



**Exhibitor  
Brochure**  
Application deadline  
**October 14,  
2011**

The 41st International Exhibition for Shop Systems and Fixturing

# JAPAN SHOP 2012

Organizer: Nikkei Inc.  
March 6 (Tue.) – 9 (Fri.), 2012

<http://www.shopbiz.jp/en>

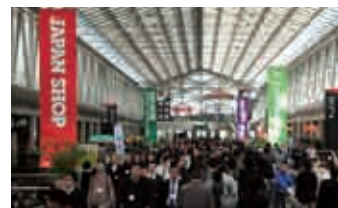
TOKYO BIG SIGHT (Tokyo International Exhibition Center)



## All about "JAPAN SHOP"

### ▶ Japan's largest shop trade show, now in its 41st year

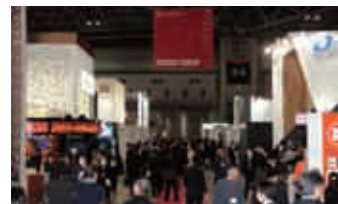
First held in 1972, JAPAN SHOP has contributed to invigorating the industry over the years, generating new business and providing information on shops that appeal to consumers. With 45% of JAPAN SHOP visitors attending yearly as repeaters, this history-rich, comprehensive industry show is a regular stop for target visitors. And, with first-timers making up 26% of attendance and the addition of many new exhibitors, the venue abounds with excitement.



### ▶ Over 120,000 visitors, mainly management executives in the planning/design, logistics and retail sectors

About 70% of visitors are key persons or decision-makers influencing the type of shop fixtures or equipment selected for use.

JAPAN SHOP is the ideal venue for expanding business opportunities.



### ▶ Plenty of business negotiations make for satisfied exhibitors

Visitors actively approached exhibitors for business talks, and 88% of exhibitors rated their satisfaction with exhibiting in the show as "excellent," "good" or "average" in 2011.

69% of exhibitors also said that business negotiations were "very numerous," "numerous" or "fairly numerous."



### ▶ Full range of organizer-hosted events

The organizer disseminates information on new trends and design concepts for commercial facilities through exhibitions and seminars, newspaper coverage, the JAPAN SHOP website and other media, in order to reach broad targets on a continuing basis.



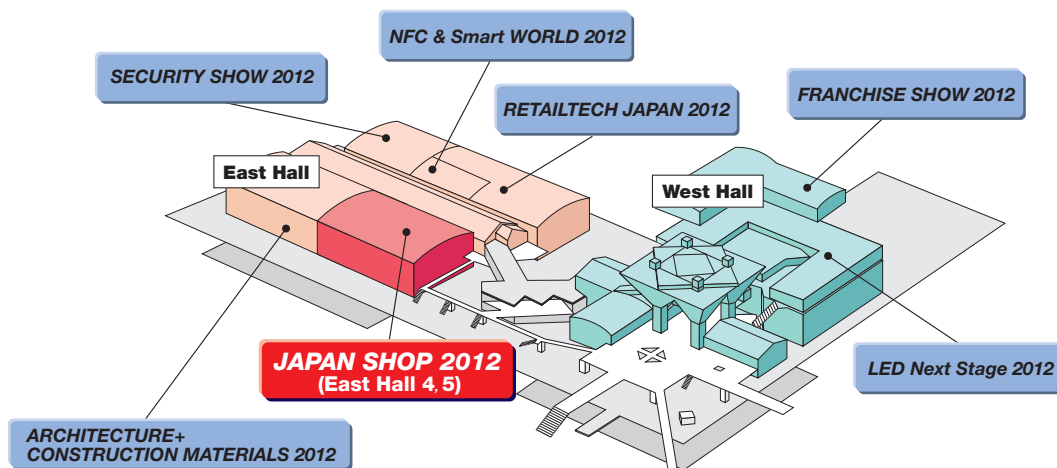
### ▶ Held with six other shows related to "Shop & Retail Innovation," so guaranteed to have strong drawing power

Other shows—ARCHITECTURE+CONSTRUCTION MATERIALS, RETAILTECH JAPAN, NFC & Smart WORLD, SECURITY SHOW, LED Next Stage and FRANCHISE SHOW—are being held concurrently with JAPAN SHOP in the East and West halls at Tokyo Big Sight, the Tokyo International Exhibition Center.

