

NIKKEI MESSE

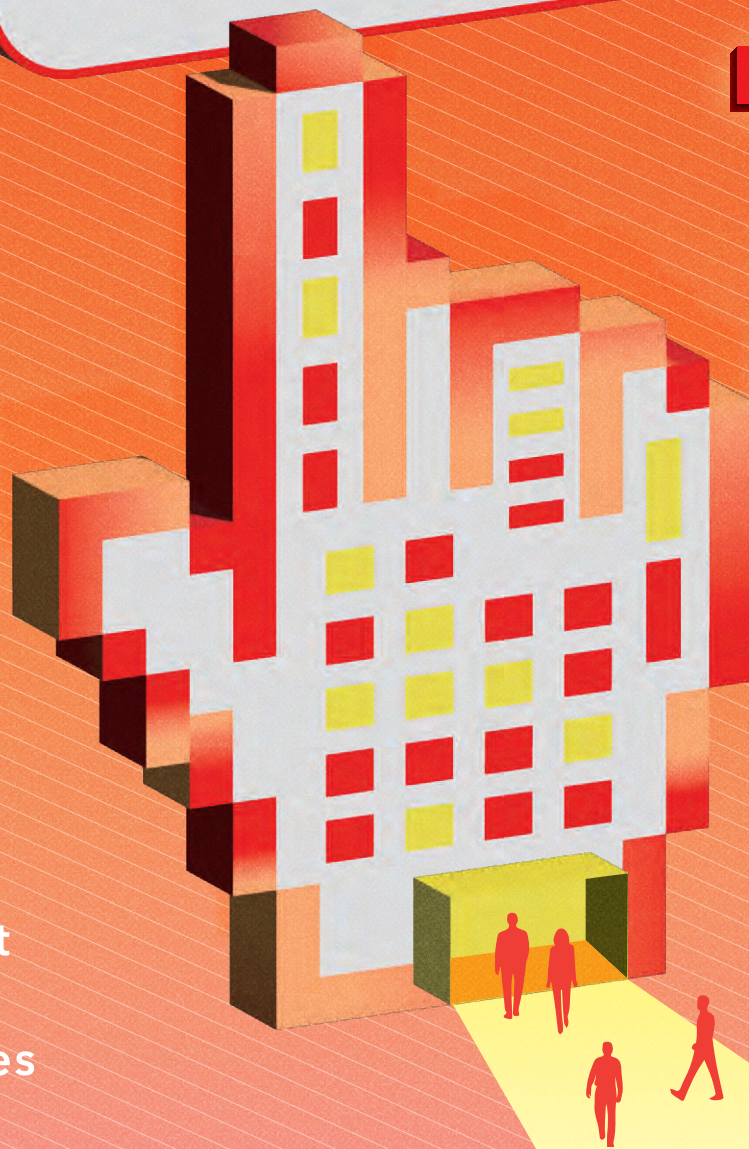
Shop, Office, House & Urban Innovation Exhibition Japan

Exhibitor Brochure

Application Deadline
October 11, 2024

Early Bird
Discount Deadline
August 30

GET



Fill Your Cart
with Future
Opportunities

The 54th International Exhibition for Shop Systems and Fixturing

JAPAN SHOP 2025

March 4(Tue.)—7(Fri.), 2025

TOKYO BIG SIGHT
(Tokyo International Exhibition Center)

Organizer : Nikkei Inc.

<https://messe.nikkei.co.jp/en/js/>

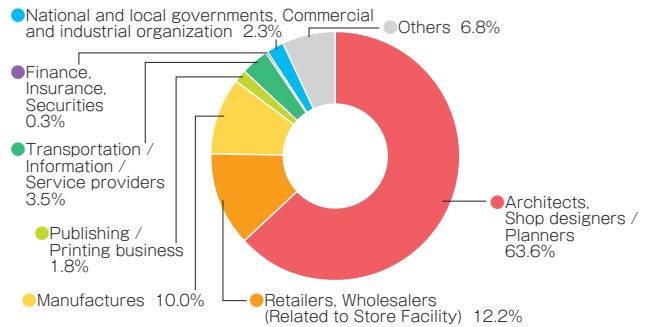
An ideal platform for new business and trade cooperation

Deepen existing ties and meet new customers at JAPAN SHOP, Japan's leading shop fitting show with a history of over 50 years. With almost half of JAPAN SHOP visitors attending the show repeatedly, it is well-known and a not-to-be-missed opportunity for the industry. This 4-day show is designed for you to experience the forefront of shop designs, displays, furniture, equipment, ad signs and sales promotion tools. Eight related shows under one roof generate synergistic effects, and Nikkei's extensive data sources effectively attract significant attention from buyers.

Outline

Title: JAPAN SHOP 2025 (The 54th)
Dates: March 4 (Tue.) - 7 (Fri.), 2025 10:00 a.m. - 5:00 p.m.
 (10:00 a.m. - 4:30 p.m. on the last day)
Venue: TOKYO BIG SIGHT (Tokyo International Exhibition Center) East Hall
Admission: Free (registration required)
Organizer: Nikkei Inc. (NIKKEI)
Number of Exhibitors: 200 companies expected
Number of Booths: 500 booths expected
Number of Visitors: 70,000 expected
 (Total number of JAPAN SHOP, ARCHITECTURE + CONSTRUCTION MATERIALS, LIGHTING FAIR)

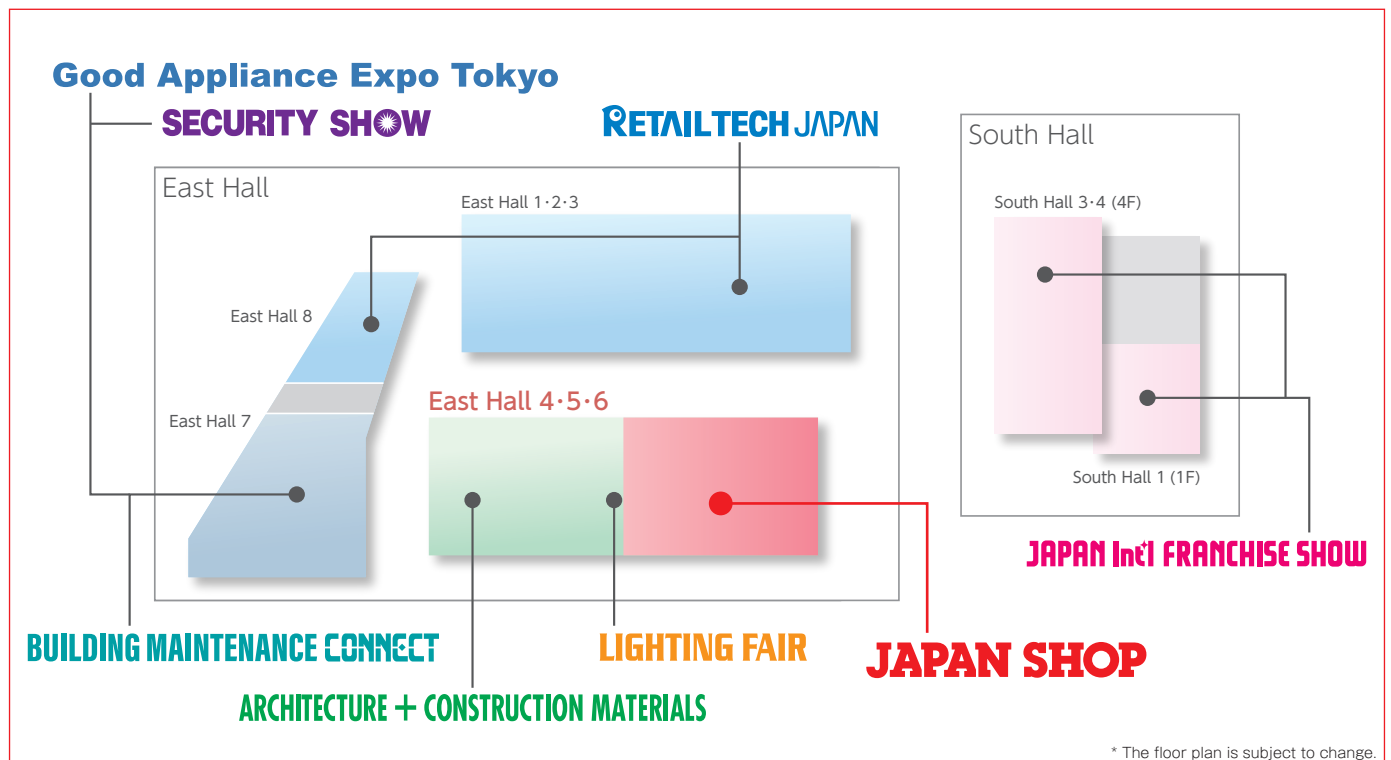
Visitor Profile (2024)



