# About Sponsorship and Exhibitions

**2016.6.1 [Wed] ▶ 6.3 [Fri]**

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
<th>Venue</th>
</tr>
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<tbody>
<tr>
<td>6.1 [Wed]</td>
<td>International Symposium</td>
<td>Kyoto International Conference Center (Kyoto City)</td>
</tr>
<tr>
<td>6.2 [Thu]</td>
<td>Smart City Messe in Keihanna</td>
<td>Keihanna Open Innovation Center @Kyoto (KICK), etc. (Kansai Science City)</td>
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<tr>
<td>6.3 [Fri]</td>
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**THE ORGANIZING COMMITTEE OF KYOTO SMART CITY EXPO**

Kyoto Prefecture, Kyoto City, Kytotanabe City, Kizugawa City, Seika Town, Barcelona City Council, Fira Barcelona, Barcelona Global, Embassy of Spain Economic and Commercial Office Tokyo, Japan Spain Business Cooperation Committee, Kyoto Chamber of Commerce and Industry, Kyoto Industrial Association, Public Foundation of Kansai Research Institute, General incorporated association Kyoto Industrial Eco-energy Promotion Organization, Kyoto Industrial Support Organization 21, Advanced Scientific Technology & Management Research Institute of KYOTO, Kyoto Convention Bureau, Keihanna Interaction Plaza Incorporated

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**Support**


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[http://expo.smartcity.kyoto/](http://expo.smartcity.kyoto/)
Greetings

Taking on the challenge of creating a Smart City is an initiative aiming at building a local community where anyone is able to take part in society and pursuing both individual capacity development and the quality of life improvement. Furthermore, with an ICT foundation, this endeavor does not only target infrastructure relating to environment, energy, and public transport systems, but also involves health, food, culture, education and other wide-ranging and multifaceted industrial fields. Kyoto is a city offering a lifestyle in which rich history and culture cultivated from days of old are still alive; the city is also home to the Kansai Science City, where state-of-the-art research and technology are brought together. This makes Kyoto a city capable of leading the world in the field of Smart Cities. I believe participation in the cutting edge Smart City projects of cities around the world will serve as an excellent opportunity for Kyoto/Keihanna to co-create and promote Smart Cities while contributing to the realization of a sustainable society. I await your participation in the Smart City Expo.

President of THE ORGANIZING COMMITTEE OF KYOTO SMART CITY EXPO
Shigehiko Hattori

Purpose of the Expo

To contribute to a sustainable society by reviewing the results of the Kyoto Smart City Expositions up to now, and joining with the “Smart City Expo World Meeting” developed by Barcelona, Spain. We built and generate Smart City from Keihanna, Kyoto, to join in the expanding Smart City market, as well as promoting the creation of new markets through forming a network to interact with regions all over the world, business, and technology.

Expo Overview

<table>
<thead>
<tr>
<th></th>
<th>International Symposium</th>
<th>Smart City Messe in Keihanna</th>
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<tbody>
<tr>
<td><strong>Date</strong></td>
<td>June 1 [Wed.]</td>
<td>June 2 [Thu.]</td>
</tr>
<tr>
<td><strong>Time</strong></td>
<td>10:00–17:30</td>
<td>10:00–17:30</td>
</tr>
<tr>
<td><strong>Venue</strong></td>
<td>Kyoto International Conference Center</td>
<td>Keihanna Open Innovation Center @Kyoto (KICK)</td>
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<tr>
<td></td>
<td></td>
<td>Various Research Institutes of Keihanna</td>
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Entry Fee: Free

Administrative Office:
Administrative Office of Kyoto Smart City Expo 2016
c/o Shimadzu Advertising & Communications Co., Ltd.
1 Nishinokyo Tokudaijicho, Nakagyo-ku, Kyoto, 604-8445
Tel: 075-823-1109 FAX: 075-823-3659 E-mail: info@expo.smartcity.kyoto
**Strong Points**

10,000 key-persons from Japan and overseas gathering in **Kyoto/Keihanna**.

The previous expo at Kyoto – Keihanna saw participation from **8,280 persons** (total) from **25 countries**.

