



# SCAJ2026

WORLD SPECIALTY COFFEE CONFERENCE AND EXHIBITION

— Brew the Future —

## EXHIBITORS & SPONSORS GUIDE

DATE

October 14<sup>WED</sup> - 17<sup>SAT</sup>, 2026

VENUE

TOKYO BIG SIGHT South Halls 1-4

ORGANIZER

Specialty Coffee Association of Japan

Please visit our official website for application.

[scajconference.jp](https://scajconference.jp)

Reserve  
Your Space  
Before

Early bird April 15 Final due date May 15

## ABOUT US

Since its foundation in 2003, the Specialty Coffee Association of Japan has been active in its mission of increasing awareness and deepening understanding of specialty coffee among consumers in Japan and producers worldwide. Our broad range of work includes education, qualifications, survey research, sharing information with our members and consumers, cooperation and information sharing between coffee producers and international organizations, competitions, and annual trade shows, among others. From crop to cup, we aspire to the spread of knowledge and skills related to specialty coffee, as well as a better-educated, expanded consumer base.

<https://scaj.org>



# GREETING



**Katsuhiko Hasegawa**

Conference & Exhibition Committee Chair

Specialty Coffee Association of Japan

We sincerely appreciate your continued support.

SCAJ was founded in 2003 to promote specialty coffee in Japan. While the 1990s saw specialty coffee organizations emerge worldwide, the 2001–2002 "Coffee Crisis" followed. Historic low prices meant revenues couldn't cover costs, leading to poor fertilization and declining quality. Meanwhile, roasters in consuming countries faced a war of attrition through price competition.

Amidst this turmoil, momentum grew to shift the focus from price to quality and build a sustainable industry providing delicious coffee at fair prices. This led to the establishment of SCAJ.

Now in our 23rd year, we are hosting the 21st SCAJ Exhibition.

This year's theme is: "*Brew the Future.*"

Despite challenges like labor shortages and climate change, we will explore how innovations—such as AI and automation—will transform the industry. Above all, we aim to discover what new futures our passion for coffee will unlock.

By showcasing the latest trends and products, we invite you to rediscover the excellence and diversity of specialty coffee. We look forward to four days filled with new discoveries and encounters.

# OUTLINE

SCAJ is an international exhibition & conference featuring specialty coffee, held annually by Specialty Coffee Association of Japan since 2005.

This is one of the leading events featuring specialty coffee in Asia. It gathers producing countries and regions, such as Central and South America, Africa, and Southeast Asia, as well as related industries and products all together from all around the world.

It's our great honor to offer such a great networking feast for you.

Event Name	SCAJ World Specialty Coffee Conference and Exhibition 2026	
Date/time	South Halls 1-2	October 14 (Wed.) – 16 (Fri.), 2026 / 10 am – 5 pm (last day until 4 pm)
	South Halls 3-4	October 14 (Wed.) – 17 (Sat.), 2026 / 10 am – 5 pm
Venue	TOKYO BIG SIGHT South Halls 1 -4 (3-11-1, Ariake, Koto-ku, Tokyo)	
Organizer	Specialty Coffee Association of Japan (8-5-26, Akasaka, Minato-ku, Tokyo)	
Admission	Online JPY 2,000 / Onsite JPY 3,000 (incl. tax) for four days *Free with invitation	
Exhibitors	500 companies / 750 booths estimated [2025: 500 companies / 720 booths]	
Visitors	95,000 visitors estimated [2025: 96,823 visitors]	
Countries/ regions	Exhibitors from 35 / Visitors from 80 countries and regions estimated [2025: 35 / 81 countries and regions]	

# 500

*Exhibitors*

500 companies worldwide

# 750

*Booths*

750 booth units  
with 20,000 sqm space

# 95k

*Visitors*

More than 95 thousand  
visitors for 4 days

# 80%

*Satisfied*

More than 80% participants  
feel satisfied

## WHY EXHIBIT ?

This is one of Asia's largest specialty coffee gatherings, boasting over 20 years of history. Exhibiting at this premier event where industry-leading companies gather will establish your brand's status and raise your profile as a key player in the industry.

