

# 2011 Supermarket Trade Show

## Advanced Announcement for Exhibition of 2011 SMTS

Spaces at 2010 SMTS were sold out very soon.  
Please apply earlier for 2011!!

- ◆ **Schedule:** February 8 (Tue.) – 10 (Thu), 2011
- ◆ **Venue:** Tokyo International Exhibition Center (Tokyo Big Sight), East Halls
- ◆ **Organizer:** Japan Self-Service Association

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◆ 2011 Supermarket Trade Show Executive Committee:

Chairman: Mr. Kiyoshi Yokoyama (CEO of ARCS COMPANY, LIMITED)  
Vice Chairman: Mr. Masatsugu Mishina (CEO of Ichiyamamart Corporation)

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◆ Overseas Secretariat: Space Media Japan Co., Ltd.

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◆ Official Support: (Invited)

Ministry of Economy, Trade Industry (METI)  
Ministry of Agriculture, Forestry and Fisheries  
Small and Medium Enterprise Agency  
Organization for Small & Medium Enterprises and Regional Innovation, JAPAN  
Tokyo Chamber of Commerce and Industry  
U.S. Agricultural Trade Office, American Embassy, Tokyo, Japan  
Embassy of Italy, Commercial Office  
The Australian Embassy, Marketing Office  
Government of Quebec Tokyo Office  
Embassy of Spain, Economic and Commercial Office  
Embassy of the Republic of Korea in Japan  
The Embassy of The Republic of Turkey, Office of the Commercial Department  
Embassy of The Republic of Poland in Japan  
Embassy of The Republic of Hungary  
The Italian Chamber of Commerce in Japan  
Polish Chamber of Commerce and Industry in Japan  
Taiwan Trade Center Tokyo  
Food Marketing Institute Japan  
(Partially Expected)

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◆ Admission: JPY 5,000 \*Trade only. \*Under 18 not allowed to enter.  
\*Only charged to visitors without an invitation ticket.

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◆ Special Events: Lecture, Reception Party, Seminar, Others

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◆ Estimated Exhibitors: 1,200 Companies  
◆ Estimated Visitors: 80,000 Visitors

## EXHIBIT ZONE



**Equipment and Material Zone**  
 Shop fitting and construction, Devices for storage, logistics and quality control, Wrapping and binding devices, Food fabricating equipment and cooking devices for professional-use, Refrigerated and freezing show cases, Display showcases, Vending machines, Display signs, Car park related equipment, Security related devices, Devices for fire and accident prevention, Rest facility and play equipment, Cleaning, washing and disinfecting equipment and materials, Recycling devices, Raw garbage and waste disposal equipment, Merchandising related equipment, Design



**Information and Service Zone**  
 Various support service software, Merchandising related, Related magazines, newspapers and books, Franchising, Merchandising services, Association and Institution



**Japanese Regional Product Zone**



**Fresh Product Zone**  
 Meat, Processed meat, Fish, Dried-salted products, Fruits



**Processed Food Zone**  
 Grain foods, Seasoning, Noodles, Prepared meals, Chilled and frozen products, Dairy products, bread and tofu, Fine foods



**Confectionery and Sweets Zone**  
 Confectionery, Fresh sweets, Frozen desserts, Confectionery production products



**Soft and Alcoholic Beverage Zone**  
 Soft drinks, Alcoholic beverages, Functional beverages, Mineral water



**Clothing, Commodities and HBC Zone**  
 Clothes, Daily goods, Sundries and nonfood articles, Quasi drugs and supplements, Food for specified health use, Beauty care products, Pet related products

## SOLUTION CATEGORY

**<Product Solution>**  
 -Product with new capability/feature  
 -Product with elaborate form/wrapping  
 -Product with characteristic concept  
 -Regional product

**< Operation Solution >**  
 -Lavorsaving or labor effective system  
 -Scheme that uplifts morale of shop staff

**< Sales Floor Solution >**  
 -New display method  
 -Cross merchandising method  
 -Unique design suggestion for sales floor  
 -Functional device and system

**< Environment Solution >**  
 -Energy saving device/product  
 -Pesticide-free/organic production  
 -Environment-friendly device/product system

## SPECIAL SERVICES FOR THE OVERSEAS EXHIBITORS

As a “trade show” in the real sense of the term, SMTS provides you two special programs. Business Matching Program is a total support to set up meetings with you and Japanese buyers and Buyers’ “Shoku” Selection is an examination system of your products.

### **BUSINESS MATCHING PROGRAM**

Business Matching Program is a totally free service the organizer provides the exhibitors of SMTS that are willing to enter Japanese market.

Title:	Business Matching Program for overseas suppliers
Target:	Suppliers of food and beverage mainly without agents or distributors in Japan
Buyers:	Retailers, importers and wholesalers (mainly the members of JSSA)
Products to present:	Maximum 3 products per supplier
Meeting length:	About 20 minutes per buyer
Number of meeting:	About 1 to 3 per supplier (expected)
Participation fee	Free of charge

### **BUYERS’ “SHOKU” SELECTION ~Examination of your products~**

Buyers’ “Shoku” Selection is an evaluating system to examine your product and give comments from experienced buyers for the purpose of providing information on what kind of products are suitable for the Japanese market.

“Shoku” means not only food or ingredients of the product but includes the background factors such as food culture and the recipe.

This is a rare opportunity to try out your products and receive a feedback before putting them into the market.




