

第45回 -INTERNATIONAL FOOD AND BEVERAGE MEET AT SMTS
FOR THE JAPANESE SUPERMARKET INDUSTRY-

スーパーマーケット・トレードショー-2011

SUPERMARKET TRADE SHOW



Exhibition Guide

Tokyo Big Sight
(Tokyo, Japan) East Halls

Feb. 8th(Tue) - 10th(Thu), 2011

10:00 - 17:00 (10:00-16:00 on the last day)

www.smts.jp

The best way to access Japanese supermarkets and retailers!

SUPERMARKET TRADE SHOW 2011 (SMTS) – the annual leading international trade show for supermarkets in Japan – will be held from February 8 to 10, 2011. Celebrating the 45th anniversary, SMTS keeps growing in number and size of exhibitors and visitors alike. Meet more than 80,000 highly motivated Japanese supermarket buyers and other professionals here in Tokyo!

Duration	February 8 (Tue) – 10 (Thu), 2011	Exhibitors	1,135 companies, 2,252 booths (at 2010 SMTS)
Opening hours	10:00 – 17:00 (10:00-16:00 on the last day)	Visitors	81,747 (at 2010 SMTS)
Location	Tokyo Big Sight (Tokyo, Japan), East Halls	Admission	JPY 5,000 *Trade only. *Under 18 not allowed to enter. *Only charged to visitors without invitation cards.
Organizer	Japan Self-Service Association (JSSA)		
Supporters : (Expected)	Ministry of Economy, Trade and Industry (METI) , Ministry of Agriculture, Forestry and Fisheries, Embassies of participants' countries, Other related industrial associations		

EXHIBIT ZONE

Product Category

All the exhibitor booths will be located according to their product category. Please choose only one category of your products (multiple choices prohibited) from below and indicate it in the application form when applying. The organizer will consult the information given for the floor layout.



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

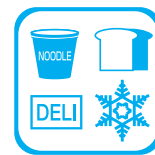


Japanese Regional Product Zone



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

In order to promote exhibitors' solutions, there will be signs on the floor map onsite and other places. Please choose the solution category of your exhibits (multiple choices possible) from below and indicate it/them in the application form when applying.



Product Solution

- Product with new capability/feature
- Product with elaborate form /wrapping
- Product with characteristic concept
- Regional product



Operation Solution

- Laborsaving 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

CHARACTERISTICS OF SUPERMARKET TRADE SHOW

Invaluable Merits

These days it is a key to surviving homogeneous price competitions by becoming one-of-a-kind store through building a close relationship with the region and the local society. Besides, the market is seeking unique and highly-diverse products, not only cheap in price, which can meet expanding customer needs. SMTS provides you with a platform for information collection and business meetings to increase your business opportunities.

MERIT 1

Precious opportunity to mingle with regular members of Japan Self-Service Association (JSSA), proprietors of supermarkets / distribution industry and buyers. Many proprietors and decision-makers in retail industry are invited.



MERIT 2

Numerous chances of business meetings with visitors with clear purposes. As well as having fruitful business negotiations, it is the best place for product marketing.

Average close rate in 2010 SMTS

32.7%

From exhibitor questionnaire in SMTS 2010 (Prospects included)

MERIT 3

Food tasting and presentation can be conducted in SMTS. They will be effective methods to attract visitors to your booth, that directly appeals to the senses of taste, sight and hearing.



Visitor



Visitor promotion
—strictly limited to
professionals in the industry

Drawing visitors using Japan Self-Service Association's network

Composite visitor promotion campaign—inviting regular members of JSSA (approx. 450 supermarkets / 8,000 shops* across Japan) and publicity in association journal etc. *As of April 2010

Publishing the official exhibition guidebook "Buyers Guide"

The official guidebook "Buyers Guide" containing exhibitors' data free of charge will be sent before the show to those who are in supermarket trade all over Japan.