### 01 *Branding*



### 03 *Attracted Attention*

The event hosts world championship qualifiers and sessions with industry leaders. Extensive media coverage ensures global professional attention and attracts trend-conscious consumers to this high-profile stage.

### 04 *Great Satisfaction*

This unique community unites everyone from producers to consumers. High repeat rates among exhibitors and attendees foster "meaningful connections" and "lasting networks" that extend far beyond a single event.

### 02 *Business Opportunities*

Most attendees are café roasters, new owners, and retail professionals. Recently, a surge in "coffee-centric" players from the hotel, apparel, and lifestyle sectors has further enhanced high-quality networking opportunities for businesses.



# EXHIBITING GUIDE

## Exhibitor & Sponsor Eligibility

Organizations, manufacturers, and media providing products or services that align with SCAJ's mission to promote specialty coffee and industry growth are eligible to participate.

Please review the following conditions. For inquiries, contact the Secretariat.

**Note:** The organizer reserves the right to decline applications deemed inconsistent with the event's purpose.

## Key Exhibit & Sponsorship Categories

- **Production & Import** Coffee producers and green bean exporters/importers worldwide.
- **Roasting & Wholesale** Coffee roasters and bean wholesalers.
- **Equipment & Machinery** Espresso machines, grinders, roasters, coffee makers, water filters, etc.
- **Brewing Gear** Drippers, servers, kettles, filters, and related accessories.
- **Packaging & Materials** Specialized coffee bags, paper cups, tumblers, and packaging solutions.
- **Food & Beverage** Dairy and plant-based milks, syrups, tea, chocolate, and related food products.
- **Business Support** Café startup consulting, interior design, IT systems, publishing, and media.

If your products or services are not listed above, please feel free to contact us for inquiry.

## Membership Information

Exhibition participation is open to both members and non-members. However, we encourage you to join SCAJ to take advantage of member-exclusive discounts and early-bird benefits.

**Details:** Visit [scaj.org](http://scaj.org) for membership benefits and new registration.

**Annual Fee:** ¥30,000 – ¥50,000 (varies by category)

## Sampling and Sales Regulations

### ● Sampling & Preparation

**Free sampling of food and beverages is permitted.** Depending on the items served, booths may require equipment such as sinks or refrigerators; however, shared communal sinks are available for use at no cost.

### ● Prohibited Sales

**The sale of food or beverages prepared on-site, including brewed coffee, and all unpackaged items is strictly prohibited, regardless of whether the exhibitor holds a business license.**

### ● Permitted Sales

While the primary focus is networking, exhibitors may sell coffee beans and related company products as an extension of their display. Food sales are generally restricted to shelf-stable, pre-packaged items; perishables or homemade goods may be declined for hygiene reasons.

### ● Responsibilities

No sales commissions are charged. Exhibitors must manage their own transactions and provide contact information to buyers. Any accidents, complaints, or disputes arising from sales must be resolved entirely at the exhibitor's responsibility.

## Co-Exhibition Policy

Each booth is limited to one entity, but co-exhibition is permitted under specific conditions.

**A designated lead company must handle all payments and assume full liability for the group.**

The number of co-exhibitors is restricted based on booth size: two for one booth, three for two-to-three booths, and four for four or more booths. Any participants exceeding these limits will incur additional fees.

## EXHIBITING GUIDE

### Application Process

Apply via the official website at [scajconference.jp](http://scajconference.jp).

Please ensure that you have read and agreed to all the Terms and Conditions before submitting the application form.  
A contract is officially formed upon the issuance of the Application Acceptance Email following your submission.



### Benefits for early bird

#### Conditions

- Membership with SCAJ
- Application submitted by April 15
- Exhibition fee paid by April 30

#### Benefits

- (1) **Priority selection in the booth location lottery**
- (2) **Early move-in and set-up**  
[from noon on the Monday two days before the exhibition]
- (3) **Additional Vehicle Pass**  
[1 to 2 booth units: + 1 sheet, 3 or more booth units: + 2 sheets]

Note: Semi-Standard Booths are not eligible for (2) and (3) benefits.  
There is no discount for early registration.

