

Now, Confronting Terrorism

# SEECAT

Special Equipment Exhibition & Conference for Anti-Terrorism

2015.10.14 **WED** — 16 **FRI** 10:00 — 17:00 Tokyo Big Sight West Hall

Organizer : Tokyo Big Sight Inc.

Special Sponsor : Tokyo Metropolitan Government

Sponsors : Cabinet Office (Director General for Science, Technology and Innovation Policy) / National Police Agency / Fire and Disaster Management Agency / Public Security Intelligence Agency / Ministry of Foreign Affairs / Ministry of Education, Culture, Sports, Science, and Technology / Ministry of Economy, Trade and Industry / Ministry of Land, Infrastructure, Transport and Tourism / Japan Coast Guard / Ministry of Defense / U.S. Commercial Service / UKTI Defence and Security Organisation / Israel Economic and Trade Mission (Expected)

Show Management : ATEX Co., Ltd.

[www.seecat.biz/english](http://www.seecat.biz/english)

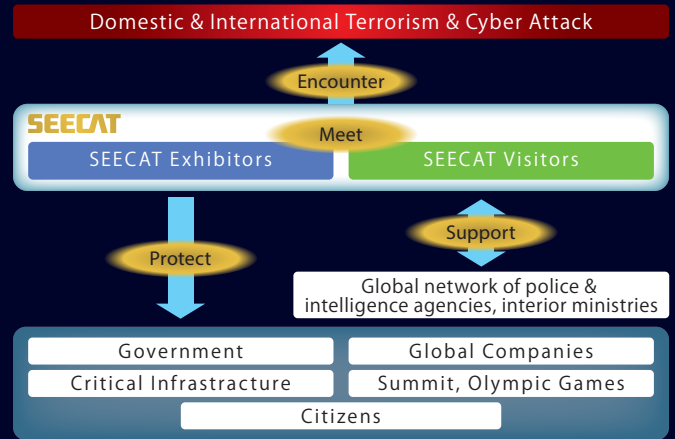


# Why SEECAT?

## 1 Sharp Increase in Anti-Terrorism Needs in Japan

Experiencing the terrorist incident regarding the murder of Japanese, a meeting of the Headquarters for Promotion of Measures Against Transnational Organized Crime and Other Relative Issues and International Terrorism was held by Japan's Government. The statement of this meeting mentioned their further efforts for collecting information and enhancing analytical capabilities as measures to prevent acts of terror before they occur, and conducting thorough measures at Japan's borders. Also, a review team on the safety of Japanese nationals was set up in the Ministry of Foreign Affairs in February. Some more promotions of measures for security enhancement at critical infrastructures such as airports and public transportation started.

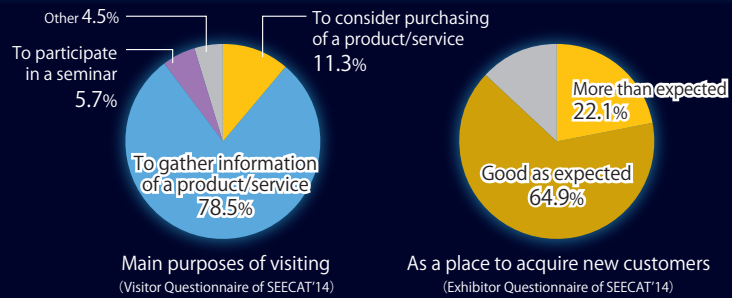
Last year, security measures offered for 2020 Tokyo Olympic & Paralympic Games attracted SEECAT visitors. However, after the number of terrorist incidents in 2014, more specific solutions such as high-end surveillance cameras and recognition systems are needed to enhance network and measures. Hacking of SONY pictures made the serious threat of cyber attack on individuals, businesses and even nations clear. Interests of SEECAT visitors in measures for such attacks are higher than ever.



