



MESSE NAGOYA
19th / 2024

Unexpected
encounters
open up the
future

Meet X

One of the Largest Cross-Industrial Trade Fairs in Japan 19th

MESSE NAGOYA 2024

Port Messe
Nagoya 10.30 Wed. - 11.01 Fri. 10:00
17:00

Online 10.15 Tue. - 11.29 Fri.
www.messenagoya.jp

Exhibitors' Guide

Start of applications
for exhibition

April 18 [Thu.]

Sponsor: Messe Nagoya Executive Committee (Constituent associations: Aichi Prefectural Government, City of Nagoya, and Nagoya Chamber of Commerce & Industry)

Aimed at Favorable Business Results One of the Largest Cross-Industrial Trade Fairs in Japan



2023
Results

823 Companies and
Organizations

52,876 persons

(27.6% increase compared to the previous year)

What is Messe Nagoya?

Messe Nagoya started in 2006 as a project that inherits the philosophy of the Aichi Expo held in 2005. Messe Nagoya is a place to gain new customers once a year when visitors from all over Japan gather in Nagoya, one of the leading manufacturing centers in Japan.

Exhibition Outline

Title	MESSE NAGOYA 2024	Supporters	The Chubu Keizai Shimbun The Chunichi Shimbun
Dates	October 30th (Wed.) – November 1st (Fri.), 2024	Exhibition Size	800 exhibitors, 1,000 booths, 53,000 visitors
Venue	Port Messe Nagoya Exhibition Hall 1 (Kinjo Pier, Nagoya Port)	Programs	Business Seminars, Symposiums, etc.
Open Hours	from 10:00 to 17:00	Online	October 15th (Wed.) 10:00 – November 29th (Fri.) 17:00, 2024 See the Messe Nagoya website.
Admission	Free		
Organizer	Messe Nagoya Executive Committee (Aichi Prefectural Government, City of Nagoya and Nagoya Chamber of Commerce & Industry)		



Chairman Messe Nagoya
Executive Committee

Jun KARUBE

Vice Chairman, Nagoya Chamber
of Commerce & Industry
Advisor, Toyota Motor Corporation

Greetings

Messe Nagoya is one of the largest cross-industry trade fairs in Japan. It cuts across industrial and business boundaries to bring together the latest products, technologies, and services of various exhibitors and help them expand their sales channels and build connections.

The catchphrase for this 19th event is "Meet X - Unexpected encounters open up the future."

Due to recent labor shortages, rising prices, unstable global conditions, and advances in AI and other technologies, the business environment surrounding companies is uncertain and extremely difficult to predict. We hope that Messe Nagoya will be a place full of "business possibilities" that can be grasped through unexpected encounters, for both exhibitors and visitors who are boldly taking on the challenge of breaking through an environment that is no longer an overtime game. We will create many opportunities for business negotiations.

We look forward to your participation as exhibitors.

Messe Nagoya Executive Committee (Aichi Prefectural Government, City of Nagoya and Nagoya Chamber of Commerce & Industry)

2024 Exhibition Schedule

April 18th (Thu.)	Start of exhibition applications
Early July	Payment Bill for exhibition fees is to be sent Payment deadline for exhibition fees, August, 31th (Thu.)
August 19th (Mon.)	Briefing session for exhibitors (online video)
October 1st (Tue.)	Online exhibition pre-opening
October 15th (Tue.) ~ November 29th (Fri.)	Online exhibition
October 30th (Wed.) ~ November 1st (Fri.)	Offline exhibition

If you wish to exhibit, please contact
us by email at the address below.
Email: messenagoya@nagoya-cci.or.jp

Overview of online exhibition ※There are no online-only exhibits.

Schedule (planned)

From October
1st (Tue.)
Pre-opening

From
October 15th (Tue.)
Start of online
exhibition

October 30th (Wed.)
– November 1st (Fri.)
Offline exhibition
held

November 29th (Fri.)
End of online
exhibition

※The booths will be open to the public.

※Various functions can be used.

※Archives will be available until
December 27th.

