

Open up the future by IoT, New Era of MONODZUKURI



EXHIBIT GUIDE

SCF2017 SYSTEM CONTROL FAIR MCS 2017 TOKYO Measurement & Control Show

Major Exhibition of Cutting-Edge Technologies for Automation and Measurement

Date November 29 (Wed.) – December 1 (Fri.), 2017 10:00 a.m. - 5:00 p.m.

Venue TOKYO BIG SIGHT West Hall 1, 3, 4 & Atrium **Website** <http://scfmcs.jp/en/>

Admission JPY 1,000 (tax incl.) *Free entrance with online pre-registration, or invitation ticket / Student – Free of charge **Concurrent Show** INTERNATIONAL ROBOT EXHIBITION 2017 (East Hall)

Organized by:  The Japan Electrical Manufacturers' Association  Nippon Electric Control Equipment Industries Association  Japan Electric Measuring Instruments Manufacturers' Association

Supported by: Ministry of Economy, Trade, and Industry / Ministry of the Environment / Japan External Trade Organization / Tokyo Metropolitan Government / Tokyo Big Sight (in no particular order / tentative)

In cooperation with: Japan Robot Association / Japan Machine Tool Builders' Association / The Japan Electric Association / Japan Electronics Packaging and Circuits Association / The Japan Food Machinery Manufacturers' Association / Japan Electronics and Information Technology Industries Association / Japan Automobile Manufacturers Association, Inc. / Japan Chemical Industry Association / The Society of Instrument and Control Engineers / Manufacturing Science and Technology Center / The Energy Conservation Center, Japan / The Institute of Systems, Control and Information Engineers / The Japan Society of Industrial Machinery Manufacturers / The Association of Japan Instrumentation Industry / The Institute of Electrical Engineers of Japan / Japan Switchboard & control system Industries Association / The Japan Machinery Federation / The Japan Society of Mechanical Engineers / The Japan Iron and Steel Federation / Communications and Information network Association of Japan / The Society of Automotive Engineers of Japan / Japan Research Industries and Industrial Technology Association / The Japanese Liquid Crystal Society / The National Institute of Advanced Industrial Science and Technology / National Institute of Technology and Evaluation / Japan Electric Meters Inspection Corporation / Japan Quality Assurance Organization / The Japan Measuring Instruments Federation / Japan Analytical Instruments Manufacturers' Association / Japan Electrical Construction Association / Robot Revolution Initiative / Industrial Value Chain Initiative (in no particular order / tentative)

3 days to be encountered the future manufacturing

“The 4th Industrial Revolution“

~from the concept to the use case and the practical use~

The 4th Industrial Revolution is recognized that IoT changes the industrial structure and added value is changed from “products” to “services”. “SCF/MCS” provided the concept, “Connecting various things with IoT” based on “The 4th Industrial Revolution –Getting Connected-” as the new theme at the last show.

In 2017, “SCF/MCS” is improving it from the concept to the use case and the practical use. As “Major Exhibition of Cutting-Edge Technologies for Automation and Measurement”, “SCF/MCS” newly adds “IoT solution” to exhibit products and gathers many kinds of exhibitors from the industrial companies to other different industrial companies. Together with many use cases, exhibitors get connected to each other as well as they get connected to visitors and we lead both exhibitors and visitors to the business matching. We get connected to the society and open up the future by IoT, and offer the show to be encountered the future manufacturing.



Strengthening Global Cooperation

Industrial 4.0 from Germany, Industrial Internet and other actions from the United States of America, the 4th Industrial Revolution from Japan are reaching the new phase by the cooperation with industry-government-university of 3 countries. Global actions in IoT are accelerating.

In 2017, “SCF/MCS” strengthens and develops global cooperation to conduct the seminar in collaboration with ZVEI from Germany and IIC from the United States of America, and provides the beneficial information through overseas pavilion as well as promotes for expanding overseas visitors, appeals in overseas events such as IoT ASIA, and works on the international standardization.



