

## EXHIBITION GUIDE

**February 17(Wed.) - 19(Fri.), 2021**

10:00a.m. - 5:00p.m. (Closes at 4:00p.m. on Feb. 19)

**Makuhari Messe, Japan**

URL: <http://www.smts.jp/en/index.html>

### Schedule

AUG, 2020

Start to accept applications

SEP, 2020

Pay exhibit fee  
Application Deadline

NOV, 2020

Exhibitors consider options for booth display

DEC, 2020

Start to distribute invitation tickets

JAN, 2021

Final Check  
Schedule / booth management



SMTS2021 will take appropriate measures to prevent the spread of COVID-19 infection based on the announcements and guideline from Japanese government, related ministries and other organizations.

We also offer “Remote booth” option for overseas exhibitors. For details, please refer to pg. 4-5.

## 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



80,428 trade visitors (in 2020)



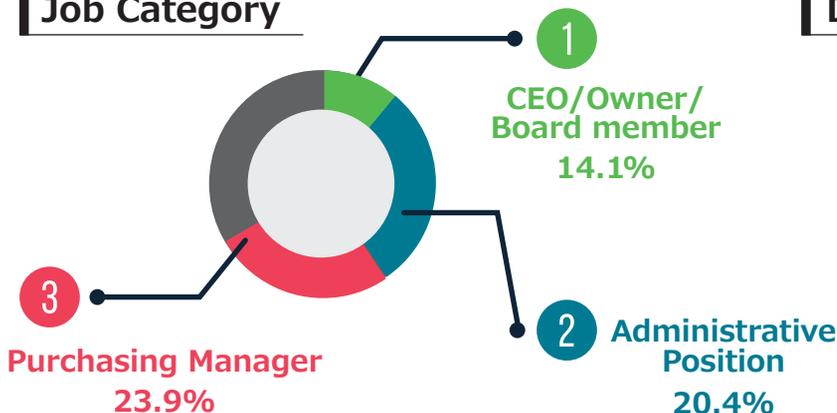
2,326 exhibitors with 3,577 booths

130 overseas exhibitors with 168 booths from 19 countries and regions (in 2020)