Attended not only by companies but also by national and local government project leaders and researchers. Exhibition of various types of industries related to environment, energy, ICT, health and food, culture and education etc.

<table>
<thead>
<tr>
<th>Providing an opportunity to carry out worldwide business matching</th>
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<tbody>
<tr>
<td>95% of visitors and exhibitors answered by “we had important results” and “we had results”.</td>
</tr>
</tbody>
</table>

### 5 Offerings from Kyoto – Keihanna at the Kyoto Smart City Expo 2016

<table>
<thead>
<tr>
<th>1 INTERNATIONAL</th>
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<tbody>
<tr>
<td><strong>Smart City Expo</strong> - An international event held via partnership and cooperation between three regions around the world.</td>
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<tr>
<td>Business support through the international networks of Barcelona (Spain), Kyoto - Keihanna (Japan), and Puebla (Mexico).</td>
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<thead>
<tr>
<th>2 COMMUNICATION</th>
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<tbody>
<tr>
<td>Implementation of multifaceted discussions and information exchange among participants from around the world, based on such themes as the latest world trends, researches, technological developments, and city policies relating to the expanding Smart City market.</td>
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<tr>
<td>Promotion of corporate technological exchange and corporate collaboration.</td>
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<tr>
<th>3 PROFESSIONAL</th>
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<tbody>
<tr>
<td>Keynote speeches, sessions, seminars and more from top-level Smart City experts invited from Japan and abroad, in a tranquil environment surrounded by abundant nature.</td>
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<tr>
<td>Fine tuning of corporate Smart City strategies.</td>
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<tr>
<th>4 ENTERPRISE</th>
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<tbody>
<tr>
<td>This expo offers corporate exhibitions for the purpose of B-to-B transactions and “Smart City Messe in Keihanna” as a place for business matching.</td>
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<tr>
<td>KICK, which started as an international open innovation base, has previously involved many corporations and groups, and created new business chances.</td>
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<tr>
<th>5 TECHNOLOGY</th>
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<tr>
<td>Provision of opportunities to come in contact with the latest Smart City research and technological development within Japan's cutting-edge innovation environment including regional designations of national and international strategic zones.</td>
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<tr>
<td>Promotion of entry to the expanding Smart City market and creation of new markets.</td>
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**Dates**

- **November 17 - 19, 2015**
  - **Barcelona (Spain) Smart City Expo to be held**

- **February 16 - 18, 2016**
  - **Puebla (Mexico) Smart City Expo to be held**
Main Theme  Regions and industries creating a sustainable and liveable future.

As the evolution of Smart City continues, life becomes more convenient, and approaches for life styles more satisfying and safe keeps increasing. The coexistence between humans and Smart technology is gathering more and more attention as the rapid improvement of digital technology might have made some adverse effects while it contributes to regional creations. In Kyoto Smart City Expo 2016, we wish to exhibit how Smart City can create new businesses and suggest solutions for urgent topics humans must face by improving people’s lives, keeping the society safe, and maintain the sustainable growth in economy and society through international symposium and group exhibitions.

Program

<table>
<thead>
<tr>
<th>June 1 (Wed.) 2016</th>
<th>Kyoto International Conference Center</th>
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<tbody>
<tr>
<td><strong>International Symposium</strong></td>
<td>Time: 10:00~ ~17:30</td>
</tr>
<tr>
<td>Opening Ceremony</td>
<td>Commemorative Speech</td>
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<tr>
<td>Keynote Speech</td>
<td>Parallel Session</td>
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<tr>
<td><strong>Next Generation Smart Challenge</strong></td>
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<table>
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<tr>
<th>June 2 (Thu.) 2016</th>
<th>Keihanna Open Innovation Center @Kyoto (KICK), etc.</th>
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<tr>
<td><strong>Smart City Messe in Keihanna</strong></td>
<td>Time: 10:00~ ~17:30</td>
</tr>
<tr>
<td>Corporate/Group Exhibitions (Smart City Square Expo etc.), Business Seminars, Business Meetings</td>
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<tr>
<td>Smart City seminar</td>
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<tr>
<td>Keihanna Lab Trip (Observation of Research Institutes in Keihanna)</td>
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<tr>
<td><strong>Next Generation Smart Challenge</strong></td>
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<tr>
<th>June 3 (Fri.) 2016</th>
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<td><strong>Corporate/Group Exhibitions (Smart City Square Expo etc.), Business Seminars, Business Meetings</strong></td>
<td>Time: 10:00~ ~16:30</td>
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<tr>
<td>Smart City seminar</td>
<td></td>
</tr>
<tr>
<td><strong>AM &lt;Special Seminar&gt;</strong></td>
<td><strong>PM &lt;Special Session&gt;</strong></td>
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<tr>
<td>Keihanna Lab Trip (Observation of Research Institutes in Keihanna)</td>
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</table>