About NIKKEI

Nikkei Inc. is a world-renowned media brand for Asian news, respected for quality journalism and for being a trusted provider of business news and information. Founded as a market news provider in Japan in 1876, Nikkei has grown into one of the world's largest media corporations, with 37 foreign editorial bureaus and approximately 1,500 journalists worldwide. Nikkei acquired the UK-based Financial Times in 2015. Our combined digital and print circulation totals about 2.3 million, and we are continually deploying new technologies to increase our readership.

Japan's leading comprehensive exhibition, "NIKKEI MESSE", the quickest way to promote your company in the Japanese market!



NIKKEI MESSE

Shop, Office, House & Urban Innovation Exhibition Japan

NIKKEI MESSE is a comprehensive exhibition of various products, services, and solutions for Japan's future urban, residential, and commercial infrastructure. NIKKEI MESSE attracts numerous visitors, with the active exchange of business ideas and information taking place at the venue. Solutions for the construction of safe, accessible, and comfortable shops/commercial facilities, houses, offices, and public facilities/spaces are easily available. Since its inauguration in 1972, the NIKKEI MESSE has been held for 54 years, including the one held in 2025. In 2013, the exhibition was renamed as NIKKEI MESSE and continues its successful run.

JAPAN SHOP 2025

Innovative Technology and Design for a Circular Society

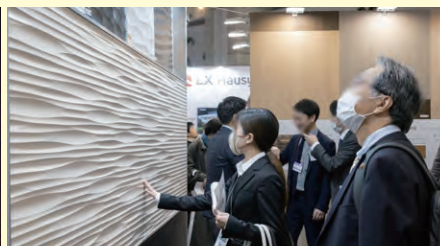


JAPAN SHOP is a leading exhibition in the industry that brings together the latest designs, equipment, and facilities for new stores and urban development. We propose commercial spaces creation that responds to diversifying consumption styles and emerging values.

The latest designs and graphics for attractive stores and cities, a comprehensive introduction to interior and exterior materials, fixtures, space production equipment, etc. It is also essential for high-quality spatial design.

Range of Exhibits

- Commercial space design and displays
- Interior materials and products, interior and exterior building materials
- Store equipment and fixtures
- Signs, signboards, graphics
- Spatial production equipment
- Shop Lighting and Lighting Control Systems
- Point-of-Purchase/Sales Promotion Ad Tools, In-Store Marking Tools
- Audio Visual Equipments and Systems, etc.



Starting this time, we will also be holding a focused exhibition of furniture and lighting, which are essential for high-quality spatial design.

Focused Exhibition

Premium Furniture & Lighting Zone

Living rooms, dining rooms, beds, garden furniture, custom-made and contract furniture, furniture for shops and commercial facilities, furniture for hotels and inns, office furniture, arts and crafts, traditional craft furniture, antique furniture, imported furniture and interior manufacturers, etc.

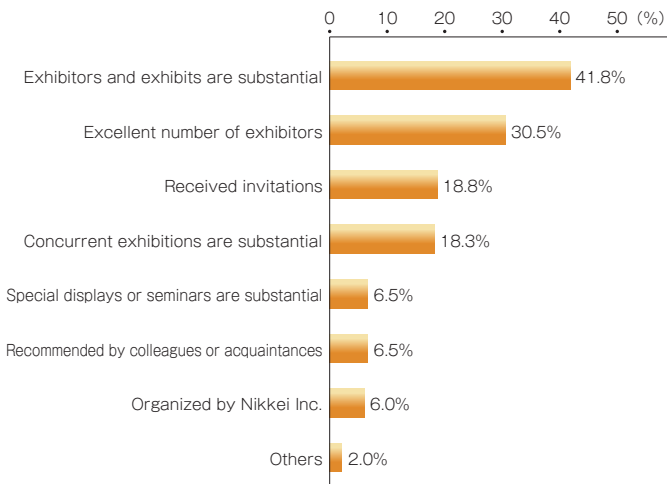


Results of Visitor Questionnaires (2024)

Many decision makers attend this show!

[Questionee 400]

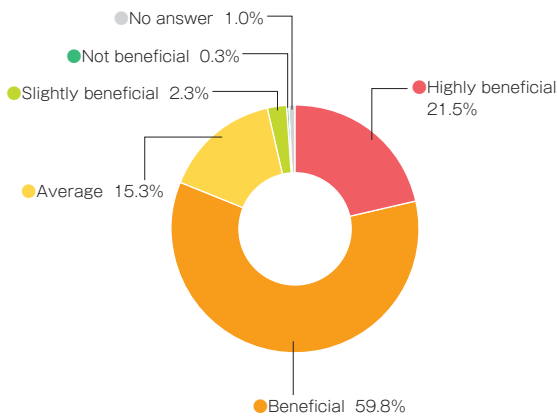
Visiting Purpose (Multiple Answers Allowed)



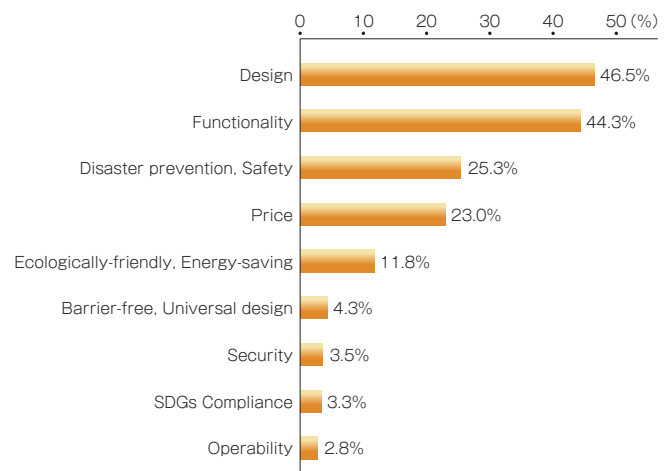
Extent of Authority



Extent of Reference



Your Needs When Purchasing Shop Fittings, Fixtures and Facilities (up to two options)

