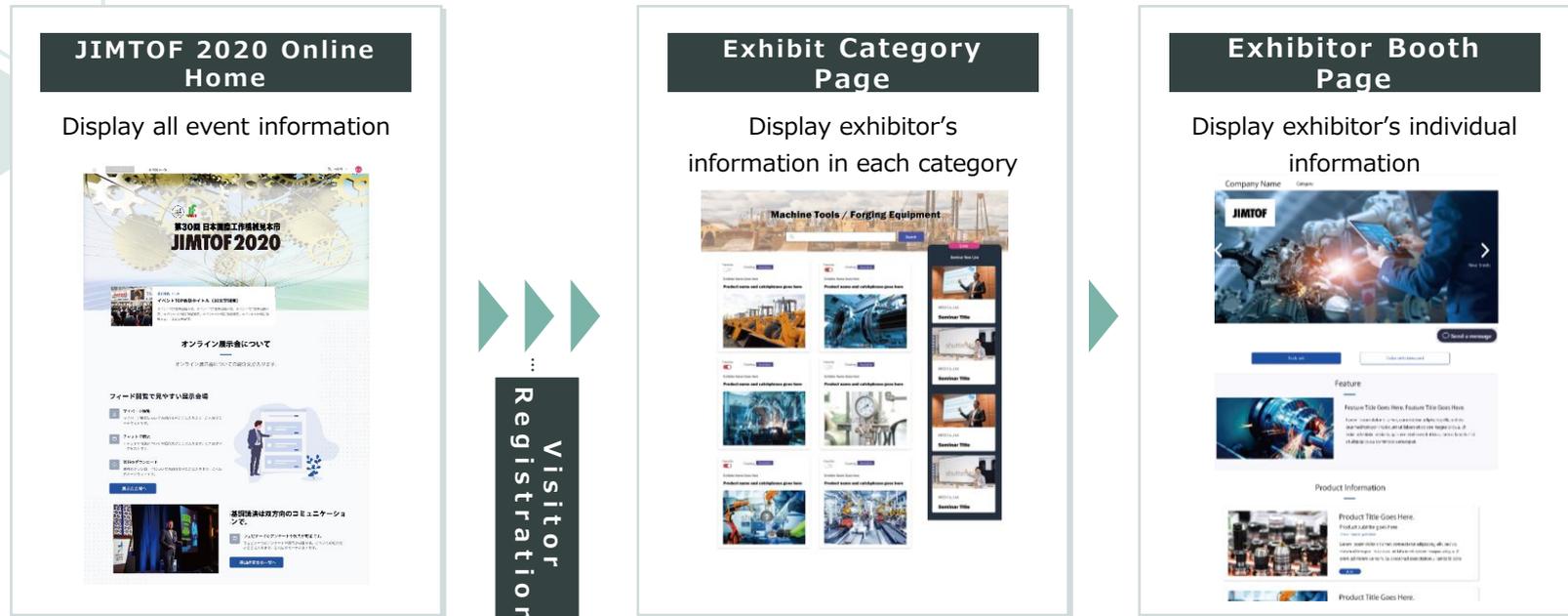
Delivery of information via e-mail magazines

E-mail newsletters will be sent to those who have registered in JIMTOF 2016/2018 in order to continuously generate interest for the period up to the fair.

Request for cooperation in Japan and abroad

We will conduct organizational promotion activities such as requesting the cooperation from industrial associations, administrative agencies, and concerned bodies.