Scenes from previous exposition.
In Kyoto Smart City Expo 2016, we wish to exhibit how Smart City can create new businesses and suggest solutions for rapid improvement of digital technology might have made some adverse effects while it contributes to regional creations.

As the evolution of Smart City continues, life becomes more convenient, and approaches for life styles more satisfying and safe keeps increasing. The coexistence between humans and Smart technology is gathering more and more attention as the urgent topics humans must face by improving people's lives, keeping the society safe, and maintain the sustainable growth in economy and society through international symposium and group exhibitions.

Program

**Main Theme**
Regions and industries creating a sustainable and liveable future.

**International Symposium**
- Keihanna Lab Trip (Observation of Research Institutes in Keihanna)
- Next Generation Smart Challenge
- Smart City seminar

**Ceremony Reception**
Commemorative Corporate/Group Exhibitions (Smart City Square Expo etc.), Business Seminars, Business Meetings

**Opening Speech**

**Plan Details**
- Program, HP, tools for prior notice, insertion of company name/logo (premium) on publicity materials such as venue display etc.
- Provision of an exhibition space (three booth spaces) at the Smart City Messe in Keihanna.
- Invitation to the Reception (attended by sponsoring corporations, speakers, organizers, etc.) held on the first day.
- Provision of a business seminar within the venue
- The site provides the Global Premium Platinum Sponsor Room.
- Ensures all transportation methods during the exposition (In Kyoto Prefecture).
- Provides observing opportunities for research institutions and corporations located in Keihanna, Kyoto.
- Guidance in priority for interviews with the industries etc. exhibiting at the Expo.

About Sponsorship Plans

You can choose from the following 5 sponsorship plans.

### Global Premier Supporter

**Overview**
Overseas public institutions etc.

**Sponsorship Amount**
3,000,000 JPY or more

**Plan Details**
- Program, HP, tools for prior notice, insertion of company name/logo (premium) on publicity materials such as venue display etc.
- Provision of an exhibition space (three booth spaces) at the Smart City Messe in Keihanna.
- Invitation to the Reception (attended by sponsoring corporations, speakers, organizers, etc.) held on the first day.
- Provision of a business seminar within the venue
- The site provides the Global Premium Platinum Sponsor Room.
- Guidance in priority for interviews with the industries etc. exhibiting at the Expo.

### Platinum Supporter

**Overview**

**Sponsorship Amount**
3,000,000 JPY or more

**Plan Details**
- Program, HP, tools for prior notice, insertion of company name/logo (extra-large) on publicity materials such as venue display etc.
- Provision of an exhibition space (three booth spaces) at the Smart City Messe in Keihanna.
- Invitation to the Reception (attended by sponsoring corporations, speakers, organizers, etc.) held on the first day.
- Provision of a business seminar within the venue
- The site provides the Global Premium Platinum Sponsor Room.

### Gold Supporter

**Overview**

**Sponsorship Amount**
1,000,000 JPY

**Plan Details**
- Program, HP, tools for prior notice, insertion of company name/logo (large) on publicity materials such as venue display etc.
- Provision of an exhibition space (two booth spaces) at the Smart City Messe in Keihanna.
- Invitation to the Reception (attended by sponsoring corporations, speakers, organizers, etc.) held on the first day.
- Provision of a business seminar within the venue
- Guidance in priority for interviews with the industries etc. exhibiting at the Expo.