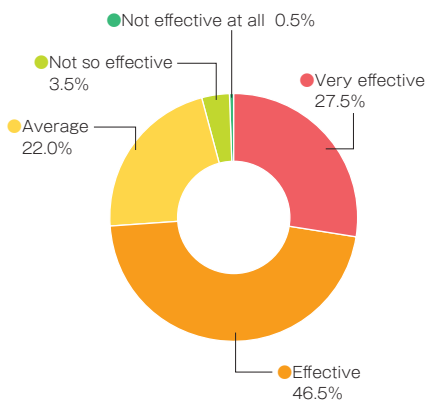


Results of Exhibitor Questionnaires (2024)

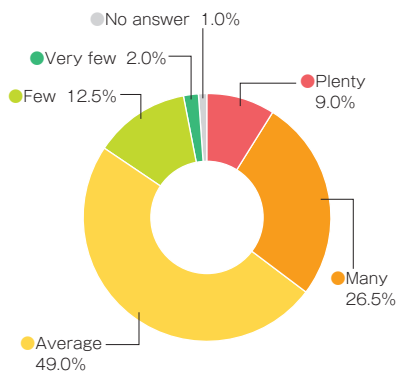
High exhibitor adoption rates!

[Questionee 200]

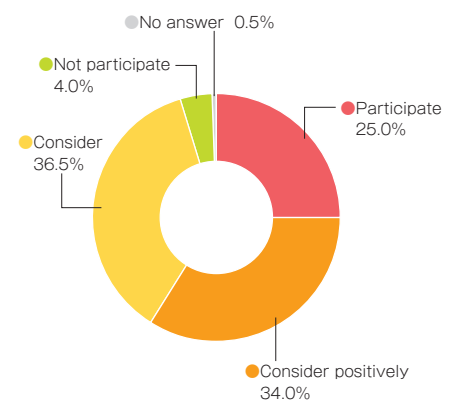
Feedback on the Exhibition



Number of Business Meetings



Intention to Attend the Next Exhibition



Promotional Campaigns

Nikkei Media Group

The exhibition will be effectively advertised and promoted through various mediums of the Nikkei Media Group. Among them are The Nikkei, The Nikkei Business Daily, The Nikkei MJ, NIKKEI.com (the group's news site), and other professional journals. Our promotional campaign also includes publicity through TV Tokyo's regular and satellite broadcasting networks.

Official Website

Up-to-date show information as well as the current trends of the industry offered through the official website.

<https://messe.nikkei.co.jp/en/js/>



Direct Mail

Direct mail ads sent to prospective visitors including major buyers, utilizing the huge database of the Nikkei Media Group.



E-mail Magazine

Promotions through e-mail magazine, sent to pre-registered visitors and visitors to the previous events organized by Nikkei.



Partnership with Various Industry Media

Partnerships with trade newspapers and magazines for publicity and special events during the exhibition.

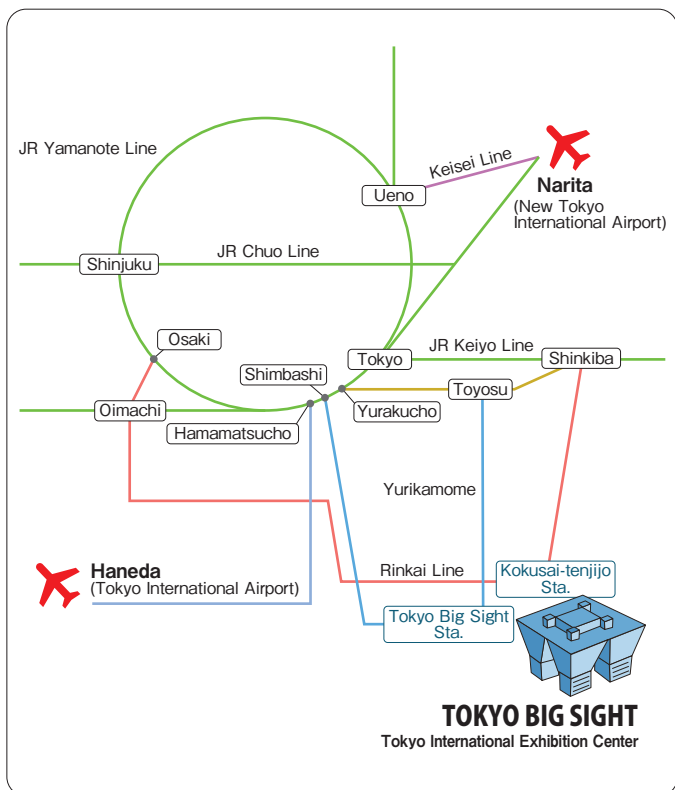


Events and Seminars

Attracting prospective visitors with special display and theme-specific seminars.

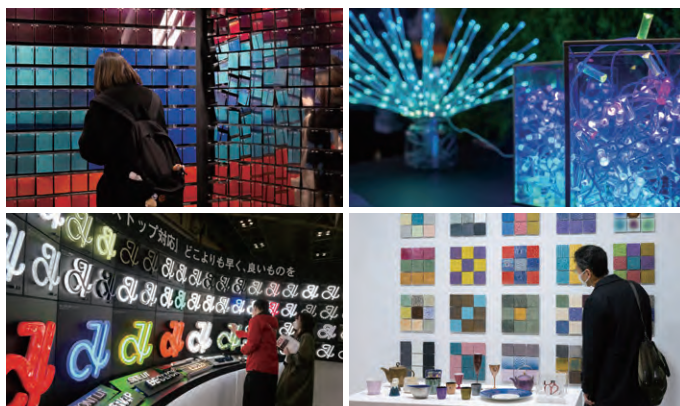


Access Map



Train					
Rinkai Line	Shinkiba (JR, Subway)	Approx. 5 minutes	Kokusai-tenjijo	Approx. 7 minutes walk from Kokusai-tenjijo Sta.	TOKYO BIG SIGHT
	Osaki (JR)	Approx. 13 minutes			
Yurikamome	Shimbashi (JR, Subway)	Approx. 22 minutes	Tokyo Big Sight	Approx. 3 minutes walk from Tokyo Big Sight Sta.	TOKYO BIG SIGHT
	Toyosu (Subway)	Approx. 8 minutes			
Airport Bus (Limousine Bus, Keihin Kyuko Bus)					
Haneda Airport	Approx. 25 minutes	TOKYO BIG SIGHT			
Narita Airport	Approx. 60 minutes	Tokyo Bay Ariake Washington Hotel (3 minutes walk)			

Please note that some buses may only be available during times of events being held.



Exhibitor Application Guideline and Notice

Exhibition Fee (TAX incl.)

Booth Size	Early Bird Registration Special Rate Offered until August 30	General Registration Application deadline October 11
1 booth	JPY 495,000	JPY 528,000
2 – 11 booths	JPY 451,000	JPY 484,000
12 or more booths	JPY 429,000	JPY 462,000

Exhibition Fee includes

● **Booth Rental** 1 Booth = 9 square meters (3m wide × 3m depth)

Prices shown on the left do not include any costs associated with displays, carpets, signs, furniture or electrical power. Please use the optional decorating package shown below. Exhibitors may also obtain the necessary furnishings independently.

