



# KuruMobi Tech Expo Online

- from Cars to Mobility

2022/2/14 MON. ~ 2/18 FRI.

EXPOSITION GUIDE



# PURPOSE

Cars are evolving through interrelationships and connections with technologies across multiple fields including **communication**, **electrification**, **artificial intelligence (AI)**, **infrastructure**, and **lifecycle assessment (LCA)**. As a result, we are standing on the verge of an even more convenient and safe mobility society.

That's why the Society of Automotive Engineers of Japan has organized an exposition that transcends the traditional boundaries of the automotive industry with the aim of deepening knowledge and ties with other technical fields and encouraging joint efforts to create the necessary technologies for the mobility of the future.

Inspired by the goal of supporting the future of mobility, this exposition is called **"KuruMobi Tech Expo Online - from Cars to Mobility."**

Organizer: New Business Planning Advisory Committee of JSAE



Chairperson

Executive Vice President, JSAE

**Yoichi Hori**

Professor  
Faculty of Science and Technology,  
Department of Electrical Engineering,  
Tokyo University of Science



Committee Member

Executive Member of the Board of Directors,  
General Affairs, JSAE

**Seigo Kuzumaki**

Fellow  
Advanced R&D and Engineering Company,  
TOYOTA MOTOR CORPORATION



Committee Member

Executive Member of the Board of Directors,  
Standardization, JSAE

**Shunichi Toyomasu**

Fellow  
Nissan Motor Corporation



Committee Member

Executive Member of the Board of Directors,  
General Affairs, JSAE

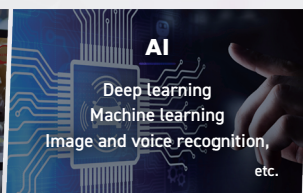
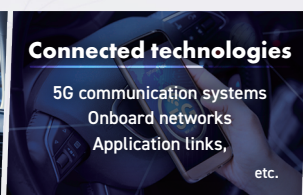
**Yoshiaki Matsuzono**

Executive Chief Engineer  
Corporate Planning Supervisory Unit,  
Honda Motor Co., Ltd.

# EVENT STRUCTURE

## Exhibitors Area

In this area, exhibitors will showcase their products, services, videos, catalogs, and the like in the technical fields necessary for the future of mobility.



## Invited Lecture

The exposition will feature leading engineers, experts, and influential people from top companies in various fields talking about critical technical areas, current issues, trends, and prospects for future mobility.

## Exhibitors Seminar

These seminars are an opportunity for exhibitors to present case studies related to issues in new technical fields, development methodologies, product technologies, and so on. Exchanges of opinions with seminar participants can help exhibitors to identify customer needs, and provide hints for product development.

## Magazines

The Management Coordinator will gather information from exhibitors and post PR articles on the exposition homepage, while supporting efforts to raise the visibility of exhibitors' pages, spread awareness of the products posted on them, and attract customers.

\* Gold and Silver plan exhibitors only



# BENEFITS

This exposition can help exhibitors attract new business opportunities through two-way digital communication.



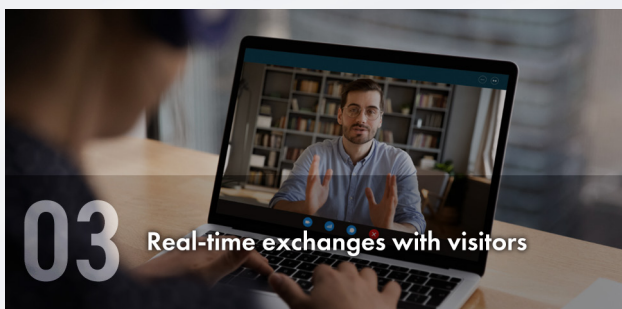
**01** Reach out to a wider customer base and raise awareness of your products and services

The exposition enables two-way communication with a wide range of engineers and potential business partners without limitations on time or space.



**02** Analyze the interests and focus points of exposition visitors

The exposition provides access to profiles and logs of visitors to the exhibitor pages.



**03** Real-time exchanges with visitors

The online meeting function enables direct and speedy contacts and technical discussions with the right people at any time.



**04** Appeal to visitors through multiple channels and directions

Exhibitors can publicize their products and services through multiple channels, including product pages, videos, catalogs, seminars, and more.

# SCHEDULE

2021

11 Nov.

**Early November**

Application Period for exhibitors opens

12 Dec.

**Early December**

Final Deadline for exhibitor applications

**Middle of December**

Exhibitors' Meeting\*

**Friday, December 24**

Final Deadline for payment of exhibition fee

**Early January**

Start of registration period for participants

1 Jan.

2 Feb.

**Monday, February 14 to Friday, February 18**

The dates of "KuruMobi Tech Expo Online - from Cars to Mobility"

\* Exhibitors' Meeting will be held online to announce the list of exhibitors and planned events, show a presentation about content input, explain procedures for posting exhibitor seminar videos, and so on. (This Meeting will be held entirely in Japanese.)

# OUTLINE

<b>Name</b>	KuruMobi Tech Expo Online - from Cars to Mobility
<b>Organizer</b>	Society of Automotive Engineers of Japan, Inc.
<b>Dates</b>	Monday, February 14 to Friday, February 18, 2022
<b>Exposition Scale</b>	70 exhibitors (estimated)
<b>Attendees</b>	Automakers, automotive and electronics parts manufacturers, secondary battery and fuel cell manufacturers, communications businesses, software developers, security engineers, network engineers, semiconductor engineers, etc.
<b>Attendance</b>	50,000 visitors expected (Invitations will be extended to visitors to the 2021 Automotive Engineering Exposition.)
<b>Entrance Fee</b>	Admission Free / Registration Required
<b>Exposition content</b>	<ul style="list-style-type: none"> <li>- Exhibitions by companies and organizations</li> <li>- Invited Lecture</li> <li>- Exhibitors Seminar</li> </ul>

## EXHIBITION FEE

### - Exhibitors Area

Bronze, Silver, and Gold exhibition plans are available.

	BRONZE	SILVER	GOLD
Corporate Member	¥550,000	¥748,000	¥990,000
Non-member	¥748,000	¥935,000	¥1,168,200
Posting of Products	5	10	15
Posting of Catalogs	5	10	15
Posting of Videos	5	10	15
Exhibitors Area Banner	Medium	Medium (with explanation)	Large (with explanation)
Inquiry Form	○	○	○
Downloading of Data about Visitors to Your Pages	○	○	○
Online Meetings	—	○	○
Visitor Questionnaire	○	○	○
Chat function	—	○	○
Posting of PR articles	—	During the dates of the exposition	Before and during the dates of the exposition


\* The fee for corporate members applies to exhibiting companies with a minimum 10 lots (equivalent to an annual membership fee of ¥110,000).

Attn. To receive the members' discount, membership must be valid for the date that the exhibition is held.

### - Exhibitors Seminar

¥330,000 / 30 min.

\* All Fees include consumption tax.

For more information (Japanese)  <https://expo-info.kurumobi.jsae.or.jp/>

## CONTACT US

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Web. <https://expo-info.kurumobi.jsae.or.jp/>

Information about scheduled dates, fees, and the like may be subject to change.