

60<sup>th</sup> ANNIVERSARY

**ISM**TS 2026<sup>®</sup>

SUPERMARKET TRADE SHOW

BUSINESS MEETING-BASED EXHIBITION IN RETAIL INDUSTRY

# EXHIBITION GUIDE

Date

**February 18 (Wed.) – 20 (Fri.), 2026**

10:00a.m. - 5:00p.m. (Closes at 4:00p.m. on the last day)

Venue

**Makuhari Messe**

Organizer:



**National Supermarket Association of Japan**

[Official Website] <http://www.smts.jp/en/index.html>

## What is SUPERMARKET TRADE SHOW?



**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. This is the 60th edition.

### OUTLINE

Exhibition Name: **SUPERMARKET TRADE SHOW 2026** (Abbreviation: **SMTS2026**)

Date: February 18 (Wed.) - 20(Fri.), 2026  
10:00am-5:00pm \*Closes at 4:00pm on the last day

Organizer: National Supermarket Association of Japan

Venue: Makuhari Messe

Admission: Pre-registration required

Concurrent Show: Seminar Stage, Reception Party

Official Supporters (planned)  
Ministry of Economy, Trade and Industry / Ministry of Health, Labour and Welfare / Consumer Affairs Agency / Japan External Trade Organization (JETRO) / U.S. Agricultural Trade Office, The Embassy of the United States of America / Food Marketing Institute Japan, and others

#### Notes for your visit



Trade Only



Under 18 not  
allowed to enter



No collecting  
samples



No Roller Bags  
\* Please use the paid cloakroom



No sales to  
exhibitors

### 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 305 regular members and 1052 supporting members (manufacturers, wholesalers and other related companies).\*

\*The numbers of present members are as of March 2025.



## Scale of Exhibition \*In SMTS2025

The latest store facilities, materials and information services are displayed as well as food and local products of Japan and overseas. It is one of the largest scale exhibitions in Japan organized by the retail distribution industry association.

### Trade Visitors

**77,305**

\*Incl. concurrent shows

\*Including multi-day visitors

### Exhibitors

**2,237**

companies/organizations

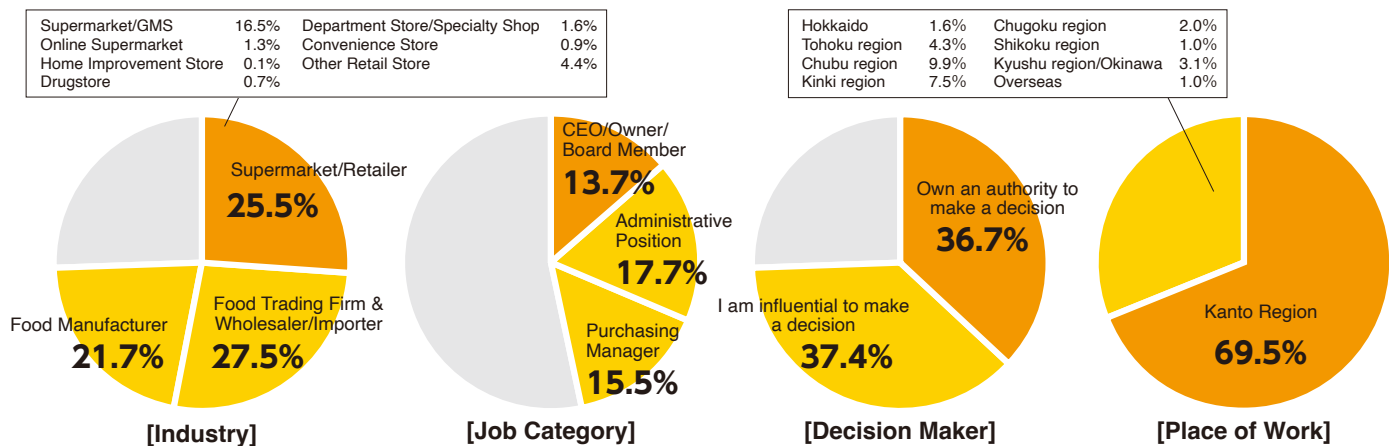
103 overseas exhibitors with 140 booths from 15 countries/regions

### Booths

**3,611**

## Quality of Visitors \*Excerpt from SMTS/DTS2025 Show Report

We invite a large number of retailers including supermarkets and food distributors. Visitors are retailers VIP (CEO, owner and board member) and buyers who have the decision authority.



