



Exhibitor Brochure

Japan's Largest Trade Fair for Security & Safety Industry

SECURITY SHOW 2027

(35th Edition)

March 2(Tue.)—5(Fri.), 2027

TOKYO BIG SIGHT
(Tokyo International Exhibition Center)

Organizer : Nikkei Inc.

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

Application Deadline
October 9, 2026
Early Bird Discount Deadline
August 31

INTRODUCTION

SECURITY SHOW is one of the Japan's largest comprehensive exhibitions in the security and safety industry. It showcases a wide spectrum of products, technology, systems and services designed to protect offices, stores, public facilities and homes from crimes, information leakage and other hazardous conditions. The exhibits include video surveillance systems, access control systems, information security systems and many other security-related products. It truly is an unparalleled business opportunity where you can experience the most advanced technology and systems for both physical and information security.

GENERAL INFORMATION

Title

SECURITY SHOW 2027 (The 35th edition)

Venue

Tokyo International Exhibition Center "TOKYO BIG SIGHT"

Dates

March 2 (Tue.) – 5 (Fri.), 2027
10:00 a.m. – 5:00 p.m. (10:00 a.m. – 4:30 p.m. on the last day)

Organizer

Nikkei Inc.

Admission

Free (registration required)

Who is Nikkei? (<https://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.

SHOW SCALE

Number of Exhibitors

110 companies expected

Number of Booths

240 booths expected *1 booth unit=9 sqm

Number of Visitors

43,000 visitors expected
(Total number of SECURITY SHOW,
BUILDING MAINTENANCE CONNECT,
Heat Risk Management Expo)

EXHIBIT CATEGORIES

SECURITY SHOW

General Security

Comprehensive security system, access control, biometrics, locks, alarms, anti-terrorism measures, store / office security, etc.

Security Technology & Device

Security robot, security drone, AI technology, security building parts, inspection equipment, etc.

Video Surveillance Solutions

IP cameras, storage, network equipment, video management software, video cloud services, aerial drones, etc.

Cyber Security

General cyber securities, cyber physical security measures, encryption technology, authentication technology, network management, etc.

Home Security

Home security, self-defense products, security goods, etc.

Disaster Prevention

Earthquake countermeasures, stockpiles, generators, fire alarms, emergency communication devices, safety confirmation systems, business continuity plans, etc.

[Themed Exhibition] Animal Damage Prevention

Intrusion-prevention fences, electric fences, capture traps, repellents, surveillance cameras, sensors, and AI- and IoT-enabled remote monitoring systems.



POST SHOW REPORT

Show Scale

Title	Number of Exhibitors	Number of Booths (1 Booth = 9 square meters)
SECURITY SHOW	101	224

