

The 44th JAPAN Int'l FRANCHISE SHOW 2027

EXHIBITOR BROCHURE

March 3-5, 2027

Venue : TOKYO BIG SIGHT (Tokyo International Exhibition Center)

Organizer : Nikkei Inc.

Special Cooperation : Japan Franchise Association



<https://messe.nikkei.co.jp/en/fc/>



Looking to Expand Your Brand in the Asian Market ?

Reserve your spot at the 44th Annual Japan International Franchise Show,
one of the largest franchise exhibitions in the world!

Network with distributors, investors, and institutions from all over Japan
who are interested in overseas brands like yours.

【Contact】

NIKKEI MESSE Overseas Contact Office / Overseas Sales Agent
Congrès Inc.

E-mail: tradefairs@congre.co.jp

Message

The **JAPAN INTERNATIONAL FRANCHISE SHOW** is one of the largest franchise exhibitions in the world. A large number of distributors, investors, and institutions interested in overseas brands gather for the **JAPAN INTERNATIONAL FRANCHISE SHOW** from all over Japan and Asia. We highly recommend you to participate the show in order to expand your business in Japan. The **JAPAN INTERNATIONAL FRANCHISE SHOW** promises to be an outstanding opportunity for everyone interested in meeting the business challenges of the future.

Outline

Title	The 44th JAPAN INTERNATIONAL FRANCHISE SHOW 2027
Dates	March 3 (Wed.) - 5 (Fri.), 2027 10:00 a.m. - 5:00 p.m. (4:30 p.m. on the last day)
Venue	TOKYO BIG SIGHT (Tokyo International Exhibition Center)
Organizer	Nikkei Inc.
Special Cooperation	Japan Franchise Association

Number of Exhibitors	220 companies
Number of Booths	430 booths
Number of Visitors	32,000 persons
*expected	

About NIKKEI

Nikkei Inc. is a world-renowned media brand for Asian news, respected for quality journalism and for being a trusted provider of business news and information. Founded as a market news provider in Japan in 1876, Nikkei has grown into one of the world's largest media corporations, with 37 foreign editorial bureaus and approximately 1,500 journalists worldwide. Nikkei acquired the UK-based Financial Times in 2015. Our combined digital and print circulation totals about 2.3 million, and we are continually deploying new technologies to increase our readership.



Targeted Exhibitors

■Franchisor

Corporations that conduct businesses with franchise systems (franchisors) will seek franchisees and promote their business.

●Franchise / Retailing & Service

Convenience store, supermarket, discount store / 100-yen shop, hardware store / DIY store, recycle store / secondhand goods shop, delivery, specialty shop (clothes, food and beverage, audio product, sport, pet, other), Cosmetic, Nursing care service, cleaning service, hair dressing and beauty, exercise machine, printing, leisure service, lease and rental, language school and educational material, other service.

●Franchise / Food & Beverage

Fast food (lunch box, noodle, sweet, ice cream etc), restaurant, pub, food delivery, bakery, café, home delivered food, Asian / Western food.

■Business Partner Recruitment (excluding franchisor)

Corporations except for the franchisor will seek distributors, exclusive distributors, and business partners.

●Support services for establishing a food service business

●Business Partner Recruitment (excluding franchisor)

Sales or specified agents recruitment (variety of products / sales agent of service / specified agent, variety of shopkeeper recruitment, other).

■Store & Retail DX, Business Support Services

Corporations will promote and expand sales channels of technology, products, services, systems and location strategy for franchise and distribution industry, including food service, retail, and service businesses.

●Introduction of products, facilities and system, services for stores.

●Information providing services for store development and locational strategy.

■Consulting, Information Service, Publication

Corporations involved in franchise-related consulting, affiliation advisement, information services and publications will seek new clients and conduct corporate PR.

●Franchisor establishment, affiliation, overseas expansion, and others.

■International

Expansion of overseas franchises in Japan, recruitment of distributors, business partners, etc.

APPLICATION GUIDELINE

1 Exhibition Fee (TAX incl.)

	Early Bird Registration Special Rate Available until August 31	General Registration Application deadline October 9
1 booth	¥495,000	¥528,000
2 or more booths	¥440,000	¥473,000
Food Court 3 booth	¥1,254,000	¥1,353,000

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

Prices shown on the left 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.

Notes

- 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.

2 Application

Application Deadline:
October 9 (Fri.), 2026

Please send the application form by E-mail to the Overseas Sales Agent.

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

3 Payment

Payment Deadline :
Within three weeks of
issuance of invoice

Upon receiving the application form, the Overseas Sales Agent will issue an invoice for the exhibition fee. Applicants are not considered exhibitors until 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 Sales Agent must be borne by the applicants. The Overseas Sales Agent will charge any cash shortages from the exhibitor in Japanese yen during the exhibition if there is any deficiency in the payment made by the exhibitor.

4 Cancellation of Space Booking

If all or part of an exhibit is to be withdrawn or cancelled due to circumstances on the part of the Exhibitor (including the Overseas Sales Agent if it serves as an exhibition intermediary), the Exhibitor (or the Overseas Sales Agent if it serves as exhibition intermediary) shall notify the Organizer of such decision in writing, using 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 email to notify the Exhibitors that it had received their application for the 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.

5 Exhibition fee refund policy in case of cancellation due to force majeure

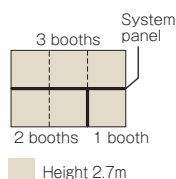
If it is determined by the Organizer to suspend or shorten the period of the exhibition due to the occurrence of force majeure such as the outbreak of infectious disease or any other causes beyond the reasonable control of the Organizer, the exhibition fee will be refunded to the Exhibitor (or Overseas Sales Agent if it serves as exhibition intermediary) as outlined on the right. If all or part of an exhibit is cancelled due to circumstances on the part of the Exhibitor, the standard cancellation fee will be charged. For details, please refer to the Exhibition Rules.

