



第49回 BUSINESS MEETING-BASED EXHIBITION IN RETAIL INDUSTRY
スーパーマーケット・トレードショー-2015
SUPERMARKET TRADE SHOW

To build up affluent local community

Exhibition Guide

創ニッポン

Opening dates will change at this time.

Date

Feb.10 (Tue.)-12 (Thu.), 2015

10:00-17:00

(Closes at 17:00 for 3 days)

Venue

Tokyo Big Sight (Tokyo, Japan) East Hall



Organizer



一般社団法人
新日本スーパーマーケット協会
New Supermarket Association of Japan

The best way to access Japanese supermarkets and retailers!

The 49th SUPERMARKET TRADE SHOW 2015 (SMTS) – the annual leading international trade show targeting supermarket buyers – will be held from February 10 to 12, 2015. The expectations and the demand for supermarkets have been increasing due to daily changing needs of customers, environmental measures such as energy saving and improvement of task operation in recent years.

We, the biggest supermarket association in Japan, will gather about 85,000 professional buyers from the retail distribution industry from all over Japan and abroad. Please exhibit at SMTS to meet enthusiastic buyers who are eager to find unique products introduced from all over the world!



To build up affluent local community

OUTLINE

Date	February 10 (Tue.) – 12 (Thu.), 2015	Admission	¥5,000 (JPY) *Only charged to visitors without invitation ticket.
Opening hours	10:00 – 17:00 *Closes at 17:00 for 3 day		   
Venue	Tokyo Big Sight (Tokyo, Japan), East Hall 3-11-1, Ariake, Koto-ku, Tokyo 135-0063	Events	Trade Only / Under 18 not allowed to enter / No Photo / No Roller Bags
Theme	“Sou” Nippon, To build up affluent local community	Organizer's Projects	Keynote Lecture / Reception Party / Free Seminar
Organizer	New Supermarket Association of Japan (NSAJ)	Concurrent Shows	Products we want to buy at the supermarket! 30 selected foods 2015 and more
Supporters (Expected)	Ministry of Economy, Trade and Industry, Ministry of Health, Labour and Welfare, Ministry of the Environment, Embassies of participants' countries, Other related industrial associations		Delicatessen Trade Show 2015 / The 10th Kodawari Food Fair 2015
Exhibitors	1,402 companies, 2,723 booths (at SMTS 2014)		
Visitors (Expected)	80,000 (81,828 at SMTS 2014)		

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.



1. Fresh Product Zone

Meat, Processed meat, Fish, Dried-salted products, Fruits, Flowers



4. Confectionery and Sweets Zone

Confectionery, Fresh sweets, Frozen desserts, Confectionery production products



8. Information and Service Zone

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



2. Processed Food Zone

Grain foods, Seasoning, Noodles, Prepared meals, Chilled and frozen products, Dairy products, bread and tofu, Fine foods



5. Soft and Alcoholic Beverage Zone

Soft drinks, Alcoholic beverages, Mineral water



9. 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, Devices for storage, logistics and quality control, Shop outdoor facilities, Security related devices, Environment and hygiene related devices and equipment



3. Health-care Product Zone

NEW
New category for health-conscious food products that are attracting increasing attention!
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



6. Japanese Regional Product Zone



7. Commodities and HBC Zone

Daily goods, Sundries and nonfood articles, Beauty care products, Pet related products

CHARACTERISTICS OF SUPERMARKET TRADE SHOW

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 New Supermarket Association of Japan (NSAJ), 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 appointment acquiring rate

27.8%

Average order intake rate

3.7%

From SMTS 2014 exhibitor questionnaire result

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
Visitors in 2014
81,828



Visitor promotion – strictly limited to professionals in the industry

Drawing visitors using New Supermarket Association of Japan's network

Composite visitor promotion campaign – inviting regular members of NSAJ (approx. 400 supermarkets / 6,200 shops* across Japan) and publicity in association journal etc.

*As of March 2014

Publishing the official exhibition guidebook

The official guidebook 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 related industry seminars

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

Drawing visitors by the information transmission utilizing the Internet

Making full use of the official website, the e-mail newsletters to about 140,000 registered members of the B to B 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

NSAJ 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.