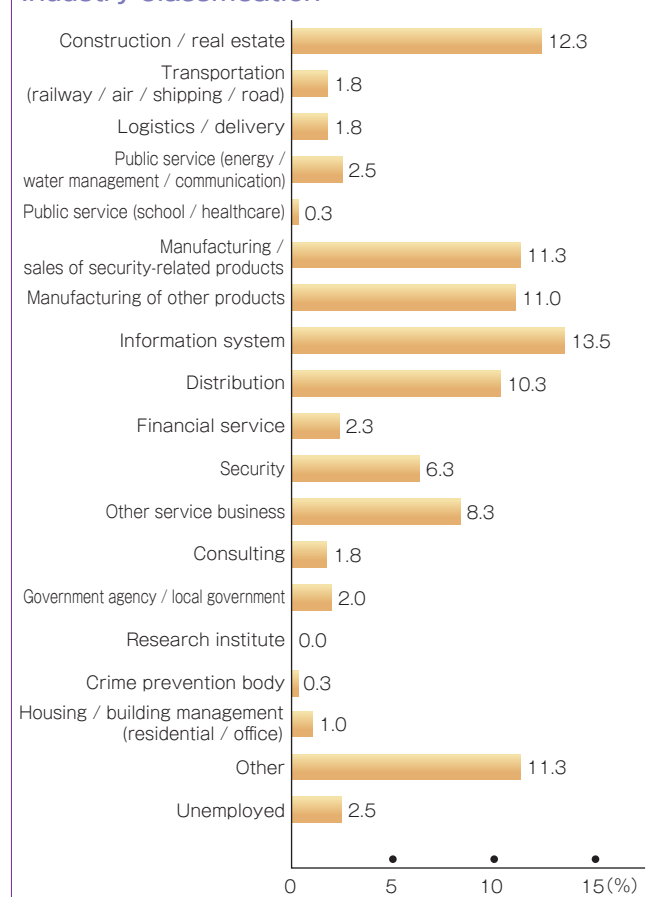
Number of Visitors

Date	Weather	Number of Visitors*
March 3 (Tue.)	Rain	7,554
March 4 (Wed.)	Sunny	10,831
March 5 (Thu.)	Sunny	12,556
March 6 (Fri.)	Cloudy	11,923
Total		42,864

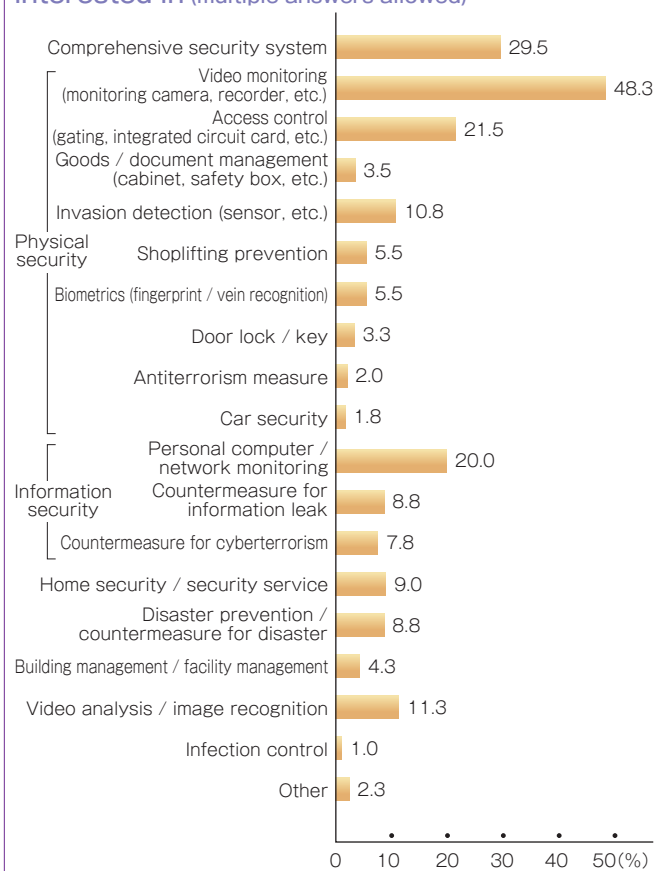
*SECURITY SHOW, BUILDING MAINTENANCE CONNECT
[2 exhibitions total]

