

The banner features a blue sky background with a network of white nodes connected by colorful lines (blue, green, orange, yellow). Below the network, a blurred aerial view of a city with green hills and buildings is visible.

IEEE RFID-TA 2015

IEEE International Conference on RFID
Technology and Applications

September 16-18, 2015
TOKYO BIG SIGHT, Tokyo, Japan



IEEE RFID-TA 2015, Tokyo

General Information and Guideline for Sponsorship

Local Arrangement Committee of IEEE RFID-TA 2015
November, 2014

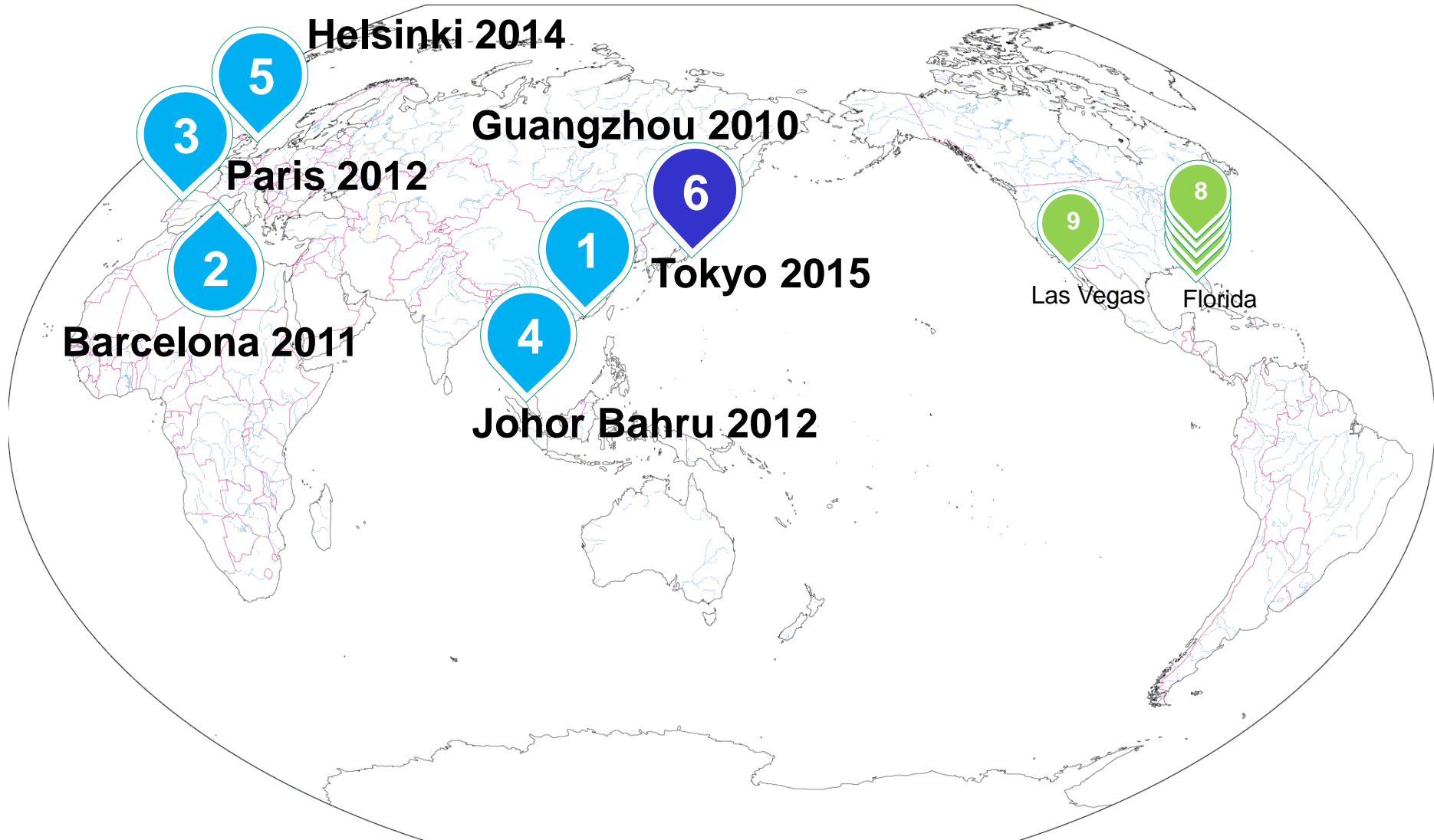
What Is IEEE RFID-TA?