Until Thursday, December 31, 2026	100% of the exhibition fee
From Friday, January 1 to Sunday, January 31, 2027	80% of the exhibition fee
From Monday, February 1 to Sunday, February 28, 2027	70% of the exhibition fee
From Monday, March 1 to Tuesday, March 2, 2027 (move-in and setup period)	50% of the exhibition fee
From Wednesday, March 3 to Friday, March 5, 2027 (exhibition and move-out period)	0% of the exhibition fee

Booth configuration and height limits

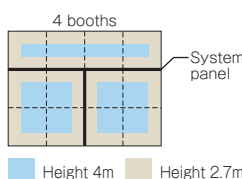
Exhibitors requiring island booths exposed to an aisle on all four sides must reserve a minimum of 10 booths. For exhibits using four booths, they can opt for a single-row (1 × 4) or double-row (2 × 2) configuration. *Applications for five booths are not accepted.

3 booths or less
Height limit: 2.7 meters



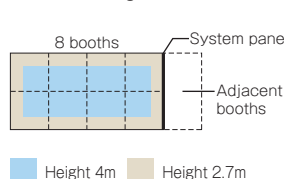
4 booths

The height limit of booths set up within 1 meter of adjacent booths, rear walls, or aisles is 2.7 meters. The height limit of other booth configurations is 4 meters.



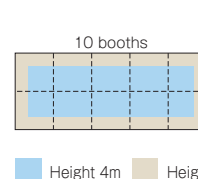
6, and 8 booths

The height limit of booths set up within 1 meter of adjacent booths, rear walls, or aisles is 2.7 meters. The height limit of other booth configurations is 4 meters.



10 or more booths - island booths

The height limit of booths set up within 1 meter of aisles is 2.7 meters. The height limit of other booth configurations is 4 meters.



*Any exhibited vehicle must also be kept within these limits.

Optional Package Booth

[1 Booth: ¥132,550 (tax incl.) N.B. exhibit fee is not included.]
[Without Carpet: ¥72,050 (tax incl.)]

Furnishing:

Carpet (color selectable), Fascia, Beam (Ceiling Structure) x 1, Company Name Board x 1, 4 folding chairs, table and white cloth, 3 arm spotlights, outlet (100V-500W), primary wiring (1kW) and power rates (1kW).

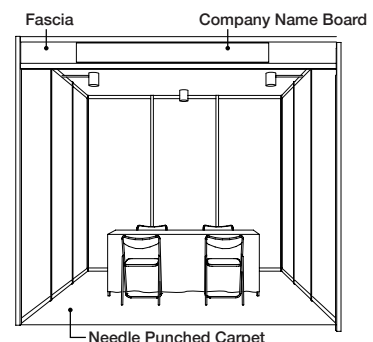
[2 Booth: ¥248,600 (tax incl.) N.B. exhibit fee is not included.]
[Without Carpet: ¥127,600 (tax incl.)]

Furnishing:

Carpet (color selectable), Fascia, Beam (Ceiling Structure) x 1, Company Name Board x 1, 4 folding chairs, 1 round table, 1 reception counter, 6 arm spotlights, 2 outlets (100V-500W), primary wiring (2kW) and power rates (2kW).

* You can add optional lease fixtures to this package booth.

* For more details of two or more booths, please contact the NIKKEI MESSE Overseas Sales Agent.



[Contact]

NIKKEI MESSE Overseas Contact Office / Overseas Sales Agent
Congrès Inc. E-mail: tradefairs@congre.co.jp

Promotional Campaign

Nikkei Media Group

The exhibition will be effectively advertised and promoted through 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), TV Tokyo's regular and satellite broadcasting networks.



TV CM

Direct Mail & E-mail Magazine

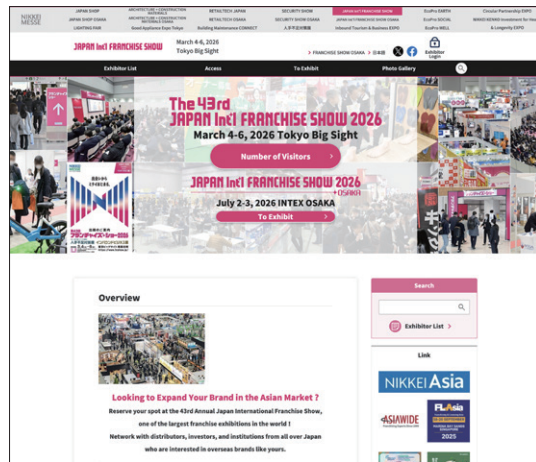
Direct mail ads sent to prospective visitors. Promotions through e-mail magazines, sent to pre-registered visitors and visitors to the previous events.



Official Website

Up-to-date show information as well as the current trends of the industry offered through the official website.

<https://messe.nikkei.co.jp/en/fc/>

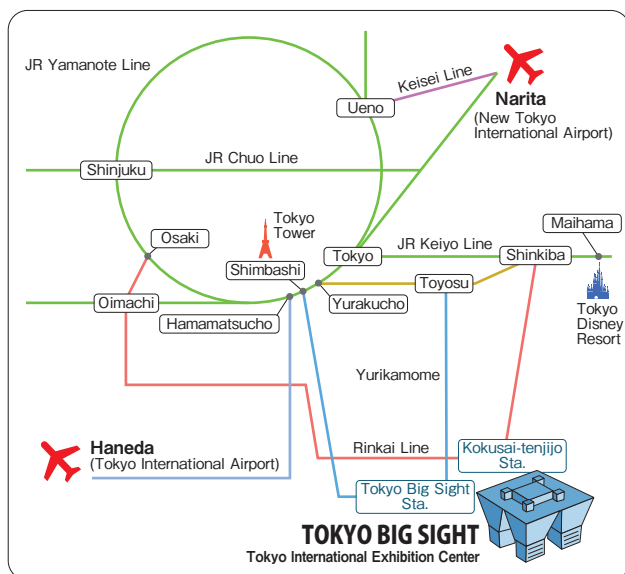
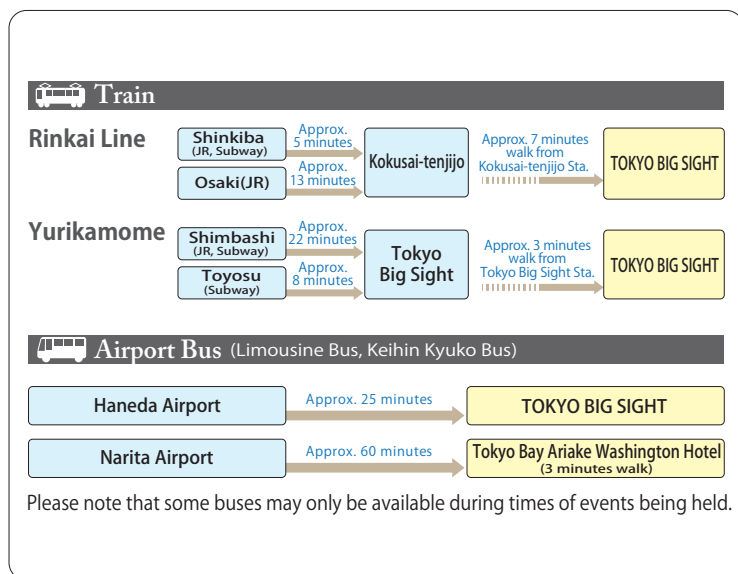