Drawing visitors by concurrent seminars

Seminars for supermarket proprietor and executives that provide latest information in the industry and practical solutions for problems will be held to attract more visitors.

Drawing visitors by the announcement on the official website

Making full use of the official website, the e-mail newsletters of the portal site "Retailers.jp" and visitor pre-registration system, SMTS will actively promote the show.

Drawing visitors by thorough direct mail

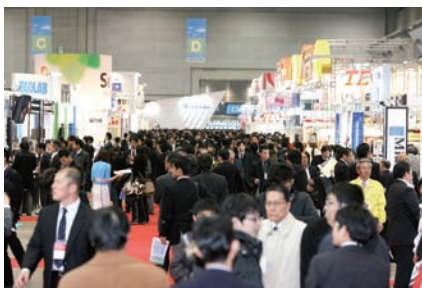
Invitations (valued at 5,000 JPY) will be sent mainly to proprietors in distribution industry and buyers.

Drawing visitors through cooperation of supporters and co-sponsors

Among all the supporting associations and institutions, powerful members will especially cooperate on calling prospective visitors

Drawing visitors by advertisement and publicity

JSSA has close connections to distribution industry media in Japan. SMTS takes full advantage of these relationships in advertising and publicity to attract visitors with clear purposes.



CHARACTERISTICS OF SUPERMARKET TRADE SHOW

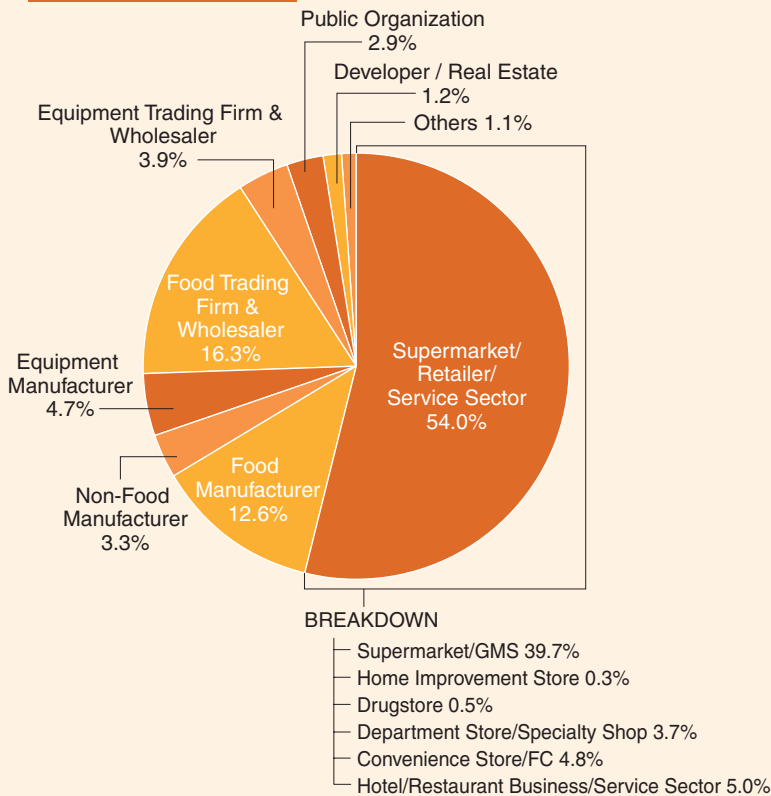
Organizer—Japan Self-Service Association(JSSA)

JSSA is a benevolent corporation that has a close relationship with the Ministry of Economy, Industry and Trade. It has about 450 regular members (about 8,000 supermarkets all over Japan) and over 650 supporting members (manufacturers, wholesalers and other related companies)*. Half of all supermarkets in Japan are the members of JSSA, whose total revenue comes to 11 trillion JPY. It is the biggest food related supermarket association in Japan.