This generates a synergy effect that will attract approximately 240,000 visitors in total, making the show Asia's largest retail and distribution event.

Data on Exhibitions (2011)

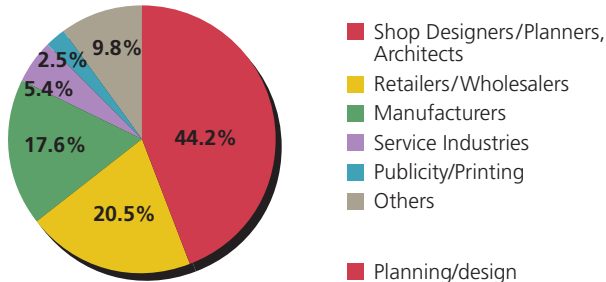
Name	No. of Exhibitors	No. of Booths
JAPAN SHOP 2011	232	601
ARCHITECTURE + CONSTRUCTION MATERIALS 2011	257	567
RETAILTECH JAPAN 2011	152	619
IC CARD WORLD 2011	31	89
SECURITY SHOW 2011	182	519
LIGHTING FAIR 2011	258	712
FRANCHISE SHOW 2011	157	261
TOTAL	1,269	3,368



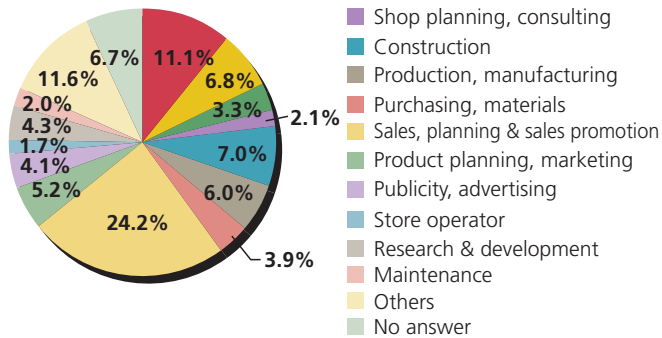
# We Reach the People You Want to Meet

## Visitor Profile

### ◆ TYPE OF INDUSTRY



### ◆ OCCUPATION



## Publicity/PR

To ensure exhibitor success, JAPAN SHOP is aggressively promoted among leading Japanese business people through NIKKEI's media reach. Our high-profile publicity campaign is directed at the decision-makers you want to meet.

### ◆ Newspapers

Announcements, articles and advertisements will appear in *The Nihon Keizai Shimbun*, the premier daily business newspaper in Japan, and the NIKKEI Group papers. NIKKEI's flagship publication *The Nihon Keizai Shimbun* reaches an estimated 3,000,000 readers including Japan's top business executives and its most influential opinion leaders.