Overall Site Structure



How to register for visitors



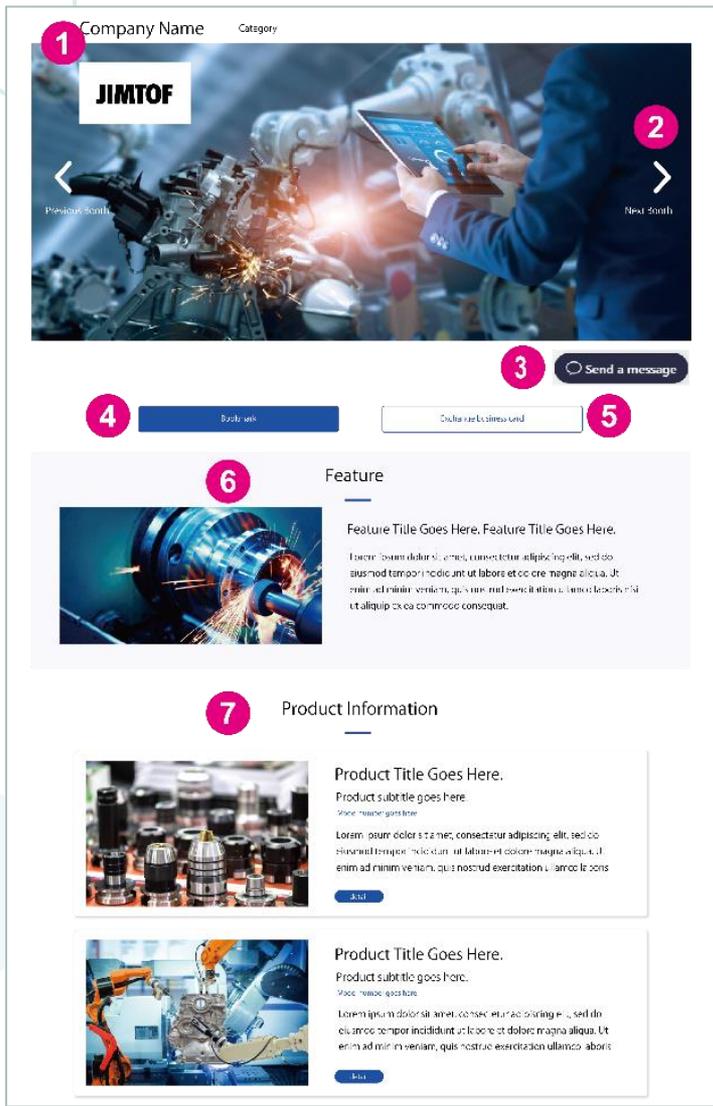
- Personal information – JIMTOF2020 Online own items

Registered information can be exchanged for exhibitor's information on Exhibitor Booth Page.



We will provide an "Exhibitor's Booth Page" on the website for those who exhibit. Also available on this page is the "Exhibit Information Page", for the number of products in your plan.

Exhibitor Booth Page 1



1 Company name + Main visual

A symbolic image of your booth can be displayed.

2 Arrow

Move to other exhibitor booth pages in the same category.

3 Chat Function Option

You can text chat with your visitors.

4 Register as a favorite

Visitors can register exhibitors as their favorites.

5 Visitor Information Provision

Clicking here, visitor information is provided to the exhibitor, and exhibitor information is also provided to the visitor.

6 Highlight

Recommended content can be offered here.
※Image (one item), title, and text

7 Exhibit Information

This section contains the product names, product descriptions and product images (one image per product). Clicking here, move to each exhibit information page.

※See pages 8 to 9 for images and features.

Exhibitor Booth Page 2

The screenshot displays a web form for an exhibitor booth page, divided into three main sections:

- 8 Survey:** A form titled "Survey" with the instruction "survey text goes here". It includes input fields for "First Name", "Last Name", "Company Name", "Email", "Phone", "Fax", "Address", "City", "State", "Zip", "Country", and "Website". There are also checkboxes for "Marketing", "Sales", and "Service". A "Submit" button is at the bottom.
- 9 Corporate Information:** A form titled "Corporate Information" with a "Company Name" field and a "Phone" field. It also includes a "Fax" field and a "Website" field. A "Submit" button is at the bottom.
- 10 Contact Us:** A form titled "Contact Us" with the instruction "The information will be used for guiding, event, seminar, campaign, product/service, customer satisfaction survey, and other." It includes input fields for "First Name", "Last Name", "Company Name", "Phone", "Fax", "Email", and "Message". There is a "Send" button at the bottom.
- 11:** A small "Log off" button at the bottom of the page.

8 Questionnaire Option

Questionnaires can be conducted for visitors.

9 Corporate Profile

Corporate information can be posted.

- Information that can be posted**
- Company name
 - address
 - telephone number
 - FAX
 - email address
 - URL

10 Inquiry form

Visitors can make inquiries to the exhibitor.

11 Back to Top Page

1 Product Title goes here
Lorem ipsum dolor sit amet, consectetur.
Lorem ipsum dolor sit amet, consectetur.

2 Detail
Product detail feature goes here. Product detail goes here.
Product detail goes here. Product detail goes here. Product detail goes here. Product detail goes here. Product detail goes here.
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3 Product Variation

Variation Title
Comment goes here. Comment goes here.