## 2 ONLY Exhibition for Anti-Terrorism in Japan

SEECAT, only exhibition in Japan focusing on counter-terrorism, has been gaining increasing attention from Japan's and foreign governments and anti-terrorism professionals with urgent needs. Both hard and soft high-quality exhibits for counter terrorism annually gather at SEECAT. SEECAT welcomed exhibitors from seven different countries and region last year. Trough eight times of holding the show, SEECAT has been becoming bigger and more international every year.

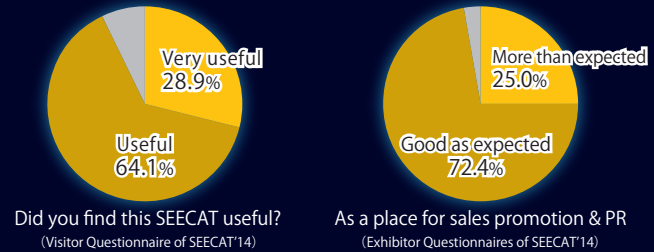
\*India, Israel, Italy, Republic of Korea, Singapore, Taiwan, U.K. (in alphabetical order)



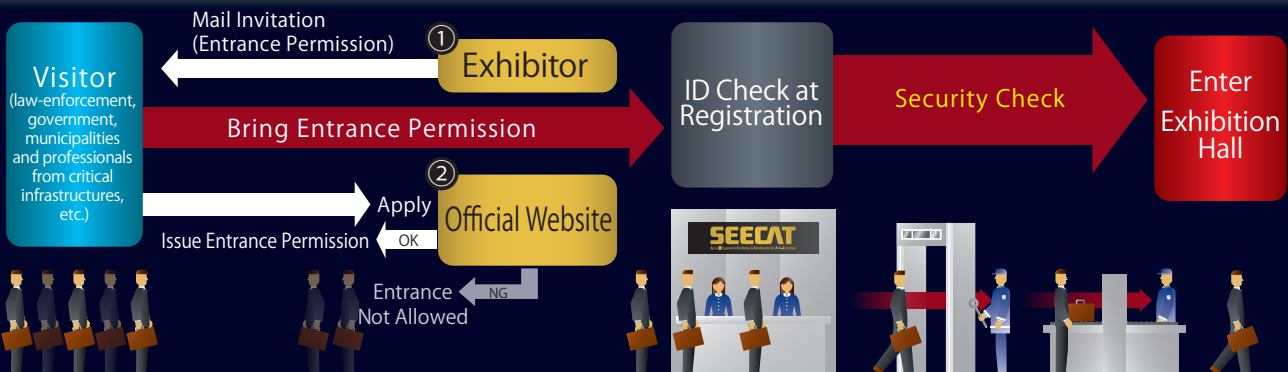
## 3 CLOSED SHOW Only for Professionals

SEECAT is a "closed show" that limits its admission only to law-enforcement, government, municipalities and professionals. It also welcomes many VIP guests such as the ambassadors from foreign embassies and executives from foreign police, intelligence agencies and interior ministries. These professionals highly evaluate SEECAT as a place for effective networking.

This "closed show" policy remains this year. On the other hand, promotions to invite more visitors from critical infrastructure including communications, hospitals and important private sectors such as security companies will be continued as well.



## Visitor Admission Flow



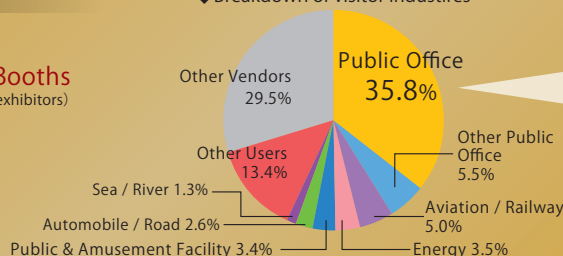
\*An Entrance Permission can be issued by either 1) invitation by an exhibitor or 2) passing the screening of applications through the official website in advance.  
\*Only visitors bringing an Entrance Permission and passing ID check can enter SEECAT'15. The ID has to be the one issued by a public institution (i.e. police ID, passport, driver's license, etc.)

