

# SUPERMARKET TRADE SHOW 2011

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

Country

Phone

Fax

E-mail

URL *http://*

Contact Person

Title/Dept.

(Please circle Mr/Ms)

**Subsidiary or Agent in Japan** (Please circle Subsidiary or Agent as appropriate, if any)

Company Name

Address

Phone

Fax

Contact Person

E-mail

(Please circle Mr/Ms)

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

● **Product Category** (Please refer to page 1 and choose only one)

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 1 and choose everything that applies)

Product Solution

Operation Solution

Sales Floor Solution

Environment Solution

● **Food Tasting at your booth**

Yes

No

● **Main Exhibits** (Please specify below):

### BOOTH BOOKING

Space Type	Space Fee (Tax incl.)	Space Required	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 Exhibition Rules shown overleaf.

Date

Authorized Signature

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

# EXHIBITION RULES

## 第45回 スーパーマーケット・トレードショー2011 SUPERMARKET TRADE SHOW

### [1. Enforcement of Rules]

Exhibitors must abide by the rules and provisions set in the Exhibition Bylaws (part of which are stated in "Rules on Exhibition" explained below) which will be presented by the Organizer. If the Organizer determines that an Exhibitor has violated any of these rules, the Organizer has the right to, at any time, refuse the application for exhibition or revoke the right for participation, as well as to order the removal of, or changes to, booths, exhibits or decorations. The Organizer's decision and the reasons for such decision will not be disclosed. Moreover, the Organizer will not compensate the Exhibitor or related parties for any damages resulting from advance payment or any other damages caused by the revocation of an exhibition, or the removal of, or changes to, booths, exhibits or decorations.

### [2. Eligibility requirements for Exhibitors]

- 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 shall, based upon its own standards and at its sole discretion, have the right to decide whether an applicant and its products and services are appropriate for the exhibition.
- 2-2 On-site sales of products (spot sales) and provision of fee-based services are prohibited at the exhibition site.

### [3. Application for Exhibition and Payment of Exhibitor Fee]

- 3-1 Exhibitors should mail the original application form. If the application form is deficient or inadequate, the Organizer may turn down the application of any corporation or organization. Exhibitors should make copies of their "Application for Exhibition" and other documents to be submitted for their own records as the Organizer will not return the submitted documents in such cases.
- 3-2 The formal application date for the exhibition shall be the date on which the Organizer receives the "Application for Exhibition" and confirms the remittance of the exhibition fee.
- 3-2 The Organizer will request that the exhibition fee be paid by the date indicated in the invoice. If the exhibition fee is not remitted by the date designated by the Organizer, the Organizer has the right, in its sole discretion, to revoke an Exhibitor's application.

### [4. Cancellation]

- 4-1 After the submission of the Exhibitor Application, the Exhibitor is not permitted to withdraw or cancel all or part of an exhibit except when such cancellation is due to unavoidable circumstances; provided, however, that the Organizer accepts such cancellation, in its sole discretion. On the part of the Exhibitor, the Exhibitor shall notify the Organizer of such action in writing and pay the prescribed cancellation fee.
- 4-2 Cancellation Fee
  - On or before September 30, 2010: 30% of exhibition fee
  - After September 30, 2010: 100% of exhibition fee
- 4-3 If the Organizer determines that an Exhibitor has violated the Exhibition Rules or other rules after the application for participation has been formally accepted, the Organizer shall have the right, in its sole discretion, to revoke the Exhibitor's eligibility for participation.

### [5. Allocation of Exhibition Space]

- 5-1 Exhibit space allocation will be determined according to booth location/format arranged by the Organizer, in the Organizer's sole discretion. The Exhibitor does not have the right to select their location and shall accept all determinations without objection.
- 5-2 The Exhibitor is strictly forbidden from exchanging with, or assigning/leasing out to, other companies or organizations all or part of their exhibition space that has been determined by the Organizer.
- 5-3 In the event of cancellation of participation or other such circumstances, the Organizer shall have the right, in its sole discretion, to alter the location of booths and the overall layout.