IEEE (The Institute of Electrical and Electronics Engineers, Inc.) is the world's largest institute on advanced technologies, which has more than 430,000 members from more than 160 countries. It consists of 38 societies, develops more than 3.5 million document databases and more than 1,500 standardized documents, and sponsors 1,300 conferences each year.

IEEE RFID-TA is a conference on the technologies, applications, and social impacts of RFID (Radio Frequency Identification) hosted by CRFID (IEEE Technical Committee on RFID), which is one of IEEE Technical Committees. IEEE considers that RFID can be used as passive RFID and also applied to a wide range of technical fields including information systems such as middleware and service discovery as well as access technologies such as wireless sensor network, high-speed reading protocol, indoor positioning system, and power harvesting.

RFID has been used in a number of practical applications mainly in the apparel industry. In the international container transportation field, APEC agreed to introduce NEAL-NET, and RFID attracts attention as an information system that connects various commercial distribution and physical distribution flows, which have been made beyond borders.

IEEE RFIDs and RFID-TAs Geography



Conference Overview

Conference Name:

IEEE International Conference on RFID Technology and Application
(6th conference: First conference in Japan)

To be held jointly with Auto-ID & Communication Expo, which is
Japan's largest barcode/RFID exposition.

<http://2015.ieee-rfid-ta.org/>

Date: September 16 (Wed.) –September 18(Fri), 2015

Venue: Tokyo Big Sight

Organizer: IEEE Technical Committee on RFID (CRFID)

Co-organizer: Japan Automatic Identification Systems Association (JAISA)

Supported by (Scheduled):

The Institute of Electronics, Information and Communication Engineers (IEICE),
Communications Society (CS)

Information Processing Society of Japan (IPSJ)

The Distribution Systems Research Institute (DSRI)



Participants: 140 (tentative)

Official language: English

Conference Fee:

Early Registration

IEEE Member: US\$550, Non-Member: US\$740

On-Site Registration

IEEE Member: US\$700, Non-Member: US\$940

Networking Dinner (September 17): US\$50

Schedule:

Workshops/Tutorial sessions (1 day)

Conference (2 days; keynote speeches, technical sessions)

Poster sessions (Approx. 20 titles)

17th Auto-ID & Communication Expo (Joint Hosting)

The only exposition of auto recognition technologies & solutions in Japan will be held together with IEEE RFID-TA.

During its 16th Expo, NFC, sensor network, and imaging zones attracted a lot of visitors in addition to the exhibitions of automatic recognition systems using barcode and RFID technologies.

In the light of this fact, a synergy effect for IEEE RFID-TA 2015 is expected.

■ 17th Auto-ID & Communication Expo General Information ■ Expo Site (16th)

Date: September 16 (Wed.) –September. 18(Fri.), 2015

Venue: West 2 Hall, Tokyo Big Sight

Supported by:

Ministry of Internal Affairs and Communications,

Ministry of Foreign Affairs,

Ministry of Economy, Trade and Industry

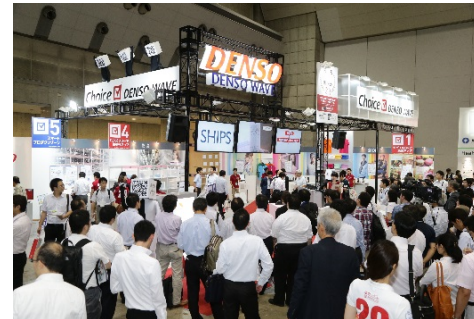
Special Cooperation: Fuji Sankei Business i

Exhibit zones:

Sensor Network Zone

Imaging Zone

Auto-ID seminar will be held.



■ Seminar (16th)



■ Participants & Visitors to 16th Auto-ID & Comm. Expo

93 companies, 3 organizations, total 250 booths

Sept. 10 (Wed)	Sept. 11 (Thu)	Sept. 12 (Fri)	Total
7,312	8,166	10,193	25,671 visitors

<http://www.autoid-expo.com/tokyo/>

Conference Organization

General Chair

Jun Murai (Keio Univ.)

Technical Program Co-Chairs

Jin Mitsugi (Keio Univ.)