VISITOR ANALYSIS

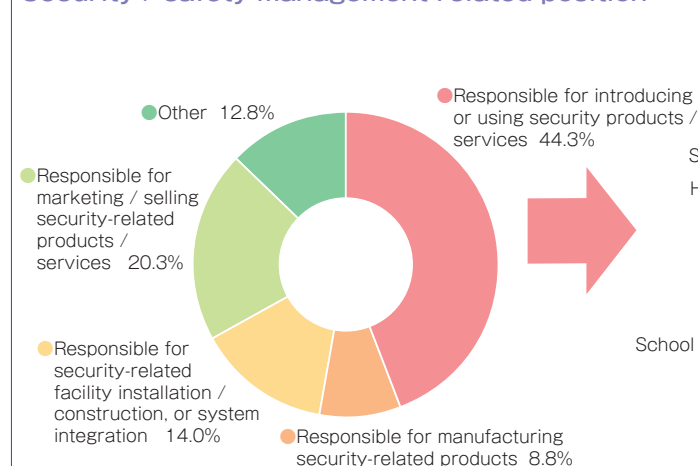
Industry classification



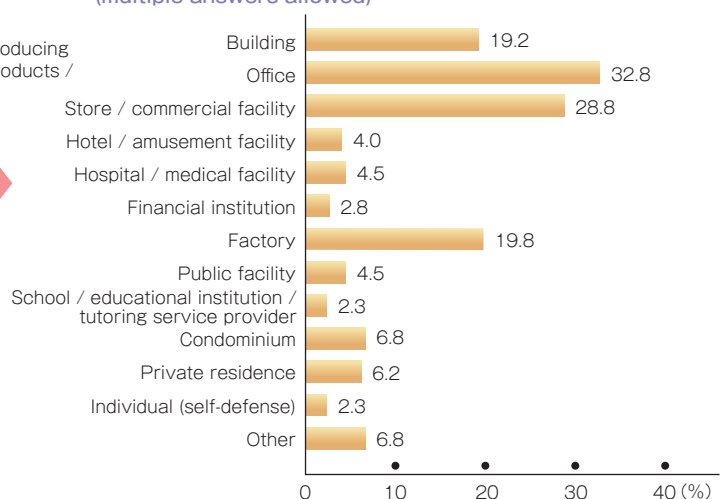
Security / safety management products you are interested in (multiple answers allowed)



Security / safety management-related position



Buildings / Facilities where security products / services are (may be) introduced / used (multiple answers allowed)



FLOOR PLAN



EXHIBITOR LIST

SECURITY SHOW 2026

3RD-EYES	SS7019	JAEA	SS7010	SOFTBANK ROBOTICS	SS7043
5DANTAI BOUHANTATEMONOBUHIN FUKYUSOKUSIN KYOUGIKAI	SS7073	JEAS	SS7075	SOLID	SS7065
AI SECURITY	SS7027	JISC SOFT	SS7062	TALITOR TECHNOLOGY	SST7004
AIG'S	SS7035	JSYSTEM	SS7035	TECHSHARE	SS7018
AISEL	SS7048	KAMI	SS7060	THROUGHTTEK	SS7022
ALSOK	SS7029	KB-EYE	SS7007	TOSHIBA IT-SERVICES	SS7064
ANALOG DEVICES	SS7021	KEIBIHOSHOTAIMUZU	SS7047	TOYO LABEL	SS7069
ANKER JAPAN	SS7039	KINKEI SYSTEM	SS7066	TP-LINK JAPAN	SS7028
ANTAI	SS7055	KJ TECH JAPAN	SS7056	TPS	SS7004
ASC	SS7014	KSG	SS7036	UNIONE TRADING	SS7049
ASES	SS7079	KYOEI INDUSTRIES	SS7058	VACRON	SS7032
ATOMICSOFTWARE(formerly MEDICALFORCE)	SS7034	LET'S CORPORATION	SS7057	Verkada	SS7031
AVYCON	SS7033	LINKFLOW	SS7042	Vipro's	SS7072
BEST DIGITAL	SS7017	LINOVISION	SS7070	VIVOTEK JAPAN	SS7011
BIOS	SS7051	LRM	SS7030	VOLLMONT	SS7006
BRINNO	SST7003	M2MOBILITY	SS7067	WAFERLOCK	SST7001
CORNET SOLUTIONS	SS7071	MACNICA	SS7021	WATEC	SS7016
DJI JAPAN	SS7008	MATRIX ELECTRONICS	SS7046	WIRELESS TSUKAMOTO	SS7001
DUGGERNAUT	SS7050	MIRA TECHNOLOGIES	SS7040		
DX ANTENNA	SS7003	MSK TECHNOLOGIES	SS7026		
EIMEISHA	SS7038	Murakami	SS7013	[VIDEO AI TECH]	
EMSTONE	SS7005	NEGUROSU	SS7063	ALPHA VISION	AI7008
Folta	SS7082	NeverMile	SS7044	ASK TRADING	AI7006
FUJITAKA	SS7025	NHN iCAME	SS7059	Dahua Technology Japan	AI7001
FUTURESTANDARD	SS7068	NIHON HALCON	SS7012	MACNICA	AI7002
GEOVISION	SS7037	NSK	SS7024	MAGNA BSP	AI7005
GMO PAYMENT GATEWAY	SS7050	PARS	SS7015	MIKASA SHOJI	AI7001
GUARDAXIS	SS7023	PROCAN	SS7061	MOTOROLA SOLUTIONS	AI7004
HISENSE JAPAN	SS7081	PROSCOPE	SS7076	moztec	AI7007
HOCHIKI	SS7020	PSIA(PUBLIC SECURITY INTELLIGENCE AGENCY)	SS7045	SHANY ELECTRONIC	AI7009
HUNT ELECTRONIC	SST7002	RODO SHIMBUN	SS7077	VIDEO TECHNICA	AI7003
HVIEW	SS7002	SANICA	SS7054		
HYTEC INTER	SS7009	SECURITY SPECIALIST ASSOCIATION	SS7078	[RETAIL CYBERSECURITY]	
INTERLUCK,CO.,LTD	SS7053	SEKIDO	SS7008	NETWRIX	RCS7001
J21 Corporation	SS7041	SHENZHEN DACHENWEI TECHNOLOGY GROUP	SS7052		

