

SMTS 2020[®] SUPERMARKET TRADE SHOW **EXHIBITION GUIDE**

Information for Exhibitors in **USA Pavilion**

February 12(Wed.) - 14(Fri.), 2020

10:00a.m. - 5:00p.m. (Closes at 4:00p.m. on Feb. 14)

Makuhari Messe, Japan



Special Services for all USA Pavilion Exhibitors

- Marketing support from the U.S. Agricultural Trade Office in Tokyo such as market research, advice on entering the market and promotion to importers
- Optimal location in the venue
- Maximum exposure to the media
- Shared wash basin for complementary food & drink tasting (excluding raw space booths)
- One entry in "Product Search", the official product search site of the show
- One entry in Pavilion directory and website especially created for USA Pavilion
- Storage space
- Exhibitor badges
- Exhibitor lounge
- Support on logistical issues
- Support on finding accommodation
- Up to 100 complimentary visitor invitations



**Reserve your space
NOW!**

Deadline: August 9(Fri.), 2019

Please visit www.smts.jp/en



USDA ENDORSED

Officially Endorsed by the U.S. Department of Agriculture
FAS Trade Services Staff-Washington, DC and
the US Agricultural Trade Office-Tokyo, Japan

Organized by  National Supermarket Association of Japan

Managed by  Space Media Japan

WHY EXHIBIT AT SMTS?

SUPERMARKET TRADE SHOW offers the latest information to food distribution industry focusing on supermarkets. It gives you an opportunity to meet leaders from the retail, wholesale, ready meal and food service industry, and to find new partnerships, new networks and new trends for helping your business.

Scale of Exhibition



One of the biggest exhibitions in Japan



88,412 trade visitors (in 2019)



2,176 exhibitors with 3,568 booths

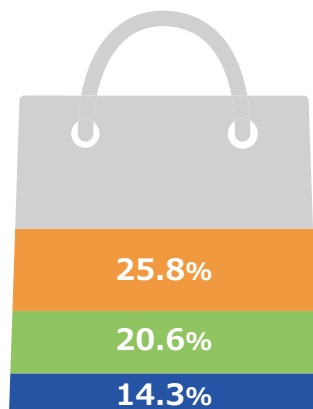
150 overseas exhibitors with 176 booths from 20 countries and regions (in 2019)

Quality of Visitors

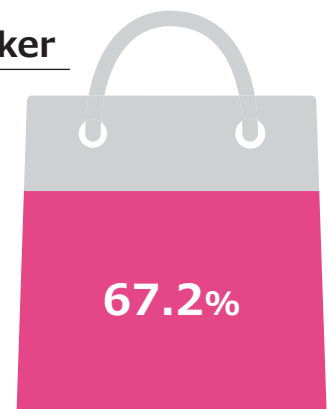


Job Category

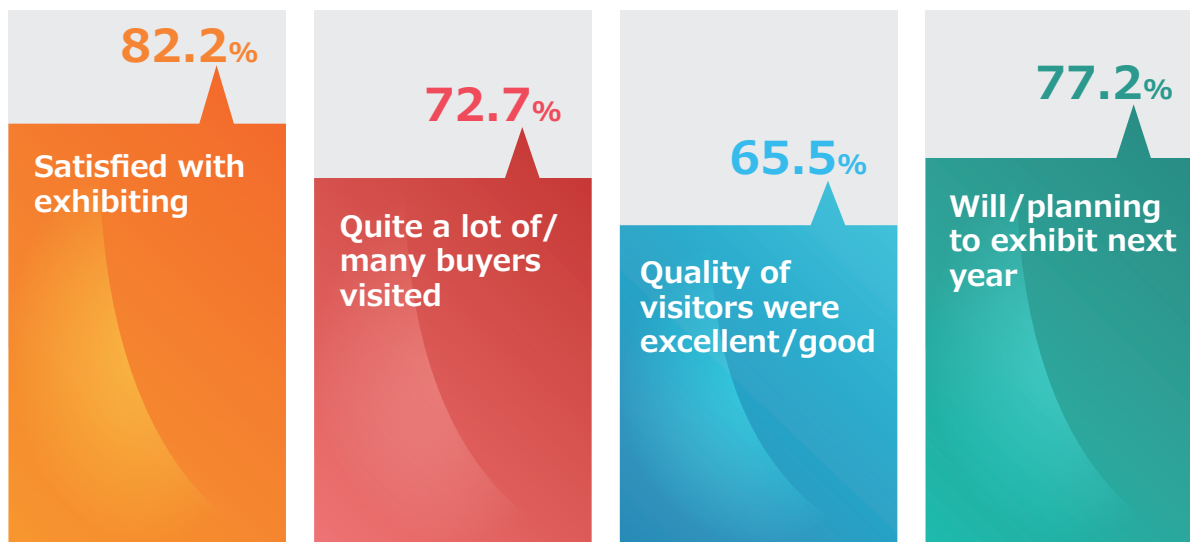
Purchasing Manager
Administrative Position
CEO/Owner/
Board member



