Exhibition Fee (TAX incl.)

1 booth (image)

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.

*Once all available floor space has been taken, no further applications will be accepted.

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: tradefairs2020@smj.co.jp

Overseas Contact Office

Payment Deadline: Within three weeks of the issuance of the invoice

Upon receiving the application form, the Overseas Contact Office will issue an invoice for the exhibition fee. Applicants are not considered to be exhibitors until the payment has been received. The exhibit / optional decorating package booth fee must be paid in full by the exhibitor. Any bank charge accruing from transferring the fees invoiced by the Overseas Contact Office must be borne by the applicants. The Overseas Contact Office will charge shortage in cash from the exhibitor in Japanese yen during the exhibition if there is any deficiency in the payment made by the exhibitor.

If all or part of an exhibit is to be withdrawn or cancelled due to circumstances on the part of the Exhibitor (including the advertising agency if it serves as an exhibition intermediary), it (the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.

Total Amount (TAX incl.)

¥140,000

¥207,500

1 booth

2 booths

For more detail, please contact the Overseas Contact Office.

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

Notes

Co-exhibitors are required to rent one booth each.

Registration fee of co-exhibitor information is ¥55,000 per co-exhibitor.

1) The height limit for fixtures depends on the booth space.

2) Exhibitor Introduction

Exhibition Fee includes

Booth Rental

Decorating Package (Optional)

Needle Punched Carpet

(W900mm x D450mm x H800mm)

(W990mm x D495mm x H920mm)

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

Color Available : Red  Orange  Green  Blue  Gray  Beige

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.

Application Guideline

1. Booth Size

2 – 11 booths

12 or more booths

3. Price

¥473,000

¥429,000

¥407,000

4. Booth Location

Booth locations will be decided in a exhibitor briefing session held on December 4 (Wed.), 2019. Based on the lottery and past exhibiting record, exhibitors will draw lots and choose a booth location in the session. If an exhibitor or its representative cannot attend it, the Organizer will allocate the exhibit space.

*Island booths will be available from 12 booths.

*For those whom applies by the deadline, applications for 4 or more booths are guaranteed on the main aisle, and applications for 2 or more booths are guaranteed with two-side open layout.

5. Cancellation of Space Booking

*Please note that the specification of 2 booths decorating package is different.
INTRODUCTION

“RETAILTECH JAPAN” is one of the largest trade show in Japan especially focusing on the distributors and retailers as visitors. It will showcase the cutting-edge retail information technology devices and systems which support the business of the distribution industry by bringing together the retail solutions including POS systems, payment systems, head-office system for chain stores, digital signage systems, digital marketing solutions, inventory control systems and logistics.

GENERAL INFORMATION

Title
RETAILTECH JAPAN 2020 (The 36th Edition)

Dates
March 3 (Tue.) – 6 (Fri.), 2020
10:00 a.m. – 5:00 p.m. (10:00 a.m. – 4:30 p.m. on the last day)

Organizer
Nikkei Inc.

Admission Fee
¥3,000 (Free with online registration, TAX incl.)

SHOW SCALE

Number of Exhibitors
240 companies expected (235 companies in 2019)

Number of Booths
1,050 booths expected (1,034 booths in 2019)
1 booth=9 sqm

ACCESS MAP

Train
JR Keiyo Line

<table>
<thead>
<tr>
<th>Destination</th>
<th>Time to Makuhari Messe</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tokyo</td>
<td>Approx. 30 minutes</td>
</tr>
<tr>
<td>Keiyo Line (rapid)</td>
<td>Approx. 10 minutes</td>
</tr>
<tr>
<td>Makuhari Messe</td>
<td>5 minutes walk</td>
</tr>
</tbody>
</table>

Express Bus

<table>
<thead>
<tr>
<th>Destination</th>
<th>Time to Makuhari Messe</th>
</tr>
</thead>
<tbody>
<tr>
<td>Haneda Airport</td>
<td>Approx. 40 minutes</td>
</tr>
<tr>
<td>Narita International Airport</td>
<td>Approx. 50-40 minutes</td>
</tr>
<tr>
<td>Keiyo Airport Line</td>
<td></td>
</tr>
<tr>
<td>Keiyo Line</td>
<td></td>
</tr>
<tr>
<td>Chiba</td>
<td></td>
</tr>
<tr>
<td>Tokyo</td>
<td></td>
</tr>
<tr>
<td>Narita International Airport</td>
<td></td>
</tr>
</tbody>
</table>

Who is Nikkei?
(http://asia.nikkei.com)
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.
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Who is Nikkei?
[http://asia.nikkei.com]

Direct mail ads sent to prospective visitors including major buyers, utilizing the huge database of the Nikkei Media Group.