1 Product Name

Product information can be posted

Publication content

- Product Name
- Product descriptions
- Product image (one item)

2 Details of the product

Details of the product can be posted

Publication content

- Product Details Title
 - Product Details (Text)
 - Product image or product video (either one item)
- ※ **We can also support video production and editing. We will provide you with an estimate based on your requirements.**

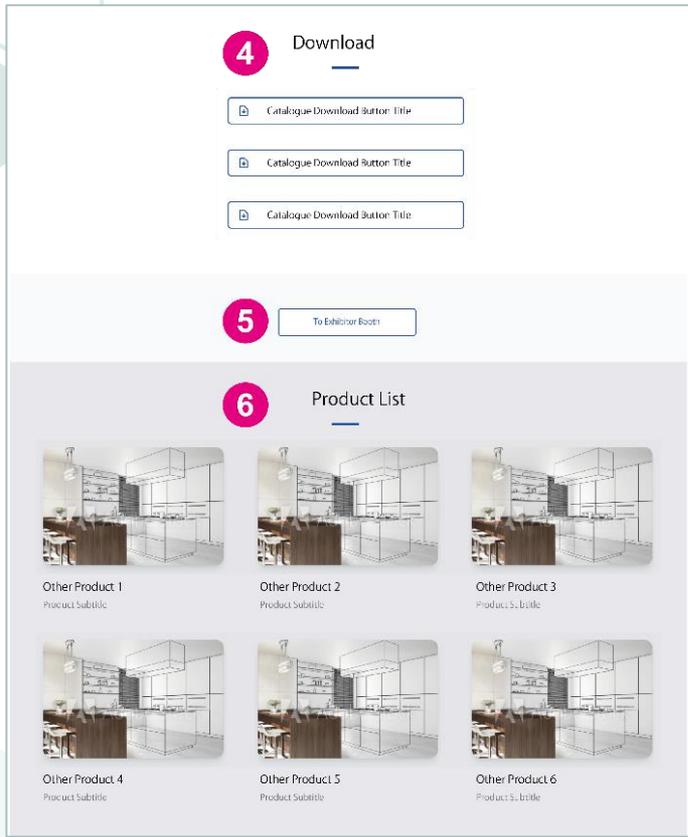
3 Variation

The variation of the product can be posted

Publication content

- Product Variation Name
- Product Variation Comments
- Variation images of products

Exhibit Information Page 2



4 Download product materials

Product materials can be posted

Publication content

- Product data for download

5 Back to the top of the Exhibitor Booth Page

6 List of products

The list of products of the exhibitor is displayed.

Option menu 1

Additional exhibit information

You can add a page for exhibit information.

Visitor Information Provision

Exhibitors can obtain information of visitors who have viewed your booth page and exchanged their information. When a visitor clicks on Exchange Business Card button, visitor and exhibitor information will be displayed and a screen will appear asking if the visitor is willing to exchange information. If the visitor agrees, the information will be provided to each of them.



- Only those visitors who have exchanged their information will be able to view the Exhibit Information Page from the Exhibitor Booth Page.
- The data of visitors who have exchanged their information can be downloaded from Exhibitor website.

Visitor Information

- Viewing date and time
- Title
- Telephone Number
- Company name
- Name
- E-mail address
- Department
- Address
- Industry Segment

※ Image for illustrative purpose only.

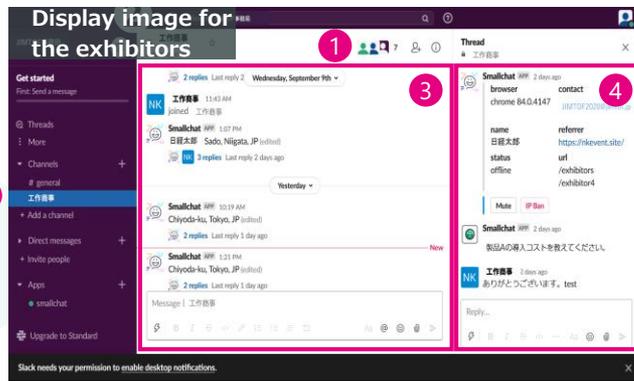
Option menu 2

Chat Function

You can conduct a text chat with visitors.



※ Image for illustrative purpose only.



※ Image for illustrative purpose only.

