

Science Photonics Fair 2017

7th **IR Fair** / 4th **Spectroscopy Fair** / 4th **Optical Thin Film Fair** / 4th **UV Fair**

2nd **Laser Science Technology Fair** / 2nd **Optics Fair**

Special Zone **Laser Lighting / Display Zone**

Fair Report

OPTRONICS

Greetings and contents of this report

Thank you very much for having exhibited at Science Photonics Fair this year. We have made a summary report of the fair and share with you. Please do not hesitate to contact us if you have any comments, questions and requests for us.

This year, although the number of visitors has increased than last year, it is one of the points to be improved that it did not reach our expectations. Fortunately, feature of our exhibition, that is, our visitors are interested in exhibition's themes and come with concrete subjects, has been widely recognized. Most of the exhibitors also gave us a rating of "the quality of visitors is high", based on a survey described in this report. Taking these points into account, we would like to evolve the exhibition to be more attractive to both of the exhibitors and the visitors in next year.

In particular, we will make sure to implement following issues.

- ✓ **We will encourage qualified people to come to the exhibition in a more efficient and effective way.**
- ✓ **In addition to our magazines and other "paper" media, we will incorporate them with new website activities to increase the effect of exhibiting our fair.**

Regarding the latter issue, we are developing a new web site as 'virtual Expo', to enhance the attention of visitors before the real exhibition, to deepen interaction between the visitors and the exhibitors during the exhibition and can continue the advertisement activities on the web even after the exhibition.

We have described it briefly in 'Future Activities' in this report and we will provide the information once it becomes concrete.

Contents of this report

- | | |
|-------------------------------------|---|
| - Outline of Science Photonics Fair | - Exhibitor List |
| - Visitor mobilization | - Visitors profile and Top 40 organizations |
| - Visitors Survey | - Exhibitors Survey |
| - Future activities | - About Science Photonics Fair 2018 |

Science Photonics Fair 2017

7th **IR Fair**

4rd **Spectroscopy Fair**

4th **Optical Thin Film Fair**

4th **UV Fair**

2nd **Laser Science Technology Fair**

2nd **Optics Fair**

Special Zone:

Laser Lighting / Display Zone

Organized by:

The Optronics Co., Ltd.

Co-sponsored by :

Japan Photonics Council (JPC) / The Optical Society of

Japan (OSJ) / The Laser Society of Japan /

The Spectroscopical Society of Japan / The Japan

Society of Infrared Science and Technology / The Optical

Thin-Film Science and Engineering group /

JPC Ultraviolet Study Group / Consortium of Visible

Laser Diode Applications / JAPAN IMPOTERS

ASSOCIATION OF LASERS & ELECTRO-OPTICS (JIAL)

Concurrent event

- Co-located Seminar

IR Seminar (Planning Cooperated by The Japan Society of Infrared Science and Technology)

Optical Thin Film Seminar (Planning Cooperated by The Optical Thin-Film Science and Engineering group)

Spectroscopy Seminar (Planning Cooperated by The Spectroscopical Society of Japan)

Ultraviolet Seminar (Planning Cooperated by JPC Ultraviolet Study Group)

Optics Seminar (Planning Cooperated by The Optical Society of Japan)

Laser Seminar (Planning Cooperated by The Laser Society of Japan)

- 9th Science Photonics Forum Summit

- Laser Technology Institute (ILT) "Research Results Meeting 2017"