### Silver Supporter

**Overview**

**Sponsorship Amount**
500,000 JPY

**Plan Details**
- Program, HP, tools for prior notice, insertion of company name/logo (medium) on publicity materials such as venue display etc.
- Invitation to the Reception (attended by sponsoring corporations, speakers, organizers, etc.) held on the first day.
- Provision of a business seminar within the venue
- Guidance in priority for interviews with the industries etc. exhibiting at the Expo.

### Next Generation Smart Challenge Supporter

**Overview**

**Sponsorship Amount**
1,000,000 JPY

**Plan Details**
- Program, HP, tools for prior notice, insertion of company name/logo (large) on publicity materials such as venue display etc.
- Provision of an exhibition space (two booth spaces) at the Smart City Messe in Keihanna.
- Invitation to the Reception (attended by sponsoring corporations, speakers, organizers, etc.) held on the first day.
- Provision of a business seminar within the venue
- Guidance in priority for interviews with the industries etc. exhibiting at the Expo.

This sponsorship plan is set to support the “Next Generation Smart Challenge” business in order to create a global start-up from “the entrepreneur city, Kyoto”. We are widely recruiting young researchers, and start-up companies that lead the next generation.

Sponsorship Application:

- Please enter the required information on the attached application form, then mail, fax, or email the form to the Administrative Office below.
- The organizer will issue an invoice after receiving your application form.
- Upon receipt of the organizer’s invoice, please deposit the sponsorship fee into the specified bank account by April 20 (Wed.) 2016
- Bank transfer fees will be borne by the sponsor.

**Administrative Office of Kyoto Smart City Expo 2016**

c/o Shimadzu Advertising & Communications Co., Ltd.
1 Nishinokyo Tokudaijicho, Nakagyo-ku, Kyoto, 604-8445

Tel: 075-823-1109  FAX: 075-823-3659
E-mail: info@expo.smartcity.kyoto

**Sponsor Application Deadline:** January 29 (Fri.) 2016

**Sponsorship Fee Payment:**
About Exhibition Plans

Exhibitor Requirements:
Corporations, organizations, etc. that operate an enterprise related to the item to be exhibited, or groups/individuals related to such. The organizer may decline an exhibition if its content is deemed to not to match the purposes of the expo.

Exhibition Fee:
100,000 JPY per booth space.
*Discount available for small and medium-sized businesses whose main offices are located within Kyoto Prefecture (50,000 JPY per booth space). (Small and medium-sized businesses are defined as specified in Article 2 of the Small and Medium-sized Enterprise Basic Act.)

Number of Available Booth Spaces:
80 (Including booth spaces provided by Sponsorship Plans)

Booth Arrangement:
The organizer will decide upon the allocation of booth spaces and notify exhibitors after consideration to the order in which applications were received (receipt number issued at the time of exhibition application), the scale of exhibitions, and exhibition content, etc. Please note that depending on the venue and booth arrangement, booth location decisions may not necessarily follow the order in which applications were received. In such cases, booth locations will be as decided by the organizer.

Basic Booth/Basic Facilities:
- Octanorm System Panel (Can be custom-decorated freely)
- Booths’ basic facilities involve system panels for side and rear walls, with partitioning to be carried out by the organizer. The panels are a system of plywood with white vinyl coating. (Cutting, nailing, opening of holes, mounting objects, or other panel alterations are not possible.)
- Attachment of panels, etc. will require a special chain (Free).
*Exhibitors may also use double-sided tape.

Panel Customization:
- Exhibitors will be responsible for customization/decoration within the booth.
- Exhibitors cannot directly decorate or alter the basic booth. Cutting, nailing, opening of holes, or other alterations to the panel boards, poles, beams, etc. are not possible. If such alterations are necessary for customization/decoration, please consult with the organizer beforehand.
- Please notify the Administrative Office beforehand about exhibition items exceeding a height of 2.7 m.
- Details of other regulations will be printed in the exhibition guidelines to be distributed at the exhibitor explanatory meeting.

Booth Space Specifications:
- Width - 3 m, Depth - 3 m, Height 2.7 m
- Can be set up in a row (up to four booth spaces), or in a block together (4 or 6 booth spaces).