## Organizer's Visitor Promotion

Leveraging the strengths of a retail distribution industry association, NSAJ extends invitations to a large number of stakeholders from the retail industry, including supermarkets in Japan, as well as from the food distribution sector.

### NSAJ Network

NSAJ carries out promotional activities utilizing the network, including inviting approximately 300 member supermarkets and securing publicity in the association's journal.

### Cooperation of supporters and co-sponsors

Among the supporting and sponsoring organizations, invitation tickets will be distributed to those groups whose members are key target visitors, seeking their cooperation in attracting attendees.

### Invitation tickets

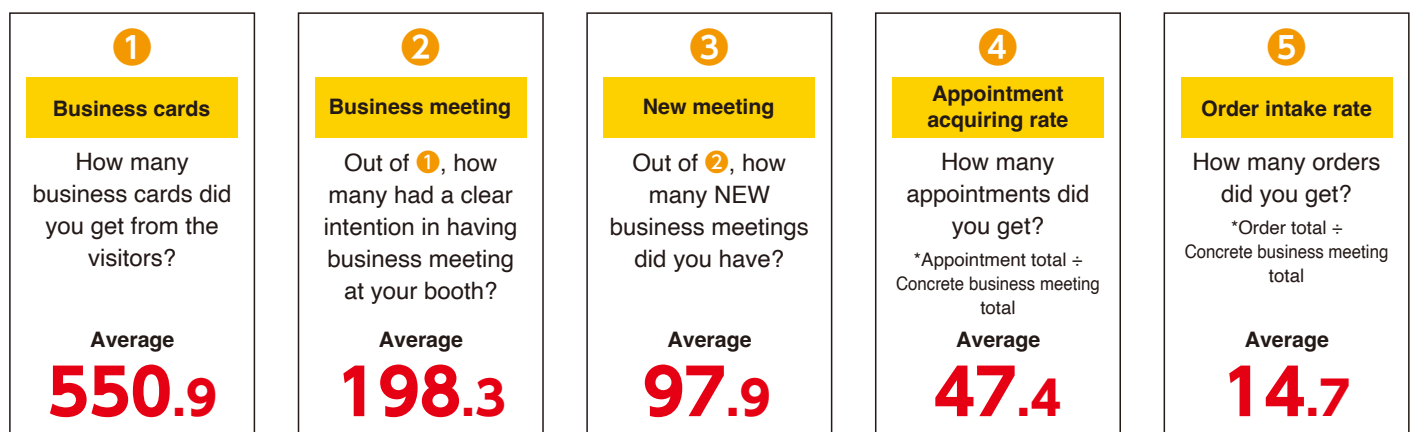
Invitation tickets will be sent mainly to proprietors in distribution industry and buyers from the past visitors' data.

### Advertisement and publicity

NSAJ actively places advertisements and conducts publicity activities in industry-specific newspapers, regional papers, and other distribution-related media to attract visitors with a clear purpose.

## Business Meetings during the Show \*Excerpt from SMTS/DTS2025 Show Report

Specific number of new business appointments and order intake etc. during the exhibition period.





## Soft and Alcoholic Beverage Zone

- Water (Mineral water)
- Soft drinks
- Beer / Beer flavored sparkling alcohol / Other sparkling alcohol
- Liquor
- Wine/ Imported liqueur
- Sake / Shochu / Miscellaneous alcoholic beverages
- Non-alcoholic beverages and Others

## Confectionery and Sweets Zone

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

\*For iced and frozen desserts, please exhibit at "Frozen Product Zone".

