



ExpressCard Technology Zone at CEATEC 2007

October 2nd to 6th at Makuhari Messe, Chiba City, Japan

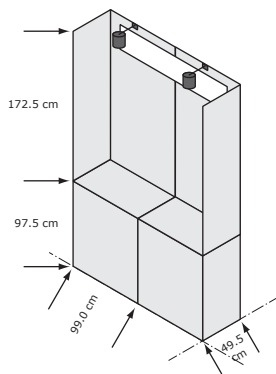
What is the ExpressCard Technology Zone?

Exhibit your ExpressCard products alongside other major vendors at Japan's largest IT show

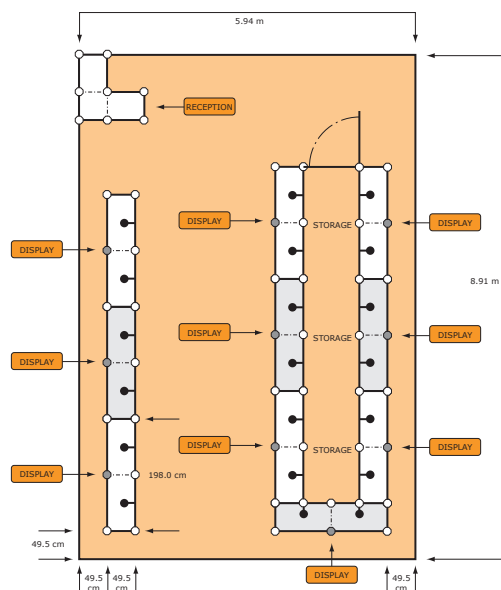
PCMCIA and our partner JEITA (Japan Electronics and Information Technology Industries Association) will be hosting the ExpressCard Technology Zone, one location within Japan's largest IT trade show where PCMCIA and JEITA members will demonstrate the latest in ExpressCard technology. The Zone will consist of ten kiosks to provide attendees with the opportunity to visit vendors of the latest ExpressCard technology in one focused area of the show.

What is included? How much does it cost?

Kiosk Dimensions



Technology Zone Layout



Cost to PCMCIA Members

Participants will receive one of ten kiosks in the Technology Zone with dimensions as shown. PCMCIA members cost to participate in the ExpressCard Technology Zone at CEATEC is only \$2500.

What is CEATEC?

CEATEC JAPAN is the largest international exhibition in Asia featuring imaging, information and communications.

Every year in October at Makuhari Messe, companies and organizations representing the IT and electronics industries participate in CEATEC JAPAN. Experience all the recent trends in IT and electronics, from technologies that showcase futuristic lifestyles to products that will be on store shelves during the upcoming winter season at CEATEC JAPAN 2007.

For more information, visit <http://www.ceatec.com/>

Who attends CEATEC?

CEATEC JAPAN was launched in the year 2000 through the merger of two of Japan's leading trade exhibitions.

The predecessors were COM JAPAN, which was designed in line with new information and communications needs, and the Japan Electronics Show, the oldest trade exhibition in Japan. CEATEC JAPAN 2000 opened as an integrated exhibition for the IT age, presenting not only the data people needed, but also the information they wanted. The show was highly evaluated by visitors in fields from researchers in IT-related fields and representatives of manufacturing companies to the consumers who use IT products.

- CEATEC 2004: 728Exhibitors, 182,490Visitors
- CEATEC 2005: 788Exhibitors, 199,680Visitors
- CEATEC 2006: 807Exhibitors, 194,267Visitors

How do I participate?

Register today through PCMCIA!

PCMCIA is offering this opportunity to its members on a first come, first served basis. Please send an email to office@pcmcia.org indicating your intention to participate in the ExpressCard Technology Zone. Please include:

- Company Name
- Contact Name and Phone Number
- ExpressCard Products to be shown