Different Industrial Cooperation Makes IoT Era

CPS, Cyber Physical System that is the core of the 4th Industrial Revolution is constituted by information technology that are developed marvelously at the digital world such as IoT, the analysis of big-data and AI, machinery equipment, and analog operation/service technology such as machinery and workers. For archiving this, RRI (Robot Revolution Initiative), IVI (Industrial Value Chain Initiative), National Institute of Advanced Industrial Science and Technology, National project, and various industrial associations/companies including overseas cooperate together and take action openly and innovatively.

In 2017, such results will be shown up at “SCF/MCS”.



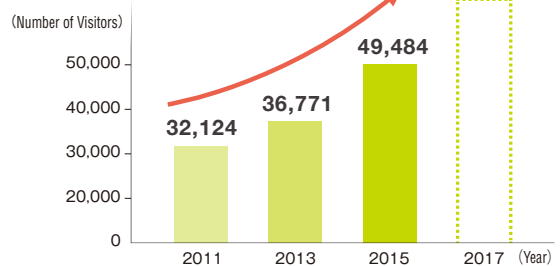
Result of SCF 2015 and MCS 2015 Tokyo

Largest ever

Visitors (excluding exhibitors) **49,484**

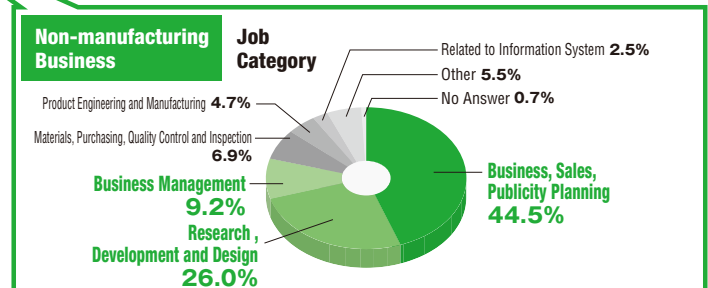
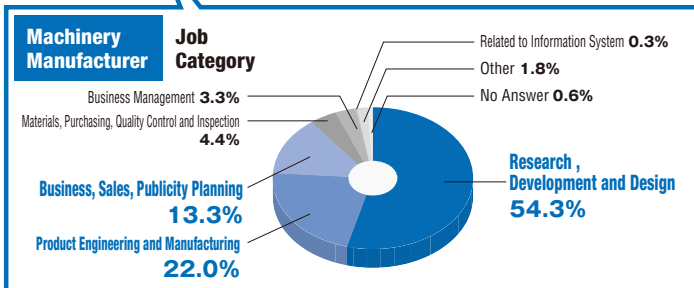
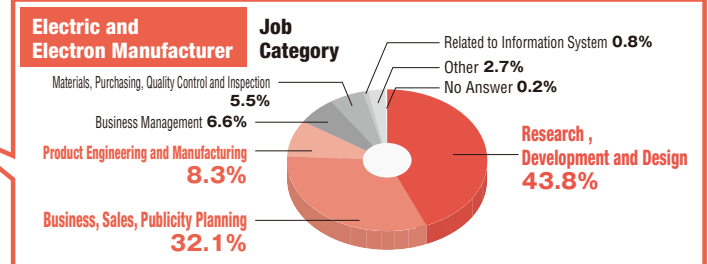
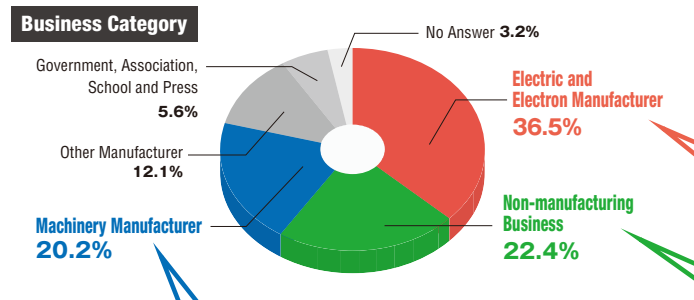
2013 36,771
2011 32,124

