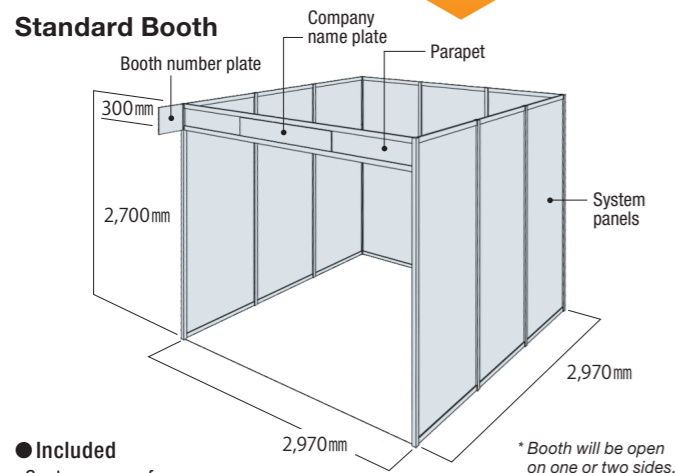


Fees

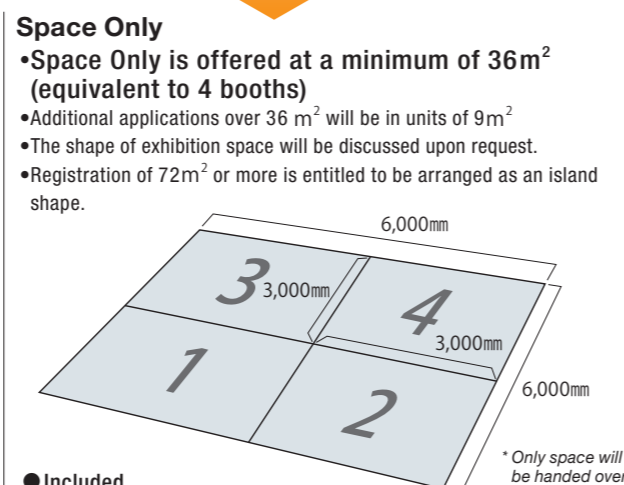
Exhibiting Fees

	Standard Booth	Space Only
Super Early-bird Discount (10% off)	JPY 551,100 (tax included) per booth (9m ²)	JPY 496,100 (tax included) per booth (9m ²)
Early-bird (8% off)	JPY 563,200 (tax included) per booth (9m ²)	JPY 507,100 (tax included) per booth (9m ²)
Regular	JPY 612,700 (tax included) per booth (9m ²)	JPY 551,100 (tax included) per booth (9m ²)

Exhibition Booth Specifications



- Included
- System usage fees for exhibitors and business meetings
- System panels
- Company name plate
- Booth number plate
- Free 100V 500W power supply and outlet (1)
- Exhibitor pass (5 per booth)
- Seller registration (2 per booth)



- Included
 - System usage fees for exhibitors and business meetings
 - Exhibitor pass (5 per space (9m²))
 - Seller registration (2 per 9m²)
- * Electric power supply is not provided.

Storage Rooms

JPY 121,000 (tax included) / per room

Specifications: Space surrounded by 3m X 3m X 2.7m (height) panels

Storage room(s) set up at the venue can be ordered as an additional option for the exhibition application. It can be used as storage for materials, as a staff room, etc.

- Storage room(s) can be ordered based on the number of exhibition booths (the space area) as follows: 1 room for areas up to seven booths, 2 rooms for 8-19 booths, 3 rooms for 20 or more. Please note that if space is available after the deadline, we may accept more applications than the number specified above.
- One application for (a) storage room(s) per exhibition application.
- There are limitations on the number of storage rooms.
- Applications will be accepted on a first-come, first-served basis, and adjustments may be made.
- Location will be assigned the Promotion Office.

* Storage rooms can be locked, but they do not contain any shelves or power sources. Those have to be arranged separately.

APPLICATION DEADLINE

Super Early-bird Discount Application Deadline
August 1, 2024 (Thu.) - January 10, 2025 (Fri.)