EXHIBIT AREAS and CATEGORIES

Hall 6
Hall 5
Hall 4

Total Retail Information Systems

IT Solutions for Apparel, Restaurant and Service Industries
EC and Digital Marketing
Digital Signage and In-store Promotion
Payment and Cashless
Logistics and IoT
AI and Data Utilization
HR Technologies

VISITOR QUESTIONNAIRE

Type of Industry

Retail, Catering 35.1%
Wholesale 11.5%
Convenience, Food manufacturer 2.2%
Leisure, Rental shop, Other service 10.3%
Information, Communication equipment (Non-merchandising) 11.4%
Information, Communication equipment (For merchandising) 11.8%
Other manufacture 17.7%

Job Department

Executive 12.6%
Information / System Development 22.2%
Sales / Marketing 30.3%
Genial / Human Affair, Finance 4.6%
Physical Distribution, Plant Maintenance, Purchase 6.6%

EXHIBITOR QUESTIONNAIRE

Intention to Exhibit at Next Show

Definitely will exhibit 46.3%
Will consider exhibiting 27.3%
Positively consider exhibiting 22.9%
Will not exhibit 2.4%
(N.A. 1.0%)

Exhibiting Impression

Very effective 19.0%
Effective 48.3%
Average 23.9%
Not so effective 6.8%
Not effective at all 2.0%

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.

Official Website

Up-to-date show information as well as the current trends of the industry offered through official website all year long.
http://messe.nikkei.co.jp/en/

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.

Event & Seminars

Attracting prospective visitors with a special event and theme-specific seminars.

DIRECT MAIL

Direct mail ads sent to prospective visitors including major buyers, utilizing the huge database of the Nikkei Media Group.
EXHIBITOR LIST IN 2019

A
3RD-EYES RT1608
ABEAM CONSULTING RT1621
ABNEX RT1710
ABX RT1304
AKATSUKI ELECTRIC MFG RT1661
ALLE RT1309
ALPHANOTE RT1544
AMARYLLO INTERNATIONAL RT1635
APLUS RT1562
ASahi SEIKO RT1517
Asynt RT703
B
BCN RT1615
BEIJING VISION TECHNOLOGY RT1519
Bilging System RT539
BIXOLON RT546
BLUEBRID RT706
BMT RT533
BRAIN RT511
BROther SALES RT318
BRYcen RT233
Bjulacom RT1104
C
CASIO COMPUTER RT701
CASTLES TECHNOLOGY RT542
CATALINA MARKETING JAPAN RT1625
Chatwork RT609
CIPHERS LAB RT603
CITIZEN SYSTEMS JAPAN RT1229
CLIENTRON RT502
COMMERCE21 RT1644
CONsortium for the global society with planetary fabbing RT708
CREST RT3101
CYBERLINKS RT613
D
dai nippon printing RT302
DATAX RT514
DATACOM RT305
DataRobot Japan RT651
DATATAX INTERNATIONAL RT520
DENS0 WAVE RT1311
E
DIAMOND RETAIL MEDIA RT1224
DIGIMARC RT1207
DONGSANlaufwire ELECTRONIC TECHNOLOGY RT1215
DREAM ARTS RT1404
DX ANTENNA RT1646
ELECcom RT1646
EPSON SALES JAPAN RT1402
ENI RT1525
F
ECI RT1512
FEIST Japan RT1674
FIELDSYSTEMS RT1630
FKSYSTEM RT1507
FRG CORPORATION RT1216
FUJI RT1627
FUJI ELECTRIC RT1315
FUJIMOTO RT1205
FUJISOFt RT317
FUJISU RT1102
FUJISU FIP RT1102
FUJISU FRONTECH RT1102
FUJISU MARKETING RT1102
FUJIX Xerox SYSTEM SERVICE RT1314
FUTURE APPLICATION RT1209
GIKEN SHOJI INTERNATIONAL RT1622
GLORY RT1405
GOLDROTT JAPAN RT1321
GUANGZHOU ISSZONE TECHNOLOGY RT1548
HAGIHARA SOLUTIONS RT1648
HILVER TECHNOLOGY RT1634
Hitachi RT1103
Hitachi DISTRIBUTION SOFTWARE RT1636
Hitachi-LG Data Storage RT1652
HOKUTO SYSTEM RT1307
I
IBM RT1531
IMAGERS RT1501
INCONNO MACHINERY RT1540
INDEPURATION GROUP RT1629
INFO MART RT1206
INENCAS JAPAN RT1050
IT VIDEO SERVICE RT1227
IT SOLUTIONS RT1312
IUI Tai Free RT1515
J
Janga Tech RT1217
Japan automotive Identification Systems Association RT1223
JAPAN CASHMACHINE RT1612
JAPAN CONNECT WITH SECURE AUTHENTICATION RT1221
PROMOTIONAL ASSOCIATION RT1219
JAPAN INDUSTRIAL PUBLISHING RT1225
JAPAN RETAIL SYSTEM RT1319
J MODE ENTERPRISE RT1214
JOllY GOOD RT1653
JOllY MECHATRONICS RT1519
K
J. STEPHEN RT1513
KINKI SYSTEM SERVICE RT3876
KYODO PRINTING RT1702
LABAU TECHNOLOGY RT1506
LAUREL BANK MACHINES RT1407
LINE PAY RT1660
LINKCOM RT1605
LINK PROCESSING RT1629
Locoriase RT1640
LOCATIONAVALE RT1618
LOGITEC INA SOLUTIONS RT1646
MANHATTAN ASSOCIATES RT1614
MEDARA NETWORK JAPAN RT1218
MICROSOFT JAPAN RT1241
MP SOLUTION RT1530
MT RT645
MURATA RT1236
N
NAGANOD TECTRON RT298
NASCO RT1508
NATEC RT1541
NAYAX RT502
NCI JAPAN RT1408
NEC RT1101
NETMOVE RT1527
NETPILOTING RT1231
NETSPIRIT RT1539
NEW POS TECHNOLOGY RT1535