BUILDING MAINTENANCE CONNECT 2026

CASIO COMPUTER	BC7019	L IS B	BC7009	SEIWA SHOKAI	BC7018
FACIL	BC7020	MEETSMORE	BC7006	SIZUOKAKENBOSAIKYO	BC7011
FIND	BC7008	mitsubishi electric building solutions corporation	BC7001	SMART BUILDING CONSORTIUM	BC7002
GMO GLOBALSIGN HOLDINGS	BC7010	O2CAPSULEBOX	BC7023	SUMITOMO CEMENT COMPUTER SYSTEMS	BC7022
Hi-Elecom	BC7017	RAKUTEN DRONE	BC7003	TOUKEI COMPUTER	BC7007
KAMINASHI	BC7004	SANWA	BC7015	TWINKLE WORLD	BC7016

PHOTO GALLERY



SECURITY SHOW 2027

APPLICATION GUIDELINE

1 Exhibition Fee (TAX incl.)

Booth Size	Early Bird Registration Special Rate Available until August 31	General Registration Application deadline October 9
1 booth	JPY 528,000	JPY 561,000
2 – 11 booths	JPY 484,000	JPY 517,000
12 or more booths	JPY 462,000	JPY 495,000

1 Booth = 9 square meters (3m wide x 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) Each co-exhibitor is required to rent one booth.

2 Application

Application Deadline : October 9 (Fri.), 2026
Early Bird Discount Deadline : August 31 (Mon.), 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 the payment has been received. The exhibit or 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. During the exhibition, the Overseas Sales Agent will charge any cash shortages from the exhibitor in Japanese yen if there is any deficiency in the payment made by the exhibitor.

4 Booth Location

Booth locations will be determined in the exhibitor briefing session held ONLINE on November 27 (Fri.), 2026. 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.

*The exhibitor briefing session will be conducted in Japanese only.

5 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 Overseas Sales Agent if it serves as an exhibition intermediary), the Exhibitor (or Overseas Sales Agent 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, which will serve 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.

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

If the Organizer determines it necessary to suspend or shorten the period of the exhibition due to force majeure events 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 the 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.

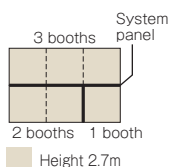
Until Thursday, December 31, 2026	100% of the exhibition fee
From Friday, January 1 to Sunday, January 31, 2027	80% of the exhibition fee
From Monday, February 1 to Friday, February 26, 2027	70% of the exhibition fee
From Saturday, February 27 to Monday, March 1, 2027 (move-in and setup period)	50% of the exhibition fee
From Tuesday, March 2 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 12 booths. For exhibits using four booths, they can opt for a single-row (1 x 4) or double-row (2 x 2) configuration. *Applications for five booths are not accepted.

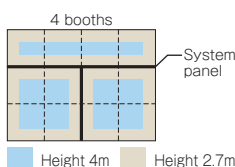
*If exhibit products exceed the height limit, exhibitors should contact the Overseas Sales Agent in advance.

3 booths or less
Height limit: 2.7 meters



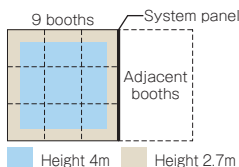
4 booths

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.



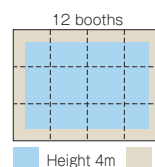
6, 8, 9, and 10 booths

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.



12 or more booths - island booths

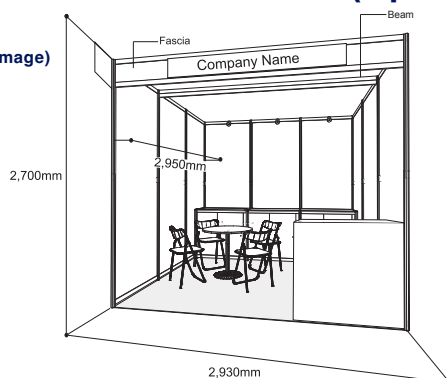
The height limit of booths set up within 1 meter of aisles is 2.7 meters. The height limit of other booth configurations is 4 meters.