Menu

Exhibitor booth

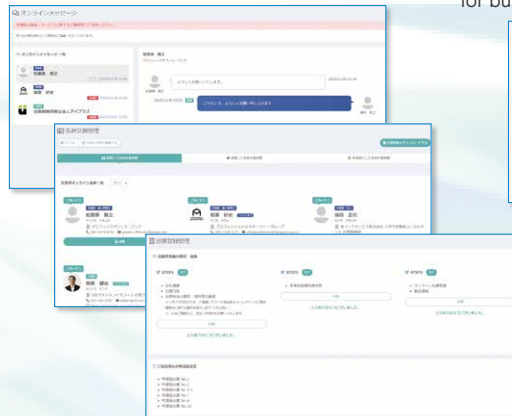
Product information (up to 5 items), corporate PR video, PDF material, and a questionnaire for visitors can be posted. You can get information on visitors who have downloaded your PDF material and answered your questionnaire.



※The image is of the online exhibition last year.
Functions and layout are subject to change.

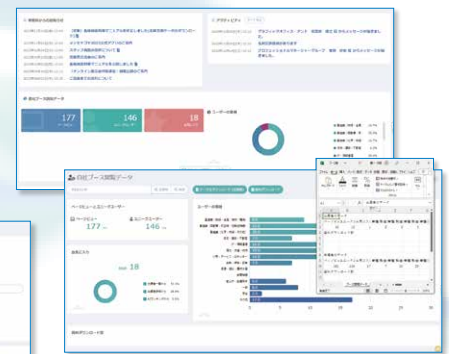
Functions for interaction

You can have contactless interaction online.
•Business card exchange
•Message exchange



Management page (My Page for Exhibitors)

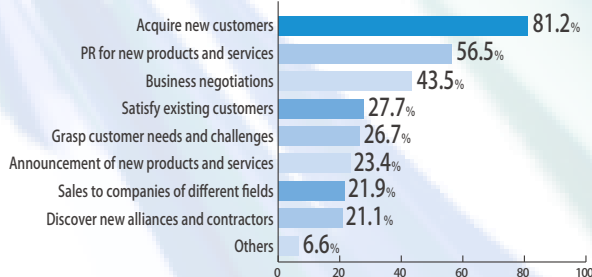
You can see the number of page views of your booth and the attribute data of visitors. You can also view and download the data exchanged for business cards.



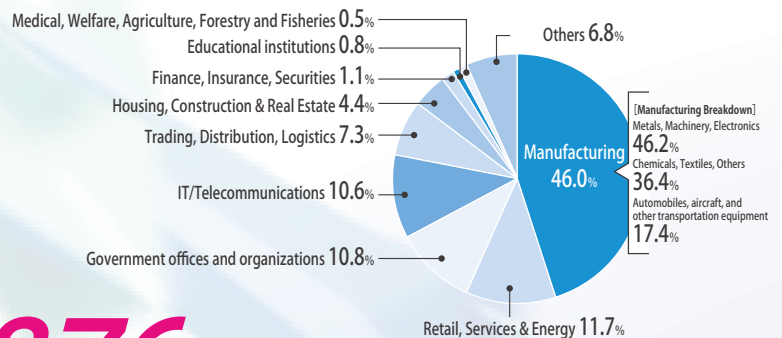
Results of Messe Nagoya Offline Exhibition 2023