**Exhibition Rules**

### 1. Enforcement of Rules

Exhibitors must abide by the rules and provisions set in this Exhibition Rules, the Exhibitor Service Manual/Form/Order Forms by the prescribed date in the prescribed manner. In the event of any delay by the Exhibitor, the Organizer or any of its related parties may not accept the application.

### 2. Precaution for Exhibiting

2-1. Exhibitors shall be limited to corporations and organizations providing products and services and exhibiting space as indicated by the Organizer. The Organizer may disagree the acceptance of the application, or refuse part of the applicant's participation or its participation itself if the Organizer finds that the Exhibitor has not established its business and that the application is not justified or appropriate by the Organizer, that an applying company/organization, its product or service is not appropriate for the exhibition, the Exhibitor is identified with "Security Disavowal," or "Security Denial of the Identities," or "Exhibitor has participated in the same exhibition previously more than once.

2-2. Exhibitors shall not sell any merchandise or service in a manner that involves payment in the exhibition hall (hereinafter referred to collectively as “Spot Sales”), excepting the sale of certain merchandise or services approved by the Organizer.

2-3. Co-exhibition shall be made only if the number of booths is not less than the number of co-organized companies/organization. For example, two companies/organizations cannot co-exhibit in the space allotted for one booth.

2-4. The Organizer has the right to discontinue, to review an acceptance of Exhibitor's application if the exhibit is not from any country or area that is on the WHO's list of areas with local transmission of any epidemic diseases. The Exhibitor may not refer any related documents on the decision of the Organizer.

### 3. Calculation of Exhibition and Payment of Exhibition Fee

3-1. The application for exhibition shall be submitted to the Organizer by the Exhibitor by a method specified by the Organizer. If an application is rejected by the Organizer, the Organizer may not accept the application any more.

3-2. The Organizer shall issue an invoice for payment of the exhibition fee to the Exhibitor. The Exhibitor must remit the exhibition fee to the Organizer in full, in accordance with the invoice.

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3-4. If all or part of the exhibit is withdrawn or cancelled in due course on the part of the Exhibitor, the Organizer may set aside any part of the exhibition fee and the Organizer may claim any such damages from the Exhibitor.