- When a visitor clicks on the button, the message input screen appears.
 - ※If an exhibitor turns off the chat function, this button will not be displayed.
- Visitors can type and send a message from the chat screen. The messages they send will remain even if they go to another screen or log out. When visitors send a message, they are automatically prompted to enter their name and email address (the input is optional).
- Business chat tool called “Slack” will be used to manage the chat for exhibitors. Slack accounts (Administrator Authorization) will be issued to person in charge. The account information will be sent from the Management Secretariat by email.
 - 1 The administrator can add members (colleagues). Therefore, multiple members can handle chat with visitors.
 - 2 The number of new (unread) messages is displayed next to the company name. Messages from the visitors are displayed here.
 - 3 When you reply the message, and at the same time, threads are created.
 - 4 Details of the thread (exchange of messages) are displayed in this area.

Option menu **3**

Questionnaire

You can set up a questionnaire form.

Questionnaire image

Survey

1 survey text goes here

2

First Name Last Name

Company Name

Department

Position

Post Code

Address 1

Address 2

Corporate Tel

3

Were you aware of the company beforehand?
We are already in business

Which product came to your most interest?
The new product

How was our staff?
Excellent

Send

※ Image for illustrative purpose only

- 1 The questionnaire explanatory text can be set freely.
Ex) Provided information from visitors can be used to inform customers about our events, seminars, campaigns, products and service information, and conduct customer satisfaction surveys.
- 2 The basic information about visitors are the default items. These items cannot be changed and deleted.
- 3 Questions can be set freely by the exhibitor. There is no limit to the number of questions. Three answer types of format are available: radio button, checkbox, and open-ended question.

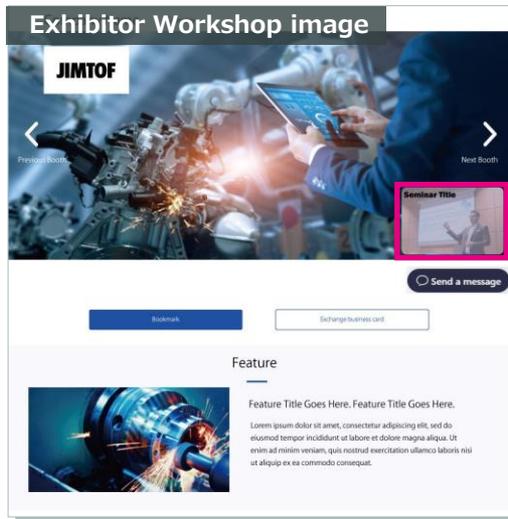
About questionnaire results

- It can be registered one e-mail address for notifications for exhibitors.
- Every time a visitor responds, it is notified to the registered email address.
- * The aggregated data (CSV) of the questionnaire results will be provided by Management Secretariat after the close of JIMTOF 2020 Online.

Option menu 4

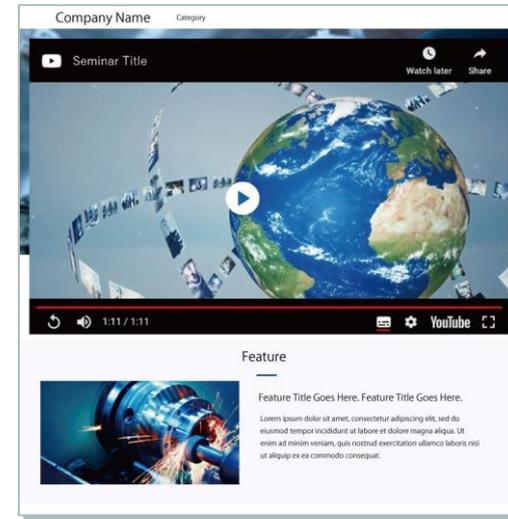
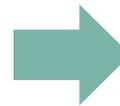
Exhibitor Workshop

Videos of the seminars can be streamed on the Exhibitor Booth Page.



※ Image for illustrative purpose only

Video titles and thumbnails are displayed on the Exhibitor Booth Page.



※ Image for illustrative purpose only

Clicking the thumbnail, the video is pop-up displayed.

[About Video Distribution]

Videos can be streamed both live and recorded. Since the video data will be uploaded to YouTube, it will be needed to obtain a YouTube account by yourself. Please note that the data uploaded to other any sites will not be displayed.