### Cancellation Policy

A contract is formed when you receive the Application Acceptance Email after submitting your application.  
Cancellation fees then apply to any full or partial withdrawals. Please confirm these terms before applying.

#### Cancellation Fees

- **Up to June 9, 2026:** 50% of the exhibition fee
- **From June 10, 2026:** 100% of the exhibition fee

### Booth allocation

Sponsors	Priority	Selection based on sponsorship rank and size.
4+ Booth Units	Priority	Selection based on size (lottery held if necessary).
1-3 Booth Units	Lottery	Selection during the briefing. Early-bird applicants receive priority.
Absentees / Overseas	Assignment	Assigned by the Secretariat from remaining spaces.

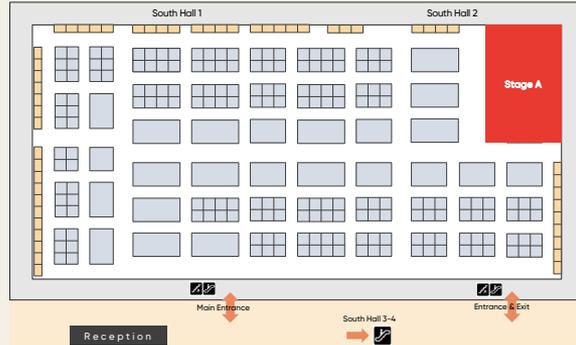
Note: No specific zoning by product category will be applied.

# EXHIBITING GUIDE

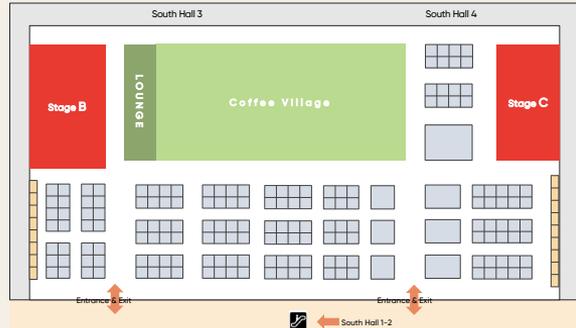
## Exhibition Area

Exhibitors can choose from two areas based on their objectives:  
 South Halls 1-2 (3 days) or South Halls 3-4 (4 days).

Business & Professional Area South Halls 1-2		1F
B2B networking and professional business negotiations.		
Dates	3 days (Wed-Fri)   Oct 14-16.	
Target exhibit	Producers, green bean importers, roasters, and professional equipment and products manufacturers.	
Best for	Exhibitors focusing on high-level negotiations and new partnerships with café owners, hotels, and distributors	



Market & Promotion Area South Halls 3-4		4F
Broad reach covering both B2B and consumers (B2C).		
Dates	4 days (Wed-Sat)   Oct 14-17.	
Target exhibit	Producers, retail roasters, cafés, food/beverage brands, and home appliance makers	
Best for	Exhibitors seeking to build industry networks while engaging directly with core coffee fans for brand awareness and test marketing.	
Advantage	4 days of exhibition for the same price as 3 days, ensuring maximum foot traffic.	



\*The floorplan above is reference only.

## Booth Types

Choose from various booth types to suit your goals and budget.  
 Detailed information is provided on the following page.



STANDARD BOOTH / 4+ booth units  
 Space only (own decoration)



STANDARD BOOTH / Corner  
 With package (own decoration)



SEMI-STANDARD BOOTH



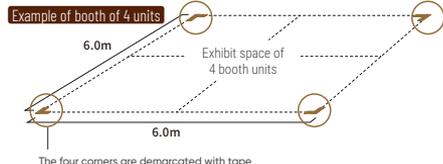
Coffee Village Stand

\* Coffee Village Exhibitors will be recruited separately.