Seminars

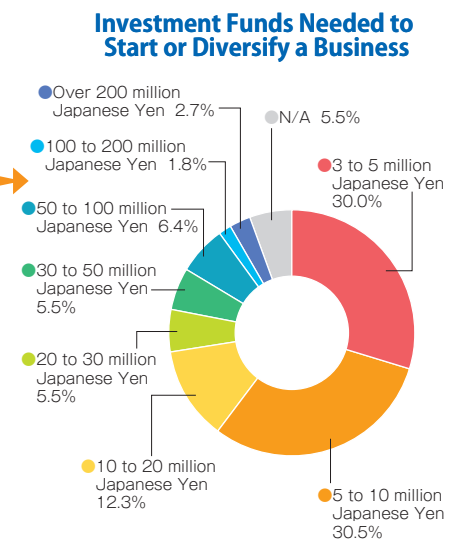
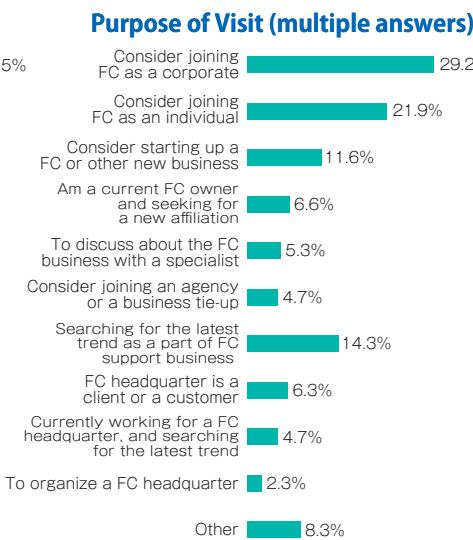
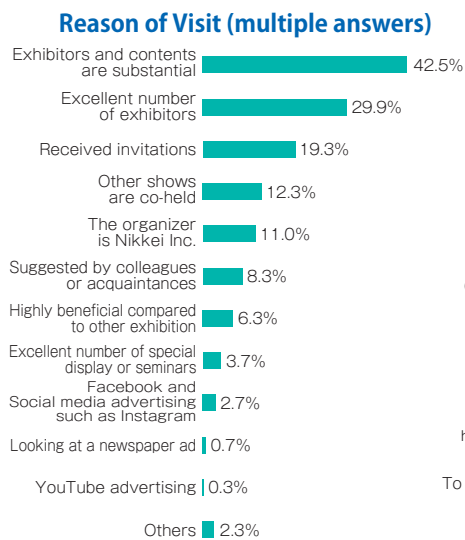
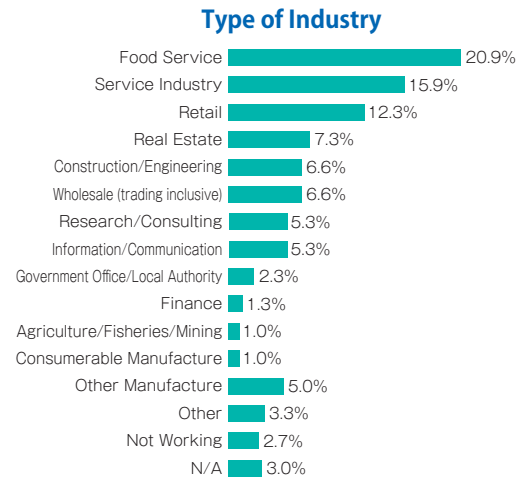
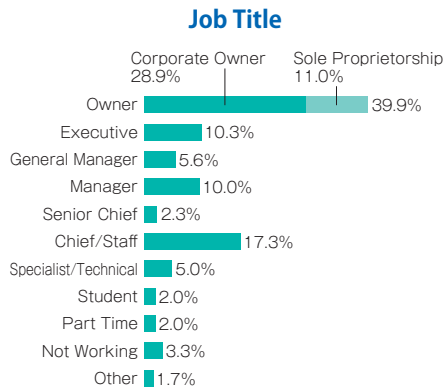
Various seminars will be held on the themes of Japanese and international franchising.