Exhibition Application:
- Please enter the required information in the attached application, then mail, fax, or email the form to the Administrative Office below.
- The organizer will issue an invoice after receiving your application.

Administrative Office of Kyoto Smart City Expo 2016
C/o Shimadzu Advertising & Communications Co., Ltd.
1 Nishinokyo Tokudaijicho, Nakagyo-ku, Kyoto, 604-8445
Tel: 075-823-1109 FAX: 075-823-3659 E-mail: info@expo.smartcity.kyoto

Exhibition Application Deadline:
January 29 (Fri.) 2016
- The application period may be cut off if applications fill the expected number of blocks.
- In principle, cancellations or reduction of the number of booth spaces will not be permitted after an application has been submitted. However, in the event that the organizer deems that such a cancellation/reduction is unavoidable, it will be permitted and the exhibitor will be charged the following cancellation fee:

- Exhibition Fee Payment:
- Upon receipt of the organizer’s invoice, please deposit the exhibition fee into the specified bank account by April 20 (Wed.) 2016
- Bank transfer fees will be borne by the exhibitor.
Booth Space Specifications:

Exhibition Application:

- The organizer may decline an exhibition if its content is deemed to not match the purposes of the expo.

- Corporations, organizations, etc. that operate an enterprise related to the item to be exhibited, or groups/individuals related to Smart City-related projects.

- Exhibitions from overseas corporations, municipalities, etc. engaged in Smart City Messe in Keihanna Venue Layout / Zoning Diagram

- From January 29 (Fri.) 2016

- The application period may be cut off if applications fill the expected number of blocks.

- The organizer will issue an invoice after receiving your application.

Booth Arrangement:

- Can be set up in a row (up to four booth spaces), or in a block together (4 or 6 booth spaces).

- Width - 3 m, Depth - 3 m, Height 2.7 m

- The application period may be cut off if applications fill the expected number of blocks.

- The organizer issues an invoice after receiving your application.

- Exhibitors will be responsible for customization/decoration within the booth.

- Attachment of panels, etc. will require a special chain (Free).

- Exhibitors must notify the Administrative Office beforehand about exhibition items exceeding a height of 2.7 m.

- Items which are not possible for customization/decoration, please consult with the organizer beforehand.

- Wall: System Panels

- Pole

- Floor: Various informational/telecommunication equipment, infrastructure, software, service providers for internet, etc.

- Environmental Solutions

- Environmental measuring/analytical instruments, Devices related to energy saving, eco products, etc.

- Smart Innovation Zone

- Exhibitions from corporations relating to environment/energy, ICT, mobility, culture/education, etc.

- Electric and Other Energy Equipment / Infrastructure-related

- Solar/thermal power generation systems, wind/hydroelectric power generation systems, gas and other co-generation systems, heat pumps, power conditioners, superconductive cables, batteries, electric vehicle-related, charging stations, etc.

- Energy Control, etc.

- Energy management systems, transmission system monitoring/control systems, other various control systems, etc.

- Information / Telecommunication Equipment / Infrastructure

- Smart meters, communication units, optical fiber, sensors, etc.

- ICT-related

- Various informational/telecommunication equipment, infrastructure, software, service providers for internet, etc.

- Environmental Solutions

- Environmental measuring/analytical instruments, Devices related to energy saving, eco products, etc.

- International Zone

- Exhibitions from overseas corporations, municipalities, etc. engaged in Smart City-related projects.

- Smart Life and Agriculture Zone

- Exhibitions unique to this year’s expo, relating to healthcare, food, plant factories, etc.

- Health/Medical

- Home-use medical products, health-checking instruments (scales, body composition meters, blood-pressure meters, etc.), medical equipment, medical supplies, testing equipment, analytical instruments, caregiving devices, software, etc.

- Agriculture

- Biotech-related, plant factories (fully artificially-lit factories, sunlight-utilizing factories), plant factory components, light environment apparatuses (LED, CCFL, fluorescent lamps, etc.), various environmental control apparatuses for temperature, humidity, CO2, etc., wrapping/packing machinery/materials, refrigeration/freezing equipment, hygiene management equipment, software, etc.