Transition in the past 3 shows



Visitor Profile

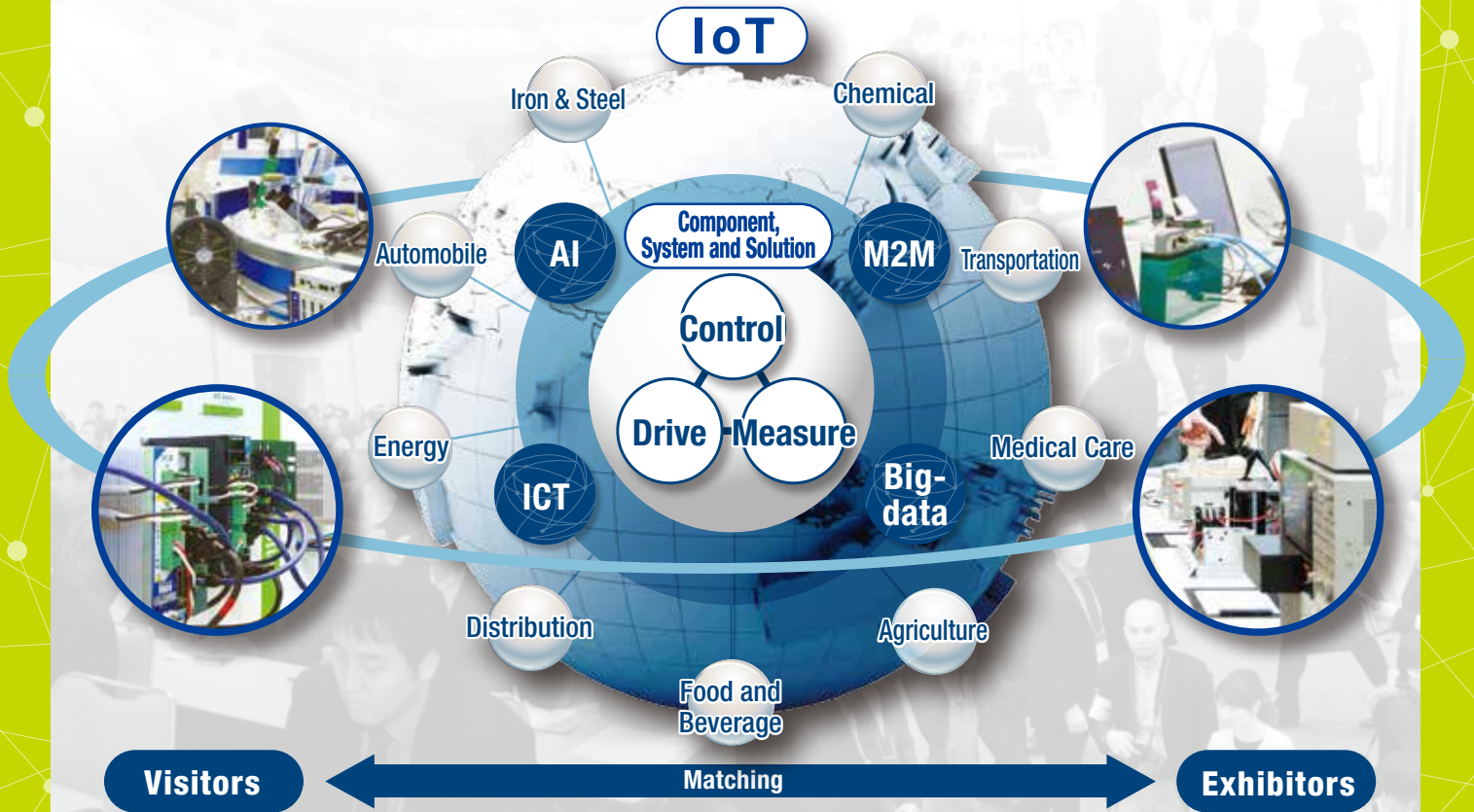
From visitor questionnaire in SCF 2015 and MCS 2015 Tokyo



Major Exhibition of Cutting-Edge Technologies for Automation and Measurement

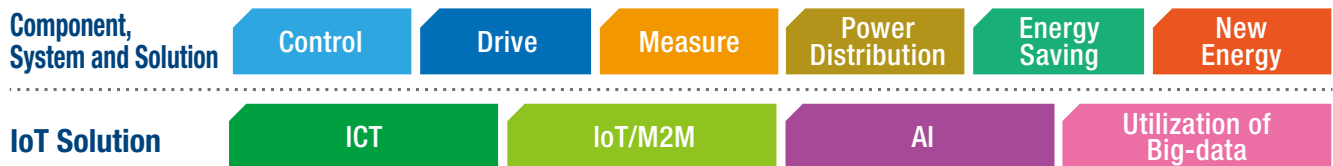
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Objective Field and Exhibit Categories