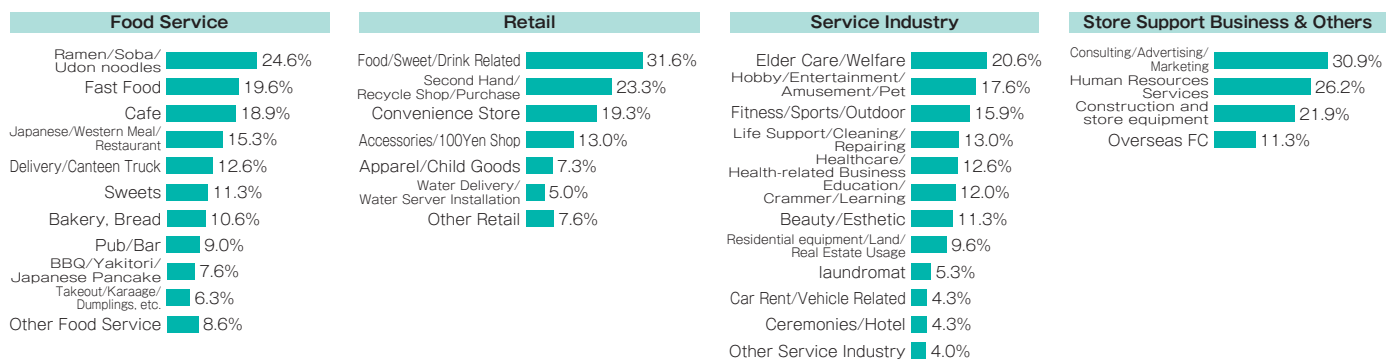
Access Map



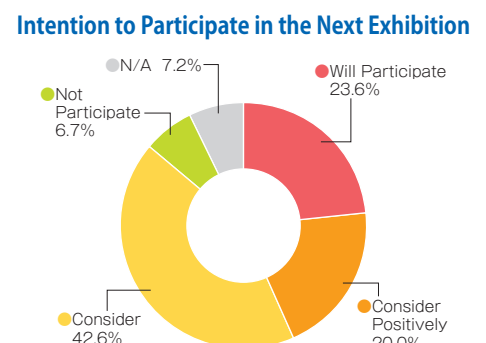
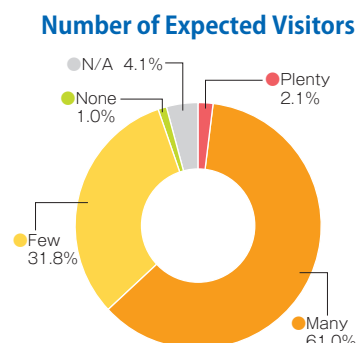
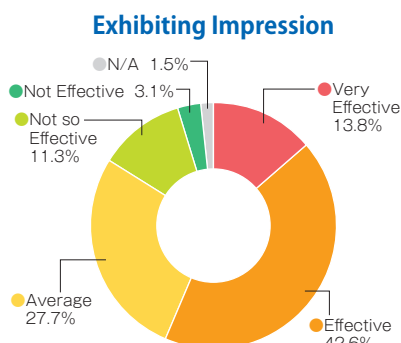
Results of Visitor Questionnaires (2026)



Field of Interest (multiple answers)

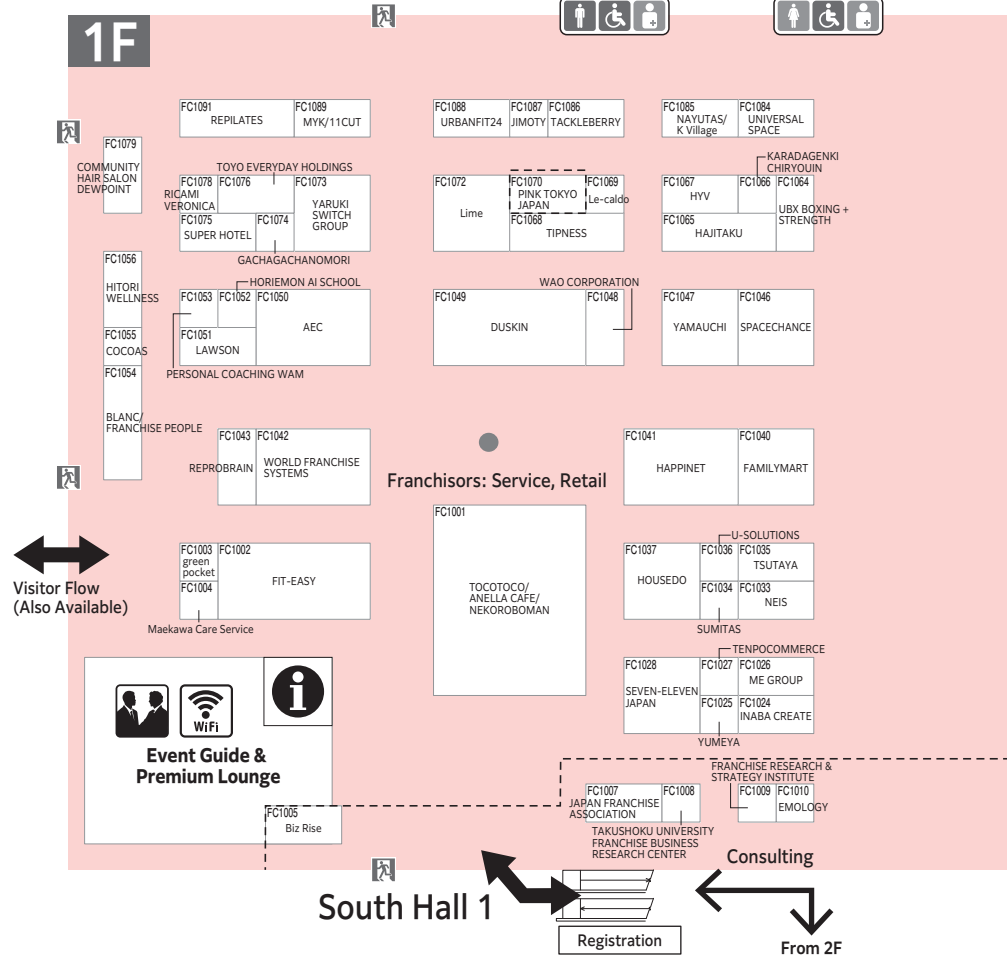


Results of Exhibitor Questionnaires (2026)



Floor Plan in 2026 venue: TOKYO BIG SIGHT (Tokyo International Exhibition Center)

JAPAN Int'l FRANCHISE SHOW





Exhibition Rules

[1. Enforcement of Rules]

1-1. Exhibitors (including Co-exhibitors, the same shall apply hereinafter) must abide by the rules and provisions set in this Exhibition Rules, the Exhibitor Service Manual/Order Forms (exhibition procedures) that will be presented by the Organizer. Detailed Exhibition Rules and Submission Documents delivered at the exhibitor briefing session, its invoices, various documents and emails, etc. which will be presented individually by the Organizer (hereinafter referred to collectively as "Exhibition Rules, etc.") when participating in the following exhibitions held in 2027: "JAPAN SHOP," "ARCHITECTURE + CONSTRUCTION MATERIALS," "LIGHTING & HOME APPLIANCE FAIR," "RETAILTECH JAPAN," "SECURITY SHOW," "BUILDING MAINTENANCE CONNECT," "Heat Risk Management Expo," "JAPAN INTERNATIONAL FRANCHISE SHOW," "Employee Resource EXPO," "Inbound Business EXPO," "JAPAN INTERNATIONAL FRANCHISE SHOW OSAKA," "RETAILTECH OSAKA," "JAPAN SHOP OSAKA," "SECURITY SHOW OSAKA," "ARCHITECTURE + CONSTRUCTION MATERIALS OSAKA," and other special exhibitions and related events; hereinafter referred to collectively as the "Exhibition." No agreement or memorandum of understanding other than the Exhibition Rules, etc. may be entered into when Exhibitors participate in the exhibition.