Notes:

1) The height limit for fixtures depends on the booth space. 2) Each co-exhibitor is required to rent one booth.

Application and Payment

**Application Deadline :
October 11 (Fri.), 2024**

**Early Bird Discount Deadline :
August 30 (Fri.), 2024**

- Please e-mail the application form to the Overseas Sales Agent.
- If there is no deficiency in your application form, the Overseas Sales Agent will send you an invoice for the exhibition fee.
- You are requested to pay your exhibition fee in full within three weeks of the issuance of the invoice.
- Your application is deemed formally accepted and you are treated as an exhibitor on the payment of your exhibition fee.

Booth Location

Booth locations will be determined and announced by the Organizer at the exhibitor briefing session held ONLINE on November 27 (Wed.), 2024. *The exhibitor briefing session will be conducted in Japanese only.

Cancellation Fee

If all or part of an exhibit is to be withdrawn or cancelled due to circumstances on the part of the Exhibitor (including Overseas Sales Agent if it serves as an exhibition intermediary), the Exhibitor (or Overseas Sales Agent if it serves as exhibition intermediary) shall notify the Organizer of such decision in writing by a method accepted by the latter party, and pay the full exhibition fee, which will serve as the cancellation fee. The cancellation fee shall be incurred from the date when the Organizer has sent a confirmation mail to notify the Exhibitors that it had received their application for exhibition. If the amount of damage to the Organizer or its related parties exceeds the cancellation fee, the excess amount is charged to Exhibitor separately.

Others

Applicants must pay the exhibition fee / optional decorating package fee in full. Any bank charges accruing from transferring fees invoiced by the Overseas Sales Agent must be borne by applicants. During the exhibition, the Overseas Sales Agent will charge any cash shortages in Japanese yen from exhibitors if there is any deficiency in payments made by exhibitors. If an exhibitor cancels its application, any bank charges accruing from its cancellation must be borne by the exhibitor.

Exhibition fee refund policy in case of cancellation due to force majeure

If the Organizer determines it necessary to suspend or shorten the period of the exhibition due to force majeure events such as the outbreak of infectious disease or any other causes beyond the reasonable control of the Organizer, the exhibition fee will be refunded to the Exhibitor (or Overseas Sales Agent if it serves as the exhibition intermediary) as outlined on the right. If all or part of an exhibit is cancelled due to circumstances on the part of the Exhibitor, the standard cancellation fee will be charged. For details, please refer to the Exhibition Rules.

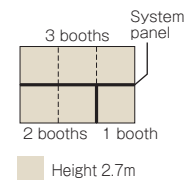
Until Tuesday, December 31, 2024	100% of the exhibition fee
From Wednesday, January 1 to Friday, January 31, 2025	80% of the exhibition fee
From Saturday, February 1 to Friday, February 28, 2025	70% of the exhibition fee
From Saturday, March 1 to Monday, March 3, 2025 (move-in and setup period)	50% of the exhibition fee
From Tuesday, March 4 to Friday, March 7, 2025 (exhibition and move-out period)	0% of the exhibition fee

Booth Configuration and Height Limits

Exhibitors requiring island booths exposed to an aisle on all four sides must reserve a minimum of 12 booths. For exhibits using four booths, they can opt for a single-row (1 x 4) or double-row (2 x 2) configuration. *Applications for five booths are not accepted. *If exhibit products exceed the height limit, exhibitors should contact the Overseas Sales Agent in advance.

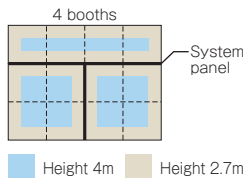
3 booths or less

Height limit: 2.7 meters



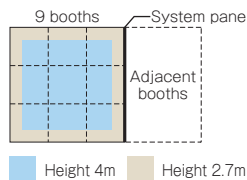
4 booths

The height limit of booths set up within 1 meter of adjacent booths, rear walls, or aisles is 2.7 meters. The height limit of other booth configurations is 4 meters.



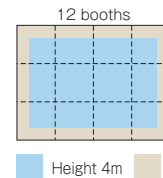
6, 8, 9, and 10 booths

The height limit of booths set up within 1 meter of adjacent booths, rear walls, or aisles is 2.7 meters. The height limit of other booth configurations is 4 meters.



12 or more booths - island booths

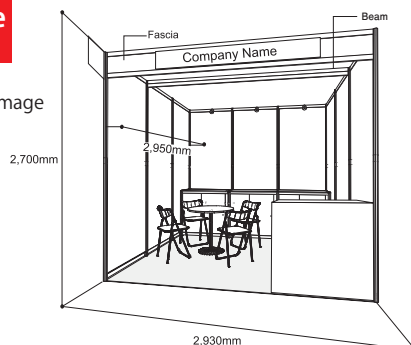
The height limit of booths set up within 1 meter of aisles is 2.7 meters. The height limit of other booth configurations is 4 meters.



*Any exhibiting vehicle shall also be kept within this limit.

Decorating Package (Optional)

1 Booth Image



Decorating Package includes the following:

- Needle Punched Carpet
- Folding Chair x4
- System Display Box with Storage x3 (W990mm x D495mm x H920mm)
- Reception Counter x1 (W900mm x D450mm x H800mm)
- LED Spotlight (Short) x3
- 100V Outlet (up to 900w, 2 plugs) x1
- Electrical Installation 1kW
- Power Supply Usage Fee 1kW

Colors Available : Red, Orange, Green, Blue, Gray, Beige

- Beam (Ceiling Structure) x1
- Fascia
- Company Name Board x1
- Booth No. Board
- Round Table (600mm Ø) x1

Total Amount (TAX incl.)

1 Booth JPY 187,000

*Please note that the specification for the 2-booth decorating package are different. For more details, please contact the NIKKEI MESSE Overseas Sales Agent.

[Contact]

NIKKEI MESSE Overseas Contact Office / Overseas Sales Agent
Congrés Inc. E-mail: tradefairs@congre.co.jp

EXHIBITION RULES

[1. Enforcement of Rules]