Kei Sakaguchi (Osaka Univ.)

IEEE Liaison

Gregory Durgin (Georgia Institute of Technology)

Auto-ID & Communication Expo Liaison

Shuji Yokota (JAISA)

IEEE Vice Chair of the Conference

Merrily Hartmann (IEEE)

Finance Chair

Tatsuya Inaba (Kanagawa Institute of Technology)

Workshop Chair

Shigeya Suzuki (Keio Univ.)

Publicity Co-Chairs

Yuusuke Kawakita (Univ. of Electrical Communications)

Christopher Valenta (Georgia Tech Research Institute)

Publication Chair

Yuki Sato (Keio Univ.)

TPC Track Chairs

Florian Michahelles (Siemens, USA)

Mark Harrison (UK)

Daeyoung Kim (KAIST, Korea)

Naoki Shinohara (Kyoto Univ.)

See Ho Ting (Ruckus Wireless, USA)

Yoshihiro Kawahara (Univ. of Tokyo)

Student Volunteer Chair

Daiki Maehara (Tokyo Tech)

Local Arrangement

ICS Convention Design

Venue

Venue: Tokyo Big Sight
3-11-1 Ariake, Koto-ku, Tokyo 135-0063

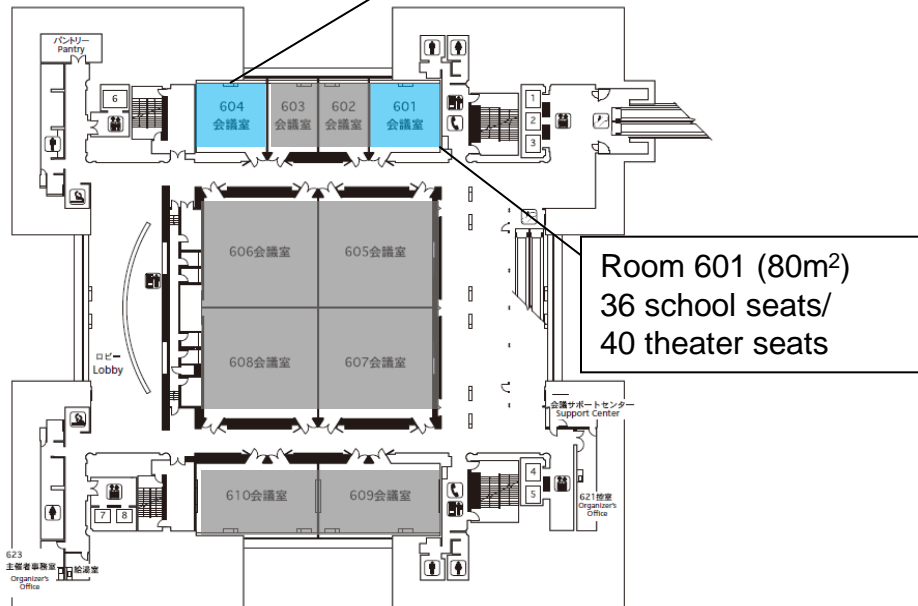
<http://www.bigsight.jp/>

Seminar Rooms: 6th floor - 601, 604
7th floor - 701, 702, 703



6F

Room 604 (80m²)
36 school seats/ 40 theater seats

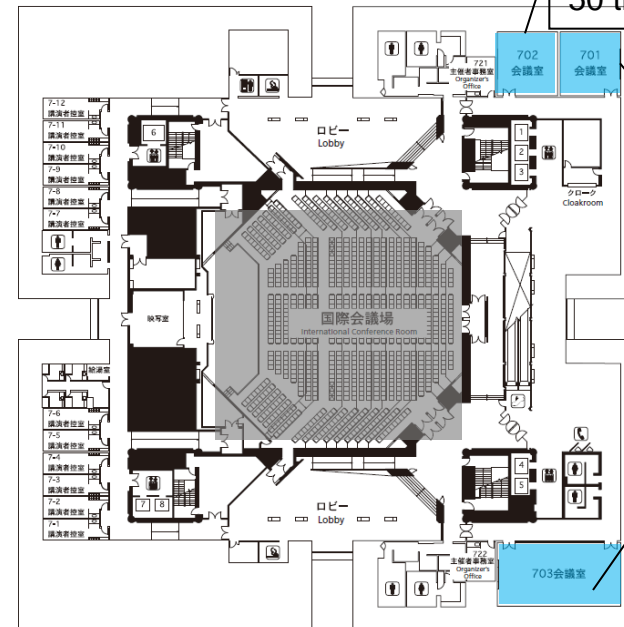


7F

Room 702 (80m²)
45 school seats/
50 theater seats

Room 701 (80m²)
45 school seats/
50 theater seats

Room 703 (150m²)
99 school seats/
120 theater seats



Sponsorship

- Gold Sponsor
 - Sponsor fee: 2,000,000 (JPY)
 - Company name, URL, and logo on the conference web site and in conference program (to be distributed at the conference)
 - Advertisement in conference program (A4 full page/color)
 - Flyer in the congress bag (A4 full page)
 - Leaflet distribution and poster posting at IEEE booth in Auto-ID & Communication Expo.
 - 3 conference registrations+ 3 invitations to Networking Dinner (September 17)
- Silver Sponsor
 - Sponsor fee: 1,000,000 (JPY)
 - Company name, URL, and logo on the conference web site and in conference program (to be distributed at the conference)
 - Leaflet distribution and poster posting at IEEE booth in Auto-ID & Communication Expo.
 - 2 conference registrations + 2 invitations to Networking Dinner (September 17)
- Bronze Sponsor
 - Sponsor fee: 500,000 (JPY)
 - Company name, URL, and logo on the conference web site and in conference program (to be distributed at the conference)
 - Leaflet distribution at IEEE booth in Auto-ID & Communication Expo.
 - 1 conference registration + 1 invitation to Networking Dinner (September 17)

Sponsor Application

- Types of Sponsorship

Gold sponsor: 2,000,000 (JPY)