Exhibitors **2023 823** Companies and Organizations

Purpose of Participation ※Multiple answers allowed

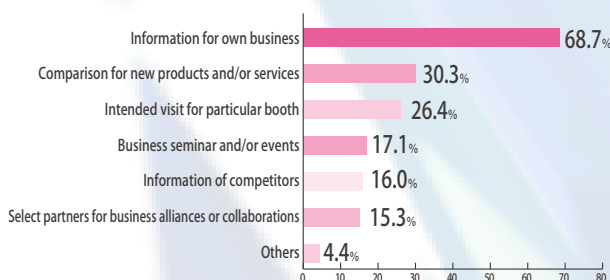


Category of Exhibitors

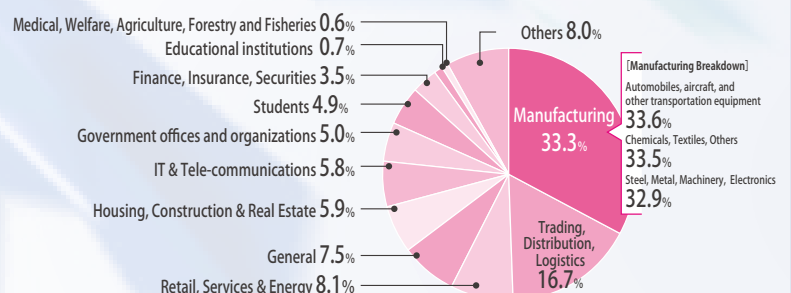


Visitors **2023 52,876** Visitors

Purpose of Visit ※Multiple answers allowed



Category of Exhibitors



Exhibitors' categories

We will promote cross-industry exchanges by arranging booths by exhibition category rather than by industry. Please select the exhibition category you want to appeal to visitors.

1

Manufacturing

2

Carbon neutrality
and the
environment

3

Digitalization
(DX, AI, and IoT)

4

Business support and
industry-academia
collaboration

※The information below is subject to change.

Extensive information dissemination and exchange opportunities

■Exhibitors' presentation

Exhibitors can present their products and services at special venues for extra fee



■Exhibitor exchange meeting

We will promote exchanges between exhibitors and provide opportunities to realize new alliances and acquire new customers.



Promotion of visits

■Organizer-planned seminars are held every day.

■Advertising using various media



MeetX

Unexpected encounters
open up the future

Exhibition Regulations

1 Application to Exhibition and Conclusion of Contract

① Exhibitors who wish to exhibit at Messe Nagoya (hereafter "this exhibition"), are required to fill out the exhibition application form on the Messe Nagoya official website and apply to the Messe Nagoya Executive Committee (hereafter the "organizer") by the following deadline.

- ▶ Application start : April 18th (Thu.), 2024, 10:00
- ▶ Application deadline : May 31st (Fri.), 2024, 17:00
- ▶ Applications will close when the prescribed number of booths has been filled.

- ② The exhibition contract between the exhibitor and the organizer shall be concluded when the organizer approves the exhibition application and sends the exhibition approval email to the exhibitor.
Exhibitors cannot change the exhibition category, etc. after the contract is concluded.
- ③ If the organizer determines that the number of booth applications exceeds the capacity of the venue, the organizer may not accept applications.
- ④ The organizer may not accept the exhibitor's application if there is a major issue in the application, or if the content of the exhibition is judged to be unsuitable for the purpose of holding this exhibition. The organizer shall not be liable for any damages arising as a result.
- ⑤ If the organizer deems that the exhibitor's chosen exhibit area is not suitable for the content of the exhibition, the organizer reserves the right to request the exhibitor to change his/her exhibit area. If the exhibitor does not comply with the organizer's request, the organizer reserves the right to refuse the exhibitor's application. Exhibitors are not allowed to change their exhibit areas after the application has been approved.
- ⑥ If the organizer determines that an exhibitor's application deviates from the original purpose of the business exchange exhibition, such as high-pressure sales of exhibits, excessive discounts, and unreasonable price display, the organizer may not accept the application.

2 Exhibitors canceling of booths after concluding the exhibition contract or reducing the number of booths

Cancellation by the exhibitor or reduction of the number of booths after the exhibition contract is concluded will not be accepted unless **the exhibitor notifies the organizer in writing** and the organizer approves it.
If the organizer approves the cancellation of the exhibitor's exhibition or the reduction of the number of booths, the exhibitor shall pay the cancellation fee as follows.

【Cancellation fee】

- ▶ From June 1st (Sat.) to June 30th (Sun.), 2024: 50% of the exhibition fee
- ▶ On and after July 1st (Mon.), 2024: 100% of the exhibition fee

