



USA Pavilion at BioJapan 2004

Tokyo, Japan
September 28 – 30, 2004

FACT SHEET

Title of Event: BioJapan 2004 (<http://expo.nikkeibp.co.jp/biojapan/2004>)

Dates: Tuesday, September 28 – Thursday, September 30, 2004 (3 days)

Location: New Takanawa Prince Hotel (Shinagawa, Tokyo)

Organizers: Japan Bioindustry Association (JBA)
Japan Health Sciences Foundation (JHSF)
Society for Techno-innovation of Agriculture, Forestry and Fisheries (STAFF)
Japan Biological Informatics Consortium (JBIC)
Japan Association of Bioindustry Executives (JABEX)
Japan Pharmaceutical Manufacturers Association (JPMA)
The Kinki Bioindustry Development Organization (KBDO)

Co-Organizer: Nikkei Business Publications, Inc.

Participation Fee: US\$ 5000 (¥ 550,000)

This Participation Fee Includes:

- (1) **Exhibit Booth:** Each participant will have a completely furnished 2.5 meter(W) x 2.5 meter(D) booth including corporate identity sign, two spotlights, one reception counter, one round or rectangle table and two chairs;
- (2) **Exhibitor Mini-Catalog:** Each participant will be featured in the exhibitor mini-catalog for the USA Pavilion which will be distributed during the show;
- (3) **Promotion:** Exhibitors will be featured in pre-show promotional activities by the U.S. Embassy Commercial Service including info ads and hotlinks in our website;
- (4) **Luncheon Reception:** The Commercial Service will host a luncheon reception during the event. All pavilion exhibitors will be invited to attend.

Optional Event: Presentations at Symposium

Presentations at the Symposium will provide participants with opportunities to find business partners for new alliances, joint research, distributors, etc. The symposium will be held concurrently with the exhibition. The capacity of the symposium room is approximately 180 people, with each symposium slot being 90 minutes in duration. In order to provide this service at the lowest possible price, we will divide each symposium slot into five presentations of 15 minutes each. The fee to give a presentation will be US\$1500 (¥160,000). Simultaneous translation will be provided.

To Participate:

If you are interested in participating, please complete the enclosed Reply Form and return it by fax to 81-3-3589-4235, no later than **December 31, 2003**. We will send an application form (Participation Agreement) and further information upon receipt.

For Inquiries please contact:

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REPLY FORM

Yes! We are interested in participating in the “USA Pavilion at the BioJapan 2004.”
Please forward further information along with the necessary application forms.

Organization/
Company Name: _____

Name & Title: _____

Address: _____

Phone: _____ Fax: _____

E-mail: _____

Number of Booths we would like to reserve: _____ Booth(s)

We are interested in making a presentation at the Symposium (separate fee):

Yes _____ No _____

Remarks:

Please contact our subsidiary, representative, or agent in Japan:

Company: _____

Name & Title: _____

Phone: _____ Fax: _____

Please return by December 31, 2003

FAX to: Ms. Tamami Imai, Commercial Service, U.S. Embassy Tokyo

Fax: 81-3-3589-4235