## 1 STANDARD /Space Only More than 4 units

PER UNIT Member JPY374,000 Non-member JPY418,000

Size	width 3.0 m x depth 3.0 m = 9.0 sqm per unit
Facilities included	<b>None</b>
Height limits	2.7m ~ maximum of 7.0m (1.0 m empty space must be kept between from boundaries)
Move-in	<b>Halls 1-2: From 8 am on the two days prior to the exhibition</b> <b>Halls 3-4: From 8 am on the day before the exhibition</b>
Vehicle pass	1 sheet per booth unit (max. 6)
Booth location	<b>Priorities are given.</b> (Assigned before the exhibitor briefing)



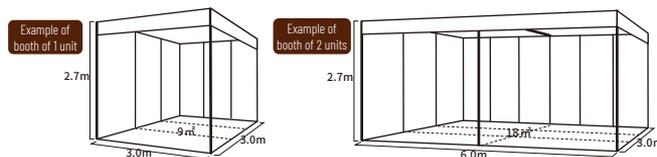
**For exhibitors with 4 or more booth units, three-side open or island booth is guaranteed.**

Please apply by 4, 6, 8, 9, 10, 12 or 15 booth units. Booths of more than 4 booth units is counted as block booths.

## 2 STANDARD /With Package 1-3 units

PER UNIT Member JPY374,000 Non-member JPY418,000

Size	width 3.0 m x depth 3.0 m = 9.0 sqm per unit
Facilities included	<b>White system panels</b> (back and sides, 2.7m in height) <b>Company name board</b> (Sans-serif/black) <b>Two arm spotlights and one electric outlet / per unit</b> (single-phase 100V-500W, electrical construction charge and electricity bill are covered)
Height limits	<b>2.7m ~ maximum of 4.0m</b> (1.0 m empty space must be kept from boundaries)
Move-in	1-2 units: from 8 am on the day before the exhibition 3 units: from 8 am on the two days prior to the exhibition
Vehicle pass	1 sheet per booth unit
Booth location	Determined by lottery at the exhibitor briefing



### Corner Booth Reservation (PAID OPTION)

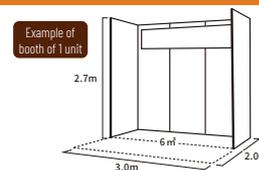
Corner booths without adjacent booth(s) on one or both sides are available for reservation. \*Limited quantity

One Side Open	For booth of 1-3 units	JPY 55,000	Both sides open	For booth of 2-3 units	JPY 110,000
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## 3 SEMI-STANDARD /With Package 1-3 units West hall only

PER UNIT Member JPY220,000 Non-member JPY275,000

Size	width 3.0 m x depth 2.0 m = 6.0 sqm per unit
Facilities included	<b>White system panels</b> (back, sides 1m in length, 2.7m in height) <b>Company name board</b> (Sans-serif/black)
Height limits	maximum of 2.7m
Move-in	1-2 units: from 8 am on the day before the exhibition
Vehicle pass	1-2 units: 1 sheet / 3 units: 2 sheets
Booth location	Determined by lottery at the exhibitor briefing



- Corner booths cannot be reserved for semi-standard booths.
- Semi-standard booths are located along the perimeter of the hall.
- Electricity is not provided by default. (Available at an extra charge)
- A 1-meter-wide panel is installed on both sides of the booth, with the remaining 1-meter front space left open. No shielding object over 1.2 meters in height can be erected.

- Additional electrical and plumbing construction work is negotiable for a fee. Please contact SCAJ Conference Office for details.
- For additional panels, display stands, decorations, prints etc. additional equipment rentals, and other additional services, contact SCAJ Conference Office for a quotation.
- Exhibitors with package plans are allowed to alter the space with your own items, however, the standard panel setting is not allowed to be removed, and please restore the space to its original setting at the end.

## SEMINARS & WORKSHOPS

Exhibitors can also hold seminars and workshops including, but not limited to, coffee tasting and cupping in the prepared seminar rooms.