***We can also support video production and editing. We will provide you with an estimate based on your requirements.**

Exhibition fees and plans

Exhibition Plan

	Standard Plan			Basic Plan		
	Organizers' Members	Member of Cooperating Organizations, and Overseas Associations	Non-members (Domestic/Overseas)	Organizers' Members	Member of Cooperating Organizations, and Overseas Associations	Non-members (Domestic/Overseas)
Exhibition fees (JPY/tax excluded)	¥ 330,000	¥ 360,000	¥ 400,000	¥ 150,000	¥ 180,000	¥ 200,000
Posting basic information		○ (*up to five products)			○ (*up to two products)	
Posting exhibit information (Text, Images, Videos, PDF, etc.)		○			○	
Inquiry forms		○			○	
Visitor information provision		○			-	

Option menu(JPY/tax excluded)

Add posting exhibit information : ¥ 30,000

You can add a page for exhibit information.

Visitor information provision : ¥ 120,000

Exhibitors can obtain information of visitors who have viewed your booth page and exchanged their information.

※Only for Basic Plan. The menu is included in Standard Plan.

Chat function : ¥ 10,000

You can conduct a text chat with visitors.

Questionnaire : ¥ 25,000

You can set up a questionnaire form.

Exhibitor workshop : ¥ 15,000

Videos of the seminars can be streamed on the exhibitor booth page.

How to apply for Option menu

You can apply for Option menu from the application confirmation site which will be sent to you by the Management Secretariat after your application has been submitted.

Application to exhibit

Application Period	Sep 7 (Mon) 2020, 10:00 a.m. - Sep 30 (Wed) 2020, 11:59 p.m.
Exhibition Application	Application will be accepted online via this website. https://www.nep-sec.jp/JIMTOF2020/entry_eng/

● Application procedure

STEP1

Apply for the Exhibition

Proceed to the online application form above, please agree to the contents of "The Provision of Exhibition Agreement for JIMTOF2020 Online", enter all the information according to the guideline, and complete the online application.

STEP2

E-mails accepting applications for exhibition

After the application for exhibition is completed, an e-mail about receipt of application is automatically returned to the e-mail address of the person in charge entered at STEP1.

STEP3

Notification of application acceptance

After receipt of the application, we will confirm the details of your application. We will notify you to that effect by beginning of October 2020. We will also send the invoice for the exhibition fees and please remit to the specified bank account by the due date.

※Please note that depending on the nature of your application, we may not be able to accept your application.

STEP4

Changes for application information

In the event of any change in the contents of the application for exhibition after acceptance of it, exhibitors can modify it by themselves on the application confirmation site notified separately.

Some items may not be changed therefore please contact JIMTOF2020 Online Management Secretariat.

Application Schedule

	Application & Exhibition	Payment
● September 7 (Mon.), 2020	– Exhibition Application Form Opens	
● September 15 (Tue.)	– Application for Option menu Starts – (Questionnaire, Chat function, Exhibitor workshop)	
● September 30 (Wed.)	– Deadline of Exhibition application	
● -The beginning of October	– Notification of application acceptance / Exhibition Agreement	– The invoice for exhibition fees
● The middle of October	– Exhibitor website Opens	
● October 31 (Sat.)		– Payment Deadline for exhibition fees
● The beginning of November	– Visitor’s registration Starts	
● November 6 (Fri.)	– Deadline for application of Option menu	
● November 16 (Mon.),10a.m. - November 27 (Fri.),5p.m.	– JIMTOF 2020 Online	
● November 27 (Sat.),5p.m. - December 11 (Fri.),5p.m.	– JIMTOF2020 Online Archive period	
● December – January, 2021		– The invoice for Option menu

Contact Us

● JIMTOF 2020 Online Management Secretariat Nikkei Events Pro Co., Ltd.

TEL	+81-3-6812-8673
E-Mail	jimtof2020-online@nex.nikkei.co.jp (9:30 a.m.-5:30 p.m.(JST) (weekday))

If you have any questions about the following, please contact the Management Secretariat.

- Application to Exhibit
- Submission of exhibit information
- Various functions on the site

● JIMTOF2020 Online Organizer Tokyo Big Sight Inc.

TEL	+81-3-5530-1333
E-Mail	jimtof@tokyo-bigsight.co.jp (10:00 a.m.-5:00 p.m. (JST) (weekday))



For more information on JIMTOF 2020 Online, please also visit the official website.

Various information on the exhibition, including General Regulation and FAQ, is available here.

<http://www.jimtof.org/online/en/index.html>