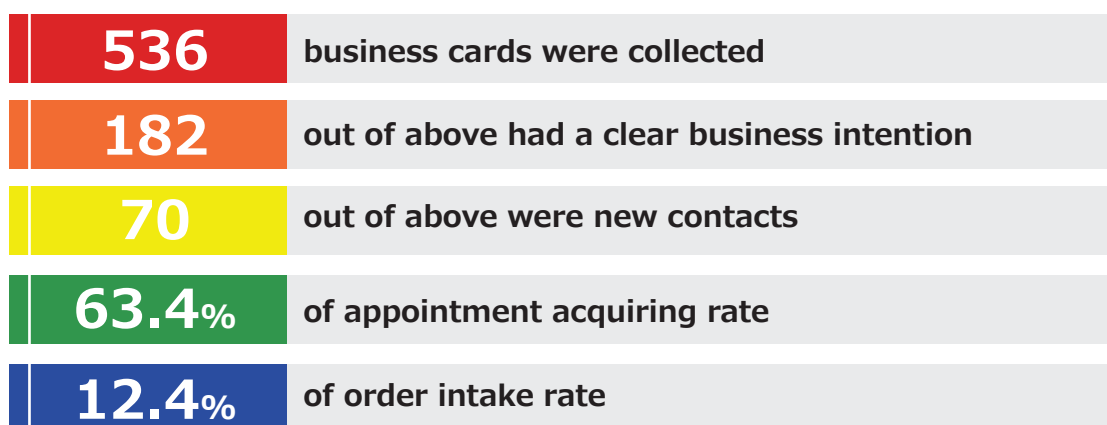
Decision Maker



Exhibitors Satisfaction



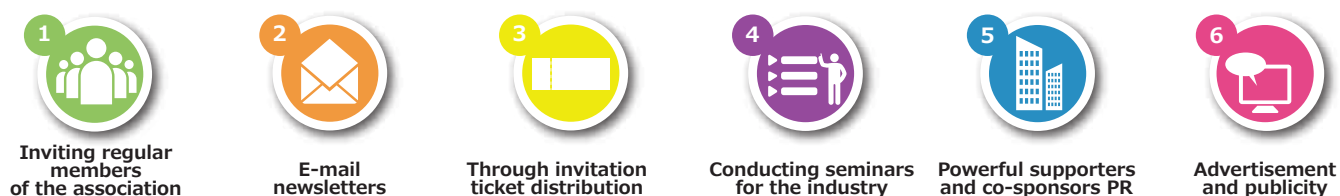
Business meetings during the show



*Each number is an average

*Find more in SMTS2019 Show report (<https://www.smts.jp/en/report/smts2019-report.pdf>)

Organizer's Visitor Promotion



ORGANIZER: National Supermarket Association of Japan (NSAJ)

NSAJ is a benevolent association that has close relationships with the administrative organs. Speaking of unique points, its regular members are about 10,000 leading supermarkets all over Japan and the main buyers for SMTS. It has about 300 regular members and about 930 supporting members (manufacturers, wholesalers and other related companies).*

*The numbers of present members are as of March 2019.

RAW SPACE 375,650(JPY) /booth (Minimum 4 booths: 36sqm)

All special services mentioned on page1 plus
 ■ Exhibit space

*In case of operating complimentary food & drink tasting, the necessary equipment should be installed within your booth at your expense.
 *Wall panels, carpets or any other fittings are not included.

SHELL SCHEME STAND 503,250(JPY) /booth 1 booth: 3m x 3m (9sqm)

All special services mentioned on page1 plus
 ■ Three back wall panels and two side wall panels
 ■ Fascia(blue) with company name(white)
 ■ Punch carpet(red)3m x 3m (9sqm)
 ■ Lighting (3 spotlights) ■ One electrical socket (up to 100V, 500W)
 ■ Primary Electrical Work - 1KW/booth
 ■ Electrical Consumption Fee - 1KW/booth
 ■ Daily booth cleaning(3 days)
 ■ Waste disposal ■ Setting-up & Dismantling Work
 ■ Furniture including; 1 table, 2 chairs, 1 lockable demonstration counter, 1 folding chair, 2 wall shelves, 1 wastebasket



*The booth design may change without notice.

*If you use more than 1KW electricity, the excess of primary electrical work and electrical consumption fee will be charged.

*Corner booths will not have two side panels on aisle side.

*There is a shared wash basin for complimentary food & drink tasting within the pavilion. However, the necessary equipment should be installed within your booth at your expense depending on the type of operation.