Early-bird Discount Application Deadline
January 11, 2025 (Sat.) - March 14, 2025 (Fri.)

Regular Application Deadline
May 16, 2025 (Fri.)

Schedule Up to the Event

Jan. 10, 2025	Super early-bird discount application deadline
Mar. 14	Early-bird discount application deadline
May 16	Regular application deadline
Late June	Exhibitors explanatory meeting
Late June	Start of business meeting registration
Late July	Deadline for submitting application documents
Mid Sept.	Business meeting schedule confirmed

*Please be advised that the program and schedule are subject to change.



Tourism Expo Japan 2025

Aichi/Central Japan

2025 September **25** Thu. - September **28** Sun.

Aichi Sky Expo (Aichi International Exhibition Center)

Date & Time Trade & Press Day 10:00 a.m. - 6:00 p.m. September 25 / 10:00 a.m. - 6:00 p.m. September 26

General Public Day 10:00 a.m. - 6:00 p.m. September 27 / 10:00 a.m. - 5:00 p.m. September 28

ORGANIZED BY Japan Travel and Tourism Association, Japan Association of Travel Agents (JATA)
Japan National Tourism Organization (JNTO)

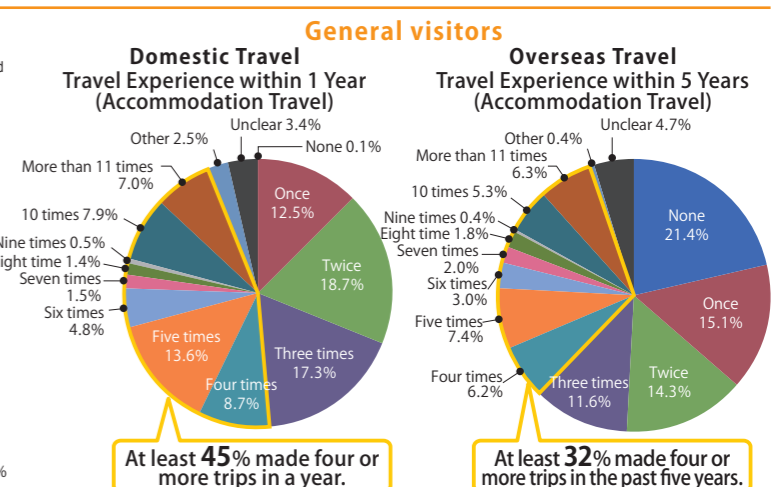
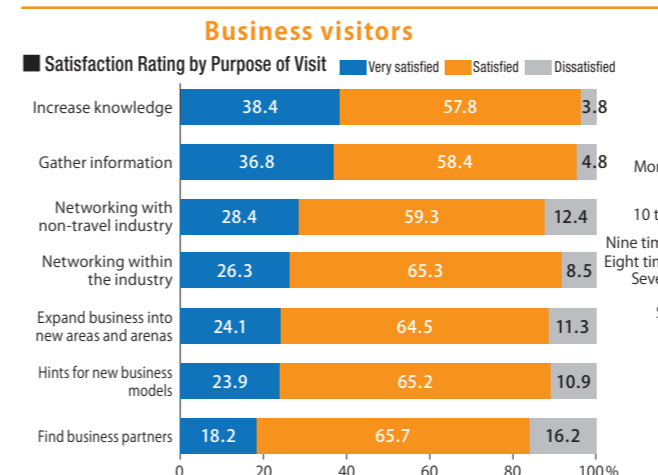
Concurrent Event Travel Solutions Exhibition 2025 (Organizers: Tourism EXPO Japan / Nikkei Inc.)

What is Tourism EXPO Japan (TEJ)?

Tourism EXPO Japan (TEJ) is a comprehensive event that plays a leading role in the global tourism industry. Attracting representatives not only from the tourism industry itself, but from a wide variety of business sectors, it aims to develop domestic, outbound and inbound tourism and to achieve regional revitalization with a focus on tourism. Amid significant changes in values, TEJ presents diversifying forms of tourism and provides an optimal platform for seizing business opportunities. For two weekdays during the event period, the TEJ is open to business visitors and journalists. Centered on business negotiations, it provides opportunities for gathering information and networking. Participants will share the latest knowledge and hold active discussions on the future of the tourism industry. For two weekend days, the TEJ is open to the general public. This is an opportunity for promotion and direct marketing to consumers, supporting business continuity and the growth of tourism business operators.