3 Cancellation of the Contract

- ① The organizer may cancel the exhibition contract after giving advance notice if the exhibitor falls under any of the following.
- ▶ The exhibitor does not pay all or part of the exhibition fee.
 - ▶ The exhibition regulations (hereafter "these regulations") set by the organizer and the "exhibitors' guide" (hereafter "the guide"), the regulations and guide collectively referred to as "these regulations, etc.", given at the exhibitor briefing session are violated.
 - ▶ The organizer can cancel the contract without prior notice and is not obliged to notify the same to the exhibitor in the following cases:
 - ▶ A bill or check issued by the exhibitor has been dishonored, and/or the exhibitor is subjected to disposition by suspension of business.
 - ▶ The exhibitor is subjected to an order of provisional seizure or disposition, compulsory execution, foreclosure sale, special liquidation, bankruptcy, civil rehabilitation or corporate reorganization proceedings and/or relevant procedures.
 - ▶ The exhibitor is found to be a member of a gang, violent group or anti-social force, and/or the exhibitor is engaged with them.
 - ▶ The exhibitor, or a third party acting for the exhibitor, interferes with the activities of the organizer, cooperating companies designated by the organizer (hereafter "cooperating companies"), or other exhibitors by conducting the following acts:
 - Time-consuming interactions such as long telephone calls or similar excessive acts
 - Imposition of undue obligations and intimidation
 - ▶ If the exhibition contract is canceled according to either of the previous two articles, the organizer shall not return the paid exhibition fee to the exhibitor.

4 Joint Exhibition

- ① When exhibitors apply for a joint exhibition (hereafter, these exhibitors are referred to as a "joint exhibitor"), the joint exhibitor shall appoint a person in charge of the exhibition application at the representative company or organization (hereafter, the "joint exhibitor representative") to serve as a coordinator and contact point. If a joint exhibitor representative is not appointed, the organizer will not treat the exhibitors as a joint exhibitor.
- ② The joint exhibitor representative shall strictly observe the following matters.
- ▶ The joint exhibitor representative shall inform the organizer of all the names of the constituent companies of the joint exhibition by May 31st, 2024. During the exhibition period, employees of the exhibitors, including the joint exhibitor representative of the co-exhibitors, must be present in the booth.
 - ▶ The organizer and cooperating companies shall contact only the joint exhibitor representative regarding various measures such as matters related to the exhibition and acceptance of various applications, in order to prevent erroneous correspondence.
- It is the responsibility of the joint exhibitor representative to contact co-exhibitors, and the organizer assumes no responsibility whatsoever.
- ③ If the joint exhibitor intends to reduce the number of its member exhibitors after the exhibition contract is concluded, the joint exhibitor shall notify the organizer of its intention in writing, and must be approved by the organizer in order to be accepted. If approved, the cancellation fee paid by the joint exhibitor shall be as described in Article 2.

5 Payment of Exhibition Fee and Related Fees

- ① Exhibitors shall pay the exhibitor fee, which is listed separately, to the organizer after the exhibition contract is concluded.

For this purpose, the organizer shall send an invoice to the exhibitor regarding the exhibition fee, and the exhibitor shall pay the invoice by transferring the amount to the following bank account designated by the organizer by the payment deadline. Exhibitors shall be responsible for paying the transfer fee.

Payment deadline	August 30th (Fri.), 2024
Bank Account Information	Bank of Mitsubishi UFJ, Ltd., Tsurumi Branch (Branch No. 267) Account No.: 3631700 Account name: MESSE NAGOYA EXECUTIVE COMMITTEE

- ② If an exhibitor wishes to pay the exhibition fee that applies to members of the Nagoya Chamber of Commerce among the exhibition fees listed separately, the organizer shall accept this only when it is confirmed that the exhibitor has submitted the membership application form to the Nagoya Chamber of Commerce by the end of August 2024.

6 Allocation of Booths

- ① After the exhibition contract is concluded, the organizer will decide the overall configuration and layout of the venue and allocate booths to exhibitors by comprehensively considering such factors as the exhibition category, number of booths, industrial category, type of exhibits displayed, and booth configuration of each exhibitor as well as the layout of the venue, and will inform exhibitors of the decision made. Exhibitors shall accept the booth location designated by the organizer.
- ② The organizer may alter the allocation of booths for purposes such as streamlining visitor traffic or improving the effectiveness of the exhibition, etc., and the exhibitors shall accept the change.
In this case, the exhibitors may not file a petition of objection or seek indemnity, liability, or the like with regard to the allocation of booths or any changes thereto.
- ③ After the determination of the booth allocation, the organizer may alter booth positions without the approval of any exhibitor for an unexpected reason such as guidance from the local fire department or health center or cancellation of some exhibitor's exhibition. Exhibitors shall accept the change.