Organizer—New Supermarket Association of Japan (NSAJ)

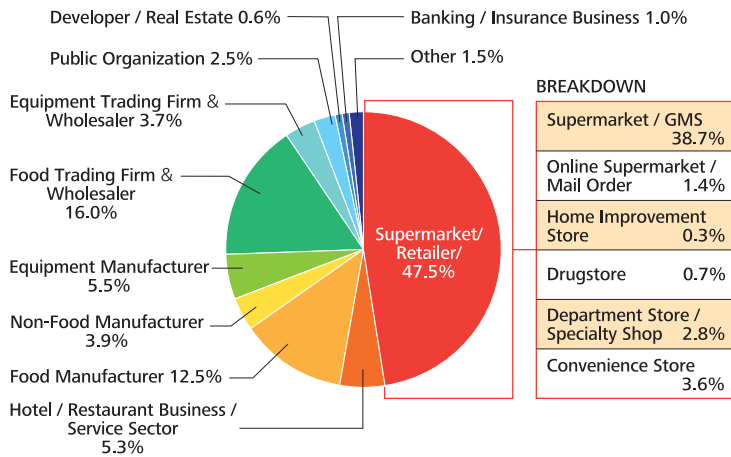
NSAJ is a benevolent corporation that has a close relationship with the Ministry of Economy, Industry and Trade. It has about 400 regular members (about 6,200 supermarkets all over Japan) and about 750 supporting members (manufacturers, wholesalers and other related companies)*. Providing this show, examinations, seminar, business matching and etc., NSAJ actively contributes to the further development of supermarket industry in various ways.

*The numbers of present members are as of March 2014

Visitor category (SMTS 2014)

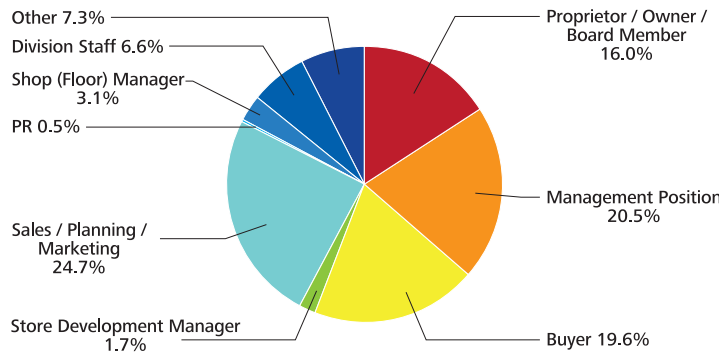
* . . . From visitor questionnaire result

Business category



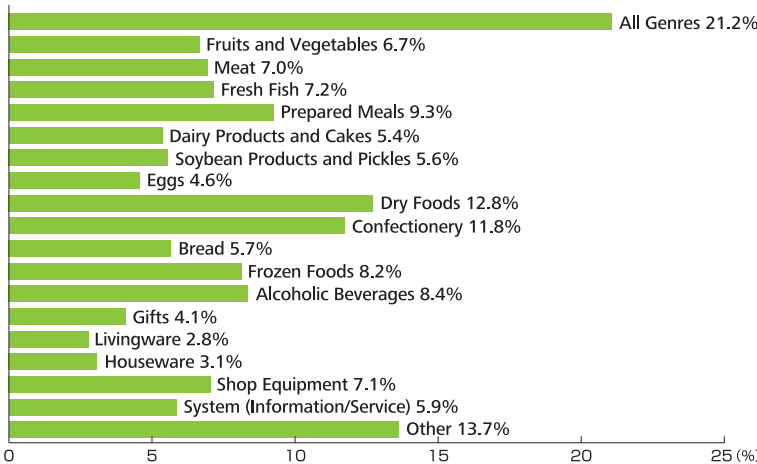
Job category

*Tallied the number of visitors from supermarket, retailer, wholesaler, trading firm

