Message

We are delighted to announce that Nikkei Inc. will hold ARCHITECTURE + CONSTRUCTION MATERIALS 2020 at Tokyo Big Sight for a period of four days in March, 2020. 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 2020 (The 26th)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dates</td>
<td>March 3 (Tue.) – 6 (Fri.), 2020</td>
</tr>
<tr>
<td>Venue</td>
<td>TOKYO BIG SIGHT (Tokyo International Exhibition Center) South Hall 1–4</td>
</tr>
<tr>
<td>Admission</td>
<td>¥3,000 (Free with online registration, TAX incl.)</td>
</tr>
<tr>
<td>Organizer</td>
<td>Nikkei Inc.</td>
</tr>
<tr>
<td>Number of Exhibitors</td>
<td>300 companies expected</td>
</tr>
<tr>
<td>Number of Booths</td>
<td>700 booths expected</td>
</tr>
<tr>
<td>Number of Visitors</td>
<td>100,000 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 230 Reporters and staff all over the world except Japan. 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!

**ARCHITECTURE + CONSTRUCTION MATERIALS**

South Hall

West Hall

4F

1F

**LED NEXT STAGE (BM)**

Japan’s leading exhibition of LED’s and OLED’s, gathering key designs for next-generation lighting solutions, including solid state lighting (SSL) technology, devices and lighting applications, and exposing new use of LEDs as critical semiconductor technology.

**JAPAN SHOP (BM)**

Japan’s largest general exhibition of products and materials for the construction of attractive shops, showcases commercial space designs/displays, interior products/materials, furniture, fixtures and equipment, signboards/billboards, storefront POP/SP tools and other solutions.

NIKKEI MESSE is a comprehensive exhibition of various products, services, and solutions for Japan’s future urban, residential, and commercial infrastructure.

Each time, the 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 48 years, including the one held in March 2019. In 2013, the exhibition was renamed as NIKKEI MESSE and continues its successful run.
Range of Exhibits

**General Construction Materials and Related Products Zone**

**Construction Site Labor Saving Zone**
Methods, Materials and Equipment to shorten Construction Period and Save Manpower, Materials and Equipment / Transportation Equipment / IT Equipment / Robot / Construction Managing Software / Temporary Materials (e.g. Scaffold, Plastic Sheeting, Enclosure, Guard Fencing) / Construction Equipment (e.g. Helmet, Construction Ware, Safety Shoes) to heighten Safety and Productivity of Construction Work. Human Resource Services / Consulting, Wide Range of Products and Services to make Comfortable Working Conditions for Women and Elderly / Security and Safety, etc.

**Wooden Structure Building Zone**

**Functional Building Materials Zone**
Building Materials with Self-Healing Function (Auto Cleaning, Maintenance-free, etc.)

**[Special Exhibition] IoT of Living – Connected with Comfortable Living (NEW)**
The Zone will introduce comfortable living space connected with IoT such as AI Speaker, Remote Machine, Electronic Locking System, Smart Household Appliances and Wireless Power Supply(Power Generator), etc.

Promotional Campaigns

**Nikkei Media Group**
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.

**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 Industry Media**
Partnerships with trade newspapers and magazines for publicity.

**Seminars**
Attracting prospective visitors with theme-specific seminars.

**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/
Number of Visitors (2019)

<table>
<thead>
<tr>
<th>Date</th>
<th>Weather</th>
<th>Visitor ARCHITECTURE+ CONSTRUCTION MATERIALS 2019 / JAPAN SHOP 2019 (2 exhibitions total)</th>
<th>NIKKEI MESSE</th>
</tr>
</thead>
<tbody>
<tr>
<td>March 5 (Tue.)</td>
<td>Sunny</td>
<td>18,067 (17,905)</td>
<td>34,484 (34,984)</td>
</tr>
<tr>
<td>March 6 (Wed.)</td>
<td>Cloudy</td>
<td>24,469 (24,268)</td>
<td>51,268 (48,821)</td>
</tr>
<tr>
<td>March 7 (Thu.)</td>
<td>Rain sometimes cloudy</td>
<td>27,655 (26,652)</td>
<td>52,993 (53,476)</td>
</tr>
<tr>
<td>March 8 (Fri.)</td>
<td>Sunny</td>
<td>31,546 (28,847)</td>
<td>61,468 (57,237)</td>
</tr>
<tr>
<td>TOTAL</td>
<td></td>
<td>101,737 (96,672)</td>
<td>200,213 (194,518)</td>
</tr>
</tbody>
</table>

