11th Congress of the Japanese Society for Regenerative Medicine

Tradeshow Guide
Business & Literature Exhibits

- Dates: June 13 (Wed.) ~ 14 (Thu.), 2012
- Place: Exhibition Hall D & Annex Hall, Pacifico Yokohama
- President: Dr. Yoshiki Sawa (Professor, Cardiovascular Surgery, Osaka University Graduate School of Medicine)
Message

Dear Colleagues,

I am happy to announce that preparations are diligently underway to stage the 11th Congress of the Japanese Society for Regenerative Medicine under the theme of “Challenge for Innovation” in Yokohama City, Japan (Exhibition Hall D & Annex Hall of Pacifico Yokohama), for three days from June 12 (Tue.) to 14 (Thu.), 2012.

The Japanese Society for Regenerative Medicine has about 3,000 members and stages its congress once a year. With Japanese society faced by great social changes in this 21st century, medical care too is at a big turning point. Not only the medical world but society in general is showing strong interest in regenerative medicine as one of the hopeful fields of medicine of our time.

Ten years have passed since the foundation of the Society, and regenerative medicine based on somatic cells in various fields is in the clinical application stage. Moreover, the emergence of embryonic stem cells and induced pluripotent stem cells has added further impetus to practical applications of regenerative medicine. The Japanese Society for Regenerative Medicine looks at the development of these activities and their correlation with society as important topics.

Affront this backdrop, Osaka University will be organizing the 11th Congress of the Japanese Society for Regenerative Medicine at Pacifico Yokohama. Though we would normally stage our congress in the Osaka area, Yokohama was selected as the site because the International Society for Stem Cell Research (ISSCR) will be holding its first meeting ever in Japan under the chairmanship of Kyoto University’s own Dr. Shinya Yamanaka at Pacifico Yokohama in that same period, so concurrently staging our congress is viewed as a good way to enhance the international presence of the Japanese Society for Regenerative Medicine.

Regenerative medicine is a fusion of medicine, biology, scientific engineering and other disciplines that takes an innovative approach to intractable diseases that cannot be cured by available means. To clinically apply new technologies such as these, testing and social infrastructure such as regulations require innovating, but a disconnect between clinical research and practical application in Japan has been pointed out. So that regenerative medicine can contribute to a healthy, long life society of tomorrow, I am hoping for extensive passionate discussions on a number of other themes, least of which R&D from basic to clinical research, close cooperation amongst industry, academia and government, social contributions and regenerative medicine from the perspective of international cooperation and international competitiveness.

I ask for your endorsement and understanding of importance of research in regenerative medicine, and I am looking forward to your application to attend the Congress.

March 2011

Yoshiki Sawa
President, 11th Congress of the Japanese Society for Regenerative Medicine
Professor, Cardiovascular Surgery, Osaka University Graduate School of Medicine
Outline

1. Event: 11th Congress of the Japanese Society for Regenerative Medicine
   President: Dr. Yoshiki Sawa (Professor, Cardiovascular Surgery, Osaka University Graduate School of Medicine)

2. Dates: June 13 (Wed.) ~ 14 (Thu.), 2012 (2 days)
   * One part of scientific meeting will be held for 3 days.
   [Congress time schedule]
   Day 1 [June 13 (Wed.)] 9:00 ~ 18:00 (Tentative)
   Day 2 [June 14 (Thu.)] 9:00 ~ 16:00 (Tentative)
   [Product transport and setup time schedule]
   June 12 (Tue.) 13:00 ~ 18:00 (Tentative)
   [Special installation time schedule]
   June 12 (Tue.) 9:00 ~ 18:00 (Tentative)

3. Venue: Exhibition Hall D & Annex Hall, Pacifico Yokohama
   1-1-1 Minatomirai, Nishi-ku, Yokohama City 220-0012
   http://www.pacifico.co.jp/

4. Theme: Challenge for Innovation

5. Expected number of participants:
   Approx. 2,500

6. Open to: Participants in the Congress of the Japanese Society for Regenerative Medicine

7. Exhibitor qualifications:
   Businesses or groups who deal in medical instruments, drugs, reagents, literature and so forth, and understand and agree with the purport of this congress and tradeshow

8. Number of exhibitors:
   100 (Total for booths and open spaces)

9. Exhibition fees:
   (1) Booth (W1800 x D1500 x H2400): 210,000 JPY (Per booth, consumption tax included)
   (2) Open space (W1800 x D1500): 157,500 JPY (Per space, consumption tax included)
   *Exhibitors may apply for more than one booth/open space. Requests must be made for whole booths/open spaces, not fractions thereof.
10. Booth specifications  Exhibition fees include the following.

(1) Booth: W1800 x D1500 mm (Made of paneling system)
(2) Back panel: H2400 mm
(3) Side panels: H2400 x D900 mm
(4) Company name panel, table (W1800 x D600 x H700), white tablecloth, chair x 1, fluorescent light fixture x 1

*Sizes are tentative as of present and are subject to change.
Details will be announced as they are decided.

*Open spaces will only be marked out on the floor. Paneling and accessories are not supplied by the Organizer.

11. Booth diagram:

![Booth Diagram](image)

*Nails, tacks and the like cannot be used on the paneling. Use 2-sided tape or other means to hang posters, etc.

12. Tradeshow application period: **March 2011 ~ March 31 (Sat.), 2012**

Fill in the Tradeshow Application with the required information and fax it to the Congress Secretariat.

*If all available booths and open spaces are filled before the deadline, the Congress Secretariat may stop accepting applications.