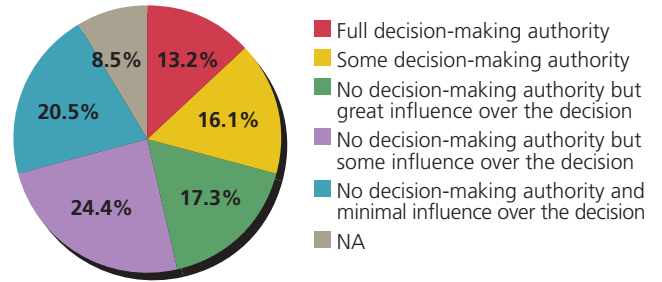


### ◆ Magazines

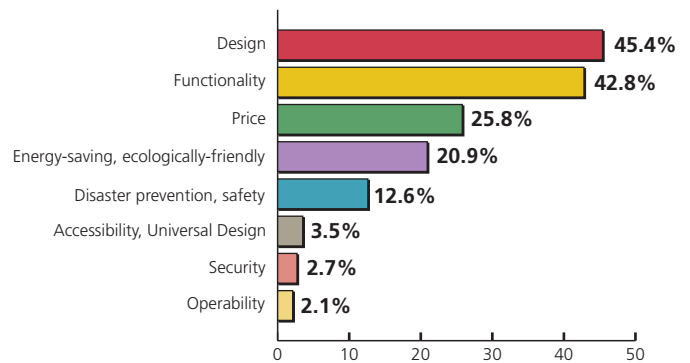
Articles and advertisements will appear in commercial-space design and display magazines, as well as in other industry magazines.



### ◆ DECISION-MAKING AUTHORITY IN PURCHASING



### ◆ NEEDS WHEN BUYING SHOP FIXTURES OR EQUIPMENT



### ◆ Direct Mail

Numerous direct mails will be sent to past attendees, business people in the field of distribution, shop design specialists and supporting organizations.



### ◆ E-mail Magazine

E-mails will be sent to registrants, industry insiders and other interested individuals.



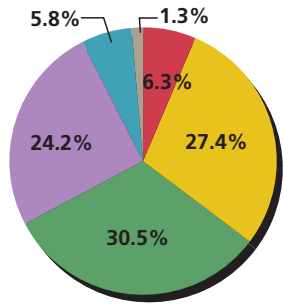
## What is NIKKEI?

([www.nikkei.co.jp/nikkeiinfo/english](http://www.nikkei.co.jp/nikkeiinfo/english))

Nikkei Inc. is Japan's leading supplier of business, economic and financial news, through a variety of media such as publishing, broadcasting, the Internet and exhibitions.

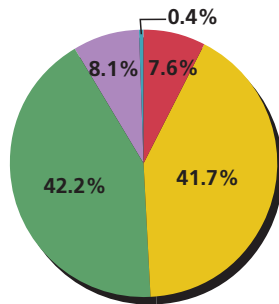
### Findings from Exhibitor Survey

#### ◆ NO. OF VISITORS TO THE SITE



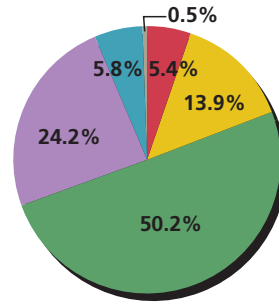
Very satisfied (red), Satisfied (yellow), Fairly satisfied (green), Dissatisfied (blue), No answer (grey), Somewhat dissatisfied (purple)

#### ◆ VISITORS' REACTIONS



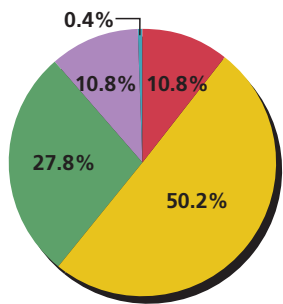
Very good (red), Good (yellow), Average (green), Not very good (blue), No answer (grey)

#### ◆ NO. OF BUSINESS NEGOTIATIONS DURING THE SHOW



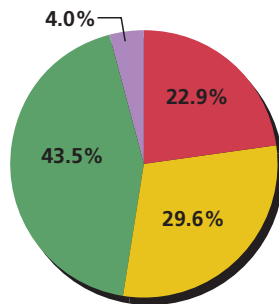
Very numerous (red), Numerous (yellow), Fairly numerous (green), Not that numerous (blue), No answer (grey)

#### ◆ EXHIBITORS' IMPRESSIONS



Excellent (red), Good (yellow), Average (green), Not very effective (blue), Not effective at all (purple)

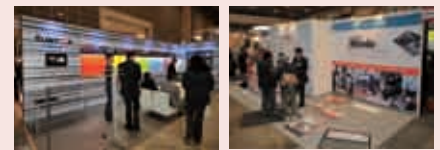
#### ◆ INTENTION OF PARTICIPATING IN 2012



Will participate (red), Planning to participate (yellow), Will not participate (blue), No answer (purple)

2011 show had 232 participating companies including 23 overseas companies.