## Fresh Product Zone

- Vegetables, Fruits, Flowers (vegetables, fruits, flowers, processed vegetables / fruits)
- Stock farm products (meat, processed meat)
- Marine products (raw foods, processed marine products)
- Eggs and others

## Processed Food Zone

- Daily foods
- Seasoning / Spice / Stock
- Flour
- Cooking oil
- Canned / Bottled foods
- Instant foods / Pre-packed foods / Convenient foods
- Dried foods
- Rice
- Bread / Noodles
- Luxury foods (tea, coffee etc.) and others
- Organic Foods / Natural foods, SDGs

\*For prepared meal, please exhibit at "Delicatessen Trade Show 2026" as a concurrent show.

\*For frozen products, please exhibit at "Frozen Product Zone".

## new+ Frozen Product Zone

- Frozen prepared meals (cooked frozen foods, and frozen meal kits)
- Frozen box lunch / One-plate meal
- Frozen products for foodservice, ready-to-eat meals, and supervised by renowned restaurants
- Frozen staple foods (noodles, snacks, rice dishes, and bread)
- Frozen sweets (ice cream, and Japanese & Western desserts)
- Frozen ingredients (fruits & vegetables, stock farm, fisheries, mixed products)
- Frozen meals of local and regional products
- Frozen food-related equipment, technology, logistics, services, and others

## Store Development and Sales Promotion Zone

- Store DX / Data utilization / Customer attraction support and sales / Promotion
- Online supermarket / Delivery
- Point service
- Improved store operations / Operational efficiency / Productivity
- Temporary staffing / Education / Recruitment
- Newspapers / Magazines / Books / Web media