## Figures of SEECAT'14

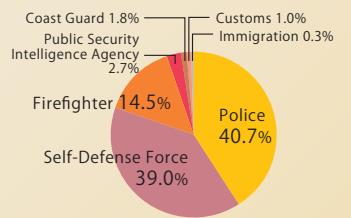
Exhibition Scale : **102 Exhibitors** **135 Booths**  
(Incl. Co-exhibitors)  
Registered Visitors : **5,530** \*1  
Visitors : **14,201** \*2

\*1 Actual number of visitors who registered their names, company names, etc. excluding the press.  
\*2 Total number of visitors including repeaters and the press.

### ◆ Breakdown of visitor industries



### Public offices directly relating to anti-terrorism & public security



## Exhibit Category

Security equipment and device, systems, software, services, and consulting of counter terrorism for:



Airport / Aircraft / Air cargo / Passenger / Hand luggage



Railroad / Station / Rolling stock / Railroad freight / Passenger / Hand luggage



Bus and truck terminal / Taxi / Rental car / Vehicle / Freight / Passenger / Hand luggage



Harbor / Pier facility / International shipping / Marine freight / Passenger / Hand luggage



River/ Dam facility / Flood control / Irrigation Water and sewer service



Road / Rest area / Highway / Bridge



Energy facility / Nuclear energy / Fossil-fuel power / Hydroelectricity / Electricity generation / Substation / Electric-power transmission



Hospital / Community center / Government office building



Shopping mall / Amusement facility / Hotel



Cyberspace / Network / Server



Other public infrastructure (road, marine, aviation, etc.)

NOTES: Equipment and products prohibited by Japanese law (i.e. weapons and guns) are not allowed to exhibit. The organizer does not take any responsibility for any damage or trouble caused by the violation.

### Examples of Exhibits (SEECAT'14)

Monitoring & Warning System	Detector	Special Equipment	ICT
Night vision device	Explosive detector	Holographic sight	Real time enhanced video
Through-wall radar	Drug detector	Virus dissemination inhibitor	3D scanner
Thermographic camera	Chemical detector	Chemical protective clothing	Biometrics system
Ocean surveillance system	Biological agent detector	Ultra violet germicidal irradiation	Virtual training system
Illegal intrusion monitoring system	Radiation detector	Ballistic shield / Bulletproof vest	Cyber intelligence solutions
Autonomous underwater vehicle	Gas detector	Remotely operated vehicle	Unmanned aerial vehicle system

### Exhibits Wanted

SEECAT'14 Visitor Questionnaire
Field equipment
Identification equipment & technologies
Cyber attack countermeasures
CBRN defense
Manufactures from countries with advanced defense technology

## Expected Visitors

Police

Coast Guard

Public Office

Marine & River

Self-Defense Force

Customs

Aviation & Railway

Energy

Firefighter

Immigration

Automobile & Road

Commercial & Amusement Facility

Public Security Intelligence Agency

Public Facility & Hospital

Private Security Service

Communications Infrastructure

### Co-Located Events & Visitor Promotion

#### Advanced Seminars

Within the exhibition hall, Advanced Seminars will be held by experts and leaders of anti-terrorism field. These seminars covering counter terrorism measures for each field, and stories of overseas attract Japanese professionals willing to collect such special information.

#### VIP Invitation & Direct Mailing

- Pinpoint promotion to the crisis management superintendents, chiefs of 46 prefectures and 20 cities designated by government ordinance, chief superintendents and division directors of prefectural police department, and fire chiefs.
- Invitations to executives of ministries, important facilities and relating organizations.

#### Mass Media

- Focused advertisement on industry news, organization's magazines, read by officers at the relevant ministries, etc.
- Press release sent to the press to announce widely to anti-terrorism professionals

### Effective Promotional Tools

#### Exhibitor Presentation

- Best for holding a premiere of new product, presenting anti-terrorism solutions, and introducing details of achievements.
- Improve promotional effect by inviting the audience to your booth after the presentation.