- "Light" Textbook Seminar

- "Laser" Textbook Seminar

- Exhibitor Seminar

- Book fair

Thank you very much for your exhibit

AD Science Inc.
Advanced Communication Media CO., LTD.
AGC ASAHI GLASS CO.,LTD
AIM CO, LTD
AISAY Corporation
AkiTech LEO
Anton Paar Japan K.K.
AOI Electronics CO.,LTD
Aprolink Corpoarion
ARGO corporaiton
ARTRAY CO.,LTD
ASAHI PRECISION Co.,Ltd.
Asahi Spectra Co.,Ltd.
Autex inc
AVAL DATA CORPORATION
BEAMS
Bestmedia.inc
Bunkoueiki Co.,Ltd.
BWT Japan Inc.
Caywan Office Inc.
CBC optics Co.,LTD
CERATECH JAPAN Co.,LTD.
Chroma Technology Japan
CHRONIX
Consortium of Visible Laser Diode Applications
CYBERNETSYSTEM
DAICO MFG CO., LTD.
EBA JAPAN CO.,LTD.
EKO Instruments
FINE CRYSTAL Co.,Ltd.
FIT Leadintex, Inc.
FUJITOK Corporation
Futec Inc.
GEOMATEC Co.,Ltd.
Graviton Incorporated
HAMAMATSU PHOTONICS K.K.
Hellma Materials GmbH
High-Tech Corporation
Hikari,Inc.
HiSOL.inc,
HOTTA LENS CO.,LTD.
Iida Lighting Inc.
Institute for Laser Technology
IR System Co., Ltd.

ISUZU GLASS LTD.
IWASAKI ELECTRIC CO.,LTD.
JAPAN IMPOTERS ASSOCIATION OF LASERS &
ELECTRO-OPTICS
Japan Optomechatronics Association
Japan Photonics Council
JEOL Ltd.
JEPICO Corporation
JFE Techno-Research Corporation
JPC UV Group
Kantum Electronics Co., Ltd
kawai optics co.,ltd
Ken Automation, INC.
KEOPSYS Japan
Keystone International Co., Ltd.
KLV Co., Ltd.
KONICA MINOLTA JAPAN,INC.
Koshin Kogaku Co., Ltd.
KYOKKO TRADING CO.,LTD
Kyokuei Kenmakakou Co.,Ltd.
Laser Society of Japan
Litho Tech Japan Corp.
Luceo Co., Ltd.
MORITA OPTICS CO.,LTD
NANO CONTROL CO.,LTD.
NANOXEED CO.,LTD.
NEOARK Corporation
Nexty Electronics/OSRAM Opto Semiconductors
NIDEK CO.,LTD
Nihon Tokushu Kogaku Jushi Co., Ltd.
Nikon
Nippon Avionics Co., Ltd.
Ocean Photonics, Inc.
Okano Electronics Co.,ltd
OPIC 2018
Optical Coatings Japan
Optical solutions corporation
Opto Science, Inc
Opto-Line, Inc.
OPTOQUEST Co., Ltd.
OptoSirius Corporation
OSA
PALMESO CO., LTD.
Phoseon Technology Japan K.K.

PHOTON R&D,INC.
Photonics Media
PHOTOTECHNICA CORP.
PNEUM Co., Ltd
Polatechno.Co.,Led.
Primetech Engineering Corp.
Prolinx Corporation
Rayture Systems Co., Ltd
Rhesca.Co.,Ltd
Ricoh Japan Co., Ltd/RICOH IMAGNG COMPANY.LTD.
S.G.K.Co., Ltd.
S.T.Japan Inc.
SANTEC CORPORATION
SHIBUYA OPTICAL CO.,LTD
Shikoh Tech LLC
Shimadzu Corporation
Showa Optronics Co.,Ltd.
Spectra Co-op
Spectral Application Research Laboratory Inc. (SARLI)
SPIE
Sumitomo Electric Industries, Ltd.
Sun Instruments, Inc.
suzuki optics
Systems Engineering Inc
TACHIBANA OPTICAL LENS COMPANY.,LTD
TAMA ELECTRONICS CO.,LTD.
TAMRON
The Japan Society of Infrared Science and Technology
The Optical Society of Japan
The Optical Thin-Film Science and Engineering group
The Optronics Co., Ltd.
The Spectroscopical Society of Japan
Tokai Co.,Ltd.
Tokyo Instruments, Inc.
Trimatiz.Ltd
U-VIX CORPRATION
Umicore Japan KK
Ushio Inc.
USHIO LIGHTING, INC.
Vision Sensing Co.,Ltd.
wexx Co.,Ltd.
Yamashita material company
Yucaly Optical Laboratory, Inc.