### 1 SEMINAR/WORKSHOP A

Fee **Member JPY319,000** **Non-member JPY374,000**

Capacity/Venue	Up to 80 people / South Conference Room A or B
Duration	90 minutes per session (Date and time will be decided by the organizer)
Recruitment of participants	Pre-registration on the official website (optional) / Information of the attendees will be provided to the host
Facilities	Microphone, speaker, projector, screen, pantry, internet
Other	✓ The host is responsible for resources needed, such as handouts, coordinator, interpreter, etc.

### 2 SEMINAR/WORKSHOP B

Fee **Member JPY275,000** **Non-member JPY319,000**

Capacity/Venue	Up to 40 people / South Hall 1 / Meeting Room
Duration	90 minutes per session (Date and time will be decided by the organizer)
Recruitment of participants	Pre-registration on official website (optional) / Information of the attendees will be provided to the host
Facilities	Microphone, speaker, projector, screen, internet
Other	✓ The host is responsible for resources needed, such as handouts, coordinator, interpreter, etc.

### 3 PRODUCING COUNTRIES/REGIONS SEMINAR

Available only for the representatives from each country/region

Fee **JPY275,000** In case of not exhibiting a booth **JPY319,000**

Capacity/Venue	Up to 80 people / South Conference Room A or B
Duration	90 minutes per session (Date and time will be decided by the organizer)
Recruitment of participants	Pre-registration on the official website (optional)
Facilities	Microphone, speaker, projector, screen, pantry, internet, equipment for tasting/cupping session
Other	✓ SCAJ Office will support the operation of tasting session. ✓ The host is responsible for bring in an interpreter if needed.

### 4 STAGE PRESENTATION

Fee **Member JPY385,000** **Non-member JPY440,000**

Capacity/Venue	Up to 200 people / Event Stage (Exhibition Hall)
Duration	90 minutes per session (Date and time will be decided by the organizer)
Recruitment of participants	Free admission (pre-registration is not available)
Facilities	Microphone, speaker, projector, screen, pantry, internet
Other	✓ The host is responsible for resources needed, such as handouts, coordinator, interpreter, etc.



South Conference Room A-B



Meeting Room



Cupping Session



Stage Presentation (Exhibition Hall)

\*Feel free to contact us regarding changes to event content or time slots.

## NEW PRODUCTS AWARD

Awards will be selected through a combination of general vote and evaluation by the jury committee, and presented at SCAJ2026.

### NEW PRODUCT AWARD ENTRY FEE

Fee JPY **33,000** / per entry

Qualifications	<p>Products/services launched after September 2025 or to be launched by sponsors or exhibitors participating in SCAJ 2026.</p> <p>Renewals will, but prototypes will not be considered. Samples of pre-launched products can be submitted. A photo of the product along with its specifications must be submitted by early-August 2026. Additionally, a sample of the product might be required to be sent in for jury purposes.</p>
Eligible Products	<p>Specialty coffee, as well as other beverages, coffee-related equipment/machines/accessories, syrups and other food items, packaging and containers, related services, and other coffee-related products.</p>
Offerings	<p>A. Display space and tables will be provided at the SCAJ 2026 New Product corner.</p> <p>B. An information plate of the product will be created and displayed.</p> <p>C. The product photo(s), introduction, and link will be posted on the SCAJ official website.</p> <p>D. The product wins the award in each category will be recognized on the website, providing an excellent PR opportunity.</p> <p>E. The right to use the official award mark will be granted to the winning products.</p> <p>F. The winning products will be actively promoted through email, social media, and press releases.</p>

	(Common criteria for all awards)
Good Product (Public voting)	<p>a. Presents high quality and attractiveness of specialty coffee.</p> <p>b. Responds to consumers' needs and offers high functionality and convenience.</p> <p>c. Provides a unique and refreshing appeal that captivates customers' attention.</p>
Good Product (Official Judging)	<p>d. Contributes to the promotion, awareness, and market expansion of specialty coffee.</p> <p>e. Influences the industry with its functionality and quality, while also providing added value.</p>
Sustainable Product	<p>f. Aligns with the principles of SDGs and contributes to a better future for the coffee industry.</p>
Good Design Product	<p>g. Showcases the beauty of design and uniqueness, alongside functionality and convenience.</p>

\*One entry per brand. Maximum of 5 entries per exhibitor.