### [6. Submission of Documents]

After the Organizer's receipt of the Exhibitor's application, the Exhibitor shall submit all documents requested by the Organizer by the prescribed date. In the event of any delays by the Exhibitor, the Organizer will determine, in its sole discretion, whether or not the applicant is eligible for participation.

### [7. Rules on Exhibition]

- 7-1 The Exhibitor must be corporations or organizations as described in the application form and the content of the exhibit shall be as described in the application form.
- 7-2 If any changes occur in the corporation or organization itself, or in the content of the exhibit stated in the application form/products and services, the Exhibitor must immediately notify the Organizer of such changes.
- 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 format shall be prescribed in the Exhibitor Manual provided by the Organizer, which the Exhibitor shall comply with.
- 7-4 The Exhibitor is not permitted to engage in any exhibition, advertising, or marketing activity in locations such as aisles, etc. Such activity is to take place only in the Exhibitor is assigned exhibition booth.
- 7-5 The Exhibitor shall refrain from causing harm to, or disturbing others and shall not use displays with strong light, heat, odor or loud sound. If the Organizer determines that any display is causing considerable harm or disturbance to others, the Organizer may, in its sole discretion, suspend or change such display as it sees fit.
- 7-6 Exhibitors are to strictly observe the venue's fire prevention and safety regulations.
- 7-7 If the Organizer determines any acts to be harmful or disturbing to the visitors or Exhibitors (such as forceful sales practices, solicitation, defamation, interfering with other's marketing activities, etc.) during, before or after the exhibition period, the Organizer may decide, in its sole discretion, that an exhibit be suspended or that future application for exhibition be declined, which the Exhibitor shall comply with.
- 7-8 The Organizer shall not be held responsible in any way for business talks or the content of contracts entered into between Exhibitors and visitors during, before or after the exhibition.
- 7-9 Although it is prohibited to take photographs in the venue, the Exhibitor may take photographs of their own booths after first notifying the Organizer.
- 7-10 In case there was a flaw in the publications regarding Supermarket Trade Show such as invitation tickets and other promotional materials, the Organizer shall rectify the flaw on the official website and shall not reissue such publications.
- 7-11 Persons under the age of 18, even they are exhibitors, are not allowed to enter the venue.

### [8. Damages]

- 8-1 The Organizer shall not be held responsible in any way for any damages to persons or products arising for any reason from use of the exhibition space by the Exhibitor, its employees or related parties.
- 8-2 The Exhibitor shall make immediate compensation for any damages to the structures or equipment in the exhibition hall and nearby area that are the result of carelessness on the part of the Exhibitor's employees, related parties or agents.
- 8-3 The Organizer shall not be liable to compensate the Exhibitor or related parties for any damages that are due to changes in the exhibition period or the suspension of the exhibition, either of which is directly caused by an act of God, infectious disease or force of nature.
- 8-4 The Organizer shall not be liable to compensate the Exhibitor or related parties for any damages that are the result of natural disasters, traffic delays or social unrest.

### [9. Visas]

- 9-1 Overseas exhibitors who need a visa must make complete arrangements on their own as the Organizer can neither supply documentation (invitation letter, etc.) nor act as a visa guarantor.
- 9-2 Exhibitors who cannot exhibit due to being unable to obtain an entry visa into Japan, for whatever reason, shall not have the right to claim, against the Organizer, compensation or a refund for arising damages.

### Purpose of Use of Personal and Private Information and its Provision and Disclosure

Japan Self-Service Association owns collected personal and private information. Such information will be used, provided and disclosed in the aim of following purposes:

- To contact exhibitors for providing necessary information
- To send materials to exhibitors (cooperating and subcontracting companies will receive the information)
- To make various publications such as exhibitors list, direct mail, floor map, official website, Buyers Guide, show report etc.
- To provide information to visitors to the show and media
- To use in statistical database
- To comply with the regulation