1-2. Each Exhibitor shall abide by the Exhibition Rules, etc. observed by its related parties, such as its directors, employees, shareholders and capital contributors, co-exhibitors, as well as its advertising agents serving as exhibition intermediaries, its exhibition space construction-removal service contractors, its commissioned exhibition operation service contractors and any other related 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 is further outsourced) and the exhibitors, the above-mentioned directors and such parties to the agreement are hereinafter referred to collectively as "Exhibitor-related Parties" and the Exhibitor and Exhibitor-related Parties are hereinafter referred to collectively as the "Exhibitor, etc.)."

1-3. If the Organizer determines that an Exhibitor, etc. has violated any of these rules, the Organizer has the right to, at any time (including during the move-in and the exhibition period), refuse the application for exhibition participation, refuse the application for participation in the Organizer's future exhibitions, or revoke its approval for participation, as well as to order the removal of, or make change to, booths, exhibits or decorations, or to order to revise or suspend the demonstration method, or to order to suspend the provision of relevant services. The Organizer's decision standard and the reasons for such decision will not be disclosed. Even if the approval for Exhibitor's participation is revoked, the Exhibitor shall have to pay to the Organizer such cancellation fee as is set forth in the section [4. Cancellation] in this Exhibition Rules. For the avoidance of doubt, any exhibition fee already paid by the Exhibitor shall not be refunded and shall be applied in full as the cancellation fee. If the exhibition fee has not yet been paid, the Exhibitor shall pay the full amount to the Organizer as the cancellation fee. If the Organizer or any of its related parties has incurred damage in an amount exceeding the said cancellation fee, the Exhibitor shall have to compensate such exceeding damage separately to the Organizer or any of its related parties.

1-4. The Organizer shall not compensate the Exhibitor, etc. for any damage it incurred by the Organizer's refusal of the Exhibitor's exhibition application, by the revocation of participation, or to the removal of, or changes to, booths, exhibits or decorations, or to the revision or suspension of the exhibition demonstration method.

[2. Precaution for Exhibiting]

2-1. Exhibitors shall be limited to corporations and organizations providing products and/or services that meet the purpose of the exhibition prescribed by the Organizer. The Organizer may withhold the acceptance of the application, or refuse the participation of the applicant's exhibition or its participation itself if the Organizer determines, according to the participation standards prescribed by the Organizer at its own discretion, that an applying company/organization, its product or service is not appropriate for the exhibition (including but not limited to any circumstance falling under any of the following cases). <Cases in which the Organizer will withhold the acceptance of the application or refuse part of the applicant's exhibition or its participation itself>

-Cases where there is any incomplete or false statement on the application form or other documents submitted by the applicant

-Cases where the Organizer determines that the content of the exhibits fails to meet the purpose of the exhibition

-Cases where the Organizer determines that the Exhibitor has infringed upon a third party's rights (intellectual property rights, likeness rights and so forth) or privacy

-Cases where the Organizer anticipates a complaint from other Exhibitors and visitors, etc.

-Cases where the Exhibitor, etc. has been found to have committed any violation of law, human rights infringements, product misrepresentation, inappropriate accounting, improper receipt of benefits, criminal penalty, serious administrative penalties, violation of administrative guidance, or other serious scandal or misconduct or impropriety.

-Cases where the Exhibitor itself has legally filed for bankruptcy liquidation proceedings or the Exhibitor is the subject of bankruptcy liquidation proceedings filed for by other parties

-Cases where the Exhibitor has proved to be an anti-social force as set forth in [10. Exclusion of Anti-Social Forces]

-Cases where, at any past exhibition organized by the Organizer, the Exhibitor violated the exhibition rules or its participation cancelled.

-Cases where the Organizer determines that the exhibition is inappropriate

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 merchandises or services approved in advance by the Organizer.

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

2-4. The Organizer may refuse to accept an application for exhibition from any Exhibitor from a country or region designated or recommended by the World Health Organization (WHO), the Ministry of Health, Labour and Welfare of Japan, the Ministry of Foreign Affairs of Japan, or any other such authority as having an outbreak or epidemic of infectious disease, and may terminate the Exhibition Participation Agreement with such Exhibitor. In addition, even where the Exhibitor is not a designated country or region, the Organizer may, at its discretion, request the submission of documents designated by the Organizer in relation to exhibition or visit, and the Exhibitor, etc. shall comply therewith.

[3. Application for 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. The application shall be reviewed by the Organizer, and shall be deemed to be formally accepted by the Organizer when the Organizer receives the application, or the Exhibitor's application is formally accepted by notice (by e-mail or post) to the Exhibitor. Any Exhibitor who applies to apply for participation in the Exhibition for the first time must submit to the Organizer attachments specified by the Organizer such as its company brochure, product catalog and certified copy of company registration by a method specified by the Organizer. The Organizer may request additional attachments separately for certain exhibitions. The Organizer may, at its sole discretion, withhold or refuse an Exhibitor's application if all the attachments are not submitted. The Organizer shall not return to Exhibitors the application, attachments and all other documents submitted. Exhibitors should retain the copies of such documents as their own records. Exhibitors may entrust any advertising agency approved by the Organizer with providing exhibition intermediary service.