## ADVERTISEMENT

Boost your brand with SCAJ's high-traffic media and venues. We offer diverse advertising options for efficient, large-scale product promotion.

Official SNS ad. (once) Images and texts (before/during the show)	33,000 JPY
Official direct e-mail ad (once) Images and text / estimated 50k mails	55,000 JPY
Official digital guidebook ad. (1 page) 25k views estimated	82,500 JPY
Ad. distribution at the hall entrance Estimate 15k (hand-deliver)	99,000 JPY
Official novelty bundled ad. Estimate 8k/bundled in tote bag	99,000 JPY
Official website featuring article ad. *Sponsors only (please contact us)	198,000 JPY
Ceiling hanging banner ad. *Island booth only	495,000 JPY



# SPONSORSHIP OPPORTUNITIES

As Asia's premier coffee event, SCAJ 2026 offers unparalleled exposure to elevate your brand's prestige. Leverage this high-profile stage to connect with global professionals and accelerate your business growth.

## SPONSOR BENEFITS

### COMMON BENEFITS

- Company logo on sponsor banners
- Company logo on sponsor page in the official guidebook
- Company logo and link on sponsor list page on the official website
- Priority allocation of booth locations

### INDIVIDUAL BENEFITS

- A. Free booth spaces (two units)
- B. Installation of advertising hanging banner (optional / production costs not included)
- C. Company logo on official novelties (plan for tote bags)
- D. Company logo shown in the reception area
- E. Commercials aired on the event stage
- F. Company logo on invitation DM (estimate 150,000 copies)
- G. Company logo printed on the venue map (estimate 30,000 copies)
- H. Distribution of your company's Ads or Novelties at the reception desk (estimate 15,000)
- I. Advertisement in the official digital guidebook
- J. Providing your products and services to, as well as displaying your logo in different areas and media.

Sponsor Plan	Sponsor Fee	Benefits for each plan									
		*See left column for details									
PLATINUM	5,005,000 JPY	A	B	C	D	E	F	G	H	I	J
GOLD	3,003,000 JPY			C	D	E	F	G	H	I	J
SILVER	1,001,000 JPY				D	E	F	G	H	I	J
BRONZE	770,000 JPY							G	H	I	
HOSPITALITY	550,000 JPY									H	I
SUPPORT	275,000 JPY										I
SUPPLY	275,000 JPY										I J
AREA	275,000 JPY										I J
DIGITAL	275,000 JPY										I J

\* Feel free to contact us for more detailed information.



# Q & A

## How much does it cost to exhibit?

It's up to the size of your booth and items you exhibit. In addition, operation fees will be charged for additional decorations, equipment rental, construction work needed for electricity and water supply, printing, labor costs for booth management, etc.

## Can we freely choose our display booth? How the booths are assigned?

Except for official sponsors and exhibitors with four booths or more, the booth assignment will be determined at the exhibitor briefing by lottery. The lottery will decide who can first select a desired. **For overseas exhibitors and exhibitors who cannot attend the exhibitor briefing, the booth location will be assigned by SCAJ Conference Office.**

## Is tasting allowed?

Yes. Tasting is possible under exhibition regulations and rules. Depending on what you offer, you may be asked to set up a sink, refrigerator and other necessary equipment at your booth. Our office will help with getting the permission from the public health center.

## Is it allowed to sell products?

Selling drinks served in cups or prepared food and beverages is prohibited. However, products like coffee beans that can be stored at room temperature for an extended period, as well as equipment/tools, may be sold. Nonetheless, please avoid primarily focusing on sales during the exhibition.

## Is open fire allowed? /

### Is it possible to demonstrate the process of roasting coffee beans?

For safety reasons, the use of open flames such as gas burners and stoves, and appliances with exposed heating parts, is prohibited. However, the prohibition may be lifted if the necessity is agreed and the application of the usage is approved.