- Fee : JPY 162,000 (8% Japanese consumption tax is included) / 60mins
- Place : Special stage within SEECAT'15
- Capacity plan : 130 seats (expected)
- Equipment plan : Screen, projector, lectern, microphone, chairs for audience (expected)

#### Security Sponsor

- SEECAT'15 is looking for sponsors of equipment and service for security check before entrance.
- Sponsor names will be shown on a signboard and the official handouts during the show.

#### Conditions

- 1 booth or more booths at SEECAT or RISONCON TOKYO
- Sponsor Fee: JPY 324,000 (8% Japanese consumption tax is included)

#### Product/Service Wanted

- Biometrics system
- Metal detector
- X-ray inspection
- Security service etc.

\*Please contact SEECAT Management Office for further information.

# Exhibit Guideline

## ◆ Booth

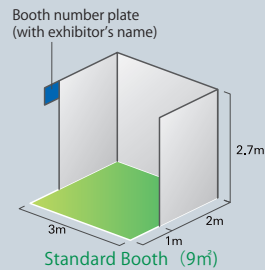
### 1) Equipment

As shown on the right, back and side panels and booth number plate will be provided.

\*Carpet will be provided for all booths (The color is selectable)

\*Panels will not be provided for island booths.

Panels will not be provided on aisle-sides for corner booths



Standard Booth (9m<sup>2</sup>)

### 2) Layout Type

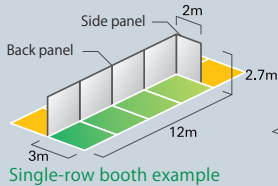
3 types are available:

● Single-row

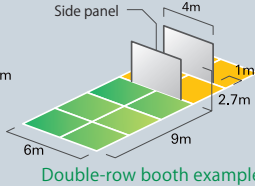
● Double-row (Available for 4 booths or more)

● Island (Available for 12 booths or more)

\*1 - 3 booths will be planned as a single-row booth.



Single-row booth example



Double-row booth example

### 3) Allotment

The organizer decides booth allocation taking exhibits, booth size, demonstration, plans, dates of application, etc. into the consideration.

## ◆ Application

### 1) Please complete the application form and send it to SEECAT Management Office.

By mail : Within ATEX Co., LTD. 4F. Daido Seimei Kasumigaseki Bldg.  
1-4-2 Kasumigaseki, Chiyoda-ku, Tokyo 100-0013, Japan  
By Email: ofc@seecat.biz

### 2) Deadline

**May 29th, Fri., 2015**

Application will be closed prior to the deadline once all booth space are booked.

### 3) Withholding & Revocation

In case the organizer judges the exhibit is unsuitable for this exhibition, it may withhold or revoke the application.

## ◆ Fee

### 1) Exhibit Space Fee

**JPY 475,200 (8% Japanese consumption tax is included) / Booth**

\*1 unit booth = 9m<sup>2</sup> (WDH: 3m×3m×2.7m)

### 2) Included in Exhibit Space Fee

- ① Exhibit space, back panels, side panels, and booth number plate, carpet
- ② Invitation ticket \*Quantity is determined by booth size.
- ③ Operation and promotion of the exhibition by the organizer
- ④ Exposure through exhibitors list on official website and handouts
- ⑤ Safety management and security guard fees by the organizer

### 3) NOT Included in Exhibit Space Fee

- ① Decoration, construction, and operation fee of each booth
- ② Construction fee and any other charge of electricity, water, gas, etc. for each booth
- ③ Fee of advertisement on official website
- ④ Damage insurance on exhibits, etc.
- ⑤ Expense for injuries arising during exhibition, demonstration or transporting of exhibits, etc.
- ⑥ Expense for renovating booth decoration, structure, etc. required by regulations and exhibition rules.
- ⑦ Other expense not listed on "3) Included in Exhibit Space Fee."

### 4) Payment

After acceptance of application, the organizer will issue an invoice to the applicant.

**Payment Deadline : June 30 th, Tue., 2015**

\*Cash remittance in Japanese Yen only

\*Bank charge is to be paid by the applicant along with exhibit space fee.

