

# Exhibitor Prospectus



# APSAR2013

## Tsukuba, Japan

### The Asia-Pacific Conference on Synthetic Aperture Radar APSAR 2013

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**DATE**

September 23 - 27, 2013

●  
**VENUE**

Tsukuba International Congress Center EPOCHAL TSUKUBA, Tsukuba, Japan

●  
**CO-SPONSORED BY**

Institute of Electronics, Information and Communication Engineers (IEICE)  
and  
IEEE Geoscience and Remote Sensing Society (GRSS) Japan Chapter

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**CONFERENCE WEBSITE**

<http://www.apsar2013.org/>



## The Asia-Pacific Conference on Synthetic Aperture Radar 2013 "Overcoming the Hardships: Responding to Disasters with SAR"

Sponsors and Exhibitors are cordially invited to join us for APSAR 2013. This conference will be a great opportunity to promote your company/research institute as well as to meet researchers and industrial staffs in the field. APSAR has been one of the major SAR Symposiums, standing shoulder to shoulder with IEEE GRSS and AESS since 2008. In APSAR 2013, about 270 papers are expected to be presented by SAR experts from all over the world, with about 300 participants expected at the exhibition.

Over the last decade, we have experienced the phenomenal power of Mother Nature through a number of catastrophes that have struck the Asia-Pacific region. After such events, we rebuild lives and infrastructure, and pose questions of how we could have been better prepared for them and how we might better respond as they unfold. Radar is known for its utility in situations where darkness, clouds, or smoke would obscure the view of optical sensors, so it is natural to ask how best to utilize SAR and other radar technologies in preparing and responding to disasters. The answers involve scientific and technical innovations in information extraction from radar data, new imaging techniques, research on observing modalities and strategies, and constellation coordination for pre- and post-event acquisition and analysis of data. To meaningfully address these issues, SAR/radar scientists and engineers in this region need to strengthen partnerships with first responders and other agencies responsible for safety and security, and work together in these development efforts. Hence the theme for APSAR 2013 is "Disaster monitoring." We hope APSAR 2013 will provide all the attendees with an opportunity to think about how each of us can contribute to "overcome the hardships" after natural disasters.

Akira Hirose

APSAR2013 General Chair



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## Overview and the history of APSAR

APSAR (The Asia-Pacific Conference on Synthetic Aperture Radar) is an international conference devoted to SAR and radar technology development and applications. With the dramatic increase of the number of operational SAR systems in recent years, there is now a strong demand for more gatherings where the regional SAR and radar communities can share their technical expertise. APSAR provides an opportunity for presenting the latest research and development by experts of SAR and related fields and is a forum for discussion with colleagues from many countries, from the Asia-Pacific region and beyond. APSAR covers a wide variety of SAR and radar related topics including SAR applications, analysis techniques, signal processing, SAR system design and concepts, and more. The APSAR conference is held every two years in Asia-Pacific region. The first APSAR was held with a great success in the year 2007 in Huangshan city, Anhui, China. Two conferences have followed so far in Xian, China (2009) and Seoul, Korea (2011).

### Past APSAR Conferences

Nov.5-9, 2007	The 1st APSAR (APSAR 2007)	Huangshan, Anhui, China
Oct.26-30, 2009	The 2nd APSAR (APSAR 2009)	Xi'an, China.
Sep.26-30, 2011	The 3rd APSAR (APSAR 2011)	Seoul, Korea

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## APSAR 2013 overview

APSAR2013, the fourth APSAR, will be held in September 23-27, 2013 in Tsukuba, Japan. About 270 papers will be presented in oral sessions or in interactive poster sessions. Almost 300 participants are expected. Submitted two-page abstracts will be peer reviewed, and after the review process, nearly 200 and 70 papers will be selected for oral and interactive poster presentations, respectively. Full papers are required to be submitted for all the accepted papers. The details of the conference are listed below.

<b>Theme:</b>	Overcoming the Hardships: Responding to Disasters with SAR
<b>Date:</b>	Monday, September 23 – Friday, September 27, 2013
<b>Venue:</b>	Tsukuba International Congress Center EPOCHAL TSUKUBA, Tsukuba, Japan <a href="http://www.epochal.or.jp/eng/index.html">http://www.epochal.or.jp/eng/index.html</a>
<b>Expected participants:</b>	300
<b>Organized by:</b>	APSAR2013 organization committee
<b>Co-sponsored by:</b>	Institute of Electronics, Information and Communication Engineers (IEICE) and IEEE Geoscience and Remote Sensing Society (GRSS) Japan Chapter
<b>Web:</b>	<a href="http://www.apsar2013.org/">http://www.apsar2013.org/</a>
<b>E-mail:</b>	<a href="mailto:apsar2013@gmail.com">apsar2013@gmail.com</a>

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## Who Should Participate?

Software Developers & Analysis Firms  
Instrument Developers  
Remote Sensing Equipment Suppliers  
Universities and Colleges  
Publishers  
Laboratories

Mission Managers  
Professional Societies  
Government Agencies  
Research & Development Corporations  
Educational Vendors

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## Sponsorship Opportunities

Sponsors and exhibitors are cordially invited to join us in Tsukuba for APSAR2013. APSAR2013 provides many networking and development opportunities for its delegates. You may increase your own marketing efforts by supporting these functions.