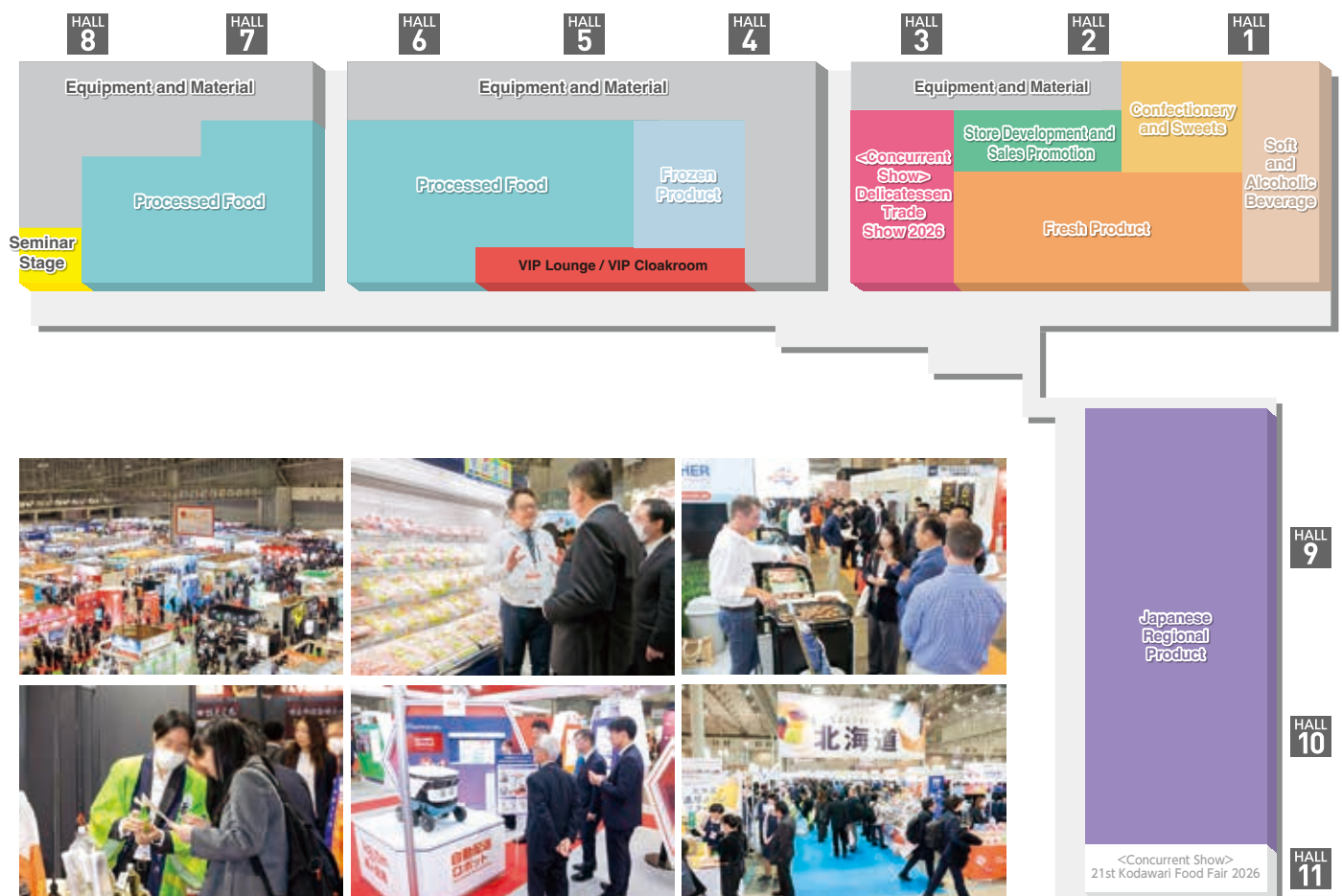
## Equipment and Material Zone

- Shop fitting / Construction
- Wrapping / Binding devices
- Food fabricating equipment / Cooking devices for professional-use
- Refrigerated / Freezing devices
- Display showcases
- Other in-store devices and equipment
- Distribution / Storage / Logistics / Devices for quality control
- Shop outdoor facilities
- Security related devices
- Environment / Hygiene related devices / Equipment
- POS register / Cashless
- Daily goods / Sundries / Nonfood articles

## Japanese Regional Product Zone

- Japanese regional product

## Zone Layout (planned) \*It may differ from actual layout.



The special program for exhibitors will be set up at SMTS2026. This is a great opportunity to conduct business meetings and promote your products outside of your exhibition booth, so we highly encourage your participation. (Further details will be provided around October.)

## new+ Supermarket Solutions

This is a special program to introduce solutions and support initiatives that address issues faced by the supermarket industry, as well as the challenges encountered by supermarket executives, management, and head office staff.

### <Proposed Solution Themes>

Store development / Management	Customer attraction / Promotion	Distribution / Logistics	Labor shortage (recruitment and training)
People with limited access to shopping	Productivity / Quality improvement	Food safety / Certification	Environmental / CSR initiatives



Implementation Image

## new+ SMTS Pick-Up

Based on current food trends, POS data, and feedback from member supermarkets, the organizer will identify key highlight themes for SMTS2026. From among the exhibited products, those relevant to the selected themes will be curated and showcased in a dedicated display area. This organizer-led initiative aims to effectively communicate these trends to visiting buyers and media.

\*Even if your product matches these keywords, please note that it will not necessarily be selected for "SMTS Pick-Up" display.

### <Picked-Up Themes>

Anniversary and celebration products	Time efficiency / Convenience	Inbound / Outbound / Export	Upcycled and unused food ingredients
Food loss reduction / Shelf-life extension	Health appeal / Well-being	Treat yourself / Little indulgence	Value for money / Budget-conscious
Single-serving meals / Solo dining	PB / OEM	Award-Winning	



Implementation Image

## APPLICATION GUIDE

### Exhibitor Badge

·5 exhibitor badges per booth will be issued. ·Details will be announced in October 2025.

### Determination of Booth Location

The organizer will do the layout of the booth location carefully considering the following aspects in the order of the arrival of the application form.