The companies from Germany, Korea, China, Hong Kong and Taiwan exhibited at JAPAN SHOP 2011. In the exhibitor survey, they indicated that they were "satisfied."



### Exhibition Categories

1. Merchandise display fittings and commercial design
2. Shop architecture and interior materials
3. Shop fitting and fixturing
4. Shop lighting and lighting control systems
5. Signs
6. Graphics and various media
7. Sales promotion and point of purchase ad tools
8. Audio visual equipment and systems

### Exhibitors Information

The list of exhibitors and products, the hall floor plan, the Exhibition report and the Exhibition movie of JAPAN SHOP 2011 and other concurrently held shows may be viewed on our website at <http://www.shopbiz.jp/en>.



## Application Guidelines

### 1. Exhibition Fee (tax included):

<b>For the first booth</b>
<b>¥420,000</b>

<b>For each additional booth</b>
<b>¥367,500</b>

### 2. Exhibition Fee Includes:

#### •Booth rental

<b>1 booth = 9 square meters</b> (3m wide x 3m deep x 2.7m high)
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Prices above do not include any costs associated with displays, carpets, signs, furniture or electrical power. Please use the optional decorating package shown on the right. Exhibitors may also obtain the necessary furnishings independently.

#### •Exhibitor introduction

Exhibitor information will be carried on our official website through a year (in English and Japanese). The official website can be also linked to exhibitors' own websites.

### 3. How to Apply for the Exhibition:

- ① Please fax or e-mail the application form, a copy of the brochure about the product(s) to be exhibited and the contact person's business card to the Overseas Contact Office.
- ② If there is no deficiency in your application form, the Overseas Contact Office will send you an invoice for the exhibition fee.
- ③ You are requested to pay your exhibition fee in full within three weeks of the issuance of the invoice.
- ④ Your application is deemed formally accepted and you are treated as an exhibitor on the payment of your exhibition fee.

\*Applicants must pay the exhibition fee (optional decorating package fee) in full. Any bank charges accruing from transferring the fees invoiced by the Overseas Contact Office must be borne by applicants. The Overseas Contact Office will collect a reasonable surcharge in cash in Japanese yen from exhibitors during the exhibition if there is any deficiency in payments made by exhibitors.

<b>Deadline for application:</b>
<b>October 14, 2011</b>

<b>Overseas Contact Office:</b>
SPACE MEDIA JAPAN CO., LTD. 5-1-2F, Kojimachi, Chiyoda-ku, Tokyo 102-0083, JAPAN Tel. +81-3-3512-5670 Fax. +81-3-3512-5680 E-mail: tradefairs2012@smj.co.jp

### 4. Cancellation of Space Booked:

If, for any reason, an exhibitor cancels an application or reduces the number of booths applied for, the following cancellation charge must be paid, depending on the date of cancellation.

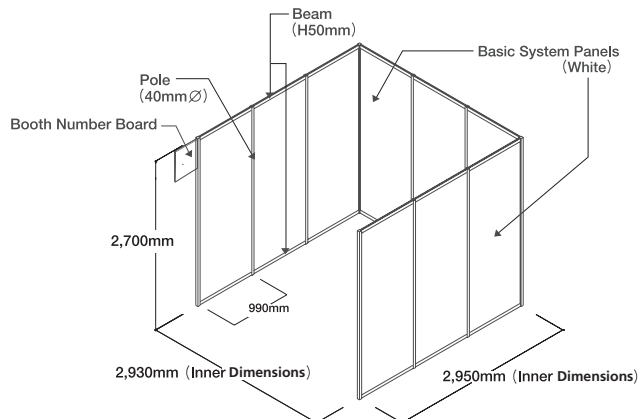
Date of Cancellation Notice	Cancellation Charge
From the formal application date to November 14, 2011	50% of exhibition fee
On or after November 15, 2011	100% of exhibition fee

\*Any bank charges accruing from its cancellation must be borne by the exhibitor.