EARLY BIRD DISCOUNT

Regular price of shell scheme stand: 503,250(JPY)

After about 15% OFF: 428,000(JPY)

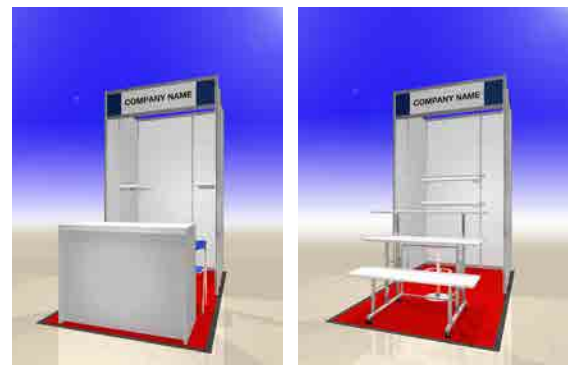
For the application received by July 9, 2019

HALF BOOTH 291,500(JPY) /booth 1 booth: 1.5m x 3m (4.5sqm)

All special services mentioned on page1 plus
 ■ 1.5 back wall panels and 1.5 side wall panels
 ■ Fascia(blue) with company name(white)
 ■ Punch carpet(red)1.5m x 3m (4.5sqm)
 ■ Lighting (2 spotlights) ■ One electrical socket (up to 100V, 500W)
 ■ Primary Electrical Work - 1KW/booth
 ■ Electrical Consumption Fee - 1KW/booth
 ■ Daily booth cleaning(3 days)
 ■ Waste disposal ■ Setting-up & Dismantling Work
 ■ Furniture including; 2 folding chairs or 1 counter chair, 1 reception counter or 1 display unit, 2 wall shelves, 1 wastebasket

*If you use more than 1KW electricity, the excess of primary electrical work and electrical consumption fee will be charged.

For companies WITHOUT Japanese agent only



*The booth design may change without notice.

■ Change or Cancellation of the Application

After the submission of the application, the exhibitor is not permitted to change or cancel the application in principle. If the exhibitor changes or cancels the application, the exhibitor must notify the organizer in writing and pay the prescribed cancellation fee.

<Cancellation Fee> On or before August 9, 2019: 30% of exhibition fee
 On and after August 10, 2019: 100% of exhibition fee

APPLICATION DEADLINE: AUGUST 9(Fri.), 2019

■ For more information, please contact

USA Pavilion Management Office, SPACE MEDIA JAPAN CO., LTD.

EMAIL: super@smj.co.jp

Kosaikaikan Bldg. 2F, 5-1 Kojimachi, Chiyoda-ku,
 Tokyo 102-0083 Japan
 TEL: +81-3-3512-5673 / FAX: +81-3-3512-5680



[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. Notice on product origin]

All firms exhibiting in the USA Pavilion at a USDA-endorsed show must promote and display a majority of products (greater than 51 percent by SKU count) that are of U.S. origin. A product is determined to be of U.S. origin if it is comprised of at least 51 percent U.S. origin content, by volume or by value, exclusive of added water.

[3. Eligibility requirements for Exhibitors]

- 3-1. 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.
- 3-2. On-site sales of products (spot sales) and provision of fee-based services are prohibited at the exhibition site.

[4. Application for Exhibition and Payment of Exhibition Fee]

- 4-1. Exhibitors should fax or email the application form to the Overseas Secretariat. 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.
- 4-2. 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.
- 4-3. 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.

[5. Cancellation]

- 5-1. 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.
- 5-2. Cancellation Fee
 - On or before August 9, 2019: 30% of exhibition fee
 - On and after August 10, 2019: 100% of exhibition fee
- 5-3. 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.
- 5-4. If the Organizer determines that an Exhibitor has no intention of exhibition or when the Organizer is not able to reach the Exhibitor after the confirmation of payment, the Organizer shall have the right, in its sole discretion, to revoke the Exhibitor's eligibility for participation.

[6. Allocation of Exhibition Space]

- 6-1. 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.
- 6-2. 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.
- 6-3. 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.

[7. 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.

[8. Rules on Exhibition]

- 8-1. 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.
- 8-2. 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.
- 8-3. 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.
- 8-4. 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.
- 8-5. 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.
- 8-6. Exhibitors are to strictly observe the venue's fire prevention and safety regulations.
- 8-7. 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.
- 8-8. 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.
- 8-9. It is prohibited to take photographs in the venue except at exhibitor's own booths.
- 8-10. Please note that photographs and videos (including Exhibitors / exhibited items) taken by the Organizer during the show may be posted on the Show Report and official website etc..
- 8-11. In case there was a flaw in the publications regarding Supermarket Trade Show the Organizer shall rectify the flaw on the official website and shall not reissue such publications.
- 8-12. Persons under the age of 18, even they are exhibitors, are not allowed to enter the venue, excluding the persons who are allowed by the Secretariat.
- 8-13. Exhibitor is not permitted to sell and/or provide the samples to anyone underage or any drivers. The Organizer will not be held responsible, even if a drunk driving or underage drinking incident occurs due to the sales and provision of samples of alcoholic beverage by the Exhibitor.

[9. Damages]

- 9-1. 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.
- 9-2. 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.
- 9-3. 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.
- 9-4. 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.

[10. Visas]

- 10-1. Overseas exhibitors who need a visa to attend the show must make complete arrangements on their own. If the exhibitor has no reference to ask for the visa issuance, the exhibitor must contact the Overseas Secretariat for the visa arrangements (fee-charging service).
- 10-2. 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.

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

National Supermarket Association of Japan and Overseas Secretariat, Space Media Japan Co., Ltd. own 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 and the website
- To provide information to visitors to the show and media
- To use in statistical database in the format in which personal and private information is not specified
- To comply with the regulation