### 4. Allocation of Exhibition Space

4-1. The Exhibitor's space allocation will be determined according to floor plan/configuration arranged by the Organizer. The Exibitor shall not have the right to request changes in location and shall accept all determinations made regarding such without objection. For exhibitions for which the Exhibitor has been approved in advance or where the Organizer has determined that the Exhibitor is unable to participate, the Exhibitor may not be able to exhibit their products and services, and their name may not be able to be displayed in the Exhibitor's booth.

4-2. The Exhibitor shall not, for any reason whatsoever, exchange with, or assign/exclude to, another Exhibitor or part of the exhibit for the exhibition or for any other reason.

4-3. The Exhibitor is responsible for the decoration, change the floor plan without obtaining the consent of the Exhibitor if the competent police department, fire department, health center or any other authority instructs in such case for a fire/health/violence prevention and order/cancellation of the exhibition demonstration method.

### 5. Submission of Documents

The submit all the documents requested by the Organizer such as those prescribed in the Exhibitor Service Manual/Form/Order Forms by the prescribed date in the prescribed manner. In the event of any delay by the Exhibitor, the Organizer or any of its related parties may not accept the application.
We, the undersigned, hereby make an application for exhibit space in RETAILTECH JAPAN 2020 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 to which we have agreed. (*please pay attention to the Exhibition Rules)

**Date (mm/dd/yy):** / / 2019

---

**Company Name:** (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:**

**Tel:**

**Fax:**

**E-mail:**

**URL:** http://

**Name of President:**

**Paid-up Capital:**

**Date of Establishment:**

**Number of Employees:**

**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):**

---

### Booth Size

<table>
<thead>
<tr>
<th>Booth Size</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 booth</td>
<td>¥473,000</td>
</tr>
<tr>
<td>2 – 11 booths</td>
<td>¥429,000 × ( ) booths</td>
</tr>
<tr>
<td>12 or more booths</td>
<td>¥407,000 × ( ) booths</td>
</tr>
</tbody>
</table>

= **Sub Total** ¥ ( )

### 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.)

1 booth ¥140,000 2 booths ¥207,500 = **Sub Total** ¥ ( )

---

**Total Amount** ¥ ( )

---

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

---

Please check one of the zones in which your exhibits are classified.

- [ ] Total Retail Information Systems
- [ ] Payment and Cashless
- [ ] Digital Signage and In-store Promotion
- [ ] AI and Data Utilization
- [ ] EC and Digital Marketing
- [ ] Logistics and IoT
- [ ] HR Technologies
- [ ] IT Solutions for Apparel, Restaurant and Service Industries

---

Will you attend the exhibitor briefing session on December 4 (Wed.), 2019 in Tokyo?

- [ ] Yes, please send further information.

---

**Contact Person in Japan / Representative in Japan (If applicable):**

**Company Name:**

**Name:**

**Address:**

**Tel:**

**Fax:**

**E-mail:**

**Signature:**

**Date:** / / 2019

---

Please send us your product catalogue by E-mail. The above information will be used for RETAILTECH JAPAN official website.
1. Exhibition Fee (TAX incl.)

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</tr>
</tbody>
</table>

Exhibition Fee includes

● Booth Rental

1 Booth = 9 square meters (3m wide x 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.

Notes

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2) Co-exhibitors are required to rent one booth each.
3) Registration fee of co-exhibitor information is ¥55,000 per co-exhibitor.

2. Application

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If the amount of damage to the Organizer or its related parties exceeds the cancellation fee, the excess amount is charged to Exhibitor separately.

Decorating Package (Optional)

Decorating Package includes the following:

- Needle Punched Carpet

<table>
<thead>
<tr>
<th>Color Available</th>
<th>Red</th>
<th>Orange</th>
<th>Green</th>
<th>Blue</th>
<th>Gray</th>
<th>Beige</th>
</tr>
</thead>
</table>

- Beam (Ceiling Structure) x 1
- Fascia
- Company Name Board x 1
- Booth No. Board
- Round Table (600mm x 2) x 1
- Folding Chair x 4
- System Display Box with Storage x 3
  (W950mm x D490mm x H920mm)
- Reception Counter x 1
  (W900mm x D450mm x H800mm)
- 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 | ¥140,000 |
| 2 booths | ¥207,500 |

* Please note that the specification of 2 booths decorating package is different.

Overseas Contact Office

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: tradefairs2020@smj.co.jp