3-2. After the Exhibition Participation Agreement has been concluded, the Organizer shall issue an invoice for payment of the exhibition fee to the Exhibitor (notwithstanding, unless otherwise stated, the invoice shall be issued to the advertising agency if it provides exhibition intermediary service to the Exhibitor. The same applies hereinafter in this section "3-2.") after the Exhibitor's application has been formally accepted. The Exhibitor shall pay the exhibition fee by bank transfer to the designated bank account by the designated date by the Organizer (The Exhibitor shall bear the transfer fee and the remittance fee.). If the exhibition fee is not paid by the date specified by the Organizer, the Organizer has the right, in its sole discretion, to revoke an acceptance of Exhibitor's application regardless of whether the Exhibitor (excluding the advertising agency) has submitted the exhibition fee to the advertising agency. In such event, the Organizer may terminate the Exhibition Participation Agreement, and the Exhibitor shall be liable to pay the full amount of the exhibition fee as a cancellation fee, irrespective of any payment made to the advertising agency.

3-3. The Organizer may cancel the Exhibition, shorten the exhibition period (including termination during the exhibition period; the same shall apply hereinafter), or postpone the Exhibition due to force majeure, including, but not limited to, natural disaster, epidemic, spread of infectious disease, transportation delay, strike, war, civil unrest, terrorism, or any other cause not attributable to the Organizer. If the Organizer gives notice of cancellation to the Exhibitor on any of the dates falling under (i) through (v) below, the exhibition fee paid to the Organizer shall be refunded to the Exhibitor based on the applicable standard set forth in (i) through (v) below. In the case of an application through an advertising agency, the Organizer shall refund the advertising agency, and the advertising agency shall refund the Exhibitor. No refund shall be made in the case of (v). If the exhibition period is shortened or the Exhibition is postponed, the Organizer will separately notify the Exhibitor of the handling of exhibition fees, the revised exhibition period, venue and other relevant matters.

(i) Until Thursday, December 31, 2026: 100% of the exhibition fee

(ii) From Friday, January 1, 2027 to Sunday, January 31, 2027: 80% of the exhibition fee

(iii) From Monday, February 1, 2027 to Sunday, February 28, 2027: 70% of the exhibition fee

(iv) From Monday, March 1, 2027 to Tuesday, March 2, 2027 (move-in and setup period): 50% of the exhibition fee

(v) From Wednesday, March 3, 2027 to Friday, March 5, 2027 (exhibition and move-out period): 0% of the exhibition fee

[4. Cancellation]

4-1. Proposals from the Exhibitor to cancel or withdraw an exhibit after the Exhibition Application has been processed will not be accepted in principle. If all or part of an exhibit is to be withdrawn or cancelled due to circumstances on the part of the Exhibitor (including the if it serves as an exhibition intermediary), the Exhibitor (or the advertising agency if it serves as exhibition intermediary) shall notify the Organizer of such intention in writing by a method designated by the Organizer and pay the full exhibition fee as the cancellation fee. Any exhibition fee already paid by the Exhibitor shall be applied in full as the cancellation fee and shall not be refunded. The cancellation fee shall be payable from the date when the Organizer has accepted the Exhibitor's application for exhibition.

4-2. If the amount of damage to the Organizer or its related parties exceeds the cancellation fee, the Exhibitor shall compensate such excess damage separately.

[5. Allocation of Exhibition Space]

5-1. The Exhibitor's space allocation will be determined according to floor plan/configuration arranged by the Organizer, in the Organizer's sole discretion. The Exhibitor does not have the right to select the location and shall accept all determinations made regarding such without objection. For exhibitions for which a draw is held to determine booth space allocation, the draw shall be held according to the exhibitors' rules and the Exhibitor shall accept all determinations regarding such space allocation without objection.

5-2. The Exhibitor shall not, for any reason whatsoever, exchange with, or assign/lease out to, another Exhibitor or a third party all or part of their exhibition space that has been determined by the Organizer or set by both space allocation draw.

5-3. The Organizer may, in its sole discretion, change the floor plan without obtaining the consent of the Exhibitor if the competent police department, fire department, health center or any other authorities instructs or orders, or if some application for the exhibition was cancelled.

[6. Submission of Documents]

The Exhibitor shall submit all the documents requested by the Organizer such as those prescribed in the Exhibitor Service Manual/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, or may request changes to the exhibition plan or restrict the use of certain spaces provided by the Organizer or its related parties.

[7. Outlines of Rules on Exhibition]

7-1. The Exhibitor must be solely corporations or organizations described in the application form, and the content of the exhibit shall be as described in the application form. Please note that even their parent companies, subsidiaries or related/affiliated companies, as well as group/partner corporations or organizations, that are not listed in the application form 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.

7-2. If any changes occur in the corporation/organization itself, or in the content of the exhibit stated in the application form or products and services listed in the documents attached to the application, the Exhibitor must promptly notify the Organizer of such changes by a method specified by the Organizer of such changes and obtain the Organizer's approval.

7-3. The manner in which decorations and exhibits are to be moved in and out of the exhibition site as well as the exhibition rules and regulations shall be prescribed in the Exhibitor Service Manual/Order Forms, which the Exhibitor, etc. shall comply with.

7-4. The Exhibitor, etc. shall not engage in any exhibits, advertising or Spot Sales activity in locations such as aisles, etc. Such activity is to take place only in the Exhibitor's assigned booth space. The Exhibitor also shall not obstruct the activities of neighboring exhibitors. The Organizer will determine, in its sole discretion, the existence/non-existence of such obstruction, and the Exhibitor shall accept this determination and follow any orders issued by the Organizer.

7-5. The Exhibitor, etc. shall not cause harm to, or disturb other Exhibitors, etc. and visitors, and shall neither use displays with strong light, heat, odor or loud sound, nor present any demonstration causing annoyance to them. If the Organizer determines that any display is causing considerable harm or disturbance to other Exhibitors, etc. and visitors, the Organizer may, in its sole discretion, suspend or change such display as the Organizer sees fit, which the Exhibitor shall obey. Moreover, as dangerous materials are prohibited from being brought into the exhibition hall by local fire prevention regulations, open flames (naked flames), smoke, smoke machines and neon tubes, etc. cannot be used for displays and/or performances.

