ARCHITECTURE + CONSTRUCTION MATERIALS 2018
Organizer: Nikkei Inc.
http://messe.nikkei.co.jp/en/ac/

March 6 (Tue.) – 9 (Fri.), 2018 TOKYO BIG SIGHT
(Tokyo International Exhibition Center)

The 24th Exhibitor Brochure
Application Deadline
October 16 (Mon.), 2017

Early Bird Discount Deadline
August 31 (Thu.)
Message

We are delighted to announce that Nikkei Inc. will hold ARCHITECTURE + CONSTRUCTION MATERIALS 2018 at Tokyo Big Sight for a period of four days in March, 2018. This exhibition will be the perfect opportunity for you to present your new products and services, enhance your corporate image, and interact with prospective customers in Japan. We sincerely hope that you will be interested in becoming part of this important event.

Outline

<table>
<thead>
<tr>
<th>Title</th>
<th>ARCHITECTURE + CONSTRUCTION MATERIALS 2018 (The 24th)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dates</td>
<td>March 6 (Tue.) – 9 (Fri.), 2018</td>
</tr>
<tr>
<td>Venue</td>
<td>10:00 a.m. – 5:00 p.m. (10:00 a.m. – 4:30 p.m. on the last day)</td>
</tr>
<tr>
<td>Organizer</td>
<td>Nikkei Inc.</td>
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<tr>
<td>Number of Exhibitors</td>
<td>270 companies expected</td>
</tr>
<tr>
<td>Number of Booths</td>
<td>650 booths expected</td>
</tr>
<tr>
<td>Number of Visitors</td>
<td>200,000 persons* expected</td>
</tr>
</tbody>
</table>

Nikkei Inc.

NIKKEI Inc. is the publisher of The Nikkei daily newspaper, which focuses on the economy, industries and the distribution and retail business. Now we have 37 bases with more than 240 staff all over the world. Nikkei newspapers bring the latest business and economic news to readers all over the world. The company also provides the newspaper’s electronic version, NIKKEI.com in Japanese (http://www.nikkei.com/), English (http://asia.nikkei.com/) and Chinese (http://cn.nikkei.com/), and holds large-scale exhibitions on such subjects as urban development and the environment.

Japan’s leading comprehensive exhibition, “NIKKEI MESSE”, the quickest way to promote your company in the Japanese market!
The exhibition will be effectively advertised and promoted through a 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 all year long. http://messe.nikkei.co.jp/en/

Related Products Zone
Promotional Campaign
Nikkei Media Group
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### Number of Visitors

<table>
<thead>
<tr>
<th>Date</th>
<th>Weather</th>
<th>Visitor</th>
</tr>
</thead>
<tbody>
<tr>
<td>March 7 (Tue.)</td>
<td>Mostly cloudy, occasional rain in the afternoon</td>
<td>19,011 (19,276)</td>
</tr>
<tr>
<td>March 8 (Wed.)</td>
<td>Fine</td>
<td>25,513 (25,649)</td>
</tr>
<tr>
<td>March 9 (Thu.)</td>
<td>Fine</td>
<td>28,448 (23,136)</td>
</tr>
<tr>
<td>March 10 (Fri.)</td>
<td>Fine</td>
<td>29,723 (23,252)</td>
</tr>
<tr>
<td>TOTAL</td>
<td></td>
<td>102,695 (103,313)</td>
</tr>
</tbody>
</table>

Figure in parenthesis indicates last year’s number of visitors.