<Direct Mail (Invitation Ticket)>

- Monthly OPTRONICS, MEDICAL PHOTONICS magazine, other readers, and purchaser of books issued by Optronics Co., Ltd., exhibition organized by Optronics Co., Ltd., seminar participants etc. About 80,000
- Information from exhibitors About 14,000 (2016 results)
- About 30,000 our booth visitors, such as InterOpto, Science Photonics Fair, Laser Solutions, Infrared Array Sensor Forum, nano tech Exhibition, JASIS (Analysis Exhibition / Scientific Instruments Exhibition), Science Expo, Imaging Equipment Exhibition

About 124,000

<E-mail>

- Monthly OPTRONICS, MEDICAL PHOTONICS magazine, other readers, and purchaser of books issued by Optronics Co., Ltd., exhibition organized by Optronics Co., Ltd., seminar participants etc. About 45,000
- About 42,000 E-mail News readers of Optronics Email Magazine.
- About 20,000 our booth visitors, such as InterOpto, Science Photonics Fair, Laser Solutions, Infrared Array Sensor Forum, nano tech Exhibition, JASIS (Analysis Exhibition / Scientific Instruments Exhibition), Science Expo, Imaging Equipment Exhibition

About 107,000

<Mobilization of visitors by specialized technical journal, website>

We held announcements for Monthly OPTRONICS, MEDICAL PHOTONICS magazine, related academic journals, WEB Journal and OPTO.TV and other WEB sites.

In addition, we overseas PR in monthly magazine OPTRONICS affiliated magazine PHOTONICS SPECTRA etc., overseas specialized magazines, related exhibitions.

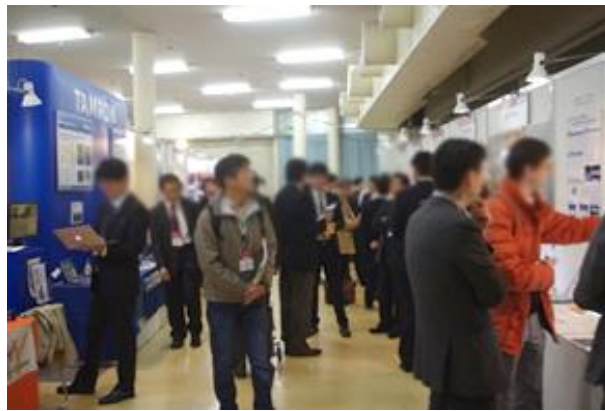
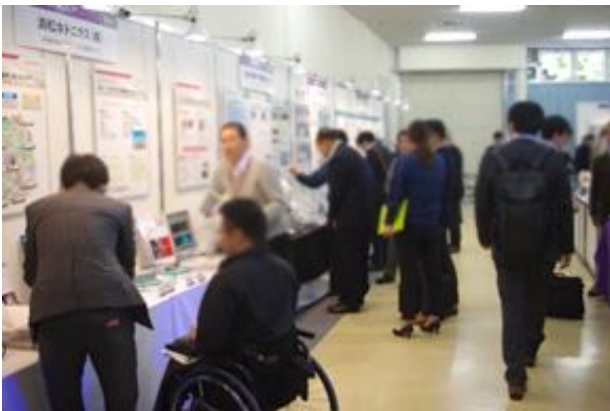
<Website>

Science Portal <http://scienceportal.jp/>

JETRO (Japan External Trade Organization) <http://www.jetro.go.jp/matching/j-messe/>