Exhibitors (including Co-exhibitors, the same shall apply hereinafter) must abide by the rules and provisions set in this Exhibition Rules, the Exhibitor Service Manual/Order Forms (exhibition procedures) that will be presented by the Organizer, Detailed Exhibition Rules and Submission Documents delivered at the exhibitor briefing session, its invoices, various documents and emails, etc. which will be presented individually by the Organizer (hereinafter referred to collectively as "Exhibition Rules, etc.") when participating in the following exhibitions held in 2025: "JAPAN SHOP," "ARCHITECTURE + CONSTRUCTION MATERIALS," "LIGHTING FAIR," "RETAILTECH JAPAN," "SECURITY SHOW," "BUILDING MAINTENANCE CONNECT," "Good Appliance Expo Tokyo," "JAPAN INTERNATIONAL FRANCHISE SHOW," and other special exhibitions and related events; hereinafter referred to collectively as the "Exhibition." No agreement or memorandum of understanding other than the Exhibition Rules, etc. may be entered into when Exhibitors participate in the exhibitions. Each Exhibitor shall have the Exhibition Rules, etc. observed by its related parties, such as its directors, employees, shareholders and capital contributors, co-exhibitors, as well as its advertising agents serving as exhibition intermediaries, its exhibition space construction-removal service contractors, its commissioned exhibition operation service contractors and any other related parties to any agreement to be concluded on the Exhibition (including any party to which any of such parties re-outsources its service and any party to which any of such re-outsourcing service contractors outsources the service; the above-mentioned directors and such parties to the agreement are hereinafter referred to collectively as "Exhibitor-related Parties") or related Parties are hereinafter referred to collectively as the "Exhibitor, etc."). If the Organizer determines that an Exhibitor, etc. has violated any of these rules, the Organizer has the right to, at any time (including during the move-in and the exhibition period), refuse the application for exhibition participation, including that for participation in the Organizer's future exhibitions, or revoke its approval for participation, as well as to order the removal of, or make change to, booths, exhibits or decorations, or to order to revise or suspend the demonstration method, or to order to suspend the provision of relevant services. The Organizer's decision standard and the reasons for such decision will not be disclosed. Even if the approval for Exhibitor's participation is revoked, the Exhibitor shall have to pay to the Organizer such cancellation fee as is set forth in the section [4. Cancellation] in these Exhibition Rules. If the Organizer or any of its related parties has incurred damage in an amount exceeding the said cancellation fee, the Exhibitor shall have to compensate such exceeding damage separately to the Organizer or any of its related parties. The Organizer shall not compensate the Exhibitor, etc. for any damage it incurred by the Organizer's refusal of the Exhibitor's exhibition application, by the revocation of participation, or to the removal of, or changes to, booths, exhibits or decorations, or to the revision or suspension of the exhibition demonstration method.

[2. Precaution for Exhibiting]

2-1. Exhibitors shall be limited to corporations and organizations providing products and/or services that meet the purpose of the exhibition prescribed by the Organizer. The Organizer may withhold the acceptance of the application, or refuse part of the applicant's exhibition or its participation itself if the Organizer determines, according to the participation standards prescribed by the Organizer at its own discretion, that an applying company/organization, its product or service is not appropriate for the exhibition (including but not limited to any circumstance falling under any of the following cases).
<Cases in which the Organizer will withhold the acceptance of the application or refuse part of the applicant's exhibition or participation itself.>
-Cases where there is any incomplete or false statement on the application form or other documents submitted by the applicant
-Cases where the Organizer determines that the content of the exhibits fails to meet the purpose of the exhibition
-Cases where the Organizer determines that the Exhibitor has infringed upon a third party's rights (intellectual property rights, likeness rights, etc.)
-Cases where the Organizer anticipates a complaint from other Exhibitors and visitors, etc.
-Cases where the Exhibitor itself has legally filed for bankruptcy liquidation proceedings or the Exhibitor is the subject of bankruptcy proceedings filed for by other party
-Cases where the Exhibitor has proved to be an anti-social force as set forth in [10. Exclusion of Anti-Social Forces].
-Cases where the Organizer determines that the exhibition is inappropriate

2-2. Exhibitors shall not sell, lease or service any merchandise or service that involves payment in the exhibition hall (hereinafter referred to collectively as "Spot Sales"), excepting the sale of certain merchandises or services approved in advance by the Organizer.
2-3. Co-exhibition shall be made only if the number of booths is not less than the number of co-exhibiting company/organization. For example, two companies/organizations cannot co-exhibit in the space allotted for one booth.
2-4. The Organizer may withhold or refuse the participation of an applicant to the exhibition if the applicant is from a country or region that is designated or recommended by the World Health Organization (WHO), the Japanese Ministry of Health, Labour and Welfare, the Japanese Ministry of Foreign Affairs, or any other such organization as having infectious disease outbreaks or epidemics. Applicants from outside the designated countries or regions may also be requested to submit relevant documentation at the discretion of the Organizer.

3. Application for Exhibition and Payment of Exhibition Fee
3-1. The application for exhibition shall be submitted to the Organizer by the Exhibitor by a method specified by the Organizer. The application shall be deemed to be formally accepted by the Organizer when the Organizer dispatches, after receiving the application, an "Exhibition Application Acceptance" notice (by e-mail or post) to the Exhibitor. Any Exhibitor who plans to apply for participation in the Exhibition for the first time must submit to the Organizer attachments specified by the Organizer such as its company brochure, product catalog and certified copy of company registration by a method specified by the Organizer. The Organizer may request additional attachments separately for certain exhibitions. The Organizer may, at its sole discretion, withhold or refuse an Exhibitor's application if all the attachments are not submitted. The Organizer shall not return to Exhibitors the application, attachments and all the documents submitted. Exhibitors should retain the copies of such documents as their own records. Exhibitors may entrust any advertising agency approved by the Organizer with providing exhibition intermediary service.
3-2. The Organizer shall issue an invoice for payment of the exhibition fee to the Exhibitor (notwithstanding, unless otherwise stated, the invoice shall be issued to the advertising agency if it provides exhibition intermediary service to the Exhibitor. The same applies hereinafter in this section "3-2.") after the Exhibitor's application has been formally accepted. The Exhibitor shall pay the exhibition fee by bank transfer to the designated bank account of the Organizer. The Exhibitor shall bear the transfer fee and the remittance fee.). The Organizer has the right, in its sole discretion, to revoke an acceptance of Exhibitor's application if the exhibition fee is not paid by the date designated by the Organizer (The Organizer has the right to revoke regardless of whether the Exhibitor [excluding the advertising agency] has remitted the exhibition fee to the applicable advertising agency).
3-3. The Organizer reserves the right to cancel (including both before and during the exhibition; hereinafter the same shall apply) or suspend the exhibition, or shorten or postpone the period of the exhibition due to force majeure (not limited to, natural disaster, epidemic, infectious disease, transportation delay, strike, war, civil unrest, terrorism, or other causes beyond the control of the Organizer and for other reasons not attributable to the Organizer. In the case of the cancellation, the exhibition fee paid to the Organizer will be refunded to the Exhibitor (or the advertising agency if it serves as exhibition intermediary) based on the following refund policy:

When the exhibition period is shortened or postponed, the Organizer will notify the Exhibitors of the change of exhibition fees, the revised exhibition period and venue, etc.
(Refund policy)
(i) Until and including Tuesday, December 31, 2024: 100% of the exhibition fee
(ii) From Wednesday, January 1 to Friday, January 31, 2025 (both dates inclusive): 80% of the exhibition fee
(iii) From Saturday, February 1 to Friday, February 28, 2025 (both dates inclusive): 70% of the exhibition fee
(iv) From Saturday, March 1 to Monday, March 3, 2025 (move-in and setup period) (both dates inclusive): 50% of the exhibition fee
(v) From Tuesday, March 4 to Friday, March 7, 2025 (exhibition and move-out period) (both dates inclusive): 0% of the exhibition fee
In the event of shortening the exhibition period or postponing the exhibition, the Organizer is to separately make an announcement on the handling of exhibition fees, the revised exhibition period, and the new venue to the Exhibitors.

[4. Cancellation]

4-1. Proposals from the Exhibitor to cancel or withdraw an exhibit after the Exhibition Application has been processed will not be accepted in principle. If all or part of an exhibit is to be withdrawn or cancelled due to circumstances on the part of the Exhibitor (including the if it serves as an exhibition intermediary), the Exhibitor (or the advertising agency if it serves as exhibition intermediary) shall notify the Organizer of such intention in writing by a method designated by the Organizer and pay the full exhibition fee as the cancellation fee.
4-2. The cancellation fee shall be payable from the date when the Organizer has accepted the Exhibitor's application for exhibition.
4-3. If the amount of damage to the Organizer or its related parties exceeds the cancellation fee, the Exhibitor shall compensate such excess damage separately.