### Results of Visitor Questionnaires (2017)

#### Extent of Reference

- **Beneficial**: 60.2%
- **Average**: 13.2%
- **Highly beneficial**: 24.6%
- **Not beneficial**: 0.2%
- **Slightly beneficial**: 1.2%
- **No answer**: 0.6%

#### Extent of Authority

- **Do not have the authority to make a decision or influence**: 20.4%
- **Do have the authority to make a decision**: 15.6%
- **Do not have the authority but have some influence**: 20.8%
- **Do not have the authority but have a strong influence**: 21.4%
- **Do have some authority to make a decision**: 15.0%
- **No answer**: 6.8%

#### Business Outline

- **Adopting/Purchasing construction materials and fixtures**: 36.6%
- **Suppling/Manufacturing construction materials and fixtures**: 32.0%
- **No answer**: 5.2%

### Results of Exhibitor Questionnaires (2017)

#### Exhibiting Impression

- **Effective**: 50.6%
- **Very effective**: 25.1%
- **Not so effective**: 5.7%
- **Not effective at all**: 0.7%
- **Average**: 14.5%

#### Number of Targeted Visitors

- **Plenty**: 8.8%
- **Few**: 7.4%
- **Very few**: 5.0%
- **Very effective**: 25.1%
- **Average**: 36.0%
- **Effective**: 50.6%

#### Intention to Attend the Next Exhibition

- **Consider positively**: 37.5%
- **Consider**: 22.3%
- **Many**: 38.9%
- **Few**: 7.4%
- **Very few**: 5.0%
- **Very effective**: 25.1%
- **Average**: 36.0%
- **Effective**: 50.6%

Many of good quality users related to your business have visited the show!

Exhibitors have recognized the show as the place to approach their target buyers!
Exhibitor Application Guideline and Notice

Exhibition Fee (TAX incl.)

<table>
<thead>
<tr>
<th>Booth Size</th>
<th>Early Bird Price</th>
<th>Standard Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 booth</td>
<td>¥453,600</td>
<td>¥464,400</td>
</tr>
<tr>
<td>2 – 11 booths</td>
<td>¥410,400</td>
<td>¥421,200</td>
</tr>
<tr>
<td>12 or more booths</td>
<td>¥388,800</td>
<td>¥399,600</td>
</tr>
</tbody>
</table>

*Deadline for Early Bird application is August 31 (Thu.), 2017.

Exhibition Fee includes

● Booth Rental

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

Prices above 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.

● 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.

*Exhibitor Information includes a company name, address, telephone number, products and / or services.

Note:

1) The height limit for fixtures depends on the booth space.
2) Co-exhibitors are required to rent one booth each.
3) Registration fee of co-exhibitor information is ¥54,000 per co-exhibitor.

Application and Payment

Application Deadline: October 16 (Mon.), 2017

Early Bird Discount Deadline: August 31 (Thu.)

1 Please e-mail or fax 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.

Booth Location

Booth locations will be decided and announced by the Organizer at the exhibitor briefing session on December 7 (Thu.), 2017.

Overseas Contact Office: Space Media Japan
Tel: +81-3-3512-5670 Fax: +81-3-3512-5680
E-mail: tradefairs2018@smj.co.jp

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 the advertising agency if it serves as an exhibition intermediary), it (the advertising agency 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 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 Contact Office must be borne by applicants. The Overseas Contact Office will charge shortage in cash in Japanese yen from exhibitors during the exhibition 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.

Decorating Package (Optional)

Decorating Package includes the following:

- Needle Punched Carpet (*Select color)
- Beam (Ceiling Structure) x 1
- Fascia
- Company Name Board x 1
- Booth No. Board
- Round Table (600mm ∅) x 1
- Folding Chair x 4
- System Display Box with Storage x 3
- Reception Counter x 1
- LED Spotlight x 3
- 100V Outlet (up to 900w, 2 plugs) x 1
- Electrical Installation 1KW
- Power Supply Usage Fee 1KW

Total Amount (TAX incl.)

1 Booth ¥135,000 2 Booths ¥200,880

For more detail, please contact the Overseas Contact Office.
1. Enforcement of Rules

Any delay by the Exhibitor, the Organizer or any of its related parties may not accept the exhibitions for which a draw is held to determine booth space allocation, the draw shall be held 5-1.

Exhibitor (including the advertising agency if it serves as an exhibition intermediary), it (the advertising contributors, as well as its directors, shareholders and related parties, and 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 are outsourced) shall be considered as “Exhibitor-related Parties” and the Exhibitor and any of its related parties are hereinafter referred to collectively as “Exhibitor-related Parties” and the Exhibitor and Exhibited goods, etc. are hereinafter referred to collectively as “Exhibitors”.