Exhibition and MICE <http://www.eventbiz.net/>

Other major websites

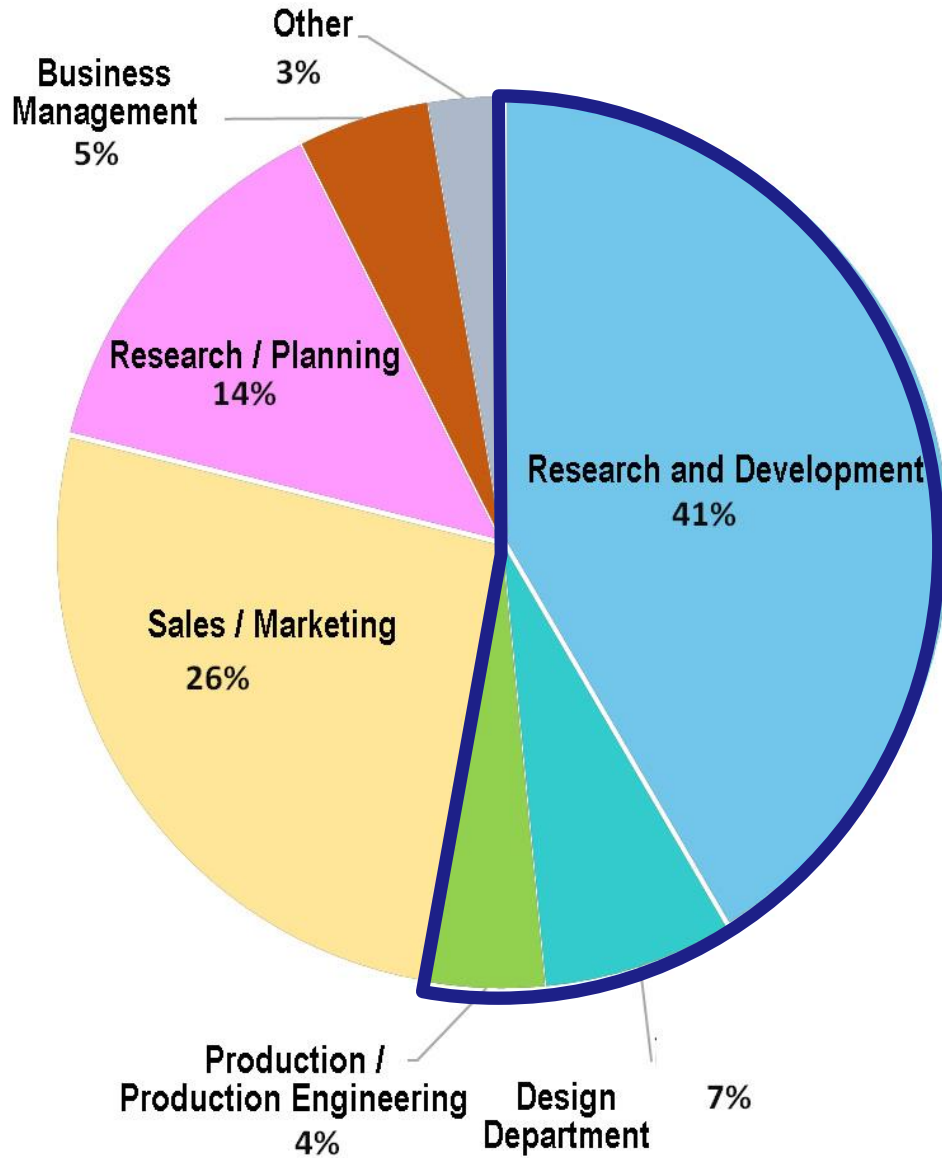


Promotion to visitors at seminars and concurrent events



- 9th Science Photonics Forum Summit
- Laser Technology Institute (ILT)
"Research Results Meeting 2017"
- "Light Textbook" Seminar
- "Laser Textbook" Seminar
- Exhibitor Seminar
- Book Fair