### 5. Booth Location:

The organizer reserves the right to assign exhibitors' booth locations. Exhibitors cannot select or object to booth locations. No further applications will be accepted once all available floor space has been booked.

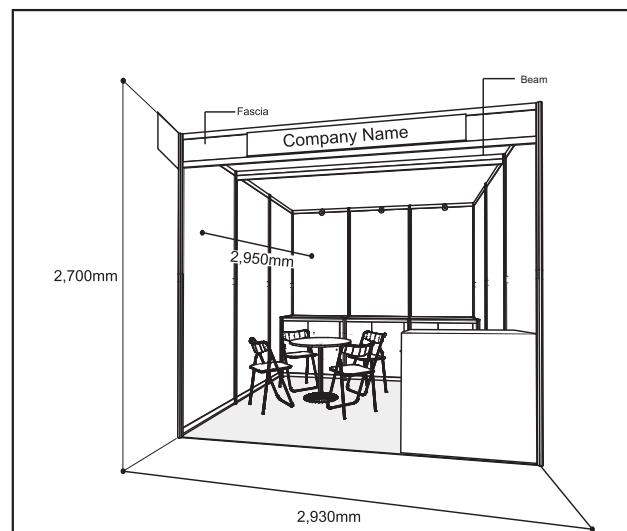
## Standard Booth



#### •Height limit for fixturing

In the case of 5 booths or fewer, the maximum height is 2.7 meters for the portion of the booth that comes within 1 meter of an adjoining booth and back wall. For the remaining space, the height restriction is 4 meters. In the case of 6 or more booths or island booths, the maximum height is 2.7 meters for the portion of the booth that comes within 1 meter of an adjoining booth, back wall and aisle. For the remaining space, the height restriction is 6 meters.

## Decorating Package (Optional)



#### Decorating Package includes the following:

- Needle-punched Carpet  
Carpet Color : Red, Orange, Green, Blue, Brown
- Beam (Ceiling structure) x1
- Fascia
- Company Name Board x1
- Round Table (600mm Φ) x1
- Pipe Chair x4
- System Display Box with Storage x3 (W990mm x D495mm x H920mm)
- Reception Counter x1 (W900mm x D450mm x H800mm)
- LED Spotlight (7w) x3
- 100V Outlet (up to 900w, 2plugs) x1
- Electrical Installation 1kw
- Power Supply Usage Fee 1kw

#### Total Amount (tax included)

**1 Booth ¥131,250**

**2 Booths ¥195,300**

(For more detail, please contact the Overseas Contact Office.)

# Exhibition Rules

## 1 Enforcement of Rules

Exhibitors must abide by the rules and provisions set in the Exhibition Bylaws (part of which are stated in "Rules on Exhibition" explained below) which will be presented by the Organizer. If the Organizer determines that an Exhibitor has violated any of these rules, the Organizer has the right to, at any time, refuse the application for exhibition or revoke the right for participation, as well as to order the removal of, or changes to, booths, exhibits or decorations. The Organizer's decision and the reasons for such decision will not be disclosed. Moreover, the Organizer will not compensate the Exhibitor or related parties for any damages resulting from advance payment or any other damages caused by the revocation of an exhibition, or the removal of, or changes to, booths, exhibits or decorations.