### Quality of Visitors



#### Job Category

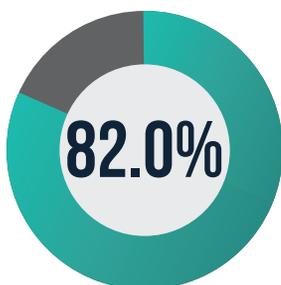


#### Decision Maker

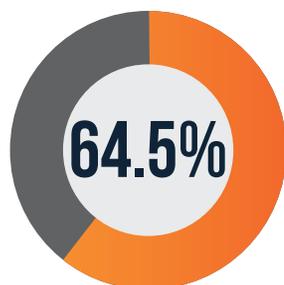


## Exhibitors Satisfaction

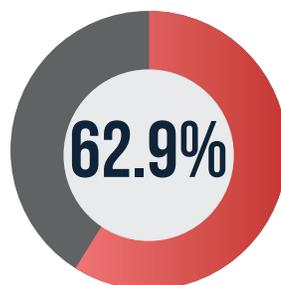
Satisfied with exhibiting



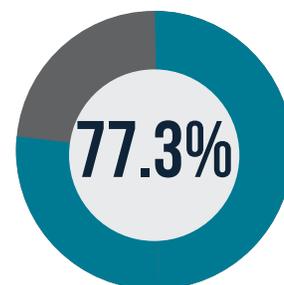
Quite a lot of/  
many buyers  
visited



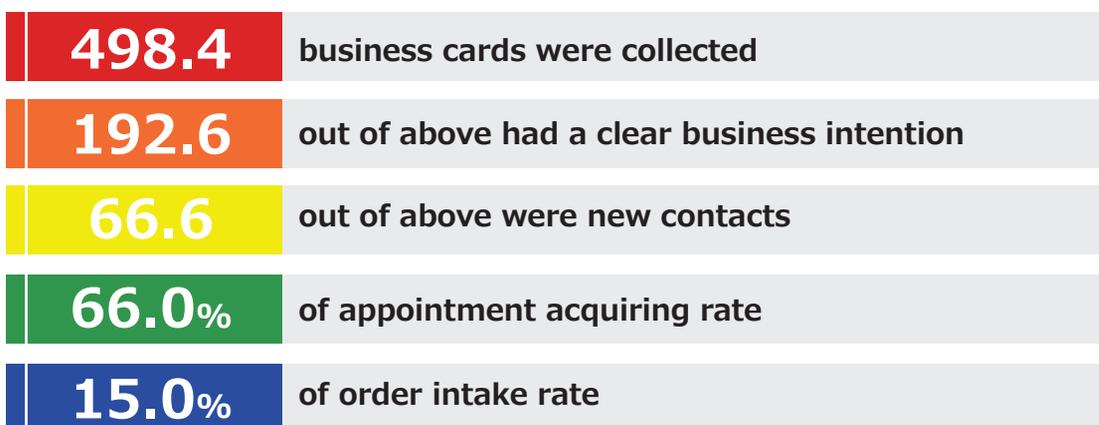
Quality of visitors  
were  
excellent/good



Will/planning to  
exhibit next year



## Business meetings during the show



\*Each number is an average

\*Find more in SMTS2020 Show report (<https://www.smts.jp/en/report/smts2020-report.pdf>)

## Organizer - NSAJ

NSAJ is a benevolent association that has a 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 950 supporting members (manufacturers, wholesalers and other related companies).\*

\*The numbers of present members are as of April 2020.



## EXHIBIT ZONE

### Soft and Alcoholic Beverage Zone

- Water (Mineral water)
- Soft drinks
- Beer / Beer flavored sparkling alcohol / Other sparkling alcohol
- Liquor
- Wine
- Sake / Shochu / Miscellaneous liquor
- Non-alcoholic Beverage
- Others

### Confectionery and Sweets Zone

- Confectionery
- Delicacies
- Desserts / Raw sweets
- Japanese sweets
- Iced and Frozen desserts
- Material for confectionery
- Others

### Fresh Product Zone

- Vegetables, Fruits, Flowers (Vegetables, Fruits, Flowers Processed vegetables / fruits)
- Stock farm products (Meat, Processed meat)
- Marine products (Raw foods, Frozen foods, Processed Marine products)
- Eggs
- Others

### Processed Food Zone

- Daily Foods
- Prepared Meals
- Frozen Products
- Seasoning
- Flour
- Cooking oil
- Canned / Bottled foods
- Convenient foods
- Dried foods
- Rice
- Bread / Noodles
- Luxury foods (Tea, coffee etc.)
- Others

### Health-care Food Zone

- Functional foods and beverages
- Food for specified health use
- Quasi-drug
- Supplements
- Health foods
- Foods for elders who need nursing care
- Allergy friendly foods
- Natural foods
- Organic foods
- Others

### Japanese Regional Product Zone

- Japanese Regional Product

### Information and Service Zone

- Various support service software
- Related magazines, newspapers and books
- Franchising
- Merchandising services
- Association and Institution
- Others

### Commodities and Sundries Zone

- Daily goods
- Sundries and nonfood articles
- Pet related products
- Others

### Equipment and Material Zone

- Shop fitting and construction
- Wrapping and binding devices
- Food fabricating equipment and cooking devices for professional-use
- Refrigerated and freezing devices
- Display showcases and other in-store devices and equipment
- Uniforms
- Distribution / Storage / Logistics / Devices for quality control
- Shop outdoor facilities
- Security related devices
- Environment and hygiene related devices and equipment
- Others

## DIFFERENCES FROM SMTS2020

01

### Limit the number of visitors

To reduce close contact among visitors as much as possible, the number of visitors will be limited. The number of invitation tickets will be changed accordingly .

The number of invitation ticket: 10 (Last year: 200 )

Visitor: Admission by invitation only (pre-registration using ID & password on the ticket is needed)

02

### Limit the number of exhibitors

To reduce congestion within exhibitor booth, the number of exhibitor badges will be limited.

The number of exhibitor badges: 2 per booth (Last year: 5)

List of exhibitor badge holders will be required to trace the contacts in case the infection occurred.