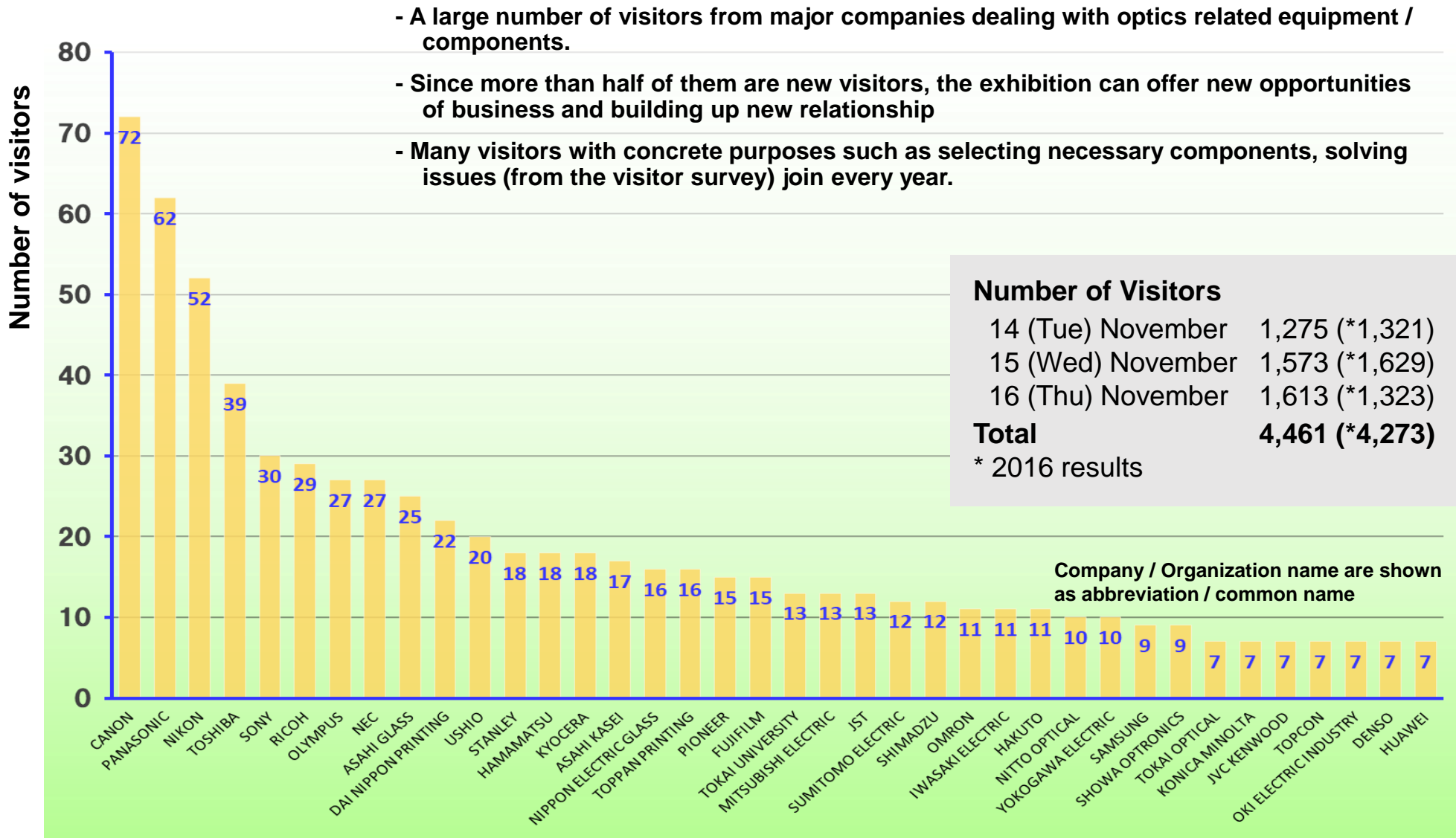
- IR Seminar
- Optical Thin Film Seminar
- Spectroscopy Seminar
- Ultraviolet Seminar
- Optics Seminar
- Laser Seminar



- 52% of the visitors are involved in various manufacturing stage including research, development and design.
- There happened many business meetings between the visitors and the exhibitors on concrete subjects.



OPTRONICS Top 40 organizations (number of visitors)



Visiting purpose (multiple answers)	Respondents percentage
New products and state-of-the-art information gathering	88%
General understanding of relevant industry and / or market trends.	36%
To investigate to purchase / introduce right products or equipment.	17%
To solve problems in your product.	18%
To gain professional knowledge and skills for your field.	42%
To consider becoming an exhibitor at the next exhibition.	2%
Other	3%
Level of achievement of purpose	Respondents percentage
Very satisfied	6%
Satisfied	74%
Somewhat unsatisfied	18%
Unsatisfied	2%

High-quality visitors with concrete subjects

Nearly 90% of the visitors aim to collect new products and technical information. Approximately 20% of them came to search new vendors and explored to find clues for problem solving.