[5. Allocation of Exhibition Space]

5-1. The Exhibitor's space allocation will be determined according to floor plan/configuration arranged by the Organizer, in the Organizer's sole discretion. The Exhibitor does not have the right to select the location and shall accept all determinations made regarding such without objection. For exhibitors for which a draw is held to determine booth space allocation, the draw shall be held according to the exhibition's rules and the Exhibitor shall accept all determinations regarding such space allocation without objection.
5-2. The Exhibitor shall not, for any reason whatsoever, exchange with, or assign/lease out to, another Exhibitor or a third party all or part of their exhibition space that has been determined by the Organizer or set by booth space allocation draw.
5-3. The Organizer, in its sole discretion, change the floor plan without obtaining the consent of the Exhibitor if the competent authority (police department, fire department, health center or any other authorities instructs or orders, or if some application for the exhibition was cancelled.

[6. Submission of Documents]

The Exhibitor shall submit all the documents requested by the Organizer such as those prescribed in the Exhibitor Service Manual/Order Forms by the prescribed date in the prescribed manner. In the event of any delay by the Exhibitor, the Organizer or any of its related parties may not accept the application.

[7. Outlines of Rules on Exhibition]

7-1. The Exhibitor must be solely corporations or organizations described in the application form, and the content of the exhibit shall be as described in the application form. Please note that even their parent companies, subsidiaries or related/affiliated companies, as well as group/partner corporations or organizations, that are not listed in the application form may not be able to exhibit their products and services, and their name may not be able to be displayed in the Exhibitor's booth.

7-2. If any changes occur in the corporation/organization itself, or in the content of the exhibit stated in the application form or products and services listed in the documents attached to the application, the Exhibitor must promptly notify the Organizer of such changes by a method specified by the Organizer of such changes and obtain the Organizer's approval.

7-3. The manner in which decorations and exhibits are to be moved in and out of the exhibition site as well as the exhibition rules and regulations shall be prescribed in the Exhibitor Service Manual/Order Forms, which the Exhibitor, etc. shall comply with.

7-4. The Exhibitor, etc. shall not engage in any exhibits, advertising or Spot Sales activity in locations such as aisles, etc. Such activity is to take place only in the Exhibitor's assigned booth space. The Exhibitor also shall not obstruct the activities of neighboring exhibitors. The Organizer will determine, in its sole discretion, the existence/non-existence of such obstruction, and the Exhibitor shall accept this determination and follow any orders issued by the Organizer.

7-5. The Exhibitor, etc. shall not cause harm to, or disturb other Exhibitors, etc. and visitors, and shall neither use displays with strong light, heat, odor or loud sound, nor present any demonstration causing annoyance to them. If the Organizer determines that any display is causing considerable harm or disturbance to other Exhibitors, etc. and visitors, the Organizer may, in its sole discretion, suspend or change such display as the Organizer sees fit, which the Exhibitor shall obey. Moreover, as dangerous materials are prohibited from being brought into the exhibition hall by local fire prevention regulations, open flames (naked flames), smoke, smoke machines and neon tubes, etc. cannot be used for displays and/or performances.

7-6. Exhibitors, etc. are to strictly follow the venue's fire prevention and safety regulations.
7-7. Exhibitors, etc. may not engage in any acts that are harmful or disturbing to other Exhibitors, etc. and visitors (such as forceful sales practices, solicitation, defamation, interfering with other's marketing activities, etc.) during, before or after the exhibition period. If the Organizer determines that any of the Exhibitors has engaged in any of such acts, the Organizer may order, at its sole discretion, the exhibit to be suspended or decide that the future applications for exhibition shall be declined, with which the Exhibitor shall obey.

7-8. The Organizer shall not be responsible in any way for business talks held or the content of contracts entered into between Exhibitors and visitors during, before or after the exhibition.

7-9. Exhibitors shall not take photographs or shoot videos at the exhibition hall, except at the space authorized by the Organizer or in their own booth.

7-10. Any Exhibitor planning to sell or serve alcoholic beverages at the exhibition hall must abstain from selling or serving such beverages to minors under 20 years of age or drivers. The Organizer shall not be held responsible in any way for any accident or incident caused by a minor under 20 years of age or a driver as a result of the Exhibitor's sale or service of alcoholic beverages.

7-11. The Organizer, at its discretion and judgment, may cancel the participation by the Exhibitor, etc. if Exhibitor has breached any of the rules set forth in the immediately-preceding items, or if its exhibition or act is likely to cause other Exhibitors, etc. or visitors to lodge a complaint on such exhibition or act, or is likely to bring about any dispute at the exhibition venue, or has actually brought about any complaint or dispute there. In such event, the Exhibitor, etc. shall obey the instruction by the Organizer.

[8. Handling of Personal Information]

8-1. The Exhibitor who acquires and manages visitors' personal information through the exhibition or Visitor Pass QR Code scanning service must comply with the Act on the Protection of Personal Information and other applicable laws. The purpose for which the personal information will be used shall be disclosed and notified to the visitor. Especially in order to protect the personal information of a third party, the Exhibitor must, unless otherwise allowed under such laws, obtain consent from the visitor from whom the information was obtained.

8-2. If the Exhibitor is asked by a visitor from whom personal information is obtained to disclose, revise, add, delete, stop usage of, or remove their personal information, or receives a complaint regarding the usage of the acquired personal information, the Exhibitor must take appropriate action as stipulated under the law.

8-3. Any dispute occurs between the Exhibitor and a visitor from whom personal information has been obtained over the management and usage of said personal information, the Exhibitor shall be responsible for resolving the dispute. The Organizer will assume no responsibility whatsoever with regard to such dispute.

8-4. The Organizer does not guarantee the accuracy or truthfulness of visitors' personal information.

8-5. In the event that the Exhibitor scans the QR Code printed on a visitor's pass using the dedicated app at its own booth and uploads the scanned data to a system set up for the Exhibition, the visitor's record is registered in the system. The Exhibitor can obtain the registered data from the system. However, if the QR Code is not scanned correctly, or the scanned data is deleted for technical reasons, the visitor's record may not be registered in the system. The Organizer will assume no responsibility for any data loss caused by the failure of the scanning app, computer terminals, or the system.

8-6. The Organizer will explain to all visitors through the visitor registration form that their personal information will be provided to the Exhibitor through a system set up for the Exhibition and obtain explicit consent from them for the same. Additionally, the Organizer will explain about the provision of visitor records through the QR Code printed on the pass issued to each visitor.

[9. Compensation of Damages]

9-1. The Organizer shall not be responsible in any way for any damages caused to any Exhibitor or a third party concerning its physical well-being, property, fame or reputation, arising from a cause caused by the use of the exhibition space, printed matter or the Exhibitor's official website by the Exhibitor.

9-2. The Exhibitor, etc. shall make compensation without delay for any damages to the structures or equipment in the exhibition hall and nearby area or to equipment prepared by the Organizer caused by the Exhibitor, etc. regardless of whether such damages are caused by negligence or intent.