*The Congress Secretariat and Organizer reserve the right to refuse items and other features that are not in accordance with the purpose of this tradeshow.
13. Exhibition fees payment method:
Exhibitors should deposit the exhibition fees to the account indicated on the invoice within one month of receiving the invoice. The bank deposit receipt that you receive will substitute for an official receipt from the Congress.
*Exhibitor’s are responsible for any transaction fees.

14. Booth and open space assignment:
Once applications are closed, the Organizer will assign booths/open spaces in consideration of the types of exhibited items, number of booths/spaces, whether demonstrations will be performed or not, and other factors, and will notify the exhibitor accordingly.

● There will be no explanatory sessions provided for exhibitors. Please read this document and the “Exhibitor’s Manual” that will be distributed at a later date, and contact the Congress Secretariat if you have any questions.

15. Cancellation of booths/open spaces:
Cancellations will not be accepted once the Tradeshow Application has been received. However, if you need to cancel your participation to the tradeshow due to unavoidable circumstances, please explain the reasons in writing and ask for the approval from the Organizer.

16. Setup and teardown schedule (Tentative):
Setup and teardown are planned as shown below, but an official schedule will be provided by the Congress Secretariat when booth/open space assignments are distributed.

<table>
<thead>
<tr>
<th>[Tentative]</th>
<th>Date</th>
<th>Time</th>
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<tbody>
<tr>
<td>Setup</td>
<td>June 12 (Tue.)</td>
<td>13:00 ~ 18:00</td>
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<tr>
<td>Tradeshow</td>
<td>June 13 (Wed.) ~ 14 (Thu.) (Until 16:00 on June 14)</td>
<td>9:00 ~ 18:00</td>
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<tr>
<td>Teardown</td>
<td>June 14 (Thu.)</td>
<td>16:00 ~ 20:00</td>
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17. Transport route:
Transport routes will be provided by the Congress Secretariat when booth/open space assignments are distributed.
18. Notes on setup and teardown:
   (1) Be careful not to obstruct or interfere with other exhibitors when transporting, unpacking and setting up exhibits. In particular, do not unpack exhibits near to entrances and exits.
   (2) Persons responsible for the exhibition should be present during setup and teardown work.
   (3) Exhibitors are responsible for discarding decorations brought to the booth/open space, and any waste, packaging materials and the like resulting from unpacking exhibits.
   (4) Teardown implies complete teardown including waste handling, etc.
       (Waste handling is subject to fees.)

19. Storage of empty containers: There will be no storage location for empty containers, therefore exhibitors must take them back to their office, lodging, etc. The space underneath the table can be used in booths equipped with a table.

20. Security of property and accidents:
   (1) Exhibitors are responsible for managing their exhibits. The Organizer will assume no responsibility or provide any compensation whatsoever for lost, stolen or damaged property.
       Exhibitors are recommended to insure property.
   (2) Accidents caused by exhibitors must be resolved by the exhibitors. The Organizer will assume no responsibility whatsoever.

21. Exhibitor name cards:
   Exhibitor name cards will be handed out at the Congress Headquarters on setup days.
   *Wear your name card throughout the course of the tradeshow.
For exhibitor applications and inquiries

Tradeshow Secretariat, 11th Congress of the Japanese Society for Regenerative Medicine

Congress Secretariat (Applications, etc.)
Cardiovascular Surgery Department, Osaka University Graduate School of Medicine
Atttn. : Shigeru Miyagawa, Secretariat Director
2-2 Yamadaoka, Suita City, Osaka Prefecture 565-0871
TEL: 06-6879-3154  FAX: 06-6879-3163
E-mail jsrm@surg1.med.osaka-u.ac.jp

Tradeshow Secretariat (Exhibit decorations, transport, setup, teardown)
Operations Group, Pacifico Yokohama
Atttn. : Kiyoshi Sakamoto
1F Conference Center, 1-1-1 Minatomirai, Nishi-ku, Yokohama City 220-0012
TEL 045-221-2141  FAX 045-221-2165
E-mail ki-sakamoto@fuiya-net.co.jp
11th Congress of the Japanese Society for Regenerative Medicine

Tradeshow Application

We request permission to exhibit as indicated below.

<table>
<thead>
<tr>
<th>Exhibitor</th>
<th>Date / /</th>
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<tbody>
<tr>
<td>Company/ Group</td>
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<tr>
<td>Representative</td>
<td>Position</td>
</tr>
<tr>
<td>Address</td>
<td></td>
</tr>
<tr>
<td>Tel</td>
<td>Fax</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Person in charge of exhibit</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Department</td>
<td>Full Name</td>
</tr>
<tr>
<td>Position</td>
<td></td>
</tr>
<tr>
<td>Address</td>
<td>E-mail</td>
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<table>
<thead>
<tr>
<th>Request details</th>
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<tbody>
<tr>
<td>Booth/ Open space</td>
<td>Booth • Open space</td>
</tr>
<tr>
<td>Quantity</td>
<td></td>
</tr>
<tr>
<td>Exhibition fee (booths/spaces) x JPY = JPY</td>
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</tr>
<tr>
<td>Exhibit items</td>
<td>(List and describe items you wish to exhibit.)</td>
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<tr>
<th>Other</th>
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<tbody>
<tr>
<td>Display stand</td>
<td>1. Required • 2. Not required • 3. Undecided</td>
</tr>
<tr>
<td>Electricity</td>
<td>1. Required ( kw 100 V) • 2. Not required • 3. Undecided</td>
</tr>
<tr>
<td>Outlets</td>
<td>1. Required ( qty) • 2. Not required • 3. Undecided</td>
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