In the questionnaire from the exhibitors, the quality of visitors was evaluated as "high quality".

High satisfaction level

80% of the total was more than "satisfied". This leads to high "Exhibit Effect" and good "Opportunity" of business for the exhibitors.

About past visits	Respondents percentage
I participated for the first time.	65%
I participated last year too.	27%
I did not participate last year, but I participated two years ago.	3%
I did not participate last year nor two years ago, but I have participated in the past.	4%

Comparison with other exhibitions (multiple answers, excerpts)	Respondents percentage
The exhibition coverage (theme) is well focused.	58%
The coverage of the exhibition theme is appropriately large.	23%
The coverage is too narrow and there are few related fields.	13%

New visitors reached 65%

Over 70% of visitors have not participated in recent years. There were good opportunities for new business and getting new leads. 20% have come with "concrete" purchase such as finding new vendors and searching clues for sorting out issues to be concerned.

Clear theme exhibition

We have offered good opportunities that the exhibitors met the visitors who were interested in the focused theme. Our exhibitions have been appreciated by exhibitors that "there are many visitors with high interest". (from visitor survey)

Comparison with other exhibitions (multiple answers, excerpts)	Respondent Percentage
The exhibition coverage (theme) is well focused.	71%
The coverage of the exhibition theme is appropriately large.	33%
There are more visitors to have interest in your products than other exhibitions.	57%
There are fewer visitors with strong interest in your products.	5%

Visitor quality	Respondent Percentage
Very good	24%
Good	43%
A little good	19%
Not so good	14%

The interests of exhibitors and visitors are consistent

Both of visitors and exhibitors joined to expect photonics related exhibits and it could be a place where a lot of discussions happened by relevant and professional people.

The exhibitors view of quality of visitors is high.

Because there were many visitors with concrete subjects, we have succeeded to offer the best place to match “seeds” of the exhibitors with “needs” of visitors.

Output from the exhibition (multiple selections)	Respondent Percentage
Name recognition of the company improved	38%
Your products are more recognizable in the market	81%
Understanding of the products has deepened by your customers	33%
Had no effect	5%

Concrete opportunities	Respondent Percentage
Yes, and we may have business with one or some of them	33%
Yes but it will depend on situation after following up issues	62%
Not particularly	5%

Improving the exhibitors' brand recognition to the new qualified visitors

The exhibition have helped for the exhibitors acquiring higher recognition by the qualified visitors with strong interest in photonics fields.

95% of exhibitors have business leads expecting to get P/O.

1/3 of the exhibitors got good responses that they thought likely to get P/O.

We have succeeded to offer the place for the exhibitor to meet the visitors with concrete subjects.

It worked as a place to discover new business leads.

Digging up new visitors

- ✓ We have recognized that increasing the number of visitors is one of our important tasks.
- ✓ In order to increase your business opportunities, we believe that new visitors are always necessary. Among our visitors, new ones reached about 60% of the total, and the total number of visitors has been also increasing. We will continue to implement new measures to increase new visitors.
- ✓ In order for the successful exhibition next year, in our activities of gathering qualified visitors, we will intend to make the best use of our database targeting people with strong interest in the exhibition themes.

To provide matchmaking assistance to visitors and exhibitors

- ✓ We are investigating that we can offer some help for the visitors to find the right exhibitors for them in case the visitors feel difficulty to find.
- ✓ We are also investigating if we can coordinate collaborations when some of the exhibitors offer solutions to the visitors by cooperating each of their solutions.

Providing attractive service to exhibitors : 'Virtual Exhibition

- ✓ It is under planning that we introduce permanent “Virtual Expo” exhibition so that effects of the exhibition can be continued even after the real one.

Science Photonics Fair 2018

8th **IR Fair** / 5th **Spectroscopy Fair** / 5th **Optical Thin Film Fair** / 5th **UV Fair**

3rd **Laser Science Technology Fair** / 3rd **Optics Fair**

Special Zone **Laser Lighting / Display Zone**

Science Museum (Kitanomaru Garden Tokyo)

13 (Tue) – 15 (Thu) November 2018

We look forward to meeting you next year