03

### Regulation of booth construction

To reduce the time and workers for the decoration, Height limit of booth decoration will be changed.

Space Only: 3.6m (4.5m last year) \* 1m set back is required.

Package booth: 2.7m (3.6m last year)

Please simplify your booth as much as possible.

04

### Guideline for accepting applications

SMTS will not accept exhibitors from the countries with restricted admission to Japan at the time of submitting the application form. (Except the booth managed by the person(s) living in Japan) Those who applies, please consider "Remote booth" option on pg. 5.

## REMOTE BOOTH OPTION FOR OVERSEAS EXHIBITORS

Package fee **JPY 88,000**

To maintain the safety for both exhibitors and visitors, SMTS has launched "Remote booth" option where new products can be introduced without you working on-site.

Cost Saving!

### Benefits

- Our staff will introduce your new products on behalf of you
- No transportation fee & accommodation fee
- Able to obtain visiting buyer contact information
- Our staff will give away food samples on-site
- Business matching meeting entry



### Booth Fittings

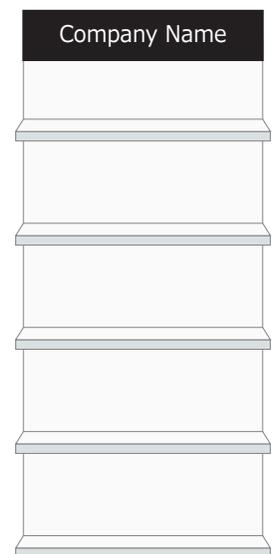
- One rack with five shelves (W970 x D 450 each) \*
- Company Name Board
- Product description
- Spotlights
- Shared kitchen  
(fitting mandatory for those who give food samples)

\*The size is subject to change.

### Services

- Food sampling
- Explanation of your products
- Collecting visitor contact information \*1
- Business matching system entry process \*2

All the services,  
we will do it for you!



\*Image

### Options – Additional fees required

- Market Research
- Other equipment such as refrigerator and freezer
- Business matching meeting  
(When appointed by buyers and a meeting is confirmed. The price is TBD.)

\*1 Company, Department, Title, Name, Address, Tel, Fax, E-mail address are provided

\*2 <Business matching >

Exhibitors have a chance to have discrete business meetings with buyers from supermarkets, department stores and elsewhere during three days of the show.

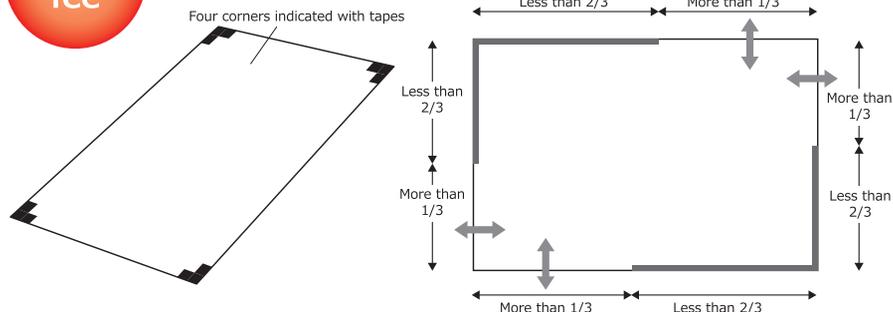
- Duration of a business talk : 20 mins per meeting (Replacement System)
- Meeting is confirmed when appointed by buyers only
- Meeting will be conducted through online (interpreter provided)

### NOTE

- Exhibitors must send us food samples by shipping for SMTS2021 in advance. Details will be announced once application form is proceeded.
- This option is for remote participation only. If you want your staffs (living Japan) to attend your booth, please choose regular exhibit package on pg.6.

**Space fee**

**4 booths or over**  
**¥363,000 (JPY) per booth (1 booth minimum size: 3m x 3m)**



- 1 booth minimum size: 3m x 3m (9sqm), 4 or more booths application only.
- Four corners of the raw space will be indicated with tapes on the floor. However, the adjacent booths may be placed depending on the floor layout situation. In that case, system wall panels will be installed.
- **Wall panels, carpets or any other fittings are not included.**
- Exhibitors need a minimal decoration on their booths to keep the unified aesthetic appearance of the show. **One third or more per one side must be open with an access aisle.** Overseas Secretariat can introduce an official contractor if needed.
- Up to two co-exhibitors per one booth can be registered on printed materials and the website.