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

Results of Visitor Questionnaires (2019)

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

Results of Exhibitor Questionnaires (2019)

Exhibitors have recognized the show as the place to approach their target buyers!

([Questioned 500])

([Questioned 299])
Exhibitor Application Guideline and Notice

Exhibition Fee (TAX incl.)

<table>
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<tr>
<th>Booth Size</th>
<th>Price</th>
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<td>¥473,000</td>
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<td>2 – 11 booths</td>
<td>¥429,000</td>
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</table>

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 ¥55,000 per co-exhibitor.

Application and Payment

Application Deadline: October 15 (Tue.), 2019

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.

If there is no deficiency in your application form, the Overseas Contact Office 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 decided and announced by the Organizer at the exhibitor briefing session on December 3 (Tue.), 2019.

Overseas Contact Office: Space Media Japan
Tel: +81-3-3512-5670  Fax: +81-3-3512-5680
E-mail: tradefair2020@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
  - 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
- Folding Chair x6
- System Display Box with Storage x3
  - (W990mm x D495mm x H920mm)
- Reception Counter x1
  - (W900mm x D450mm x H800mm)
- LED Spotlight x3
- 100V Outlet (up to 900w, 2 plugs) x1
- Electrical Installation 1KW
- Power Supply Usage Fee 1KW

Total Amount (TAX incl.)

1 Booth ¥140,000  2 Booths ¥207,500

*Please note that the specification of 2 booths decorating package is different. For more detail, please contact the Overseas Contact Office.
6

[7. Outlines of Rules on Exhibition]

7.1. The Exhibitor shall be solely corporations or organizations described in the application form, and the name of the exhibit shall be solely corporations or organizations described in the application form. If the name of the exhibit is not corporations or organizations described in the application form, the company shall not be able to exhibit in the Organizer's booth.

7.2. Exhibitors in the exhibition must exhibit in accordance with the floor plan and shall not exhibit in or out of the exhibition site as well as the exhibition rules and regulations shall be prescribed in the Exhibition Service Manual, Special Form, which the Organizer shall provide.

7.4. The Exhibitor, etc. shall not engage in any exhibits, advertising or Spot Sales activity in locations specified by the Organizer. Each exhibiting company/organization shall be restricted to exhibit in the area designated for that exhibit. Moreover, the Organizer shall not return to Exhibitors the application, and shall not allow the Exhibitor, etc. to make a set up and unpacking during the exhibition.

7.8. The Organizer, etc. shall be required to provide a certificate of compliance with the applicable advertising rules to the Organizer, etc. to exhibit.

7.10. The Exhibitor shall not enter the exhibition site before the designated time and may not exhibit if the exhibit is to be exhibited until the designated time.

[8. Handling of Personal Information]

8.2. If any dispute occurs between the Exhibitor and the person who the Personal Information is related to, the Exhibitor shall take the necessary actions in accordance with the Act on the Protection of Personal Information.

8.4. The Organizer shall not be liable to compensate the Exhibitor, etc. for any damages that are due to the cause of force majeure such as terrorism, domestic strife, war, strike, transportation delay, infectious disease, natural disaster, etc., and also any losses due to an incident or accident other than the cause of force majeure.

8.5. The Organizer shall not be liable to compensate the Exhibitor, etc. for any damages that are due to the cause of force majeure such as terrorism, domestic strife, war, strike, transportation delay, infectious disease, natural disaster, etc., and also any losses due to an incident or accident other than the cause of force majeure.

[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 engaged in any anti-social or criminal activity, and are not related to any types of persons or organizations specified in items (I) through (x) (as shown below).