Possible. Demonstration of roasting is permitted only if safety code, smoke elimination and deodorization control are sufficiently implemented. Please kindly consult with SCAJ Conference Office in advance.

## Is there space for business meeting?

Yes. Designated areas for business meeting are prepared. Paid meeting rooms are also available.

## Is there stock space?

No. There is no shared stock space. Secure space in your own booth area for storage or apply for a paid rental service for storage.

## Is there sink and water supply?

Yes. Shared sinks are available to all exhibitors.

Thanks to the sponsors, some necessary items for serving coffee, such as water purifiers, coffee grinders, paper cups, provided free of charge.

# CONTACT

Official Website >



## How to Apply

Please fill out and submit the application form on our official website (see the link below).

[scajconference.jp](https://scajconference.jp)

Early bird deadline **Wednesday, April 15, 2026**

Application deadline **Friday, May 15, 2026**

## Contact Info

SCAJ Conference Office

Mulberry Planning Inc.

#501 THE WORKERS & CO, 1-4-2, Higashi-azabu, Minato-ku,  
Tokyo 106-0044, Japan

TEL : +81-3-6555-8790

E-mail : [info@scajconference.jp](mailto:info@scajconference.jp)



# SCAJ2026 Exhibition Terms and Conditions

## 1) Compliance

Companies, organizations, and other parties involved in this event in the form of exhibiting commodities and services, conducting seminars, etc. (hereinafter "Exhibitors") must abide by all Terms and Conditions below and other policies and rules presented by SCAJ Conference Office (hereinafter "the Organizer").

Any breach of the agreement will cause you lose the privileges and rights to exhibit. In the event that an Exhibitor or its associated party gets involved in any action that would cause public nuisance or violate public order and morals, the Organizer shall not hold any liability for or reimburse the Exhibitor for any loss or damage caused. Additionally, the Exhibitor shall bear the compensation, if the Organizer suffers damage from such behavior.

## 2) Application

To participate, visit SCAJ Conference official website (<https://scaiconference.jp/>) for application and follow the instructions.

Once the application gets confirmed and approved, the invoice will be issued and sent to the registered email/ mailing address. The application process is completed upon the completion of the payment.

The Organizer hold the right to examine products and services registered for exhibition and to reject an Exhibitor's participation if the Organizer considers that the registered contents do not match to the purpose of the Exhibition.

### > Application deadlines

- **Early bird : Wednesday, April 15, 2026 (SCAJ members only)**
- **General : Friday, May 15, 2026**

## 3) Registered exhibitor's name

Make sure to provide the correct official company/organization name, which will be on event official website, announcements, advertisements, brochures, flyers and related event social media.

## 4) Joint exhibition

As a general rule, one booth one Exhibitor. However, one booth can be shared by joint exhibitors under the following conditions.

- (1) Affiliated companies, groups, parties
- (2) Parent and subsidiary companies
- (3) Joint ventures

In the case of joint exhibition, a designated representative serves as the main contact and handling all the payments occurred is required. The number of co-exhibitors is restricted based on booth size: two for one booth, three for two-to-three booths, and four for four or more booths. Any participants exceeding these limits will incur additional fees.

## 5) Expenses covered in the exhibition fee

- (1) Venue prep, booth rental and lighting and air-conditioning usage
- (2) Booth plan with package: installation of panels, lights, outlets, etc. (varies depending on booth plan)
- (3) Construction and maintenance for shared facilities
- (4) Promotion for the exhibition as a whole.
- (5) Expenses associated with running the event, including but not limited to, planning, coordinating, administration, safety management, on-site security, etc.

> Expenses not covered in the exhibition fee

- (1) Customized booth decorations, transportation and operation occurred by individual exhibitor
- (2) Additional electrical work and electricity
- (3) Water supply and drainage construction, and water usage
- (4) After-hours venue usage
- (5) Other individual expenses not covered

## 6) Payment

The Organizer shall issue and send out the invoice upon the conformation of each application.

Exhibitors shall complete the payment by the deadline indicated in the invoice.