Objective Field Manufacturing in Industrial Field such as Iron & Steel, Chemical, Automobile, Medical and Food & Beverage / Infrastructure in Social Field such as Energy, Water & Wastewater Treatment, Transportation and Industrial Waste Treatment



SCF/MCS will make further progress.

Innovation by the 4th Industrial Revolution arose from Europe and America is the world trend in the background of ICT rapid revolution in manufacturing industry in recent years. In Japan, the industry-government-university accelerates the action of this innovation.

In the past process of the industrial development, automation and measurement supported the social infrastructure in domestic and overseas as the industrial core technology. This latest technology has been offered in "SYSTEM CONTROL FAIR" that is the leading exhibition in Japan and Asia specialized in factory automation and "Measurement and Control Show" that is specialized measurement and control technology.

Both exhibitions evolve furthermore and come to unite together to hold one exhibition after holding individual ones at the same venue last time. Under the unified concept, "Major Exhibition of Cutting-Edge Technologies for Automation and Measurement" cooperated and integrated with technology such as ICT, IoT, M2M and utilization of Big-data that are the new trend, we are continuing and improving "The 4th Industrial Revolution -Getting Connected-" from the concept to the use case and the practical use based on the catchphrase, "Open up the Future by IoT, New Era of MONODZUKURI".

"SCF/MCS" is the unique exhibition organized and hand-made by the 3 associations. Not only contributing to develop a business opportunity for exhibitors, but also offering the beneficial information of the industry, "SCF/MCS" will share the information between exhibitors and visitors and hold the business interchange.

We are looking forward to your support and participation in 2017.



Chairman of
SCF / MCS TOKYO
Executive Committee
Mr. Minoru Asada

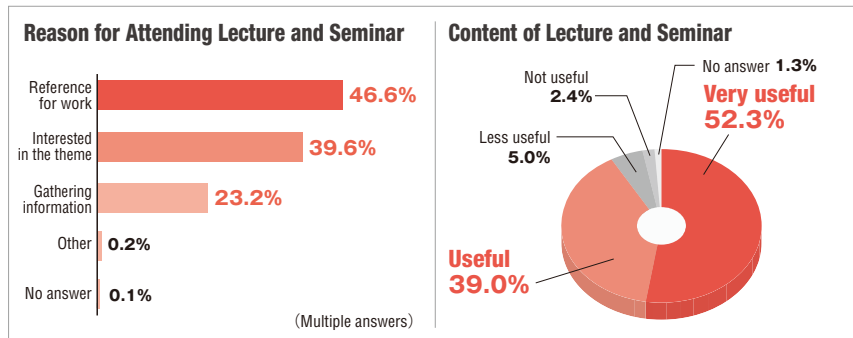
Fruitful Concurrent Event

Various Seminars by Key Person Supporting the Future Manufacturing

We will conduct various seminars such as KEY NOTE session by key person supporting Japanese manufacturing, exhibitor seminar that appeals the latest technology trend and sponsored session that presents new products from multiple angles. Suggesting the latest trend and challenges in Japanese industry, we will offer the place to consider the future manufacturing.



Result of Lecture and Seminar Questionnaire



Exhibitor Seminar

Through the exhibitor seminar, exhibitors can appeal a new product and the latest technology to your customers directly. At this seminar, it is possible to present more details outside the booth. You can promote your sales more effectively at the special venue in the hall as well as at your booth.

Sponsored Session

Exhibitors are able to appeal their product and company profile through the guest speaker's presentation and panel discussion at sponsored session. It is possible to archive closer sales promotion like a private seminar.

Organizer Special Program

In 2017, IoT is becoming widespread rapidly. Bringing out new and breakthrough actions for the future to install IoT in the small and medium manufacturers that are inevitable for society to develop, the future manufacturing will be provided in collaboration with RRI, IVI and other associations.