- Member or Non-member of NSAJ ■ Number and configuration of exhibiting booths
- Difficulty level of product move-in, move-out and booth build-up ■ Past record of exhibiting ■ Exhibit zone ■ Exhibit items

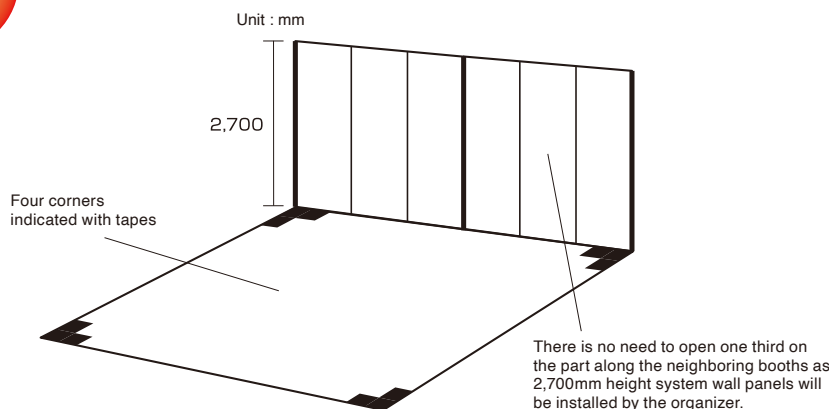
### Schedule to Exhibit

2025	June	Start to accept applications
	August	Pay exhibit fee / Application Deadline
	October	Announcement of floor layout / Exhibitors consider options for booth display
	December	Start to distribute invitation tickets
2026	January	Creating a list of expected visitors / Checking the delivery schedule for ordered items Final confirmation of operation and decoration / Creating a staff list
	February	Exhibition open

## Space fee

## 4 booths or over

¥396,000 (JPY) per booth (1 booth minimum size: 3m x 3m)



- 1 booth minimum size: 3m x 3m (9sqm), 4 or more booths application only. Due to layout constraints, applications for 5 or 7 booths are not accepted.
- Four corners of the raw space will be indicated with tapes on the floor.
- **Wall panels, carpets or any other fittings are not included.** However, the adjacent booths may be placed depending on the floor layout situation. In that case, system wall panels will be installed.
- 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 exhibitors per one booth can be registered on printed materials and the website.
- Height limit of booth decoration is 2,700mm. However, if constructions are to be built more than 1,000mm inside the booth from its four boundaries, the height limit is 3,600mm for "Space Only Booth".

## Package fee

## 1 – 3 booths

## Space fee + Stand construction and fittings

- 1 booth minimum size : about 9sqm (Core-to Core measures : W2.97m x D2.97m x H2.7m), 1, 2 or 3 booths application only.
- Up to two exhibitors per one booth can be registered on printed materials and the website.
- Height limit of booth decoration is 2,700mm.

\*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

¥535,150 (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 900W) – 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 or a corner booth.

## Package B

¥571,450 (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 900W) – 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 or a corner booth.

## Package C

¥598,400 (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
- Shelf – 3 shelves / booth
- Cubicle with Curtains – 1 piece / booth
- Reception Counter – 1 piece / booth
- Catalogue Stand (12 shelves) – 1 piece / booth
- Multipurpose Box with casters and key (depth 0.6m) – 1 piece / booth
- Dust Bin – 1 piece / booth
- Spotlight (100W) – 3 pieces / booth
- Power Outlet – (100V, up to 900W) – 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 or a corner booth.

## 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.

Soft and Alcoholic Beverage Zone

Confectionery and Sweets Zone

Fresh Product Zone

Processed Food Zone

Frozen Product Zone

Store Development and Sales Promotion Zone

Equipment and Material Zone

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.

<Cancellation Fee> On or before August 8, 2025 (JST): 30% of exhibition fee  
On and after August 9, 2025 (JST): 100% of exhibition fee

APPLICATION DEADLINE

August 8, 2025 (JST)

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