\*There is no need to open one third on the part along the neighboring booths as 2.7m height system wall panels will be installed by the organizer.

**Package fee**

**Space fee + Stand construction and fittings**

\*In case you provide food / drink tasting, installing sink / wash basin is necessary based on the guidance of Local Health Center. Exhibitors must bear the cost of the installation fee.

**Package A**  
**¥489,500 (JPY)**



**Including:**

**Booth Fittings**

- System Walls (H2.7m / White)
- Needle Punch Carpet (Gray) - 1 sheet / booth
- Company Name Board with booth number
- Dust Bin - 1 piece / booth
- Spotlight (100W) - 3 pieces / booth
- Power Outlet - (100V, up to 500W) - 1 piece / booth
- Electrical Consumption Fee - 1KW / booth

**Services**

- Primary Electrical Work - 1KW / booth
- Booth Cleaning
- Waste Disposal
- Setting-up & Dismantling Work

\*Only one company name board will be provided even if you have multiple booths.

**Package B**  
**¥522,500 (JPY)**



**Including:**

**Booth Fittings**

- System Walls (H2.7m / White)
- Needle Punch Carpet (Red, Green, Blue, Orange or Gray) - 1 sheet / booth
- Company Name Board with booth number
- Terraced Table with a white table cloth - 1 piece / booth
- Catalogue Stand (12 shelves) - 1 piece / booth
- Bar stool - 1 stool / booth
- Dust Bin - 1 piece / booth
- Spotlight (100W) - 3 pieces / booth
- Power Outlet - (100V, up to 500W) - 1 piece / booth
- Electrical Consumption Fee - 1KW / booth

**Services**

- Primary Electrical Work - 1KW / booth
- Booth Cleaning
- Waste Disposal
- Setting-up & Dismantling Work

\*Only one company name board will be provided even if you have multiple booths.

**Package C**  
**¥578,600 (JPY)**



**Including:**

**Booth Fittings**

- System Walls (H2.7 / White)
- Needle Punch Carpet (Red, Green, Blue, Orange or Gray) - 1 sheet / booth
- Company Name Board with booth number
- Color line sheet for panels (Color: same as the carpet) - 1 sheet / booth
- Shelf - 3 shelves / booth
- Cubicle with Curtains - 1 piece / booth
- Reception Counter - 1 piece / booth
- Catalogue Stand (12 shelves) - 1 piece / booth
- System Display Box with Doors (depth 0.5m) - 1 piece / booth
- Dust Bin - 1 piece / booth
- Spotlight (100W) - 3 pieces / booth
- Power Outlet - (100V, up to 500W) - 1 piece / booth
- Electrical Consumption Fee - 1KW / booth

**Services**

- Primary Electrical Work - 1KW / booth
- Booth Cleaning
- Waste Disposal
- Setting-up & Dismantling Work

\*Only one company name board will be provided even if you have multiple booths.

**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 September 17, 2020: 30% of exhibition fee  
 On and after September 18, 2020: 100% of exhibition fee

<In case of entry restriction into Japan>

By November 30, 2020: You can change your exhibit plan to "remote booth" option (see pg.5).

If you chose not to change to "remote booth" option and cancel your regular booth(s), above cancellation fee will be incurred.

On and after December 1, 2020: The organizer will refund the exhibit fee after deducting necessary expenses.

**Exhibition fee reimbursing policy in case of cancellation due to force majeure**

In case of cancellation due to a cancellation request from the government of Japan, local governments, related ministries etc., the exhibition fee after deducting necessary expenses to be reimbursed to the exhibitor.

**EXHIBIT ZONE**

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.

Fresh Product Zone	Confectionery and Sweets Zone	Information and Service Zone
Processed Food Zone	Soft and Alcoholic Beverage Zone	Equipment and Material Zone
Health-care Food Zone	Commodities and Sundries Zone	

**APPLICATION DEADLINE**

**September 17, 2020**

\*If the booths sell out before the deadline, the application will be finished.