## 2 Eligibility requirements for Exhibitors

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 shall, based upon its own standards and at its sole discretion, have the right to decide whether an applicant and its products and services are appropriate for the exhibition. In the event of any of the following, the Organizer may withhold or turn down the application of any corporation or organization. If such is the case, the Organizer will not disclose the reason for its decision.  
[The Organizer may withhold or turn down an application if:]

- There is any false or incomplete statement on the application form;
- Any of the applicant's exhibits is deemed inappropriate for the purposes of the exhibition;
- The applicant is deemed to have infringed on the rights of any third party;
- Complaints from other exhibitors and/or visitors are anticipated;
- Any proceeding for bankruptcy is filed by or against the applicant; or
- The applicant is deemed unfit to participate in the exhibition for any other reason.

2-2 On-site sales of products (spot sales) and provision of fee-based services are prohibited at the exhibition site.

2-3 The number of booths to be applied for by a co-exhibitor must be equal to or more than the number of its co-exhibiting companies/organization. For example, any co-exhibitor comprising of two companies are not allowed to apply for only one booth.

2-4 If the Organizer determines that an Exhibitor has violated the Exhibition Rules or other rules after the application for participation has been formally accepted, the Organizer shall have the right, in its sole discretion, to revoke the Exhibitor's eligibility for participation.

## 3 Application for Exhibition and Payment of Exhibition Fee

3-1 The Organizer will request that the exhibition fee be paid after the Exhibitor's application form has been received through the Overseas Contact Office. The Exhibitor shall remit this fee to the designated bank account by the prescribed deadline. If the exhibition fee is not remitted by the date designated by the Organizer, the Organizer has the right, in its sole discretion, to revoke an Exhibitor's application.

3-2 The formal application date for the exhibition shall be the date on which the Organizer receives the application form and the payment of exhibition fee. Exhibitors should make copies of their application form and other documents to be submitted for their own records and then fax or email the originals to the Overseas Contact Office.

## 4 Cancellation

4-1 After the formal application, the Exhibitor is not permitted to withdraw or cancel an exhibit except when such cancellation is due to unavoidable circumstances; provided, however, that the Organizer accepts such cancellation, in its sole discretion. If all or part of an exhibit is to be withdrawn or cancelled due to unavoidable circumstances on the part of the Exhibitor, the Exhibitor shall notify the Organizer of such action in writing and pay the prescribed cancellation fee. If the number of booths is reduced after application, a cancellation fee will be charged according to the reduced amount.

4-2 Cancellation Fee

- 50% of exhibition fee: from the formal application date to November 15, 2011
- 100% of exhibition fee: on or after November 16, 2011

4-3 If the amount of damage to the Organizer exceeds the cancellation charge, the excess amount will be charged separately.

## 5 Allocation of Exhibition Space

5-1 Exhibit space allocation will be determined according to booth location/format arranged by the Organizer, in the Organizer's sole discretion. The Exhibitor does not have the right to select their location and shall accept all determinations made regarding such without objection.

5-2 The Exhibitor is strictly forbidden from exchanging with, or assigning/leasing out to, other companies or organizations all or part of their exhibition space that has been determined by the Organizer.

5-3 The Organizer may, in its sole discretion, change the location of booths and the overall layout if:

- An instruction or order is issued by the competent police department, fire department, health center or any other authorities, or
- There are any cancellations of applications for the exhibition.

## 6 Submission of Documents

After the Organizer's receipt of the Exhibitor's application, the Exhibitor shall submit all documents requested by the Organizer by the prescribed date. In the event of any delays by the Exhibitor, the Organizer will determine, in its sole discretion, whether or not the applicant is eligible for participation.

## 7 Rules on Exhibition

7-1 The Exhibitor must be corporations or organizations as described in the application form and the content of the exhibit shall be as described in the application form. The Exhibitor shall adhere to the details entered in the application form, and exhibit its products and services based on the documents attached to the application form.

7-2 If any changes occur in the corporation or organization itself, or in the content of the exhibit stated in the application form/products and services listed in the documents attached to the application, the Exhibitor must immediately notify the Organizer of such changes.