IoT Network Zone

The latest open network equipment, technology and service will be displayed intensively. Adding "IoT" to "Open Network Zone" the new zone at the last show, we will offer the tool to make automation evolve strongly. At the special stage, the latest technology trend from each company will be announced.



Atrium Stage

The highlight of exhibition booth, lecture and seminar will be presented. We will provide you a rich variety of contents, such as the lecture by each company employee working at the site. Distributing the information through the signage in the exhibition hall and on the internet, this atrium stage will be used for enjoying SCF 2017 / MCS 2017 Tokyo as the base for transmission of information.



Visitor Promotion

Powerful Media Promotion for Expanded Visitor Draw

Newspapers and Magazines

The promotion plan covers leading industry newspapers and magazines (the previous show included Nikkei Sangyo, Nikkei Kogyo, and Dempa Shimbun Newspapers). The broad promotion plan covers leading technical and industry journals for access to core visitor groups including engineers, management, ICT professionals, and infrastructure experts in fields including electronics, electron, machinery, and manufacturing.



Official Website

The official exhibition website will open soon, and offer the latest information on exhibitions and attendance. A rich variety of content will amplify visitor draws.



Email and Electronic Direct Mail

Electronic direct mail will be sent to subscribers of Nikkei Technology Online, Nikkei Business Online, and ITpro News. Email will also be sent to subscribers with selected interests including automation, measurement, control, and IoT/M2M (tentative).

Information via SNS

We will leverage SNS such as through an official Facebook page, disseminating information on exhibitions and seminars, targeting not only existing prospect visitors but various targets including young people.

Expanded Promotions to Attract Overseas Visitors

PR booths will be set up at the related overseas technology exhibitions for direct promotion to visitors. The content of the official website in English will be enhanced and eDM will be sent to the persons in charge of overseas manufacturing industry, using overseas media. Every year, we conduct the briefing session for representatives from embassies, trade promotion organizations, and related groups.

Result from SYSTEM CONTROL FAIR 2015 / Measurement and Control Show 2015 TOKYO Exhibitor List