10-2. The Exhibitor, etc. shall represent and warrant that they are not currently nor have they in the past been engaged in any anti-social or criminal activity, and are not related to any types of persons or organizations specified in items (I) through (x) (as shown below).

10-3. The Exhibitor, etc. shall represent and warrant that they are not currently nor have they in the past been engaged in any anti-social or criminal activity, and are not related to any types of persons or organizations specified in items (I) through (x) (as shown below).

10-4. The Exhibitor, etc. shall represent and warrant that they are not currently nor have they in the past been engaged in any anti-social or criminal activity, and are not related to any types of persons or organizations specified in items (I) through (x) (as shown below).

10-5. The Exhibitor, etc. shall represent and warrant that they are not currently nor have they in the past been engaged in any anti-social or criminal activity, and are not related to any types of persons or organizations specified in items (I) through (x) (as shown below).

10-6. The Exhibitor, etc. shall represent and warrant that they are not currently nor have they in the past been engaged in any anti-social or criminal activity, and are not related to any types of persons or organizations specified in items (I) through (x) (as shown below).

10-7. The Exhibitor, etc. shall represent and warrant that they are not currently nor have they in the past been engaged in any anti-social or criminal activity, and are not related to any types of persons or organizations specified in items (I) through (x) (as shown below).

10-8. The Exhibitor, etc. shall represent and warrant that they are not currently nor have they in the past been engaged in any anti-social or criminal activity, and are not related to any types of persons or organizations specified in items (I) through (x) (as shown below).

10-9. The Exhibitor, etc. shall represent and warrant that they are not currently nor have they in the past been engaged in any anti-social or criminal activity, and are not related to any types of persons or organizations specified in items (I) through (x) (as shown below).

10-10. The Exhibitor, etc. shall represent and warrant that they are not currently nor have they in the past been engaged in any anti-social or criminal activity, and are not related to any types of persons or organizations specified in items (I) through (x) (as shown below).

[11. Others]

11-1. The Exhibitor agrees that the Exhibition Rules and all the legal relationships based on the Exhibition Rules “Exhibition” shall be governed by the laws of Japan and that the Claimant shall be the Organizer.

11-2. The Organizer may, in its sole discretion, change the Exhibition Rules, etc. at any time without prior notice to the Exhibitor or organizers.

12-1. The Exhibitor shall exhibit in the exhibition site as shown on the floor plan, and the exhibition booth paid by the Organizer is not to be changed or modified by the Exhibitor.

12-2. If the 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 fees.
To: Overseas Contact Office

We, the undersigned, hereby make application for exhibit space in the exhibition and declare that all obligations, right 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)

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

Address of Head Office

Zip Code: Country

Name of President

Paid-up Capital

Date of Establishment

Number of Employees

E-mail

URL

http://

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 (Please select one.)

☐ 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 papers, Furniture) ☐ Landscape / Exterior ☐ Software (CG, CAD) ☐ Design / Construction related

☐ Facility equipments ☐ Information / Publishing / Franchise recruitment

☐ Energy saving, Energy creation and Energy storage materials / Facilities ☐ Earthquake resisting devices / Materials / Services ☐ Others

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

Exhibition Fee (TAX incl.)

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Group Exhibitor Fee (TAX incl.) Number of Group Exhibitor ( ) × ¥55,000 = Sub Total ¥ ( )

Additional ¥55,000 per Exhibitor will be required as GROUP EXHIBITOR’S FEE when sharing a booth / pavilion with other exhibitor(s).

Decorating Package (TAX incl.) ¥140,000 for one booth ¥207,500 for two booths = Sub Total ¥ ( )

Total Amount ¥ ( )

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

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 Labor Saving Zone ☐ Functional Building Materials Zone

☐ IoT of Living – Connected with Comfortable Living

Will you attend the exhibitor briefing session on December 3 (Tue.), 2019 in Tokyo? √ Yes, please send further information.

Contact Person / Representative in Japan (if applicable)

Name of Company:

Contact Person:

Tel / Fax:

Address:

E-mail:

Signature

Date /

/ 2019

7