Results of the Tourism EXPO Japan 2024

	2024 VISITORS	2024 EXHIBITORS
Total	182,934	1,624 1,384
	Visitors	Booths COMPANIES/ORGANIZATIONS



In 2025, the TEJ aims to attract 100,000 visitors.

Please register at: **t-expo.jp/en/exhibit2025**

Tourism EXPO Japan Promotion Office TEL: +81-(0)3-5510-2004 E-MAIL: event@t-expo.jp

Official website: **t-expo.jp/en**



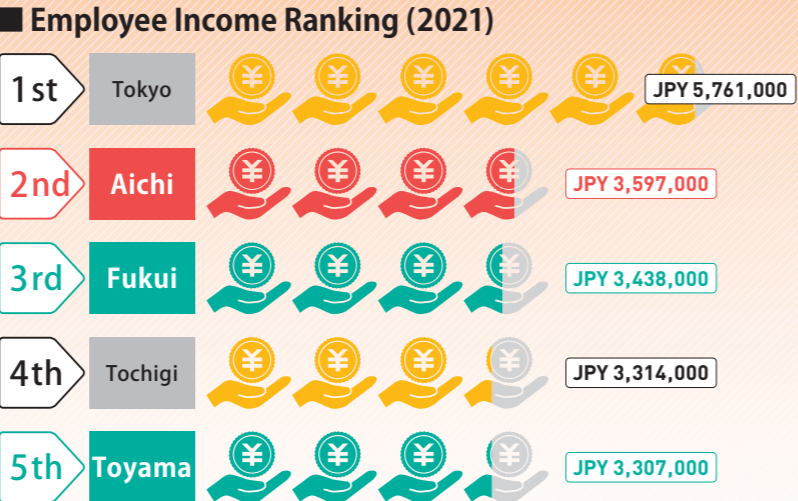
Advantages of exhibiting at Tourism EXPO Japan 2025 Aichi/Central Japan

Aichi Prefecture is home to numerous global companies playing leading roles in Japan. It is an economically affluent region.

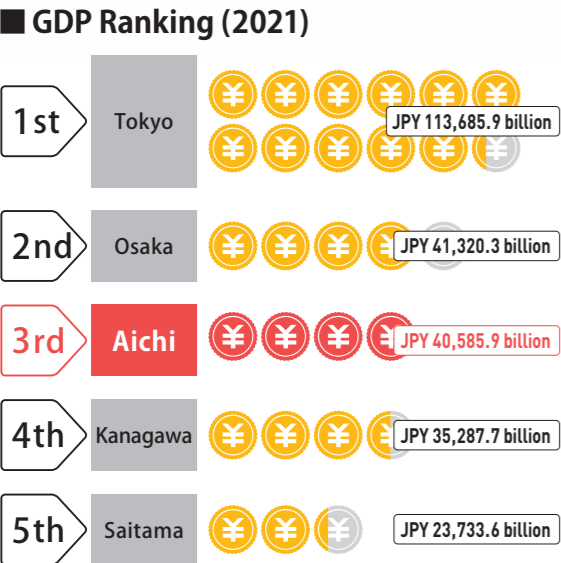
Locals are eager to travel overseas. The Tokai region ranks third after the Kanto and Kansai regions in the market share of Japanese tourists making overseas trips. On a prefectural basis, Aichi takes fourth place after Tokyo, Kanagawa and Osaka.

The TEJ in Aichi Prefecture is an ideal opportunity for companies and organizations wishing to advertise to general visitors and those engaged in the travel and tourism industries.