Pay to

> **Payment due date**

- **Early bird: Thursday, Apr 30, 2026**

- **General: Friday, May 29, 2026**

Payment method: Bank remittance in the Japanese yen. The payer shall bear the transfer fee.

## 7) Cancellation and cancellation fee

An Exhibitor must notify the Organizer in writing for partial or full cancellation. Cancellation fee is applied as below.

- (1) Application confirmed date to Jun 9, 2026: 50% of the exhibition fee
- (2) On and after June 10, 2026: 100% of the exhibition fee

In the event that an Exhibitor failed to make the payment deadline without any notice, the exhibition agreement shall be considered as cancelled, however the cancellation fee still applies as above.

## 8) Booth assignment and seminar schedules/locations

The Organizer shall make the assignment in consideration of scale, content, past exhibit, sponsorship, and other related factors. As a general rule, priorities are given to exhibitors who are also event sponsors or with four or more booth units. Other assignment will be determined by lottery during the exhibitor briefing.

## 9) Prohibition of subleasing, selling, buying, giving away, and exchanging exhibition booths

Exhibitors may not sublease, sell, buy, give away, or exchange booths. No one other than the Exhibitor is allowed to utilize the space, unless a special permission is granted by the Organizer.

## 10) Exhibits and products for sale

Exhibits shall be aligned with the purpose and goal of the exhibition.

Products that infringe intellectual property rights (infringing products), products of which the import, /export, and sale are prohibited (prohibited products), and products manufactured or produced without complying with international treaties or related laws and regulations on the protection of wildlife or human rights (unethical products) are forbidden. The Organizer reserves the right to ask to remove or remove items thereof, as well as revoke the exhibition rights of the exhibitor. In such event, the Organizer shall not be held liable for any damages cause, nor reimbursement of the exhibition fee.

An exhibitor is restricted to display products/services registered and approved by the Organizer. The Organizer may require to remove any products /services without pre-approval. Exhibitors whose main purpose is to conduct on-the-spot sales will be declined. Furthermore, the sale of prepared food and beverages, including brewed coffee, is strictly prohibited.

## 11) Disclaimer (booth items)

The Exhibitor is responsible for its own exhibits and decorations during the exhibition, including the setup.

The Organizer shall not be held liable for any damage, theft, or loss.

## 12) Payment associated with the use of facilities, equipment and other

The Exhibitor shall follow the instructions in the Exhibitor Manual, and apply in advance in regards to any request of preparation of equipment or services by the Organizer.

The invoice will be sent after the Exhibition. The Exhibitor shall complete the payment by the indicated deadline.

## 13) Set-up and closing

The Exhibitor shall complete their set-up as it's stated in the Exhibitor Manual.

The Exhibitor is responsible for removing all decorations, exhibits, etc. and restore the space to its original condition after the exhibition.

The Exhibitor ought to compensate for any damage or loss that the Organizer would suffer from due to any delay or items left by the exhibitor.

## 14) Fire prevention and safety

The Exhibitor shall comply with all laws, regulations, and rules on fire prevention and safety applicable to the exhibition venue.

## 15) Liability for damage

The Exhibitor is liable to compensate for any damage or loss occurred to the exhibition venue, venue facility, or a third-party and its property, etc., due to the behavior of the exhibitor or its related parties. The Organizer shall not be held liable for any of such compensation.

## 16) The cancellation and rescheduling of the Exhibition

In the event that any natural disaster or other unforeseen circumstance prevents the exhibition to be held as scheduled, the Organizer reschedule or cancel it. In such case, the exhibition fee along with other incidental fees will not be refunded. The Organizer shall not be held liable for any damage or loss caused due to the rescheduling or cancellation.

## 17) Other

The Japanese version of Exhibition Terms and Conditions shall be the official text and the establishment, coming into force. The Japanese version prevail to the extend that there is any conflict or discrepancy in meaning between the Japanese version and the English translation thereof.

For matters not specified in the Exhibition Terms and Conditions, refer to the rules and instructions in the Exhibitor Manual.