Entry Rules and Booth Types

Exhibition Booth Fees

- Booths of Nagoya Chamber of Commerce & Industry members:
  - JPY 162,000 per booth

- Non-members:
  - Island Booths (eight booths or more): JPY 32,400
  - Eight-booth example: JPY 429,600

- Basic facilities:
  - Partition
  - Booth config: Island Booths (eight booths or more)

Exhibition Booth Configurations

- Booths in a row:
  - Island Booths (eight booths or more)

- Booths without rear walls:
  - Island Booths (eight booths or more)

Fee for members of the Nagoya Chamber of Commerce & Industry and NPO corporations (unified standard):

<table>
<thead>
<tr>
<th>Booth Type</th>
<th>Fee (JPY)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Island Booths</td>
<td>108,000</td>
</tr>
<tr>
<td>Protruding name plate</td>
<td>80,000</td>
</tr>
</tbody>
</table>

Exhibition Applications

- All applications must be submitted by June 27, 2014.

Prohibition Against the Subleasing of Booths, Etc.

Exhibitors may not sublet, sell, exchange, or transfer their own booths without the consent of the organizer.

Restrictions on Conduct within the Venue

- Exhibitors may not display or post advertisements other than their own exhibit space, in areas such as booths.

Exhibitors Consent

- Exhibitors consent to the reproduction of their exhibit by the organizer.

For details, please refer to the "Exhibition Guidelines" to be handed out at the briefing session for exhibitors.

Cancellation of the Exhibition

The organizer may postpone or cancel the holding of the exhibition when it has deemed that holding it will be difficult as a result of natural disaster or other form of force majeure. Furthermore, the organizer shall not be liable for any damages or consequences arising in such instances.

Cancellation of the Exhibition by the Exhibitor

Exhibitors may not cancel their participation in the exhibition unless the exhibitor has informed the organizer to this effect in writing and the organizer has accepted it. Should the exhibitor cancel participation in the exhibition without the agreement of the organizer, the exhibitor must pay 100% of the exhibition fee.

Carrying In and Out of Exhibits

- Carry-in: November 3 - 4
- Carry-out: November 8 (after closing)

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Greetings

We offer the utmost support for achieving sound business results.

MESSE NAGOYA is a comprehensive international exhibition that cuts across boundaries of type of industry and business conditions to get the word out broadly both within Japan and overseas on the products and services of our exhibitors, while also striving to help them expand sales channels and form personal connections.

Thanks to all of you, this expanded in size each year, and in 2013 we brought it to a successful conclusion with a record-high 833 exhibiting companies and organizations and a great many visitors, at 61,751 people. The many participants who set up displays experienced useful business results.

This year as well, we are anticipating that a great deal in the way of fruitful results will be achieved against the backdrop of MESSE NAGOYA. We cordially await your proactive exhibitions at and participation in this event.

Messe Nagoya Executive Committee (Aichi Prefectural Government, City of Nagoya, and Nagoya Chamber of Commerce & Industry)

Title MESSE NAGOYA 2014
Theme Taking New Strides Forward That Generate Interactions: The Environment, Safety, and Manufacturing
Dates November 5 (Wed.) – 8 (Sat.), 2014
Venue Port Messe Nagoya (Kinjo Pier, Nagoya Port)
Open Hours 10:00 – 17:00
Admission Free
Organizer Messe Nagoya Executive Committee
(Aichi Prefectural Government, City of Nagoya, and Nagoya Chamber of Commerce & Industry)

Backers-up
Tokai Bureau of Telecommunications, Tokai Regional Agricultural Administration Office
Chubu Bureau of Economy, Trade and Industry, Chubu Regional Bureau, Ministry of Land, Infrastructure and Transport, Chubu Environmental Partnership Organizing Club (EPOC)Chubu International Center, Japan International Cooperation Agency (JICA)

Special Supporters
Greater Nagoya Initiative Center
Tokai Miyagi China Trade Center

Supporters
The Churchil Statue
The Museum Nagoya Sakae
City Chubu Central

Exhibition Size
480 companies and organizations, 1580 booths (provisional)

No. of visitors 85,000 (provisional)

Related projects
Advantageous Matching Event (pre-arranged business meetings)

Programs
Special Business Seminars, International Symposiums, Seminars

Exhibition Size
Environment, Safety, and Manufacturing

Apologies

1. Appeal to Nagoya Economic Zone
   – One of the top-level manufacturing industry complexes in the world
   – Home to the world-leading automobile industry, Toyota Motor
   – and its affiliates

2. The Largest-class Trade Fair in Japan
   – 833 exhibitors and 61,751 visitors in 2013
   – The largest class in Japan as a cross-industrial exhibition event

3. Wide Variety of Participants
   – Exhibitors and visitors from a variety of industries and business sizes
   – A flood of opportunities to encounter new business partners

4. Best Local Publicity
   – Fulfilling advertisement by mass media (newspaper, radio programs, etc.)
   – Utilize extended network of governments and chambers of commerce

5. Opportunity for Business Globalization
   – More and more visitors interested in international trade and investment
   – Increasing number of overseas exhibitors
   – (In 2013, 11 foreign governments/organizations and 54 companies
     from nine overseas countries/regions, including Brazil, China,
     France, Indonesia, Korea, Taiwan, Thailand, USA, and Japan)

6. Organized by Governments and Chamber of Commerce
   – Stable and continuous implementation
   – Visits by many top managers from governments and large companies

Themes by fiscal year

2013 (eighth exhibition)
Environment, Safety, and Manufacturing

2012 (seventh exhibition)
Proposals for Blazing a Trail to Tomorrow: Environment, Safety, and Manufacturing

2011 (sixth exhibition)
Environment and Energy

2010 (fifth exhibition)
Safety, Security, and Trust

2009 (fourth exhibition)
Environment and Energy

2008 (third exhibition)
Safety, Security, and Trust

2007 (second exhibition)
Eco-industry – Industry with an environmental focus

2005 (first exhibition)
Environment, Safety, and Manufacturing

One of the Largest Cross-Industrial Trade Fairs in Japan
Seeking the Best Business Results

MESSE NAGOYA 2013

Total number of visitors
61,751 people

Breakdown of manufacturing
Environment, safety, electronics, structured materials, machinery, automotive, metal, non-ferrous metals, petrochemicals, textiles, wood, etc. 30%
Food and beverages, iron and steel, textile, machinery, electrical, petrochemicals, oil, and plastics 30%
Food and beverages, iron and steel, textile, machinery, electrical, petrochemicals, oil, and plastics 20%

General items and services
38%

Government
10%

Educational institutions, hospitals
15%

General administrative offices and various organizations
4%

Manufacturing
38%

Electricity, gas, and water
3%

Food and beverages, iron and steel, textile, machinery, electrical, petrochemicals, oil, and plastics
9%

Paper, pulp, printing
6%

Transportation equipment, classified equipment
49%

Chemicals, petroleum, plastics, rubber, ceramic
13%

Iron and steel, non-ferrous metals, metals
13%

Textiles, wood, furniture
4%

Food products
2%

Other
13%