7 Prohibition Against the Transfer, Subleasing, Exchange of Booths, etc.

Exhibitors shall not transfer or lend all or part of the assigned booths to a third party, whether paid or free of charge, and shall not exchange booths with other exhibitors.
However, this does not apply within individual joint exhibitors.

8 Immigration Procedures and Handling of Foreign Cargo

- ① If exhibitors need immigration procedures in Japan for the purpose of exhibition, exhibitors shall undertake responsibility for such procedures, and the organizer shall not take any responsibility for such procedures and expenses.
In addition, the organizer will not issue documents, such as guarantee invitations required for issuance of an exhibitors' visa.
- ② The organizer will not request in-bond authorization for a bonded exhibition area for the exhibits, so the exhibitor must do all the procedures for exhibiting foreign cargo as it is.

9 Restrictions on Conduct within the Venue

- ① Exhibitors shall exhibit and promote their exhibits only in the booths designated by the organizer, and shall not exhibit or promote their exhibits in an aisle, rest area, outside the exhibition hall, or any other place than their own exhibition space.
- ② Exhibitors can demonstrate exhibits in the booth designated by the organizer. However, exhibitors shall not be able to perform demonstrations, etc. using sounds, lights, heat, odors, or items that are considered a nuisance or dangerous to visitors and other exhibitors.
- ③ The organizer may request the exhibitor to cease the performance, etc. in the preceding paragraph, and in such cases, the exhibitor shall comply with the request and cease the performance, etc.
- ④ Exhibitors shall be responsible for ensuring that the passage-way near their booth does not become crowded during demonstrations, etc.
- ⑤ Exhibitors will not be permitted to exhibit in case of any conduct or behavior—such as pressure sales, excessive discounts, unreasonable pricing, or acts that damage the credibility of the organizer or other exhibitors—which deviates from the intended purpose of the business trade fair.
- ⑥ Exhibitors shall comply with these regulations, etc., and if an exhibitor does not comply with these regulations, etc., and does not comply with the organizer's request, the organizer may cancel the exhibition contract pursuant to Article 3. In that case, the organizer shall not refund the exhibited exhibition fee paid to the exhibitor.

10 Precautions and Regulations for Online Exhibition

- ① Exhibitors shall bear all the expenses required for exhibiting, such as equipment and settings (hardware, software, communication environment, etc.) as well as the production of contents to be exhibited.
- ② Exhibitors may not post or act on content that infringes or may infringe the rights of third parties (intellectual property rights, portrait rights, etc.).
In addition, when creating content using music, video software, etc., the exhibitor shall obtain a use permission from the parties concerned.
- ③ The copyright on the content posted on the exhibition booth by each exhibitor belongs to the exhibitor, and the exhibitor agrees that the organizer can freely use the content.

11 Carry-in and Carry-out of Exhibits, and Construction and Removal of Fittings

- ▶ Carry-in and construction: October 28th (Mon.) - 29th (Tue.), 2024
- ▶ Carry-out of exhibits and removal: November 1st, 2024 (after closing)

- ① Exhibitors shall carry in cargo and do construction work necessary for the exhibition on October 28th (Mon.) - 29th (Tue.), 2024.
- ② Exhibitors shall remove and carry out the exhibits as required when moving out of the booth after the closing of this exhibition on November 1st, 2024 (after closing).
- ③ Exhibitors shall restore the assigned exhibitor booths to their original state and return them to the organizer after carrying out and removing their exhibits. If an exhibitor does not restore a booth to its original condition, the organizer will do so and charge the cost to the exhibitor.

- ④ If an exhibitor leaves any article, the exhibitor relinquishes ownership of this article and the organizer may dispose of it at his discretion. Exhibitors shall be responsible for any disposal costs incurred therefor.

12 Management and Security of Exhibits

- ① The organizer shall manage and operate the entire venue as the manager of this exhibition; however, the organizer shall not be liable for any damage to the exhibits or valuables caused by theft, loss, injury, fire, or other natural disasters.
- ② Exhibitors shall be responsible for managing each exhibit and valuables, etc., and shall bear the costs related to management thereof.