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### Platinum Sponsor

¥500,000

Sponsorship includes:

- ✓ One (1) complimentary double sized booth (4x2m) in a prime position within the exhibition
- ✓ Two (2) sponsor registrations, granting access to plenary and technical sessions as an audience member\*
- ✓ Recognition as Platinum Sponsor (with company logo) on the Sponsorship and Exhibition page of the Symposium website, including a hyperlink to your company's home page
- ✓ Recognition as Platinum Sponsor (with company logo) on the Symposium welcome signage
- ✓ Recognition as Platinum Sponsor (with company logo) in the Symposium Final Program
- ✓ Logo and 200 word profile in the Symposium Final Program
- ✓ One full page advertisement in the Symposium Final Program
- ✓ Company brochure and/or product to be distributed to all the delegates (sponsor to supply material)

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### Gold Sponsor

¥300,000

Sponsorship includes:

- ✓ One (1) complimentary 1.5x sized booth (3x2m)
- ✓ Two (2) sponsor registrations, granting access to plenary and technical sessions as an audience member\*
- ✓ Recognition as Gold Sponsor (with company logo) on the Sponsorship and Exhibition page of the Symposium website, including a hyperlink to your company's home page
- ✓ Recognition as Gold Sponsor (with company logo) on the Symposium welcome signage
- ✓ Recognition as Gold Sponsor (with company logo) in the Symposium Final Program
- ✓ Logo and 100 word profile in the Symposium Final Program
- ✓ One half page advertisement in the Symposium Final Program
- ✓ Company brochure to be distributed to all the delegates (sponsor to supply material)

## Silver Sponsor

¥200,000

Sponsorship includes:

- ✓ One (1) complimentary standard booth (2x2m)
- ✓ Two (2) sponsor registrations, granting access to plenary and technical sessions as an audience member\*
- ✓ Recognition as Silver Sponsor (with company logo) on the Sponsorship and Exhibition page of the Symposium website, including a hyperlink to your company's home page
- ✓ Recognition as Silver Sponsor (with company logo) on the Symposium welcome signage
- ✓ Recognition as Silver Sponsor (with company logo) in the Symposium Final Program
- ✓ Logo and 50 word profile in the Symposium Final Program
- ✓ Company brochure to be distributed to all the delegates (sponsor to supply material)

\* NOTE: All presenting authors must pay for a regular delegate registration and may not use an exhibitor registration to meet this requirement.

## Exhibition only

¥100,000

Exhibition fee includes:

- ✓ One (1) standard booth (2x2m)
- ✓ Two (2) exhibitor registrations, granting access to exhibition hall only

## Exhibit Booth Information

### I. Price

¥100,000

### II. Items (tentative)

Exhibit space<sup>\*1</sup>: 2m x 2m (6.5 feet x 6.5 feet)

Equipments<sup>\*2</sup>: one desk (W180 x D60 x H70cm), two chairs

two panels (W100 x H210cm)

company name header in standard letter style (W90 x H20cm)

one (1) 500W electrical outlet (100V, 50Hz)

\*1) Exhibitor who makes reservation earlier than 28 Jun 2013 is given a prime position (on a first-come, first-served basis).

\*2) Contact us for additional equipments.

### III. Exhibition Dates

Tuesday 24 - Thursday 26 September 2013 (9:00-17:00; 9:00-15:00 on Thursday)

### IV. Important Dates

- Friday 28 Jun. 2013 - Early booth reservation deadline
- Friday 19 Jul. 2013 - Exhibitor's Manual to be distributed to exhibitors
- Friday 9 Aug. 2013 - Sponsorship/Exhibition Fee Payment Due
- Friday 9 Aug. 2013 - Company Profile / Exhibitor Information Due
- Friday 9 Aug. 2013 - Final Program Advertisement Due
- Monday 23 Sep. 2013 - Exhibitor Move-In at congress center 14:00-17:00

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## Application to Sponsor/Exhibit

### I. Application Procedure

Please fill in the attached Application Form, and return it to:

APSAR 2013 Organizing Committee  
c/o Akira Hirose Laboratory  
Department of Electrical Engineering and Information Systems,  
The University of Tokyo,  
7-3-1 Hongo, Bunkyo-ku, Tokyo 113-8656, Japan  
Email: Secretary of APSAR 2013 Organizing Committee (apsar2013@gmail.com)

### II. Method of Payment

Sponsor fee and exhibit fee should be paid in Japanese yen by wire transfer. Please contact us if credit card payment is preferred.

### III. Alteration and Cancellation of Application

Any cancellation or reduction in size of exhibit space must be submitted in written form stating the reason of the cancellation. Cancellation fee will be calculated based on the following rules from the date of cancellation/alteration request. Request on or before Jul 15, 2013 - 50% refund. There are no refunds for cancellation after Jul 15, 2013.

### IV. Other Support:

If your company would like to support the symposium in other ways or at other levels, please contact us, and we will be happy to assist in customizing a sponsorship for your company.

DATE: \_\_\_\_\_

## APSAR 2013 Sponsors/Exhibitors Application Form

Company/Organization Name: \_\_\_\_\_

Website: http://\_\_\_\_\_

Contact Name (For all correspondence): \_\_\_\_\_

Department: \_\_\_\_\_

Phone: \_\_\_\_\_

FAX: \_\_\_\_\_

Email: \_\_\_\_\_

Address: \_\_\_\_\_

### Application Items (Please check those that apply):

Platinum \_\_\_\_\_ ¥500,000

Gold \_\_\_\_\_ ¥300,000

Silver \_\_\_\_\_ ¥200,000

Exhibition only \_\_\_\_\_ ¥100,000

Total Amount Due: \_\_\_\_\_

### Return to:

APSAR 2013 Organizing Committee

c/o Akira Hirose Laboratory

Department of Electrical Engineering and Information Systems,

The University of Tokyo,

7-3-1 Hongo, Bunkyo-ku, Tokyo 113-8656, Japan

Email: Secretary of APSAR2013 Organizing Committee (apsar2013@gmail.com)