The Organizer may withhold or refuse an application by the Exhibitor when it sends out, after receiving the application, an “Exhibition Application Acceptance” form specified by the former party. The application shall be deemed to be formally accepted by the Organizer when it sends out, after receiving the application, an “Exhibition Application Acceptance” form specified by the Organizer.

The Organizer may withhold or refuse the participation of an applicant to the exhibition if the application is false, or if the applicant is not on the reference list of the Organizer. In such a case, the decision of the Organizer shall be final and none of the Exhibitor or the Organizer may appeal the decision of the Organizer.

The Organizer may withhold or refuse the participation of an applicant to the exhibition if the application is false, or if the applicant is not on the reference list of the Organizer. In such a case, the decision of the Organizer shall be final and none of the Exhibitor or the Organizer may appeal the decision of the Organizer.

9.1. The Organizer shall not be responsible in any way for any damages caused to any Exhibitor or a third party concerning its life, physical well-being or property arising for any case from the use of the exhibition space, printed matter or the Exhibition's official web site by the Exhibitor.

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9.2. The Organizer shall not be responsible in any way for any damages caused to any Exhibitor or a third party concerning its life, physical well-being or property arising for any case from the use of the exhibition space, printed matter or the Exhibition's official web site by the Exhibitor.

8.1. Exhibitors who cannot exhibit due being unable to obtain an entry visa into Japan, for whatever reason, are hereinafter referred to collectively as “Exhibitors.” Exhibitors who cannot exhibit due being unable to obtain an entry visa into Japan, for whatever reason, are hereinafter referred to collectively as “Exhibitors.”

2. Application for Exhibition and Payment of Exhibition Fee

The application for exhibition shall be submitted to the Organizer by a method specified by the Organizer. The application shall be deemed to be formally accepted by the Organizer when it sends out, after receiving the application, an “Exhibition Application Acceptance” form specified by the Organizer.

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3. Allocation of Exhibition Space

The Exhibitor’s space allocation will be determined according to floor plan/configuration arranged by the Organizer. Each Exhibitor shall have the right to determine their location and shall adhere to all determinations made regarding such without objection. For exhibitions for which an Exhibitor is held to determine booth space allocation, the draw shall be held according to the exhibition rules and the Exhibitor shall accept all determinations made regarding such without objection.

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6. Manual/Order Forms, which the Exhibitor, etc. shall comply with.

7. Visas

Exhibitors who need a visa must make complete arrangement on their own as the Organizer can neither supply documentation (invitation letter, etc.) nor act as a visa guarantor. Exhibitors who cannot obtain the visa for some reason, for whatever reason, the Organizer shall not be responsible for matters herein.

[7. Outlines of Rules on Exhibition]

7.1. The Exhibitor shall be solely responsible for or corporations described in the application form and that theعرض of this exhibition shall be described in the application form. Please note that this policy is not适用于任意公司, subsidiaries, related/affiliated companies, as well as group/partner corporations or organizations that are not formally recognized by the Organizer. The Exhibitor agrees that the Tokyo District Court shall have the exclusive jurisdiction of the first instance regarding any and all disputes that arise concerning the Exhibition Rules, etc. 

11. Other

The Organizer agrees that the Tokyo District Court shall have the exclusive jurisdiction of the first instance regarding any and all disputes that arise concerning the Exhibition Rules, etc. 

12. Visas

Visas, exhibitors who need a visa must make complete arrangement on their own as the Organizer can neither supply documentation (invitation letter, etc.) nor act as a visa guarantor. Exhibitors who cannot obtain the visa for some reason, for whatever reason, the Organizer shall not be responsible for matters herein.
ARCHITECTURE + CONSTRUCTION MATERIALS 2018
APPLICATION FORM

To : Overseas Contact Office
We, the undersigned, hereby make application 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 the organizer, which we have read and we have agreed.
(Please pay attention to the Exhibition Rules)

Exhibitor Name   (It will be registered and displayed on the official website and printings.)

Name of Company   (If it is different from the above.)