13 Continuous Presence at Each Booth, and Closing Time

- ① During the exhibition, exhibitors and/or their agents shall wear the exhibitor card designated by the organizer and retain at least one resident attendant at the booth to accept visitors and manage exhibitions until the closing time on the last operational day of Messe Nagoya.
- ② Exhibitors shall not remove any exhibits or do any removal work during the exhibition period before the closing time.

14 Business Dealings

The organizer assumes no liability for the business dealings made during and related to the exhibition between the exhibitors, visitors or other bodies. The applicable liability shall be attributed to or between the parties.

15 Compensation for Damages

- ① If an exhibitor or his/her agent damages other exhibitors' booths, the organizer's operating equipment or the equipment of the exhibition hall or causes personal injury, etc., the repair or compensation shall be the responsibility of the exhibitor; the organizer is not responsible.
- ② Exhibitors shall take appropriate measures such as insuring as necessary for the protection and against theft of exhibits during transportation and exhibition.

16 Firefighting and Safety

Exhibitors shall strictly comply with the laws and regulations in Japan related to firefighting and safety/hygiene applicable to the venue.

17 Cancellation or Postponement of the Exhibition

- ① The organizer may cancel the exhibition if it is judged that it is difficult to hold the exhibition due to force majeure such as a natural disaster.
Force majeure means war, riot, rebellion, internal turmoil, terrorism, fire, explosion, flood, theft, damage caused by harm, strike, restricted access, weather, injunction by a third party, national defense, and emergency related to public health, and any cause beyond the control of the organizer, such as a situation, actions or regulations of a national or local public entity.
In such a case, the organizer will refund the exhibitor the exhibition fee at the following rate (however, the balance will be refunded after deduction of the expenses incurred by the organizer for the preparation and holding of this exhibition). However, the organizer will not compensate the exhibitor for the expenses required for exhibiting or for the damage caused by the cancellation.

【Refund rate of paid exhibition fee due to cancellation】

- ▶ Until the end of August 2024: Full refund
- ▶ Until the end of September 2024: 50% refund
- ▶ After October 1st, 2024: No refund

- ② The organizer may postpone the exhibition due to the reasons set forth in the preceding paragraph. In that case, the organizer will not refund the exhibitor's paid exhibition fee to the exhibitor.

18 Legal Protection, etc.

The organizer shall not be held responsible for any troubles related to imitation of ideas or business negotiations at this exhibition.
Exhibitors are responsible for protecting intellectual property rights regarding patents, special know-how, etc.

19 Protection of Personal Information

- ① The organizer may disclose exhibitors' information to a cooperating company when requested by the cooperating company for various administrative communications regarding exhibition procedures and when necessary for the convenience of the exhibitor such as various billing operations, and exhibitors shall accept this.
- ② Exhibitors shall comply with the Personal Information Protection Law and other laws and regulations when acquiring personal information through exhibitions, etc., and shall acquire it legally and appropriately.
In that case, the exhibitor shall make sure to publicly announce the purpose of use or notify the concerned people of it and utilize personal information within the scope of the purpose of use. In addition, when the exhibitor provides the acquired personal information to a third party, consent must be obtained from the subject (provider) of the personal information.

20 Compliance with Laws and Regulations

Exhibitors or their agents shall comply with laws and regulations as part of the exhibition contract. In addition, it is the exhibitor's responsibility to make the set-up/removal companies involved in the exhibition comply with laws and regulations.
If the exhibitor does not comply with the laws or regulations, or if the exhibitor does not follow the organizer's guidance or request, the organizer may cancel the exhibition contract in accordance with Article 3 regardless of the reason, and the organizer shall not be liable for any damages caused to the exhibitor in this case.

21 Safe and Smooth Operation of the Exhibition

Considering respective situations of the organizer, visitors and other exhibitors, an exhibitor shall cooperate to carry out safe and smooth operation of Messe Nagoya.

22 Others

Exhibitors shall be obliged to appropriately confirm with the organizer any matters not stipulated in these regulations, etc., and shall comply with the organizer's responses or requests.

About Exhibition booth fees ※There are no online-only exhibits.

※1 Exhibitor 1 online account (use fee 11,000 yen) is required.

※A representative company or organization that serves as a joint exhibition coordination desk also needs an online account.