## EXHIBIT FEE —Special packages for overseas exhibitors

### Space Fee (tax incl.) : ¥336,000 / 1 booth (3m×3m)

All stand construction and fittings, including partition walls between neighboring stands, are to be prepared by exhibitors at their own cost.

\*You need to order 4 booths or more if you are not applying for package plan below.

### <<Package Fee: Space Fee + Stand construction & fittings (tax incl.)>>

<b>Package A</b> <b>Space Fee + ¥89,500</b>	<b>Package B</b> <b>Space Fee + ¥133,500</b>	<b>Package C</b> <b>Space Fee + ¥167,500</b>
		
<p>&lt;&lt;Included booth fittings&gt;&gt;</p> <ul style="list-style-type: none"> <li>- System walls (H2.7m / White)</li> <li>- Needle punch carpet</li> <li>- 3 Spotlights (100W)</li> <li>- National flag and products on the fascia board</li> <li>- Company name and Booth No. on the wall</li> <li>- 1 Dust bin</li> <li>- Power outlet (100V, up to 700W)</li> <li>- Electric consumption fee</li> </ul> <p>&lt;&lt;Included services&gt;&gt;</p> <ul style="list-style-type: none"> <li>- Booth cleaning</li> <li>- Primary electrical work</li> <li>- Setting-up &amp; dismantling work</li> </ul>	<p>&lt;&lt;Included booth fittings&gt;&gt;</p> <ul style="list-style-type: none"> <li>- System walls (H2.7m / White)</li> <li>- Needle punch carpet</li> <li>- 3 Spotlights (100W)</li> <li>- National flag and products on the fascia board</li> <li>- Company name and Booth No. on the front board (W500)</li> <li>- 1 Dust bin</li> <li>- 3 shelves</li> <li>- 1 Round table &amp; 4 folding chairs</li> <li>- 1 Information counter</li> <li>- Power outlet (100V, up to 700W)</li> <li>- Electric consumption fee</li> </ul> <p>&lt;&lt;Included Services&gt;&gt;</p> <ul style="list-style-type: none"> <li>- Booth cleaning</li> <li>- Primary electrical work</li> <li>- Setting-up &amp; dismantling work</li> </ul>	<p>&lt;&lt;Included booth fittings&gt;&gt;</p> <ul style="list-style-type: none"> <li>- System walls (H2.7m / White)</li> <li>- Needle punch carpet</li> <li>- 3 Spotlights (100W)</li> <li>- National flag and products on the fascia board</li> <li>- Company name and Booth No. in front of information counter</li> <li>- 1 Dust bin</li> <li>- 3 shelves</li> <li>- 1 Round table &amp; 4 folding chairs</li> <li>- 1 Information counter</li> <li>- Power outlet (100V, up to 700W)</li> <li>- Electric consumption fee</li> </ul> <p>&lt;&lt;Included Services&gt;&gt;</p> <ul style="list-style-type: none"> <li>- Booth cleaning</li> <li>- Primary electrical work</li> <li>- Setting-up &amp; dismantling work</li> </ul>

Sending application form	
Application Deadline	September 17 (Fri.) *
Invoice to be sent from Overseas Secretariat	
Move-in & Set-up	February 6 (Sun.) & 7 (Mon.), 2011
Exhibition	February 8 (Tue.) to 10 (Thu.), 2011
Move-out & Dismantling	February 10 (Thu.), 2011

**\*Space tends to be sold out before the deadline. We strongly recommend early application for exhibiting.**

# 2011 Supermarket Trade Show

February 8 – 10, 2011 at Tokyo Big Sight (Tokyo, Japan)

## APPLICATION FORM

Please return to: SUPERMARKET TRADE SHOW Overseas Secretariat  
**Space Media Japan Co., Ltd.**  
 Kosaikaikan Bldg. 6F, 5-1 Kojimachi, Chiyoda-ku, Tokyo 102-0083, Japan  
**Tel: +81-3- 3512-5673 E-mail: super@ smj.co.jp**  
**Fax: +81-3- 3512-5680**

Company Name \_\_\_\_\_

Address \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_ Country \_\_\_\_\_

E-mail \_\_\_\_\_

URL *http://* \_\_\_\_\_

Contact Person \_\_\_\_\_ Title/Dept. \_\_\_\_\_  
 (Please circle Mr/Ms)

Subsidiary or  Agent in Japan (Please tick  that applies)

Company Name \_\_\_\_\_

Address \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Contact Person \_\_\_\_\_ E-mail \_\_\_\_\_  
 (Please circle Mr/Ms)

**Please tick the box(es)  as appropriate**

**Exhibit Zone** (Please refer to page 2)

- Equipment and Material       Information and Service       Fresh Product       Processed Food  
 Confectionery and Sweets       Soft and Alcoholic Beverage       Clothing, Commodities and HBC

**Solution Category** (Please refer to page 2)

- Product Solution       Operation Solution       Sales Floor Solution       Environment Solution

**Food Tasting at your booth**       Yes       No

**Main Exhibits:** \_\_\_\_\_

### BOOTH BOOKING

Space Type	Fee (Tax incl.)	Required Number	Total Amount (Tax incl.)
Space only	¥ 336,000	booth(s)	¥
Package A	¥ 425,500	booth(s)	¥
Package B	¥ 469,500	booth(s)	¥
Package C	¥ 503,500	booth(s)	¥

We have read and accept the General Terms of Contract shown overleaf.

Date \_\_\_\_\_ Authorized Signature \_\_\_\_\_

For your record, make a copy of this form. Thank you.