7-6. Exhibitors, etc. are to strictly follow the venue's fire prevention and safety regulations.

7-7. Exhibitors, etc. may not engage in any acts that are harmful or disturbing to other Exhibitors, etc. and visitors (such as forceful sales practices, solicitation, defamation, interfering with other's marketing activities, etc.) during, before or after the exhibition period. If the Organizer determines that any of the Exhibitors has engaged in any of such acts, the Organizer may, at its sole discretion, refuse the application for participation, suspend or decide that the future applications for exhibition shall be declined, with which the Exhibitor shall obey.

7-8. The Organizer shall not be responsible in any way for business talks held or the content of contracts entered into between Exhibitors and visitors during, before or after the Exhibition.

7-9. At the exhibition venue, the Organizer may prohibit photography and video recording except by press or other persons approved by the Organizer. The Organizer will not acknowledge by the Organizer, Exhibitors, etc. may take photographs or shoot videos only in their own booth.

7-10. The sale or tasting/provision of alcoholic beverages within the exhibition hall is prohibited. If alcoholic beverages are to be displayed in the booth, prior notification to the Organizer is required.

7-11. The Organizer may decide, at its discretion and judgment, to cancel the participation by the Exhibitor, etc. if Exhibitor has breached any of the rules set forth in the immediately-preceding items, or if its exhibition or act is likely to cause harm to other Exhibitors, etc. and visitors, or if the Exhibitor has made a complaint or objection about any dispute at the exhibition venue, or has actually brought about any complaint or dispute there. In such event, the Exhibitor, etc. shall obey the instruction by the Organizer.

[8. Handling of Personal Information]

8-1. The Exhibitor who acquires and manages visitors' personal information through the exhibition or Visitor Pass QR Code scanning service must comply with the Act on the Protection of Personal Information and other applicable laws. The purpose for which the personal information will be used shall be disclosed and notified. Especially in the event of intending to provide personal information to a third party, the Exhibitor must, unless otherwise allowed under such laws, obtain consent from the visitor from whom the information was obtained.

8-2. If the Exhibitor is asked by a visitor from whom personal information is obtained to disclose, revise, add, delete, stop usage of, or remove their personal information, or receives a complaint regarding the usage of the acquired personal information, the Exhibitor must take appropriate action as stipulated under the law. In the event of any dispute between the Exhibitor and a visitor from whom personal information has been obtained over the management and usage of said personal information, the Exhibitor shall be responsible for resolving the dispute. The Organizer will assume no responsibility whatsoever with regard to such dispute.

8-4. The Organizer does not guarantee the accuracy or truthfulness of visitors' personal information.

8-5. Where the Exhibitor acquires personal information pursuant to 8-1 and uploads such data to a system set up for the exhibition, the Exhibitor must ensure that such system, and any other system which may receive the relevant visitor's personal information from the Organizer. However, such records and data shall be used only for responding to visitors and for the Exhibitor's sales activities, and the Exhibitor shall not use them beyond the scope of such purposes. Please note that, due to technical factors or any other reason, the QR Code may not be read properly, scanned data may be lost, or the visit record may not be provided. The Organizer may also use such visit records for visitor statistics and other related purposes.

8-6. The Organizer will explain to all visitors through the visitor registration form that their personal information will be provided to the Exhibitor through a system set up for the Exhibition and obtain explicit consent from them for the same. Additionally, the Organizer will explain about the provision of visitor records through the QR Code printed on the pass issued to each visitor.

8-7. Where the Exhibitor constitutes a "third party located in a foreign country" under Article 28(1) of the Act on the Protection of Personal Information and other laws of Japan (the APPI), the Exhibitor shall cooperate with the Organizer in providing information to visitors regarding the overseas transfer destination as required by law.

8-8. When providing visitors' personal information to a "third party located in a foreign country" under Article 28(1), the Exhibitor shall implement the necessary measures required by the APPI at the Exhibitor's responsibility.

[9. Compensation of Damages]

9-1. The Organizer shall not be responsible in any way for any damages caused to any Exhibitor or any third party resulting from its use of physical well-being, property, fame or reputation arising from the Exhibitor's use of the exhibition space, printed matter or the Exhibitor's official website, including any case where the personal information or visit data referred to in the preceding Article cannot be obtained or is not provided by the Organizer.

9-2. The Exhibitor, etc. shall make compensation without delay for any damages to the structures or equipment in the exhibition hall and nearby area or to equipment prepared by the Organizer caused by the Exhibitor, etc. regardless of whether such damages are caused by negligence or intent.

9-3. The Organizer clearly disclaims responsibility for any disputes with other Exhibitors or third parties about the Exhibitor's product or service. The Exhibitor must settle such disputes on its own responsibility and at its expense, and thus hold the Organizer harmless. If the Organizer incurs any loss or damage arising from such disputes, the Exhibitor shall duly and promptly compensate the Organizer for such loss or damage.

9-4. The Organizer shall not be liable to compensate the Exhibitor, etc. for damages that are due to changes in the exhibition period or the suspension of the exhibition which is caused by force majeure, such as terrorism, domestic strife, war, strike, transportation delay, infectious disease, natural disaster or other reason for which the Organizer is not responsible.

9-5. The Organizer shall pay the damages excluding the lost profits to the Exhibitors in case where this exhibition gets shortened or cancelled for any reason attributable to it. However, the damage compensation (including the exhibition fee) shall be refunded to the Exhibitor only in the case where the damage is caused by the Organizer.

9-6. The Organizer shall not compensate Exhibitors, etc. for any damage caused to them due to typographical errors contained in the floor map, website pages, guidebooks and other types of notices or advertisements.

9-7. The Organizer shall not be responsible in any way for any type of damage caused by the Exhibitor, etc. to other Exhibitors, etc. or visitors owing to the Exhibitor's act, including without limitation damage to one's life, physical well-being, property, fame or reputation, during the course of the exhibition period, including the move-in period. Any dispute with other Exhibitors, etc. or visitors shall be resolved by the Exhibitor at its sole and own responsibility.