9-3. The Organizer clearly disclaims responsibility for any disputes with other Exhibitors or third parties about the Exhibitor's product or service. The Exhibitor must settle such disputes on its own responsibility and its own expense, and thus hold the Organizer harmless. If the Organizer incurs any loss or damage arising from such disputes, the Exhibitor shall duly and promptly compensate the Organizer for such loss or damage.

9-4. The Organizer shall not be liable to compensate the Exhibitor, etc. for any damages that are due to changes in the exhibition period or the suspension of the exhibition, either of which is caused by force majeure (i.e. terrorism, domestic strife, war, strike, transportation delay, infectious disease, natural disaster or other reasons) in which the Organizer is not responsible.

9-5. The Organizer shall pay the damages excluding the lost profits to the Exhibitors in case where this exhibition gets shortened or cancelled for any reason attributable to it. However, the damage compensation (including the exhibition fee to be refunded) should not exceed the exhibition fee involved with the relevant exhibitor.

9-6. The Organizer shall not compensate Exhibitors, etc. for any damage caused to them due to typographical errors contained in the floor map, website pages, guidebooks and other types of notices or advertisements.

9-7. The Organizer shall not be responsible in any way for any type of damage caused by the Exhibitor, etc. to other Exhibitors, etc. or visitors owing to the Exhibitor's act, including without limitation damage to one's life, physical well-being, property, fame or reputation, during the course of the exhibition period, including the move-in period. Any dispute with other Exhibitors, etc. or visitors shall be resolved by the Exhibitor at its sole and own responsibility.

[10. Exclusion of Anti-Social Forces]

10-1. The Exhibitor, etc. shall represent and warrant that they are not currently nor have they in the past been an anti-social force (anti-social force refers to any of the types of persons or organizations specified in Items (i) through (vii) shown below).

(i) An organization that has been subjected to disposition under the Act on the Control of Organizations Which Have Committed Acts of Indiscriminate Mass Murder, or a person belonging to such organization, or other person having dealings with such organization or person, or an organization that is in the same category as the aforementioned type of organization, or a person belonging to such organization, or other person having dealings with such organization or person;

(ii) A person who has concealed, or is suspected to have concealed, crime proceeds or who has provided financial support to the perpetrator of such crime, or received, or is suspected to have received, the Act on Punishment of Organized Crimes and Control of Crime Proceeds, or other person having dealings with such person;

(iii) An organized crime group as defined in Article 2, Item 2 of the Act on Prevention of Unjust Acts by Organized Crime Group Members, its related organization and a member of such group or organization;

(iv) An organization or person such as a racketeer, socially-branded racketeering organization, politically-branded racketeering organization and specially-selected crime group;

(v) An organization or person that pursues financial gain through making unreasonable demands with the use of a method based on violence, threat, blackmail and fraud;

(vi) An organization or person that pursues financial gain through making unreasonable demands by hinting at being related to any of the types of persons or organizations specified in items (i) through (v) (hereinafter referred to as "Anti-social Force Entity");

(vii) A corporation and other type of organization whose representative is an Anti-social Force Entity or that is controlled by an Anti-social Force Entity;

(viii) A corporation or organization at which an Anti-social Force Entity serves as director, executive officer, senior officer, corporate auditor, trustee, supervisor or equivalent officer.

10-2. In the event that the Exhibitor has violated the provisions of the preceding paragraph, the Organizer shall have the right to cancel and/or remove the exhibit, which will not constitute a refund for exhibition fees already paid, and the Organizer will not be liable for any damage caused as a result of the cancellation and/or removal.

[11. Others]

11-1. The Exhibitor agrees that the Exhibition Rules and all the legal relationships based on the Exhibition Rules ("Exhibition Rules, etc.") shall be governed by the laws of Japan, and the Osaka District Court shall have the exclusive jurisdiction of the first instance regarding any and all disputes that arise concerning the Exhibition Rules, etc.

11-2. The Organizer reserves the right to make revisions or additions to the Exhibition Rules to the extent permitted by law in its sole discretion. The contents and effective date of any such revisions or additions shall be made available promptly in advance to the Exhibitor and shall be effective immediately upon adoption.

[12. Visas]

12-1. Foreign Exhibitors shall obtain visas on their own as necessary, as the Organizer can neither supply any documentation (invitation letters, etc.) for applying for such visas nor act as a visa guarantor.
12-2. Even if an Exhibitor cannot exhibit because of being unable to enter Japan for any reason, the Organizer shall not compensate for arising damages or refund the exhibition fee.
12-3. Notwithstanding 12-2, if an Exhibitor cancels an exhibit because of lockdown or travel restrictions in the residence area of the Exhibitor or landing restriction or suspension of visa issuance by Japanese government due to spread of the outbreak of infectious disease, the exhibition fee paid to the Organizer will be refunded to the Exhibitor (or the advertising agency if it serves as exhibition intermediary) on the same standard set forth in 3-3.

To participate the exhibition:
Please submit filled application form to
NIKKEI MESSE Overseas Sales Agent.
E-mail: tradefairs@congre.co.jp

Deadline: October 11 (Fri.), 2024

Early Bird Discount Deadline: August 30 (Fri.), 2024

JAPAN SHOP 2025

APPLICATION FORM

To : NIKKEI MESSE Overseas Sales Agent

We, the undersigned, hereby apply for exhibit space in the exhibition and declare that all obligations, rights and duties resulting from this application are to be governed by the 'Exhibition Rules' set forth by an organizer, which we have read and we have agreed.

(*Please pay attention to the Exhibition Rules)

Name of Company (The company name as printed will be displayed on the website and exhibition prints. Any legal personality will be omitted.)

Address of Head Office

Country

Zip Code :

E-mail

URL

http://

Contact Person (Please fill in the address if it differs from the head office address provided above.)

Name :

Job Title / Dept. :

Address :

Tel :

Fax :

E-mail :

Range of Exhibits

Exhibit Zone (Please select one preferable zone.)

General Zone

Premium Furniture & Lighting Zone

Category of Your Exhibits
(Please select the most appropriate category.)

- Design and Display for Commercial Space
 Shop Decoration Materials
 Shop Interior Materials and Products
 Shop Fittings and Fixtures
 Shop Facilities
 Furniture

- Shop Lighting and Lighting Control Systems
 Signs
 Graphics, Manufacturing Equipments and Materials
 Point-of-Purchase / Sales Promotion Ad Tools, In-Store Marking Tools
 Audio Visual Equipments and Systems
 Related Information / Publishing / Consulting

Description of Your Exhibits (20 words or less)

Space Requirements (To be completed by an authorized representative of the organization applying to exhibit.)

Exhibition Fee
(TAX incl.)

Booth Size	Early Birds Before August 30	After August 31
1 booth	<input type="checkbox"/> JPY 495,000	<input type="checkbox"/> JPY 528,000
2 - 11 booths	<input type="checkbox"/> JPY 451,000 × () booths	<input type="checkbox"/> JPY 484,000 × () booths
12 or more booths	<input type="checkbox"/> JPY 429,000 × () booths	<input type="checkbox"/> JPY 462,000 × () booths

= Total Amount JPY ()

*The deadline for Early Bird application is August 30 (Fri.), 2024.

*Any bank charges and handling fees (JPY 3,000) (the fee for carrying out exhibition administrative procedures) are not included.