- ABB Bailey Japan Limited
- ABB K.K.
- Aco CO.,LTD.
- Advantech Japan Co., Ltd
- ALAXALA Networks Corporation
- ALFATECH Inc.
- ALGO SYSTEM Co.,Ltd.
- Alpha Electronics Corporation
- AMETEK CO.,LTD
- Analog Devices, Inc.
- ANRITSU CORPORATION
- Anritsu Meter Co., Ltd.
- Anywire Corporation
- APRIORI
- ASAHİ KASEI EIC SOLUTIONS
- Asic Co.,Ltd.
- Asprova Corporation.
- Azbil Corporation
- B&R Industrial Automation K.K.
- Balluff Co.,Ltd.
- Beckhoff Automation K.K
- BellChild Co.,Ltd.
- BJ-SOFT Inc.
- BRAINCHILD ELECTRONIC CO.,LTD.
- CC-Link Partner Association
- CHINO CORPORATION
- Chiyoda Electronics Co., Ltd.
- Cogent Real-Time Systems Inc.
- Cooper Industries Japan K.K.
- COSMOTECHS CO.,LTD
- CTK CORPORATION
- CTK-EAST CORPORATION
- CTK-WEST CORPORATION
- DAIICHI ELECTRONICS CO.,LTD.
- DEGSON ELECTRONICS CO.,LTD.
- Delta Electronics, Inc
- DENSHIJKI INDUSTRY CO.,LTD.
- Digital Electronics Corporation
- DKK-TOA CORPORATION
- Dresser Japan, Ltd.
- DYDEN CORPRATION
- Easy-Measure Co.,Ltd.
- efactor co.,ltd.
- Eifer Elektro Firma Co.,Ltd
- EMIC CO.,LTD.
- ENDO KOGYO CO.,LTD.
- Eplan Software & Service Co., Ltd.
- EtherCAT Technology Group
- exida-Japan LLC
- FDT Group
- FieldComm Group
- FUJİ ELECTRIC CO.,LTD
- FUJICON CO.,LTD.
- Fujitsu Limited
- GE Energy Japan., Ltd.
- GE Intelligent platforms KK
- GE Sensing & Inspection Technologies Co.,LTD.
- GMI Japan K.K.
- HIMA Paul Hildebrandt GmbH
- HIOKI E.E.CORPORATION
- HITACHI ,Ltd.
- Hitachi High-Technologies Corporation
- Hitachi Industrial Equipment Systems Co.,Ltd
- Hitachi Zosen Corporation
- HMS Industrial Networks K.K.
- HOKUYO AUTOMATIC CO.,LTD.
- HONDA TSUSHIN KOGYO.CO.,LTD
- HORIBA Advanced Techno, Co., Ltd.
- HORIBA STEC, Co., Ltd.
- HORIBA,Ltd.
- IDEC CORPORATION
- ILME Japan Co.,Ltd.
- Imageom Corporation
- Industrial Support Assiation of Shirakawa
- ISA100 Wireless Compliance Institute
- IWATSU TEST INSTRUMENTS CORPORATION
- JAPAN DIREX CORPORATION
- JAPAN FINECHEM COMPANY,INC.
- JEMIMA
- JOBLE CORPORATION
- JT Engineering inc.
- JTEKT CORPORATION
- K.MECS CO.,LTD.
- KANSAI Automation Co.,Ltd.
- KANSAI THUNDERCLOUD ALLIANCE
- KANTO L-ENGINEERING Co.,LTD.
- KASUGA ELECTRIC WORKS LTD.
- Kawamura Electric Inc
- Kepware Japan K.K.
- Keysight Technologies
- KIKUSUI ELECTRONICS COROPRATION
- KOA CORPORATION
- KOBATA GUAGE MFG.CO.,LTD
- KOKUSAI DENGYO CO.,LTD
- KOYO ELECTRONICS INDUSTRIES CO.,LTD.
- KRONE CORPORATION
- KYORITSKEIK CO.LTD.
- Kyosai Technos Co.,Ltd.
- KYOTO EIC CO.,LTD.
- Kyowa Electronic Instruments Co., Ltd.
- Lattice Technology Co.,Ltd.
- LinX Corporation
- LSIS CO.,LTD.
- MAKE CO.,LTD.
- MECHATROLINK MEMBERS ASSOCIATION
- MEIDENSHA CORPORATION
- MHPS CONTROL SYSTEMS Co., Ltd
- Microsoft Japan Co.,Ltd.
- MITSUBISHI ELECTRIC CORPORATION
- MITSUBISHI ELECTRIC ENGINEERING CO.,LTD.