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 format shall be prescribed in the Exhibition Bylaws/Submitted Documents provided by the Organizer, which the Exhibitor shall comply with.

7-4 The Exhibitor is not permitted to engage in any exhibition, advertising, or marketing activity in locations such as aisles, etc. Such activity is to take place only in the Exhibitor's assigned exhibition booth. The Exhibitor shall also refrain from obstructing 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 abide by any orders issued by the Organizer.

7-5 The Exhibitor shall refrain from causing harm to, or disturbing others and shall not use displays with strong light, heat, odor or loud sound. If the Organizer determines that any display is causing considerable harm or disturbance to others, the Organizer may, in its sole discretion, suspend or change such display as it sees fit. Moreover, it is prohibited for displays and/or performances to use open flames (naked flames), smoke, smoke machines, neon tubes, etc.

7-6 Exhibitors are to strictly observe the venue's fire prevention and safety regulations.

7-7 If the Organizer determines any acts to be harmful or disturbing to the visitors or Exhibitors (such as forceful sales practices, solicitation, defamation, interfering with other's marketing activities, etc.) during, before or after the exhibition period, the Organizer may decide, in its sole discretion, that an exhibit be suspended or that future application for exhibition be declined, which the Exhibitor shall comply with.

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

7-9 The Exhibitor may take photographs of the panoramic view of the exhibition site after first notifying the Organizer. The Exhibitor may take photographs of other Exhibitors' booths after first obtaining the relevant Exhibitors' prior written approval.

## 8 Handling of Personal and Private Information

8-1 Exhibitors that acquire personal information through the exhibition must comply with Personal Information Protection Laws and other applicable laws. The purpose in which the data is to be used should be disclosed and given notice. Especially in the case of when "Personal Information" is offered to a third-party, please be sure to get consent from the entity that the information was acquired.

8-2 Exhibitors should take appropriate management and administration of personal information using "information protection systems" as stated by law.

8-3 If Exhibitors are asked to disclose, revise, add, delete, stopusage of, object to, or taken legal action in the usage of personal information acquired through the exhibition, they should take appropriate action as stipulated under the law.

8-4 If any problems occur between the Exhibitor and the entity that the information was acquired in the usage of personal information acquired through the exhibition, the dispute should be settled by discussion between the two parties. The Organizer will assume no responsibility whatsoever.

## 9 Damages

9-1 The Organizer shall not be held responsible in any way for any damages to persons and/or properties arising for any reason from the use of the exhibition space or the exhibition's official web site by the Exhibitor, its employees or any other related parties.

9-2 The Exhibitor shall make immediate compensation for any damages to the structures or equipment in the exhibition hall and nearby area that are the result of carelessness on the part of the Exhibitor's employees, related parties or agents.

9-3 The Organizer clearly disclaims responsibility for any disputes between an Exhibitor and a third party about the Exhibitor's product or service. The Exhibitor must settle such disputes at its own responsibility and expense, and thus hold the Organizer harmless. If the Organizer incurs any loss or damage arising from such disputes, the Exhibitor shall duly and immediately compensate the Organizer.

9-4 The Organizer shall not be liable to compensate the Exhibitor or related parties for any damages that are due to changes in the exhibition period or the suspension of the exhibition, either of which is directly caused by an act of God, infectious disease or force of nature.

9-5 The Organizer shall not be liable to compensate the Exhibitor or related parties for any damages that are the result of natural disasters, traffic delays or social unrest.

9-6 The Organizer shall not be responsible for any misprints or typographical errors occurring in the promotional materials.

## 10 Infectious Disease

The Organizer may withhold or refuse the participation of an applicant to the exhibition if the applicant is from any country or city which is on the WHO's list of areas with local transmission of any infectious disease. At its own discretion, the Organizer may ask an applicant to submit relevant documents about any infectious disease even if the applicant is from a country or city which is not on the WHO's list of areas with local transmission.