Will you or contact person in Japan attend the briefing session on November 27 (Wed.), 2024? *Online/In Japanese only Yes, please send further information

Contact Person / Representative in Japan (if applicable)

Name of Company :

Contact Person :

Address :

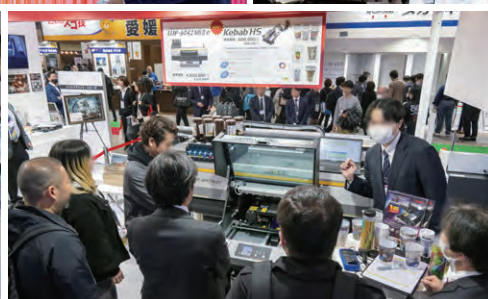
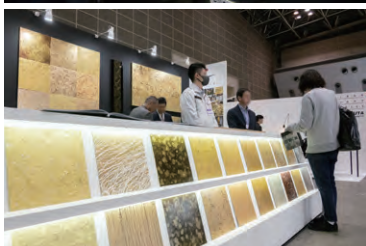
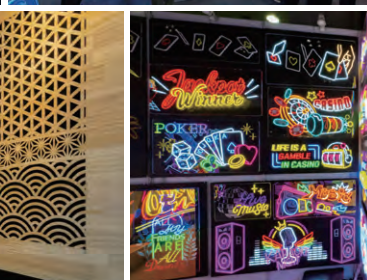
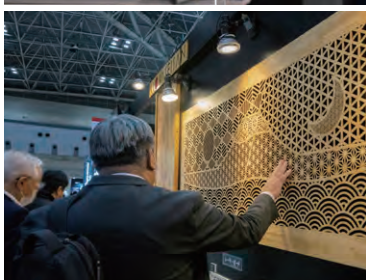
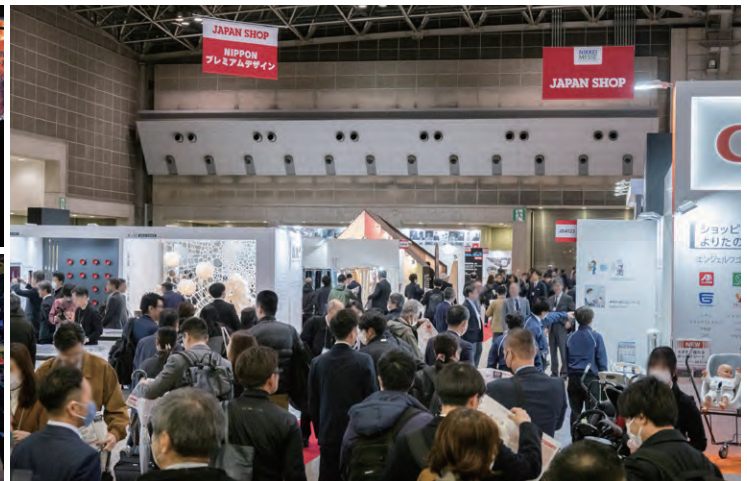
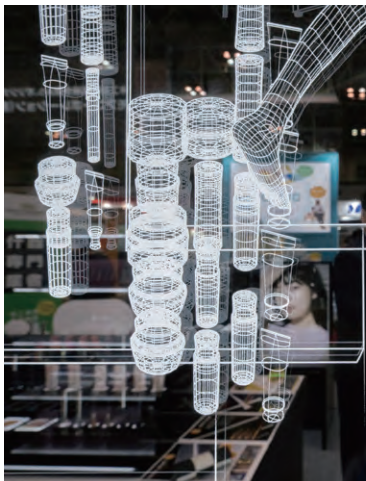
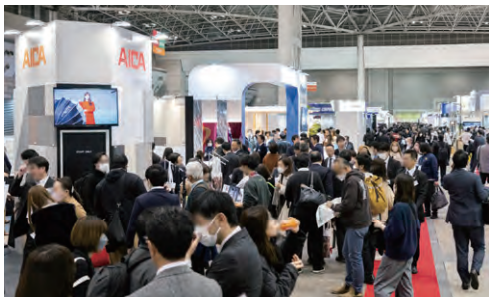
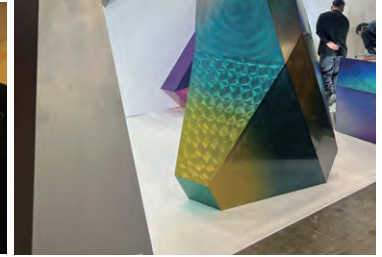
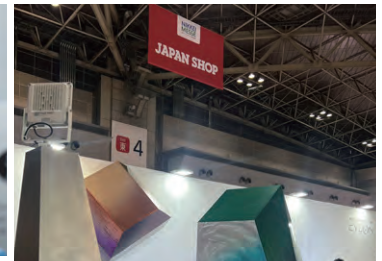
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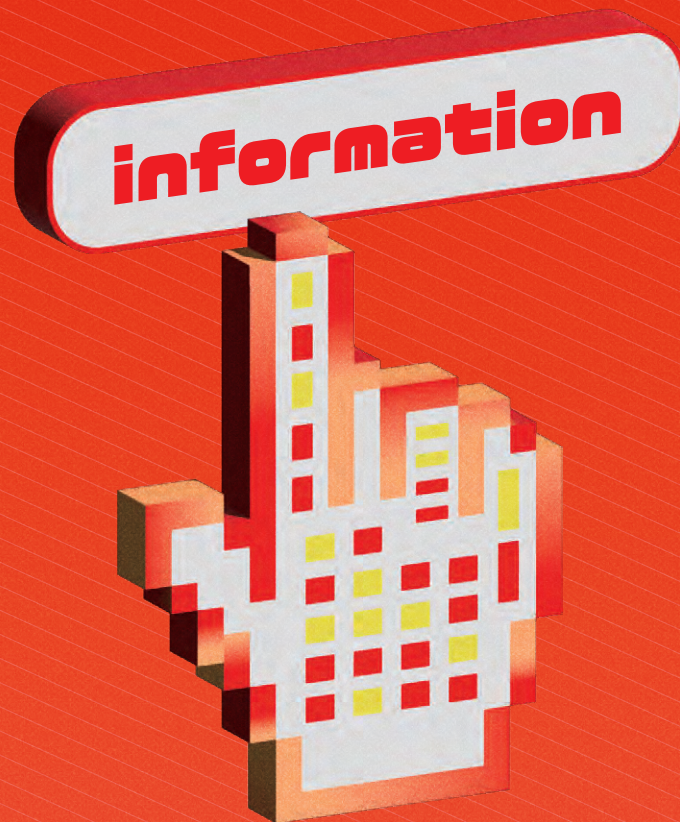
E-mail :

Signature

Date (mm / dd / yy)

/ /





Contact

**NIKKEI MESSE Overseas Contact Office / Overseas Sales Agent
Congrès Inc.**

E-mail : tradefairs@congre.co.jp

NIKKEI MESSE Schedule

2024: Osaka / October 17 (Thu.)-18 (Fri.) INTEX Osaka

2025: Tokyo / March 4 (Tue.)-7 (Fri.) Tokyo Big Sight

Osaka / July 10 (Thu.)-11 (Fri.) INTEX Osaka

2026: Tokyo / March 3 (Tue.)-6 (Fri.) Tokyo Big Sight

***The events concurrently held with JAPAN SHOP OSAKA
will be different from those held with JAPAN SHOP in Tokyo.**