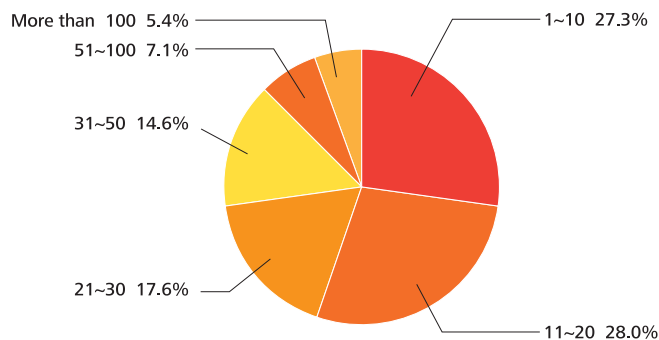


Product category in charge

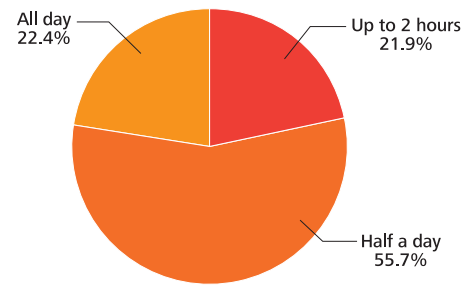
Multiple answer



How many company (booth) did you see / are you going to see?*

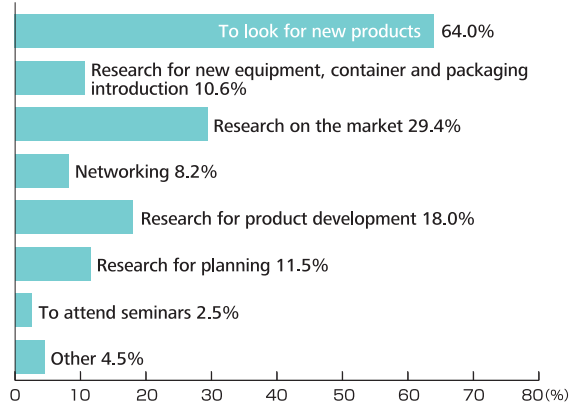


Staying time*



Purpose of visit*

Multiple answer



The biggest challenges to be solved*

● Products/sales floor

- Discovery of new products
- Variety of attractive products, layout, PR method on sales floor
- Sales floor specialized on healthcare
- Welcoming new customers, attracting new customers

● Price

- Countermeasure for consumer tax, cost cutting, energy-saving, rising price on raw materials

● Information collection, exchanges

- Network building
- Collecting industry's information

● Operations

- Overall logistics, thermal management on delivery
- Traceability
- Human resource management, employee training
- Productivity improvement, work efficiency

● Others

- Marketing, planning ability
- Sextiary sector industrialization



PARTICIPATION GUIDE

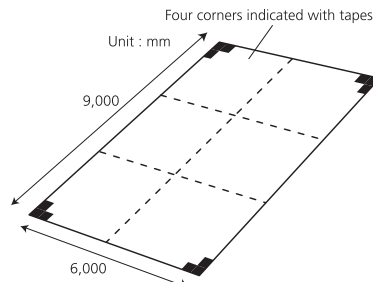
Below date is based on the postmark or sending date of the application form.
Prices shown are with 8% consumption tax.

Space fee

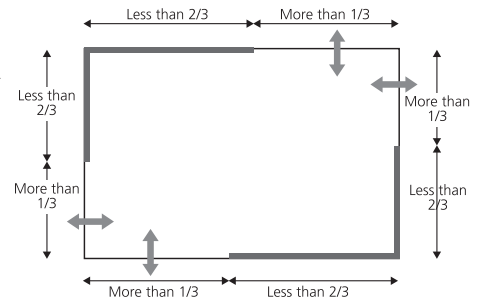
4 booth or over

¥345,600 (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.
- **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 such as DM leaflet, exhibitor list and floor map as well as the official website.



< Example: 6 booths >



*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

Package A ¥438,000 (JPY)



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 ¥483,000 (JPY)



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 ¥518,000 (JPY)



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

Application Method

Please send the application form by email or FAX to the Overseas Secretariat.

Send to

E-mail: super@smj.co.jp or FAX: +81-3-3512-5680

- After the receipt of the application form, the Overseas Secretariat will issue an invoice. Please complete the payment before the date indicated. In case the organizer considers that the exhibitor or the exhibiting product is not appropriate for the show, the application may be refused.

Determination of booth location

Floor layout will be announced in the end of October. The organizer will do the layout of the booth location carefully considering the following aspects.

Member or
Non-member of NSAJ

Difficulty level of product move-in,
move-out and booth build-up

Exhibit zone

Number and configuration
of exhibiting booths

Past record of exhibiting

Exhibit items

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 29, 2014: 30% of exhibition fee
 On and after August 30, 2014: 100% of exhibition fee

APPLICATION DEADLINE

August 15, 2014

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

OPTIONS FOR EXHIBITORS

Below dates are based on the postmark or sending date of the application form. Prices shown are with 8% consumption tax.

Supermarket Trade Show offers exhibitors the following each option as useful to appeal to many visitors and direct them to your booth.

Exhibitor Presentation Room

The presentation seminar slots are available to promote your products and services to the visitors more effectively.

- **Venue (TBD)** : Organizer's Office, East Hall 5
- **Seats** : Approx. 50 in theater style
- **Admission fee** : Free
- **Usage** : Announcement of a new product, the original seminar etc.
- **Length** : 45 minutes / session
- **Room rental** : 75,600JPY (tax incl.) *Interpreter available with additional charge
- **Application period** : Aug. 18 (Mon.) - Nov. 7 (Fri.) , 2014



*Only exhibitors can apply.
*Multiple applications by a company are accepted.
*First-come, first-served basis.

Advertisement

■ **Application period** : ① & ②: Aug. 18 (Mon.) – Dec. 19 (Fri.), 2014 *Only exhibitors can apply. *Multiple applications by a company are accepted. *First-come, first-served basis.

① Advertisement in the venue

Advertisement spaces in the public area in the venue. By installing large-sized advertisement along with main passage way in the venue, it catches more of trade visitors' attention and expects branding effect.

