



# 2010

## Guide and Information for Exhibitors

**DISKCON JAPAN 2010** will be held on July 29 (Thu) and 30 (Fri), 2010 at new location, Ota City Industrial Plaza, just it's 3 minutes walk from Keikyu Kamata Station on the Keihin Kyuko Line, 10 minutes train ride from Shinagawa station in Tokyo.

**DISKCON JAPAN 2010** is the only dedicated event for the data storage industry and includes a Product and Technology Exhibition and International Disk Forum. About 1,000 attendees have joined at DISKCON JAPAN 2009.

We plan to invite well known presenters, Keynote Speaker and top executives for International Disk Forum and plan to exhibit several new technology Pavilions to demonstrate key technology together with HDD pavilion and Technology Showcase.

We plan also to hold reception party on July 29 and invite FORUM presenters, Keynote speaker and top executives from major supplier to maximize your benefit to meet, initiate business and exchange opinions with them.

### 2010 Exhibit Merits

Member booth price is drastically reduced from 330 k yen to 200 k yen.

Also Exhibitors presentation slots are offered to exhibitors without charge for 8 limited slots except 2 lunch prime slots.

Many new technology pavilions such as new recording including discrete and heat assisted, Contamination, ESD, Consumer are planned and many major member companies will participate this new events to increase interest and satisfaction for all exhibitors and attendees.

Well accepted Introduction sessions by each major HDD and Key components member companies executives, will be held to facilitate opportunity to understand their business direction and also introduce your selves.

## Date and Place

Date : **Thursday, July 29 through Friday, July 30, 2010**

Place : **Ota City Industrial Plaza**

(Just it's 3 minutes walk from Keikyu Kamata Station on the Keihin Kyuko Line,  
10 minutes train ride from Shinagawa station in Tokyo)

## Details of DISKCON JAPAN 2010 Exhibit

**Exhibition : Thursday, July 29 through Friday, July 30, 2010**

Exhibit at DISKCON JAPAN to showcase your products and technologies to key industry professionals. Previous attendees said they appreciate the opportunity to view new technologies and see product demonstrations.

## Products and Technologies to be exhibited

- \* Data Storage Devices and Manufacturing, Testing and Measurement Equipment for Data Storage Devices
- \* Materials and Key Components for HDD and Optical Storage Devices
- \* HDD and Optical Storage Devices for Consumer / AV Applications
- \* Server and Network Applications
- \* Flash Memory and Other Competitive Technology and Applications
- \* Data Recovery, Data Erase and Data Duplicator Services

## All Exhibitors Receive the Following Benefits :

Exhibitors at DISKCON JAPAN 2010 are listed on the DISKCON JAPAN 2010 Website with a hotlink to the exhibitor company's homepage.

200 special invitations are provided to each Exhibitor. This is a great opportunity to invite your customers to visit you on the show floor.

All Exhibitors are listed in the DIDISKCON JAPAN 2010 Program Guide and Show Guide, which is provided to all Forum attendees and Exhibition attendees.

Ad space is now available and is a great way to promote your products and technologies. E-mail [info@idema.gr.jp](mailto:info@idema.gr.jp) to reserve your space. All inside ad positions are black and white. Cost for ad space follows:

Full page back cover	: 100,000 yen
Inside back cover	: 80,000 yen
Inside pages (full pages only)	: 30,000 yen

One free admission for International DISK Forum provided for each 3 x 2 meter booth.  
Two free reception admission tickets provided for each 3 x 2 meter booth.

## Exhibitors Presentation

You may reserve this presentation slot by reservation. The price is described below.

### Booth Size and Price

**Standard booth** size : 3 meter wide and 2 meter deep

Panel height : 2.7 meter high

Price : 200,000 yen (Member company) / 400,000 yen (Non-member company)

(There are 30 booths available in this size.)

Price includes basic back and side panels only. All decorations, demonstration materials, lighting, and power cable preparation must be reserved through IDEMA Japan by the exhibitor at his expense.

Details for booth and pavilion will be informed later as exhibitors manual.

Booth selection begins December 1, 2009, Japan time. Space is on an "as available" basis. Please E-mail [info@idema.gr.jp](mailto:info@idema.gr.jp) immediately to reserve your space.

A cancellation penalty of 50% applies after March 1, 2010.

A cancellation penalty of 100% applies after April 1, 2010.

The Exhibitors Service Manual will be sent in April 2010.

**Exhibitors Presentation** : Thursday, July 29 through Friday, July 30, 2010  
Presentations of products and technologies by DISKCON JAPAN exhibitors at presentation space on the same floor is available and free of charge for limited 8 slots. Two prime lunch slot are available with the price below.

Price : Each 50 minutes is 80,000 yen (Member company)

120,000 yen (Non-member company)

(slot reservations are first in first served)

## Details of DISKCON JAPAN Events

**Exhibition** Thursday, July 29 through Friday, July 30, 2010

**Special Exhibition** Thursday, July 29 through Friday, July 30, 2010

HDD Pavilion / Technology Showcase

/ Several new technology Pavilions (under planning)

**Exhibitors Presentation** Thursday, July 29 through Friday, July 30, 2010

**International Disk Forum** Thursday, July 29 through Friday, July 30, 2010

Two-day Forum includes market analysis and technologies of various data storage devices and applications. Speakers are senior industry executives, top engineers and analysts representing the storage industry.

**Reception Party** Thursday, July 29, in the evening

All exhibitors and Forum attendees are invited to the reception -- a great opportunity to network with fellow industry professionals and customers.