Silver sponsor: 1,000,000 (JPY)

Bronze sponsor: 500,000 (JPY)

- Application

Fill in “Sponsorship Application Form” and send it to the secretariat via FAX or e-mail as an attachment.

Deadline: March 31, 2015

- Invoice

We will send you a copy of the invoice via e-mail. When it is confirmed, we will send you the original invoice.

You are requested to make the payment by the end of the next month of issuance of the invoice.

If you have any request for the transfer date, please contact us in advance.

- Inquiries

Secretariat of IEEE RFID-TA 2015

(c/o ICS Convention Design, Inc.)

Tel: +81-3-3219-3541, E-mail: IEEE-RFID-TA2015@ics-inc.co.jp

[IEEE RFID-TA 2015] Sponsorship Application Form

Date of Application:

(MM DD, YYYY)

Fill in the following blanks and send via FAX (+81-3-3219-3577) or e-mail (IEEE RFID-TA2015@ics-inc.co.jp) as an attachment.

Company/Organization Name			
Address			
Person in Charge			
Division			
Phone No.		E-mail	

1. Put a check in the type of sponsorship you apply for.

Check	Sponsorship	Benefits
	Gold sponsor: 2,000,000 (JPY)	(1) Company name, URL, and logo on the conference web site and in conference program as gold sponsor (2) Advertisement in conference program (A4 full page/color) (3) Flyer in the congress bag (A4 full page) (4) Leaflet distribution and poster posting at IEEE booth in Auto-ID & Communication Expo. (5) 3 conference registrations + 3 invitations to Networking Dinner
	Silver sponsor: 1,000,000 (JPY)	(1) Company name, URL, and logo on the conference web site and in conference program as silver sponsor (2) Leaflet distribution and poster posting at IEEE booth in Auto-ID & Communication Expo. (3) 2 conference registrations + 2 invitations to Networking Dinner
	Bronze sponsor: 500,000 (JPY)	(1) Company name, URL, and logo on the conference web site and in conference program as bronze sponsor (2) Leaflet distribution at IEEE booth in Auto-ID & Communication Expo. (3) 1 conference registration + 1 invitation to Networking Dinner

2. If you have any questions and/or requests, please feel free to fill in below.

Example)

Requested date of issuance of invoice,
Application for sponsor item(s), etc.

[Contact]
Secretariat of Domestic Preparatory Committee for IEEE RFID-TA 2015 (c/o ICS Convention Design, Inc.)
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Chiyoda Bldg., 1-5-18, Sarugakucho, Chiyoda-ku, Tokyo 101-8449, Japan
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