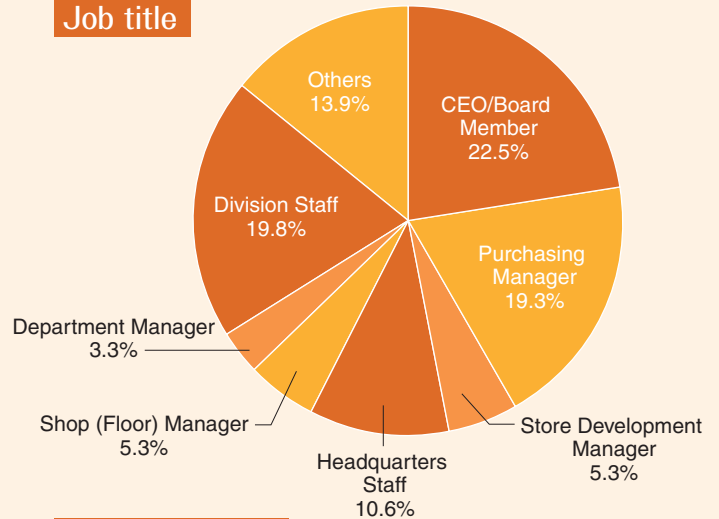
*The numbers of present members are as of April 2010

Visitor Data (2010 SMTS)

Business category



Job title

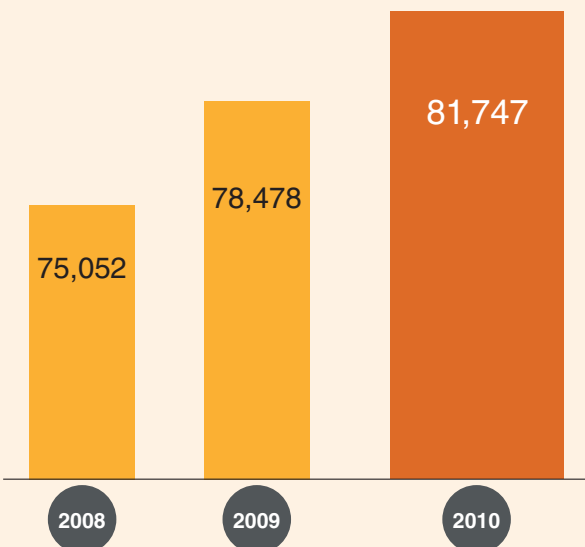


Purpose of visit

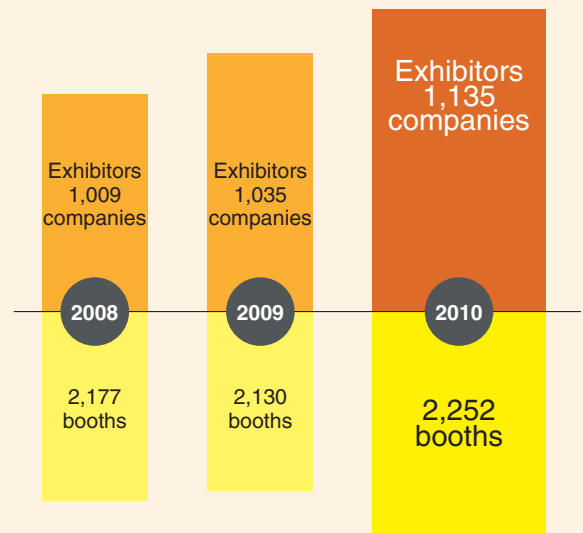


Transition in the past 3 years

Numbers of visitors



Numbers of exhibitors and booths



○ SPECIAL SERVICES TO THE OVERSEAS EXHIBITORS

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.

Target : Suppliers of food and beverage

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



■ Advantages of Participation

● Credible and experienced buyers

JSSA the organizer, the supermarket association, check your application form and introduces suitable buyers for you according to your product category.