- MITSUBISHI ELECTRIC SYSTEM&SERVICE CO.,LTD.
- MITSUBISHI HITACHI POWER SYSTEMS, LTD.
- M-System Co.,Ltd.
- MTT Corporation
- Multi Measuring Instruments Co.,Ltd.
- MURATA MACHINERY.,LTD
- NADA ELECTRONICS,LTD.
- Net One Partners
- Net One Systems Co., Ltd.
- NEW COSMOS ELECTRIC CO.,LTD
- NF Corporation.
- NF Techno Commerce Co.,Ltd.
- NIC Co.,Ltd.
- NICHIFU CO.,LTD
- NIKKEI MFG.CO.,LTD.
- Ninomiya Electric Wire Co., Ltd.
- Nippon Pulse Motor Co.,Ltd.
- Nippon Steel&Sumikin Welding Co.,Ltd.
- NIPPON STELL & SUMIKIN TEXENG .CO.,LTD
- Nishin Systems Co.,Ltd.
- NITTO KOGYO CORPORATION
- NKK SWITCHES CO.,LTD
- NOKEN INC.
- NS Solutions Corporation
- Ohkura electric Co.,Ltd.
- OHM ELECTRC.,CO.,LTD.
- OHTEGIKEN,INC.
- OKAZAKI MANUFACTURING COMPANY
- OMEGA Engineering
- OMRON Corporation
- OPC Council Japan
- ORIENTAL MOTOR CO.,LTD.
- OSADA CO., LTD.
- Osaka Jido Denki Co.,Ltd.
- Panasonic Corporation
- Panasonic Industrial Devices SUNX
- PATLITE Corporation
- Pepperl + Fuchs K.K.
- PHOENIX CONTACT K.K.
- PHOTRON LIMITED
- Pilz Japan Co.,Ltd.
- PLCopen
- Product Safety / EMC Committee
- profichip GmbH
- PTC Japan
- Puerto Co., Ltd.
- Rex Co, Ltd.
- RIKEN KEIKI CO.,LTD.
- RION CO.,LTD.
- Rittal K.K.
- Rockwell Automation Japan Co., Ltd.
- RS Components KK
- Safety Network Japan
- SANYO DENKI CO.,LTD.
- SCHMERSAL Japan Branch Office
- Seedsware Corporation
- Seika Corporation
- Sertec Corporation
- SHIMADEN CO.,LTD
- Shimazu System Solutions Co.,Ltd
- SHINKO ELECTRIC CO.,LTD.
- SHIRAKAWADENSAN CORPORATION
- SHIZUKI ELECTRIC CO.,INK.
- Siemens K.K.
- Skkynet Cloud Systems,Inc.
- SOLTON CO.,LTD.
- StepTechnica Co., Ltd.
- Sunmulon Co.,Ltd.
- SUS
- SUZU TECH Co.,Ltd
- SUZUDEN CORPORATRION
- System Matrix Co.,Ltd.
- TAKACHI ELECTRONICS ENCLOSURE CO.,LTD.
- TAKASAGO,LTD.
- TAKEBISHI CORPORATION
- TAKEMOTO DENKI CORPORATION
- Tanaka Electric Laboratory Co.,Ltd.
- TECHNO
- Techno AP Co.Ltd.
- 3M Japan Limited
- TOA MUSENDENKI CO., LTD.
- TODENSHA CO.,LTD.
- TOHO ELECTRIC CO.,LTD
- Toho Technology Corp.
- TOKAI SOFT CO.,LTD.
- Toko Instruments,Inc
- TOKYO DENKI GIJYUTSU KOGYO CO.,LTD.
- TOSHIBA CORPORATION
- TOSHIBA INDUSTRIAL PRODUCTS SALES CORPORATION
- Toshiba IT & Control Systems Corporation
- TOSHIBA MITSUBISHI-ELECTRIC INDUSTRIAL SYSTEMS CORPORATION
- Toshiba Schneider Inverter Corporation
- TOYO DENKI SEIZO K.K.
- TOYOGIKEN.CO.,LTD.
- U.R.D.,LTD.
- Uinics Co.Ltd
- Unitics Corp.Inc
- Virtual Engineering Community
- Wacom Co.,Ltd.
- WAGO company of Japan ,Ltd.
- Watanabe Electric Industry Co.,Ltd
- Weintek Labs. Inc
- Wellintech Japan
- Yamari Industries Limited
- Yaskawa Electric Co.
- Yaskawa Siemens Automation & Drives Corp.
- Yokogawa Electric Corporation
- Yokogawa Meters & Instruments Corporation
- Yokogawa Solution Service Corporation
- YOODS Inc.
- ZUKEN ELMIC Inc.
- ZUKEN Inc.