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

DECORATING PACKAGE (Optional)

1 booth (image)



Decorating Package includes the following:

■ Needle-punched Carpet

Colors Available : Red Orange Green Blue Gray Beige

- Beam (Ceiling Structure) x 1
- Fascia
- Company Name Board x 1
- Booth No. Board
- Round Table (600mm Ø) x 1
- Folding Chair x 4
- System Display Box with Storage x 3 (W990mm x D495mm x H920mm)
- Reception Counter x 1 (W900mm x D450mm x H800mm)
- LED Spotlight (Short) 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 **JPY 209,000**

*Please note that the specification for the 2-booth decorating package are different. For more details, please contact the Overseas Sales Agent.

【Contact】

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

To participate the exhibition:
Please submit filled application form to
NIKKEI MESSE Overseas Sales Agent c/o Congrès Inc.

E-mail: tradefairs@congre.co.jp

SECURITY SHOW 2027

Deadline : October 9 (Fri.), 2026

Early Bird Discount Deadline: August 31 (Mon.), 2026

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

We, the undersigned, hereby apply for exhibit space in SECURITY SHOW 2027 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)

Company Name: (The company name as printed will be displayed 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 differs from the head office address provided above.)

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):

Total booth space: (TAX incl.)

Booth Size	Early Birds Before August 31	After September 1
1 booth	☐ JPY 528,000	☐ JPY 561,000
2 – 11 booths	☐ JPY 484,000 × () booths	☐ JPY 517,000 × () booths
12 or more booths	☐ JPY 462,000 × () booths	☐ JPY 495,000 × () booths

= Total Amount JPY ()

*Deadline for Early Bird application is August 31 (Mon.), 2026.

*Any bank charges and handling fees (JPY 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.

☐ SECURITY SHOW

☐ Animal Damage Prevention

Will you or contact person in Japan attend the exhibitor briefing session on November 27 (Fri.), 2026 ? *Online/In Japanese only

☐ Yes, please send further information.

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

Company Name:

Name:

Address:

Tel:

Fax:

E-mail:

Signature:

Date: (mm/dd/yy)

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 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 exhibitions.

1-2. Each Exhibitor shall have 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 service contractors outsources the service; 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, including that 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 these 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 part 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 improperly.

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

-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, etc. is from a designated country or regions, 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 dispatches, after receiving the application, an "Exhibition Application Acceptance" notice (by e-mail or post) to the Exhibitor. Any exhibitor who plans 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 the 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 remitted 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 Friday, February 26, 2027: 70% of the exhibition fee

(iv) From Saturday, February 27, 2027 to Monday, March 1, 2027 (move-in and setup period): 50% of the exhibition fee

(v) From Tuesday, March 2, 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 exhibitor's 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 booth 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, 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 services 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. At the exhibition venue, 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 order, at its sole discretion, the exhibit to be suspended 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 expect by press or other persons approved by the Organizer. After prior notice to and acknowledgment 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 broken any of the rules set forth in the preceding items, or if its exhibition or act is likely to cause other Exhibitors, etc. or visitors to lodge a complaint on such exhibition or act, or is likely to bring 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 of the rules set forth in this section 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.

8-3. Any dispute occurs 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 visitor's visit record will be registered in such system, and the Exhibitor 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 services 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 to 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 of Japan (the APPI), the Exhibitor shall cooperate with the Organizer in providing information to visitors regarding the overseas transfer of personal information 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 concerning its life, physical well-being, property, fame or reputation arising from the Exhibitor's use of the exhibition space, printed matter or the Exhibition'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 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 promptly compensate the Organizer for such loss or damage.

9-4. The Organizer shall not be liable to compensate the Exhibitor, etc. for any damages that are due to changes in the exhibition period or the suspension of the exhibition, either of which is caused by force majeure i.e. 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 to be refunded) should not exceed the exhibition fee involved with the relevant exhibitor.

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 Exhibitor's personal information or visitor's information, including the revision/limitation of 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 (vi) 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 Force Entity");

(vii) A corporation or 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 the Organizer's 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.



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