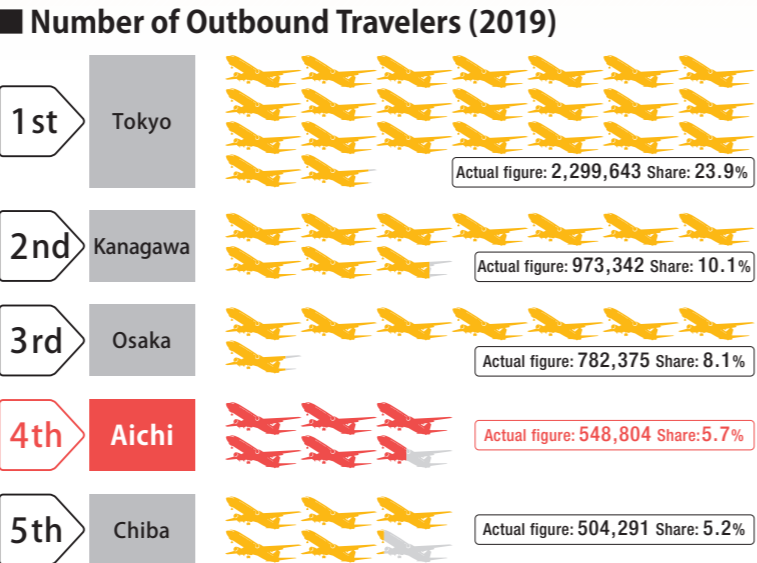
Take advantage of this great opportunity to promote your own strengths.



Reference: Reward per employee in the prefecture in Prefectural Economic Accounts by the Cabinet Office



Reference: Gross prefectural product (on the production side, nominal) in Prefectural Economic Accounts by the Cabinet Office



Reference: Immigration Services Agency, Ministry of Justice

New business opportunities only at Tourism EXPO Japan Negotiate directly with tourism-related companies and organizations

There is an opportunity to meet with business operators in non-tourism sectors who offer different business solutions, companies based in Aichi Prefecture and the Central Japan regions, operators and travel agencies from all over Japan.

Pre-arranged business meetings offer opportunities for business discussions (for information exchange) between people who would normally never meet, such as representatives from different countries and regions and between competitors.

Participating buyers will come from all over the country, with many from the Central Japan region.

Overseas-based travel agencies will participate in the event as buyers.

What sort of people can I meet?



Exhibitor

Matching



Japanese and overseas travel agencies and Japan inbound specialists
Registered buyers for business meetings
 e.g. personnel from Japan-based travel agencies seeking products in the domains of domestic tourism, inbound tourism to Japan and overseas tourism, people in the tourism industry seeking the latest information, and companies and organizations in non-tourism sectors seeking to do business with the tourism industry

Personnel related to domestic and overseas travel and to Japan inbound travel
Tourism EXPO Japan exhibitors
 e.g. representatives of local governments and destination management organizations (DMOs) for attracting customers, outbound personnel of foreign governmental tourist bureaus, and personnel of hotels and other lodging facilities for attracting customers

This year, a large number of visitors representing more business opportunities are expected to join the event.

- Corporate sales personnel from travel agencies across the country and from organizers of meetings, incentive tours, conventions, exhibitions and other events (MICE) have registered as buyers for the pre-arranged business meeting.
- Educational travel personnel from travel agencies all over Japan have registered as buyers for the pre-arranged business meeting.
- General affairs personnel and managers of companies in Aichi, Chubu and Hokuriku regions are invited to the event.
- Overseas travel agencies, local governments wishing to welcome inbound tourists and suppliers joining VISIT JAPAN Travel & MICE Mart (VJTM) -- an event being held at the same time and one of the world's largest with a focus on visits to Japan -- will visit the TEJ venue.

(expected)

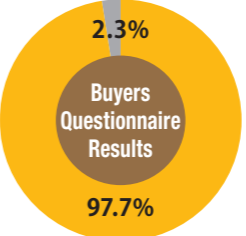
The pre-arranged business meeting at TEJ 2024 in numbers



Questionnaire for Participants in Business Meetings

Are the business meetings beneficial?

Yes, they were.
 No, they were not.



Were the contents of the meetings as expected?

Better than expected.
 As expected.
 Worse than expected
 Other