## 11 Visas

11-1 Foreign exhibitors who need a visa must make complete arrangements on their own as the Organizer can neither supply documentation (invitation letter, etc.) nor act as a visa guarantor.

11-2 Exhibitors who cannot exhibit due to being unable to obtain an entry visa into Japan, for whatever the reason, shall not have the right to claim, against the Organizer, compensation or a refund for arising damages.

# JAPAN SHOP 2012

## APPLICATION CONTRACT

Please type or print in English using BLOCK LETTERS.

We, the undersigned, hereby apply for exhibit space at JAPAN SHOP 2012 and declare that all obligations, rights and duties resulting from this application are to be governed by the Exhibition Rules and Regulations set forth by the Organizer, which we have read and to which we agree.

\*Please pay attention to the Exhibition Rules.

Name of Company :

Address of Head Office :

Country : Telephone : Fax :

E-mail : URL : http://

Name of President : Person in Charge :

Department in charge and Address :

Paid-up Capital : Date of Establishment : Number of Employees :

Contents of Your Business (40 words or less) : •Please send us your products catalogue by post.

Exhibit Description (20 words or less) :

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

Number of Booth(s) Required: (                      ) booth(s)

Exhibition fee (tax included)

¥420,000 for the first booth +

¥367,500 for each additional booth x (

) booth (s) =¥ (                      )

**Sub Total ① : ¥ (                      )**

**Decorating package (Optional)**

1 booth unit ..... ¥131,250

2 booth unit ..... ¥195,300

**Sub Total ② : ¥ (                      )**

**Sub Total ① + Sub Total ② = Total Amount : ¥(                      ) (tax included)**

Contact Person/Representative in Japan (if applicable) : Company :

Department :

Address : Phone :

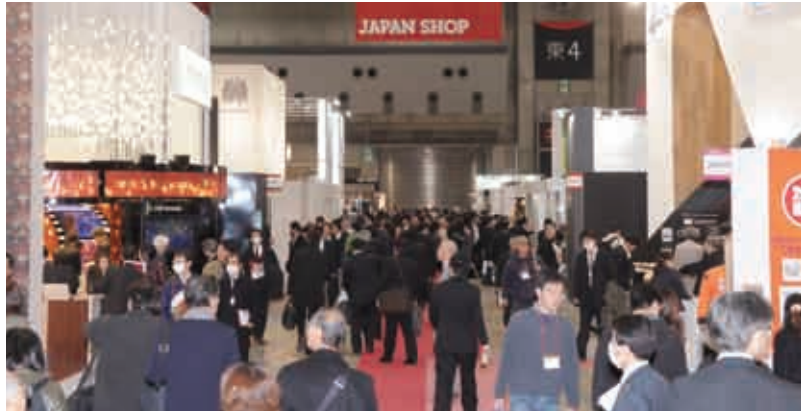
E-mail : Fax :

Signature : Date :

\*The above information will be transferred to the JAPAN SHOP 2012 official website.



Japan's largest comprehensive exhibition for shop systems and fixturing



The exhibition floor packed with 232 companies and 601 booths

### JAPAN SHOP Overseas Contact Office

SPACE MEDIA JAPAN CO., LTD. (SMJ)  
5-1-2F, Kojimachi, Chiyoda-ku, Tokyo 102-0083, JAPAN  
Tel. +81-3-3512-5670 Fax. +81-3-3512-5680  
E-mail: tradefairs2012@smj.co.jp

### JAPAN SHOP Organizer

Nikkei Inc.  
Cultural and Business Projects Bureau  
Business Projects Department  
1-3-7, Otemachi, Chiyoda-ku, Tokyo 100-8066, JAPAN  
<http://www.shopbiz.jp/en>  
E-mail: info@japan-shop.jp



Exhibitors and visitors come face-to-face for new successful business



Welcome Presentation will greet visitors at the entrance



The latest products and information for attractive shop designs