※The exhibition fee includes a package for attracting visitors (pamphlets and envelopes/posters to attract visitors).

※The exhibition booth fees do not include fees for booth decoration, rental equipment, charges for electricity, water, gas, etc.

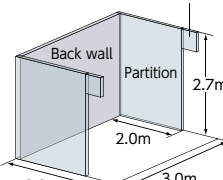

※The booth locations and fees for package decoration and rental equipment, and charges for electricity, water, gas, etc. will be announced at the briefing session (online video starting from August 19th).

4/18(Thu.)
10 a.m.~

Application acceptance
starts from the
Messe Nagoya
website

■Invoice sending : July (Planned)

■Payment deadline : August 30th (Fri.)

Booth name and recruiting booth	Basic Booth	Concrete slab floor booth (vacant space only)
	※For an odd number of booths of 7 booths or more, there is no setting ※The maximum number of booths is 12 booths.	※An even number of 6, or more booths. ※The maximum number of booths is 12 booths.
General Exhibitions	■ Fees (tax included/1 booth) JPY 242,000 (tax included) + ■ Online System Fee JPY 11,000 (tax included/1 company)	■ Fees (tax included/1 booth) JPY 220,000 (tax included) + ■ Online System Fee JPY 11,000 (tax included/1 company)
Members of the Nagoya Chamber of Commerce & Industry	■ Fees (tax included/1 booth) JPY 154,000 (tax included) + ■ Online System Fee JPY 11,000 (tax included/1 company)	■ Fees (tax included/1 booth) JPY 143,000 (tax included) + ■ Online System Fee JPY 11,000 (tax included/1 company)
Allocated booth(s) / Booth Configuration	Allocated booth(s) Booth Configuration 1~3 or 5 booth(s) In a Row 4 or 6 booths In a Row or Without Rear Walls 8 or 10 booths Without Rear Walls 12 booths Island booths	Allocated booth(s) Booth Configuration 6 or 8 or 10 booths Without Rear Walls 12 booths Island booths
Basic Facilities / Booth size (external dimensions)	■ Booth size (external dimensions) Width, depth, and wall height 3m × 3m × 2.7m (core-to-core dimensions 2.97m) Protruding company name board 45cm wide X 60cm high 	■ Booth size (external dimensions) Width 3m X depth 3m 

Application example of basic booth

In the case of one company and three booths

■ Exhibition fee **■ Online System Fee**
 JPY 242,000 × 3booths + JPY 11,000 × 1company
JPY 737,000 (Tax Included)

In the case of joint exhibition (representative company + 10 companies) with 5 booths (general)

■ Exhibition fee **■ Online System Fee**
 JPY 242,000 × 5booths + JPY 11,000 × 11companies (1 + 10)
JPY 1,331,000 (Tax Included)

※It is possible to simulate the booth fee from the website.

Click here for booth fee simulation⇒



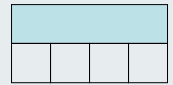
Booth Configurations

► Basic Booth

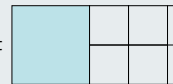
Exhibitors may freely add original decoration within their own booths at their own expense within the scope defined in the Exhibitors' Manual. However, the basic equipment (partitions, back walls, company name boards) constructed by the secretariat cannot be removed.

※If you wish to hold your display using four or six booths, you must choose either booths in a row or booths without rear walls and note your selection in the application form.

[Booths in row]



[Booths without rear walls]

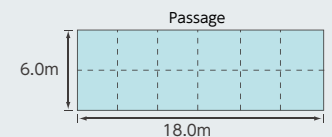


► Island booths

If you apply for 12 booths basic booths or concrete slab floor booths - the booth configuration will be an island booth facing the aisle on all sides.

In principle, although it will be an island booth, please understand that we may not be able to comply with your request depending on the application category and all the layout of the entire venue.

[Twelve-booth example]



Messe Nagoya Executive Committee

(c/o Nagoya Chamber of Commerce & Industry)

2-10-19, Sakae, Naka-ku, Nagoya, 460-8422, JAPAN

TEL:052-223-5708 FAX:052-231-5703

E-mail messenagoya@nagoya-cci.or.jp

<https://www.messenagoya.jp>



公式キャラクター：メッセくん