[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 an anti-social force (anti-social force refers to any of the types of persons or organizations specified in Items (i) through (viii) shown below)

(i) An organization that has been subjected to disposition under the Act on the Control of Organizations Which Have Committed Acts of Indiscriminate Mass Murder, or a person belonging to such organization, or other person having dealings with such organization or person, or an organization that is in the same category as the aforementioned type of organization, or a person belonging to such organization, or other person having dealings with such organization or person;

(ii) A person who has concealed, or is suspected to have concealed, crime proceeds or who has provided or received, or is suspected to have provided or received, crime proceeds, as set forth in the Act on Punishment of Organized Crimes and Control of Crime Proceeds, or other person having dealings with such person;

(iii) An organized crime group as defined in Article 2, Item 2 of the Act on Prevention of Unjust Acts by Organized Crime Group Members, its related organization and a member of such group or organization;

(iv) An organization or person such as a racketeer, socially-branded racketeering organization, politically-branded racketeering organization and specially-skilled crime group;

(v) An organization or person that pursues financial gain through making unreasonable demands with the use of a method based on violence, threat, blackmail and fraud;

(vi) A organization or person that pursues financial gain through making unreasonable demands by hinting at being related to any of the types of persons or organizations specified in Items (i) through (v) (hereinafter referred to as "Anti-Social Forces")

(vii) A corporation and other type of organization whose representative is an Anti-social Force Entity or that is controlled by an Anti-social Force Entity;

(viii) A corporation or organization at which an Anti-social Force Entity serves as director, executive officer, senior officer, corporate auditor, trustee, supervisor or equivalent officer.

10-2. In the event that the Exhibitor has violated the provisions of the preceding paragraph, the Organizer shall have the right to cancel and/or remove the exhibit, which will not constitute a refund for exhibition fees already paid, and the Organizer will not be liable for any damage caused as a result of the cancellation and/or removal.

[11. Others]

11-1. The Exhibitor agrees that the Exhibition Rules and all the legal relationships based on the Exhibition Rules ("Exhibition Rules, etc.") shall be governed by the laws of Japan, and 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.

11-2. The Organizer reserves the right to make revisions or additions to the Exhibition Rules to the extent permitted by law in its sole discretion. The contents and effective date of any such revisions or additions shall be made available promptly in advance to the Exhibitor and shall be effective immediately upon adoption.

[12. Visas]

12-1. Foreign Exhibitors shall obtain visas on their own as necessary, as the Organizer can neither supply any documentation (invitation letters, etc.) for applying for such visas nor act as a visa guarantor.

12-2. Even if an 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 fee.

12-3. Notwithstanding 12-2, if an Exhibitor cancels an exhibit because of lockdown or travel restrictions in the residence area of the Exhibitor or landing restriction or suspension of visa issuance by Japanese government due to spread of the outbreak of infectious disease, the exhibition fee paid to the Organizer will be refunded to the Exhibitor (or the advertising agency if it serves as exhibition intermediary) on the same standard set forth in 3-3.

[13. Exhibitor Definitions ("FRANCHISE SHOW only")]

The types of corporations and organizations that are eligible to participate in the "JAPAN INTERNATIONAL FRANCHISE SHOW" as exhibitors shall in principle be those mentioned below.

(i) Corporations conducting business via a franchise system while engaging in the recruitment of member merchants ("Franchisees") and corporate public relations ("Franchisers"; hereinafter referred to as "Franchiser Head Office"). The content of the terms "franchise system" and "franchiser" stated here shall be taken to mean the advance disclosure items specified in Article 11, Item 1 of the Small and Medium-sized Retail Business Promotion Act and a corporation that meets the definition of a franchise specified by the Japan Franchise Association.

(ii) Corporations/organizations providing products, equipment, systems, or services to Franchiser Head Offices; consulting services concerning Franchiser Head Office establishment, franchising, or business establishment, etc.; or engaging in an information provision service or publishing business in relation to the franchise business; while engaging in customer development and corporate public relations.

(iii) Corporations and organizations that use a non-franchise system scheme to recruit sales agents, distributors, and business partners for their products and services and to conduct corporate public relations activities, and corporations and organizations that engage in public relations activities and sales network expansion concerning products, services or systems for industries involved in distribution such as the food service, retail and service industries.

Early Bird Discount: Make your application by August 31 and you will get about ¥33,000 discount per booth.

To participate the exhibition: Please submit filled application form to NIKKEI MESSE Overseas Sales Agent c/o Congrès Inc. **Deadline: October 9, 2026**

E-mail: tradefairs@congre.co.jp

Typable application forms can be downloaded from the official website.

JAPAN Int'l FRANCHISE SHOW 2027

APPLICATION FORM Please type or print in English using BLOCK LETTERS.

We, the undersigned, hereby apply for exhibit space in JAPAN INTERNATIONAL FRANCHISE SHOW 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 to which we have agreed.

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:

Tel: +

E-mail:

URL: http://

Name of president:

Contact Person: (Please fill in the address if it differs from the head office address provided above.)

Name

Job titles / Dept.

Address:

Tel: +

E-mail:

Contents of your business (40 words or less):

Description of your exhibits (20 words or less):

Sampling of Beverage or Foods

☐ Yes, we have sampling of beverage or foods.

☐ Yes, we cook with heat.

Space Requirements: To be completed by an authorized representative of the organization applying to exhibit. *10% Japanese Consumption tax included.

Exhibition Fee

Early Birds
Before August 31

☐ 1 booth

☐ 2 or more booths

Raw Space Fee

¥495,000

¥440,000 × () booths

= Sub Total ¥ () A

After September 1

☐ 1 booth

☐ 2 or more booths

Raw Space Fee

¥528,000

¥473,000 × () booths

= Sub Total ¥ () A

Group Exhibitor Fee

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

Number of Group Exhibitor () × ¥55,000

= Sub Total ¥ () B

¥ () A+B

Any bank charges and handling fees (¥3,000) (the fee for carrying out exhibition administrative procedure) are not included.

Will you or contact person in Japan attend the briefing session on November 27 (Fri.), 2026? *Online/In Japanese only ☐ Yes, please send further information

Contact person in Japan / Representative in Japan (If any):

Company:

Name:

Address:

Tel:

Fax:

E-mail:

Signature:

Date: (mm/dd/yy)

/ /