■ **Installation period** : Feb. 10 (Tue.) - 12 (Thu.) , 2015

● **Color Advertisement covering the Column (Image left below)**

Installation location: ① Column in central gateway (Galleria), East Hall 1F
② Right and left side columns at entrances of each hall

Price: 270,000JPY (tax incl.) per advertisement at per installation location

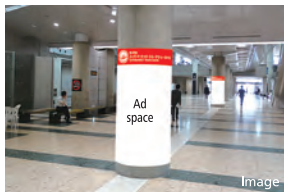
*In case of complete data submission

● **Color Advertisement on Guide Sign on Connected Bridge (Image right below)**

Installation location: Around the connected bridge between General Information and East Hall (one side print)

Price: 97,200JPY (tax incl.) per advertisement at per installation location

*In case of complete data submission



Column



Guide Sign on Connected Bridge

② Advertisement in Brochure "Floor Map"

Advertisement in the brochure "Floor Map" distributed during the show period at the registration desk to trade visitors. Advertisement appears on MAP page appealing as good PR to all trade visitors.

Specification of the brochure (TBD) : A4, 12 pages, full color

Space shown in the brochure : Bottom space in MAP page *See the sample below

Price: 216,000JPY (tax incl.) *In case of complete data submission



Advertisement appears here

③ Portal site "Retailers.jp" Banner Advertisement / Email Newsletter

Applicant: Only for members of New Supermarket Association of Japan

Through the banner advertisement and email newsletter on the portal site "Retailers.jp" which now carries around 140,000 registrants in distribution industry for newsletters, companies' limelight products and services can be introduced.

■ **Application period:** All year (the number of accepting application may be limited depending on the time of year)

■ One month banner advertisement offers one information distribution products and service through the newsletter.

Price etc.	Side Banner A	Side Banner B
Price / Period	259,200JPY per month (tax incl.)	129,600 per month (tax incl.)
Size	W 200 pixel x L 200 pixel	W 200 pixel x L 60 pixel
Data capacity	40 KB or less	40 KB or less

*In case of complete data submission

Outline of newsletter

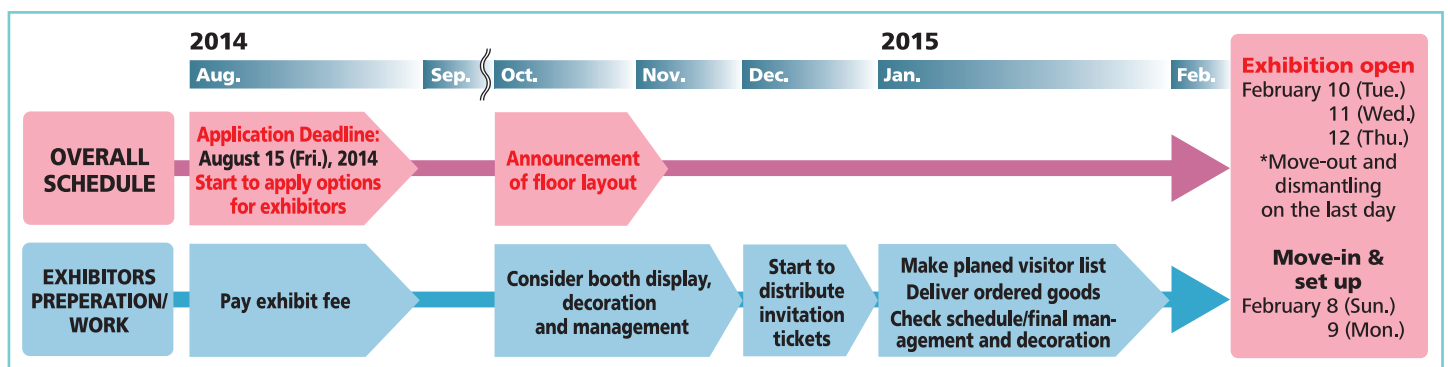
Number of distribution: Around 140,900 (as in March, 2014)

Distribution: Distribution industry including trade visitors in the past shows

Planned distribution date: Every 5th and 20th

Distribution contents: About 500 letters in Japanese

SCHEDULE TO EXHIBIT



第49回 スーパーマーケット・トレードショー-2015 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 Exhibition 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.
- 3-3. 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.

[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 August 29, 2014: 30% of invoiced amount
 - On and after August 30, 2014: 100% of invoiced amount
- 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, other promotional materials and the official guidebook, 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 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).
- 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

New 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 such as exhibition guide, visitor flyer, floor map, official website, official guidebook (website and brochure), show report etc.
- To register to email newsletter, "Retailers. jp"
- To provide information to visitors to the show and media
- To use in statistical database
- To comply with the regulation

