



For Immediate Release (To All Media)

December 25, 2009

**TOKYO AUTO SALON 2010 with NAPAC
— Notice Concerning Media Application and Registration —**

Media application and registration for TOKYO AUTO SALON 2010 with NAPAC closes on December 25, 2009 (Friday).

Members of the press and media outlets seeking to register after this date are requested to complete the following procedures on each day of intended Exhibition coverage at the second floor central entrance Press Counter. In covering / reporting on the Exhibition, media are also requested to read the “TOKYO AUTO SALON 2010 WITH NAPAC MEDIA (PRESS) RULES AND REGULATIONS” posted on the Exhibition’s official website.

Application for media / press credential registration is strictly limited to individuals and outlets engaged in press coverage and filming / shooting for news / media purposes.

Reporting Rules and Regulations

Eligible individuals and outlets engaged in press coverage and filming / shooting for news / media purposes are defined as all persons and entities that satisfy any of the conditions outlined in (1) – (6) as follows and who agree to the “TOKYO AUTO SALON 2010 WITH NAPAC MEDIA (PRESS) RULES AND REGULATIONS.”

- (1) Editors, reporters and camerapersons affiliated with third class postal material approved newspaper companies and publishing houses engaged in the issue of serial / periodical publications

TOKYO AUTO SALON Public Relations Division

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5th Floor Ebisu First Building, 1-7-4 Ebisu-nishi, Shibuya-ku, Tokyo 150-0021 Japan

- (2) Editors, reporters and filming / photographing staff affiliated with corporate Internet news services and information-related site production companies
- (3) Reporters and filming / photographing staff affiliated with BS, CS, cable television production companies
- (4) Reporters and staff affiliated with radio program production companies
- (5) Writers and camerapersons working on a consignment contract basis on behalf of the aforementioned editors, production companies and editorial departments
- (6) Models, performers and all personnel related to media coverage and program production

Note: Media applications by advertising agencies, public relations, newspaper, publishing and research companies, securities company analysts, television and radio stations, account planners (including exhibitors) and websites and blogs operated by individual will be declined.

Items to be Presented / Submitted at the Time of Registration

After satisfying the aforementioned “Reporting Rules and Regulations,” applicants seeking the issue of press passes are requested to present items (1) and (2) and submit items (3) to (5) as outlined below.

Applicants are advised that registration will be declined if they are unable to present / submit any of items (1) to (5) as required.

- (1) Employee identification card issued by the appropriate newspaper company, publishing house or television / radio program production company
- (2) Photo identification such as a driver’s license or passport. Note: Citizens of countries other than Japan must present their passports.
- (3) A completed “Media Credential / Press Pass Application Form” (downloaded from TOKYO AUTO SALON 2010 with NAPAC official website) for the relevant day of coverage
- (4) An application / authorization from the consigning party in the case of individuals working on a consignment basis
- (5) Business card

Exhibition Dates and Hours; Press Counter Location and Operating Hours

Exhibition Dates and Hours

January 15, 2010 (Friday)	09:00 – 18:00	(Trade and Media Day)
	13:00 –	(Premium ticket holders)
January 16, 2010 (Saturday)	09:00 – 18:00	(Open to the public)
January 17, 2010 (Sunday)	09:00 – 17:00	(Open to the public)

Press Counter Location and Operating Hours

Central Gate: Second Floor, Central Entrance

January 15, 2010 (Friday)	08:00 – 16:00
January 16, 2010 (Saturday)	08:30 – 16:00
January 17, 2010 (Sunday)	08:30 – 16:00

For all inquiries relating to this exhibition, please contact the following:

TOKYO AUTO SALON Public Relations Division

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