● Efficient and smooth introduction to the business meeting

As the length of meetings is limited, we support you with your swift introduction to the buyer and try to maximize the time for you to present your product and for the buyers to offer some advices. In order to do so, we prepare all the necessary documents with enough information on your products and company and pass them to the buyers you will be meeting with.

● Effective and specific advices to sell your products in Japan

This program is also a good chance to do a research on Japanese market. You can ask the experienced buyers what sort of products is popular in Japan and seek advices to get into Japanese market.

● Free translation and interpretation service available

The translations of the necessary documents and the interpretation service on the day of the meeting are free of charge.

■ Schedule of Business Matching Program

November 2010 : Application deadline

December 2010 : All the necessary documents to be submitted(company profile / product sheet / product brochure)

January 2011 : Matching schedule to be announced

February 2011 : Business Meeting (during SMTS 2011)

Buyers' "Shoku" Selection

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.



■ Buyers' "Shoku" Selection Outline

Examination target : Products aimed at selling in the supermarket-centered food retailers (processed foods only)

Examination fee : 50,400 JPY (tax included) per product

Application method : ① Send the application form in Exhibitor Manual ② Overseas Secretariat Office sends the entry sheet
③ Send back the entry sheet with the product sample

Examination method : Buyers or experienced ex-buyers examine the products in light of the following examination category through tasting and documents.

Examination category : 1. product concept, 2. understanding of the trend, 3. competitiveness in price (price setup), 4. freshness, 5. taste, 6. ingredients, 7. state of quality (usage of food additives etc.), 8. design, 9. easiness to handle

Examination place : Tokyo (planned to be held at the end of November 2010)

Result of examination : Within 1 month after the examination, the result to be notified

■ Advantages of Participation

● You can obtain honest and instructive opinions from experienced buyers that can be used for product development and sales promotion

● As you can see the trend in Japanese market and what buyers are looking for, it is easy to prepare products to display at SMTS

● Products that gained high marks will be displayed in the organizer booth in SMTS to catch more buyers' attention

○ PARTICIPATION GUIDE

■ Space fee *All the cost includes 5% consumption tax

JPY 336,000 per booth (1booth minimum size: 3mx3m)

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

Note: Space only (without following packages) is available from 4 booths or over.

■ Package fee: Space fee + Stand construction and fittings

Package A

JPY 425,500



Including

<Booth fittings>

- System walls (H2.7m / White)
- Needle punch carpet
- 3 Spotlights (100W)
- National flag and products on the fascia board
- Company name and Booth No. on the wall
- 1 Dust bin
- Power outlet (100V, up to 700W)
- Electric consumption fee

<Services>

- Booth cleaning
- Primary electrical work
- Setting-up & dismantling work

Package B

JPY 469,500



Including

<Booth fittings>

- System walls (H2.7m / White)
- Needle punch carpet
- 3 Spotlights (100W)
- National flag and products on the fascia board
- Company name and Booth No. on the front board (W50cm)
- 1 Dust bin
- 3 shelves
- 1 Round table & 4 folding chairs
- 1 Information counter
- Power outlet (100V, up to 700W)
- Electric consumption fee

<Services>

- Booth cleaning
- Primary electrical work
- Setting-up & dismantling work

Package C

JPY 503,500



Including

<Booth fittings>

- System walls (H2.7m / White)
- Needle punch carpet
- 3 Spotlights (100W)
- National flag and products on the fascia board
- Company name and Booth No. in front of information counter
- 1 Dust bin
- 3 shelves
- 1 Round table & 4 folding chairs
- 1 Information counter
- Power outlet (100V, up to 700W)
- Electric consumption fee

<Services>

- Booth cleaning
- Primary electrical work
- Setting-up & dismantling work

■ Schedule to exhibit

Sending application form	
Application Deadline	September 17(Fri) 2010*
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 starting at 4pm

*Floor space may be sold out before the deadline

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

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.