Address of Head Office
Zip Code : Country
Name of President   Paid - up Capital   Date of Establishment   Number of Employees

E-mail
Contact Person   (Please fill in the address, if it is different from the above head office.)
Name : Job Title / Dept. : Address :
Tel : Fax : E-mail :

Contents of Your Business   (40 words or less)

Description of Your Exhibits   (20 words or less)

Category   (Select up to 5 categories.)
☐ Interior decorative materials ☐ Exterior decorative materials ☐ Flooring ☐ Roofing / Ceilings ☐ Doors and Opening parts
☐ Structure support materials / Function materials ☐ Supplementary materials (Films, Paints, Repair materials) ☐ Other materials
☐ Interior (Blinds, Wall paper, Furniture) ☐ Landscape / Exterior ☐ Software (CG, CAD) ☐ Design / Construction related
☐ Facility equipment ☐ Information / Publishing / Franchise recruitment ☐ Energy saving, Energy creation and Energy storage materials / Facilities ☐ Earthquake resisting device / Materials / Services ☐ Others

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

Exhibition Fee (TAX incl.)

Booth Size Early Bird Price Standard Price = Sub Total ¥ ( )
1 booth ¥ 453,600 × ( ) booth ¥ 464,400 × ( ) booth
2 – 11 booths ¥ 410,400 × ( ) booths ¥ 421,200 × ( ) booths
12 or more booths ¥ 388,800 × ( ) booths ¥ 399,600 × ( ) booths

*Deadline for Early Bird application is August 31 (Thu.), 2017.

Group Exhibitor Fee (TAX incl.)
Number of Group Exhibitor ( ) × ¥ 54,000 = Sub Total ¥ ( )
Additional ¥ 54,000 per Exhibitor will be required as GROUP EXHIBITOR’S FEE when sharing a booth / pavilion with other exhibitor(s).

Decorating Package (TAX incl.)
Tick one carpet color ☐ Red ☐ Orange ☐ Green ☐ Blue ☐ Gray ☐ Beige
¥ 135,000 for one booth ¥ 200,880 for two booths = Sub Total ¥ ( )

Total Amount ¥ ( )

Zoning   (Please check one of the zones in which your exhibits are classified.)
☐ General Construction Materials and Related Products Zone ☐ Wooden Structure Building Zone
☐ Construction Site Zone ☐ Photocatalytic Products Zone

Will you attend the exhibitor briefing session on December 7 (Thu.), 2017 in Tokyo ? ☐ Yes, please send further information.

Contact Person / Representative in Japan   (if applicable)
Name of Company :
Contact Person :
Address :
Tel / Fax :
E-mail :

Signature  Date / / 2017
**Exhibitors List (2017)**

<table>
<thead>
<tr>
<th>General Construction Materials and Related Products Zone</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>A</strong> ABC TRADEANS</td>
</tr>
<tr>
<td><strong>C</strong> CANADA WOOD</td>
</tr>
<tr>
<td><strong>E</strong> EARTH ONE</td>
</tr>
<tr>
<td><strong>G</strong> GAIA BOOKS</td>
</tr>
<tr>
<td><strong>I</strong> ISEI</td>
</tr>
<tr>
<td><strong>K</strong> KAWAGURO</td>
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<tr>
<td><strong>M</strong> MACPANTJAPAN</td>
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<tr>
<td><strong>O</strong> OITA METAL</td>
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<tr>
<td><strong>Q</strong> QUARTZ</td>
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<tr>
<td><strong>S</strong> SAKAMOTO</td>
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<td><strong>T</strong> TAKENAKA</td>
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<tr>
<td><strong>U</strong> ULTRA</td>
</tr>
<tr>
<td><strong>W</strong> WATANABE SOLU</td>
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<td><strong>Y</strong> YAEKI</td>
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**Overseas Contact Office**

Space Media Japan

1-5-2F, Kojimachi, Chiyoda-ku, Tokyo 102-0083, Japan
Tel: +81-3-3512-5670 Fax: +81-3-3512-5680
E-mail: tradefair2018@smj.co.jp