Open Network Zone

- eWON K.K.
- Gailogic Corporation
- HARTING K.K.
- Hilsher Japan KK
- HMS Industrial Networks K.K.
- Japan Actuator-Sensor-Interface
- Japanese PROFIBUS Organization
- Molex Japan LLC
- Motionnet Members Association
- NIPPON DENKI KENKYUSHO CO.,LTD
- ODVA, Inc.
- Renesas Electronics Corporation
- SECOMEA
- Sercos Asia-Japan Office
- softing Industrial Automation GmbH
- THE JAPAN ELECTRICAL MANUFACTURERS' ASSOCIATION
- TURCK Japan Corporation
- Unitec corporation
- WAGO company of Japan ,Ltd.

Overseas Pavilion

- DINKLE ENTERPRISE CO., LTD.
- FON CHANG ELECTRICAL CORP.
- German Electrical and Electronic Manufacturers' Association (ZVEI)
- GI FAR TECHNOLOGY CO., LTD.
- GOOD WILL INSTRUMENT CO., LTD.
- Hamyang Electric Co., LTD.
- HIGHLY ELECTRIC CO., LTD.
- IoT Asia 2016
- Korea Electrical Manufacturers' Cooperative
- Pasetech Co.Ltd
- Samkwang Solar Energy Solution Co., LTD.
- Seo Jin Electric Co. ltd
- Taiwan Electrical and Electronic Manufacturers' Association

Press & Public Organizations

- Automation-news
- Denpa Publications,Inc.
- Frost and Sullivan Japan K.K.
- INCOM Company Ltd.
- Japan Industrial Publishing CO.LTD.
- JAPAN QUALITY ASSURANCE ORGANIZATION
- Japan Society of Next Generation Sensor Technology
- National Institute of Advanced Industrial Science and Technology
- National Institute of Technology and Evaluation (NITE)
- Nikkei Business Publications, Inc.
- Oita Electromagnetic Research Institute
- The Society of Instrument and Control Engineers



Exhibition Fee

Regular Booth *Space only (W3m × D3m × H2.7m)

- JEMA / NECA / JEMIMA Member :
JPY 320,000 / booth
- Non-Member :
JPY 350,000 / booth

*Tax excl.

Rental Package Booth (W3m × D3m × H2.7m)

- JEMA / NECA / JEMIMA Member :
JPY 420,000 / booth
- Non-Member :
JPY 450,000 / booth

*Tax excl.

*Regarding to booth fittings, please refer to the official website.

Press Booth (W3m × D2m × H2.7m)

JPY 160,000 / booth

*Tax excl.

*Regarding to booth fittings, please refer to the official website.

The exhibition fee includes the followings;

- ① System panel (back and side panels)
- ② Booth number plate
- ③ Set of invitation ticket and DM (based on the number of applied booths)*
- ④ Publishing company name and exhibition content on the official guidebook and website
- ⑤ Poster (based on the request / free of charge)

* Prescribed number of set of invitation ticket and DM

- 500 sets / booth (across-the-board 7,500 sets will be sent to exhibitors with 10 or more booths.)
- Free of charge when the sum of prescribed and additional number stays under the number of exhibit booths x 500 sets. Any number above will be charged JPY 50 / 1 set. (tax excl.)

Example In case of 30 booths: If the exhibitor orders more than 15,000 sets (30 booths x 500 sets), the extra charge will occur.

Exhibitor Qualification

- The organizer retains the right to refuse the participation of an exhibitor if and when the exhibits are judged to be inappropriate for the purpose of the fair.

Booth Allocation

- The organizing committee will decide booths allocation considering all of the applied booths and sight restrictions.
- Each booth position can be chosen by exhibitors at the exhibitor briefing (scheduled to be held early August) in the order of their applications received. However, the position of any independent booth (16 or more booths) will be determined by the organizing committee.
- Exhibitors may not claim any exception or objection to the booth locations once decided.
- For more details, please refer to "Regulation for exhibition application" on the official website.

Application Deadline June 16 (Fri.), 2017

- The applications may be denied even prior to this date if and when the total number of available booth space has been reserved.
- Our regulations do not permit the cancellation or a booth reduction. The cancellation can be accepted when the organizer committee approves the necessity of cancellation or booth reduction. In case of cancellation or a booth reduction, the cancellation fees shall be charged as described below:

- From June 17 (Sat.) to on or before August 26 (Sat.), 2017 : 50% of the exhibit fee
- On and after August 27 (Sun.), 2017 : 100% of the exhibit fee

* All fees are subject to consumption tax.

Important Date

December 1 (Thu.), 2016	Briefing Session
December 2 (Fri.), 2016	Application start
Early August, 2017 (tentative)	Exhibitor Briefing
Early September, 2017 (tentative)	Pre-Registration start for Visitors

Payment of Booth Fees

- All fees should be remitted to the designated account by August 31 (Thu.), 2017.
- Exhibitors must bear the consumption tax and all the money transfer charges.
- Payment in promissory notes is unacceptable.

SYSTEM CONTROL FAIR 2017 / Measurement and Control Show 2017 TOKYO c/o SPACE MEDIA JAPAN CO., LTD.

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