- Keihanna R&D Zone

- Exhibitions from corporations, research institutes, research and development projects, etc. located or talking place at Kansai Science City.

- Smart City Project Zone

- Exhibitions by corporations, universities, authorities, and groups related to the Smart City Project.

- Sponsor Zone

- Exhibitions from sponsors.

- Special Exhibition Zone

- Special exhibitions in line with the expo’s theme.
About Cancellation of Expo Due to Unavoidable Reasons, etc.

- The organizer may alter the period of the expo or cancel the expo due to natural disasters or other inevitable events or unavoidable reasons. In such cases, the organizer will not be liable for compensation of damages arising from such cancellation. Additionally, the exhibitors will bear costs necessitated up to that point based on the number of booth spaces applied for.
- The period or opening time of the expo may be altered due to unavoidable reasons. Exhibitors cannot cancel exhibitions or exhibition applications because of such alterations. Additionally, the organizer will not be liable for compensation of damages occurring from such alterations.

Limitations and Prohibited Matters

- Booth spaces cannot be transferred, sublet, or exchanged.
- Exhibition items/decorations cannot be sold during the expo for any reason whatsoever. In the event of an accident caused by an exhibitor’s actions, the related exhibitor(s) will be responsible for resolution of the matter.
- Actions that cause large numbers of attendees to gather and congest the pathways around booths are prohibited.
- Exhibitors cannot invite attendees, conduct surveys or raffles, distribute pamphlets or gifts, or conduct similar such actions outside of their booths.

Protection/Management of Exhibition Items

- The organizer will be responsible for general maintenance/management of the venue. The organizer will not bear responsibility for incidents such as damage, loss, fires, or theft due to natural disasters or other unavoidable events. Accordingly, in protecting exhibition items, exhibitors should take measures including insurance policies, etc.
- Exhibitors shall be constantly present at their own booths during construction/preparation, presentation, and all other aspects of the exhibition.
- The organizer will not bear responsibility for incidents such as damage, loss, fires, or theft due to natural disasters or other unavoidable events. Accordingly, in protecting exhibition items, exhibitors should take measures including insurance policies, etc.

Ensuring Safety

- Exhibitors should take measures to prevent accidents during carrying in/out, construction/preparation, presentation, and all other aspects of the exhibition.
- In the event of an accident caused by an exhibitor’s actions, the related exhibitor(s) will be responsible for resolution of the matter.

Access

Kyoto International Conference Center

From the Nearest Station
A 5 min. walk from “Kokusaikaikan Station” on the Karasuma Line of the Kyoto Municipal Subway. After leaving the ticket gates, go through the underground walkway and use exit 4-2. From the exit, you can walk along the passageway directly to the entrance without having to worry about rain.

For Visitors Attending by Car
A taxi ride from the city center takes about 25 min. in normal conditions.
- In normal conditions, taxis take about 30 min. from Kyoto Station, or about 1 hr. 30 min. from Kansai International Airport.
- Via car, access takes about 40 min. from the Kyoto Minami I.C. or Kyoto Higashi I.C. of the Meishin Expressway (in normal conditions).

Keihanna Open Innovation Center @Kyoto (KICK)

From the Nearest Station
Take an express train from Kyoto Station on the Kintetsu Kyoto Line and get off at Shin-Hosono Station (30 min.). Take the Nara Kotsu Bus number 36 or 47 and get off at Koenhigashi-dori.
- On the Kintetsu Keihanna Line, get off at Gakkou-Mizuya Station. Take the Nara Kotsu Bus number 47 and get off at Koenhigashi-dori.
- A free shuttle bus will be running from the nearest station on days the expo is held.

For Visitors Attending by Car
- From the Hanshin Expressway take the Daini Keihan and get off at Hirakata Higashi IC. Take National Route 307 and get on the Keinawa Expressway at Tanabe-Nishi IC. Get off at Seika-Gakken IC and proceed west on Seika-odori.
- Alternative route: From the Hanshin Expressway, take the Daini Hanna and get off at the Horai Ramp. Take National Route 24 and get on the Keinawa Expressway at Kizu IC. Get off at Seika-Gakken IC and proceed west on Seika-odori.