(Chargeable JPY 10,000 for each bank remittance.)

■ Bank Name	: Mizuho Bank
■ Branch Name	: Tokyo Main Office
■ A/C Type	: Ordinary Account
■ A/C No.	: 1240992
■ A/C Name	: Tokyo Big Sight Inc. Special Equipment Exhibition & Conference for Anti-Terrorism
■ Swift Code	: MHCBJPJT

### 5) Cancellation

Once an application is accepted, withdrawal is not allowed in principle. If the organizer deems it legitimate, the application may be withdrawn with cancellation fee the below.

Date of Cancellation (Acceptance of Written Notice)	Cancellation Fee
On / Before <b>June 30th, Tue., 2015</b>	<b>50%</b> of Total Exhibit Space Fee
On / After <b>July 1st, Wed., 2015</b>	<b>100%</b> of Total Exhibit Space Fee

## Schedule

March 2015 Application Starts

May 29 Application Deadline

June 30 Payment Deadline of Exhibit Space Fee

End of July Floor Plan Fixed Exhibitor Manual Available

October 14 -16 SEECAT'15 Opens

## Contact

### SEECAT Management Office

Within ATEX Co., LTD. 4F. Daido Seimei Kasumigaseki Bldg.  
1-4-2 Kasumigaseki, Chiyoda-ku, Tokyo 100-0013, Japan

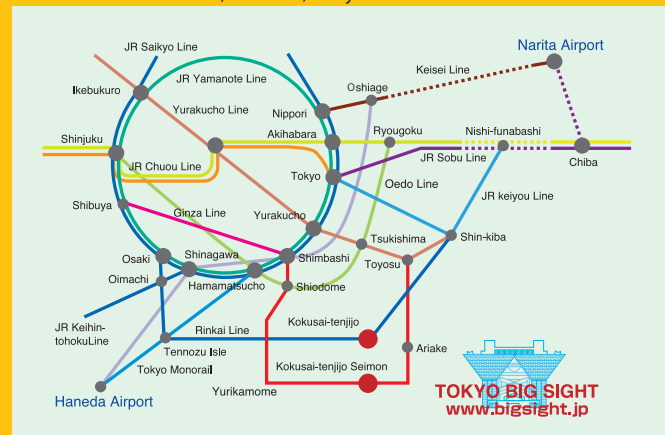
E-mail: ofc@seecat.biz

Tel: +81-3-3503-7641 Fax: +81-3-3503-7620

[www.seecat.biz/english](http://www.seecat.biz/english)

## ACCESS

Address : 3-11-1 Ariake, Koto-ku, Tokyo 135-0063



### Train

Line	One-way	Approx. Time	Notes
<b>Rinkai Line</b>	270 yen	5 mins	
Shin-Kiba Sta. (JR, Subway)	330 yen	13 mins	Kokusai-Tenjiyo Sta. 7-minute walk
<b>Yurikamome</b>	380 yen	22 mins	
Shimbashi Sta. (JR, Subway)	250 yen	8 mins	Kokusai-Tenjiyo-Seimon Sta. 3-minute walk

### Bus

Line	One-way	Approx. Time	Notes
<b>Toei Bus</b>	210 yen	40 mins	
Tokyo Sta. Yaesu Exit (JR, Subway)	210 yen	40 mins	
Marunouchi South Exit (JR, Subway)	210 yen	30 mins	
Monzen-Nakacho Sta. (Subway)	620 yen	25 mins	
<b>Airport Bus</b>	2800 yen	60 mins	Haneda Airport, Narita Airport, Tokyo Bay Ariake Washington Hotel 3-minute walk
<b>Other</b>	820 yen	50 mins	
Yokohama Sta. East Exit	210 yen	40 mins	
Hamamatsucho Sta.	410 yen	25 mins	Hinode Pier (7-minute walk from Hamamatsucho Sta.), Ariake Terminal 2-minute walk

\*Please make the most of a public transportation for visiting. \*Fees are as of February, 2015