

TOKYO AUTO SALON
2016
APPLICANT'S GUIDE



#### Greetings

Since the inauguration in 1983,TOKYO AUTO SALON has kept on evolving and it is now one of the world's leading automobile extravaganzas. The show has found enormous sympathetic supports from the dedicated sponsors, exhibitors and enthusiasts since day one. Their ongoing commitment has made us keep the show, as a creditable car event brimming with originality, extremely popular over the years.

The year 2015 saw the show's 33rd anniversary. It took place on the largest-ever scale covering the entire Convention Complex of the MAKUHARI MESSE (Exhibition Halls 1-11, International Conference Hall, Event Hall and Outdoor Arena). TOKYO AUTO SALON 2015 came to an end of its 3-day run having enjoyed the biggest-ever success with 309,649 visitors which broke the previous record high hit in 2014.

We are earnestly working on offering a favourable environment for our exhibitors to showcase the best of their products and technologies that cater for both automotive industry professionals and car fans. TOKYO AUTO SALON 2016, in the 34th year of the show, keeps up the momentum of growth and shoots for the top of the car event in the world.

We very much look forward to welcoming you to participate in the show.



TOKYO AUTO SALON Association

**TOKYO AUTO SALON 2016 with NAPAC** 

# January 15<sup>th</sup>, 16<sup>th</sup> and 17<sup>th</sup>

(Friday) (Saturday)

(Sunday)



Official

TOKYO AUTO SALON 2016 with NAPAC

MAKUHARI MESSE International Convention Complex (Halls 1-11, International Conference Hall, Event Hall and

Show Hours Fri, 15 Jan 9:00am – 8:00pm (Trade, media and invitee only)

Sat, 16 Jan 9:00am – 8:00pm (Open to public) Sun, 17 Jan 9:00am – 5:00pm (Open to public)

• Deinstallation (carry-out) Sun, Jan 17: 5:40pm onwards Mon, Jan 18: until 10:00am

3,200 yen At the door:

General (good for Sat, Jan 16 and Sun, Jan 17)
 Advance purchase: 1,800 yen (adult/junior

Tickets will be available at major convenience stores including Lawson, 7-Eleven, Family Mart, Circle K Sunkus and MINISTOP.

and Tokyo Auto Salon official website.

Organizer

Admission

Tokyo Auto Salon Association (TASA)

Organizer

Chiba Prefecture\*, Chiba City\*, San-ei Shobo Publishing Co., Ltd. and OPTION-LAND Global Communication Association NPO

Special Partner





# Tuned-up and Dressed-up Products on Display

In this area, the Exhibitors showcase their latest technological solutions and products for cars to be tuned-up and dressed-up.





### **Vehicles on Display**

This area is to give the Exhibitors a perfect opportunity to showcase their unique tuned-up and dressed-up technologies, parts and/ or accessories being equipped on actual vehicles which enables them to make a strong appeal to visitors.





#### Display and Sales of Car-related Products

This area features display and sales of carrelated products including video games, apparel and motorsport merchandise.





#### **Car-related Events**

Various car-related display and events will take place incl. Tokyo International Custom Car Contest 2016 as one of the highlights of TAS. Other events include symposium and forum by exhibitors/sponsors.





#### Live Events Hosted by TASA

TAS also embraces numerous live events held in the Event Stage including music performances, presentations, talk sessions by drivers and show-biz celebrities.





#### Giving out Prizes to Survey Responders

A questionnaire survey of public visitors will take place during the course of the show. Responders can enter in TAS prize drawing to win one of many fantastic prizes. Accessible also on the Internet.





# Promotional Tools Provided Free to the Exhibitors

\*Details are subject to change.

#### Official Website Entry

All the Exhibitors will be on Tokyo Auto Salon official website. <www.tokyoautosalon.jp>



#### Spec Board

TASA provides all vehicles, that have registered by the appointed date, with a TAS's original spec board.



#### **Bookazine Entry**

A bookazine 'TAS 2016 Special Edition' is scheduled to be out on late January 2016, on which all the Exihibitors will be featured.



# PR Activities to Increase Awareness and Traffic

TASA will undertake cross-over promotional activities by utilizing a variety of media. We will make every effort to pull in more visitors by running effective adverts and advertorials. We'll also encourage as many media as possible to cover the show.

#### Television

Special programmes and CM: available in late Dec





\*what we actually did in 2015





#### Newspapers

Common press, sport and trade papers: available in late Dec





#### Radio

CM and promo preview:
available in late Dec \*what we actually did in 20



#### **Transportation Adverts**

Ad posters on trains: available in early Jan 2016



#### **Magazine Adverts**

Domestic and int'l motor magazines & info mags: available in October-released issue



#### Others

Electronic billboards and promotional events



#### Official Website

Available in late June



PC



#### **SNS** (will be available shortly)



facebool

Facebook

Twitter

#### TOKYO AUTO SALON 2016 APPLICANT'S GUIDE

	Carry-in /	nstallation		Du	ring the Show •	Carry	y-out / Deinstalla	tion
	Wednesday January 13	Thursday January 14	Frio Janua	lay ry 15	Saturday January 16		Sunday January 17	Monday January 18
6:00 —								
7:00		after-hours work (charged option)	after-hou (charged		after-hours wor (charged option		after-hours work (charged option)	Deinstallation
8:00		_	Exhib	dy for	Exhibitors get ready for	+	Exhibitors - get ready for	Carry-out  Clearance
9:00		Installation •	the op	ening	the opening	H	the opening	
10:00		Stand/Booth Decoration		- vitee		+	_	
11:00				Open only to trade, media and invitee (silent time)		+		Cleaning
12:00 —		The supply of electricity starts		trade, medi (silent time) 		+		Evacuation
13:00			SI	n only to			Opening _ Hours	
14:00		Exhibitors are	Hon	Ope	Opening	+	-	
15:00	Transporters start to pull into the premises	encouraged to carry in vehicles to be displayed in the afternoon	Opening Hours	15:00	Hours			
16:00				to holders			-	
17:00	Installation • Stand/Booth	_		only to cket hold		+	17:30 The supply o	f electricity ends
18:00	Decoration	All transporters must clear out		Open only premium ticket I		+	17.40	
19:00	_			pre		$\parallel$	_	
20:00 —			20:30		20:30		-	
21:00							Deinstallation  Carry-out	
22:00 —	after-hours work	after-hours work	after-hou	urs work	after-hours wor	k	Clearance _	
23:00 —	after-hours work (charged option)	after-hours work (charged option)	after-hou	urs work option)	after-hours wor (charged option	rk n)	_	
24:00 —								

<sup>\*</sup> The schedule above is subject to change. Fixed schedule will be on the Exhibitor's Guidelines to be sent upon acceptance of the Exhibitor's application (in early October).

# **Event Report on the 33rd Show**

**TOKYO AUTO SALON 2015 with NAPAC** 

#### **Number of Visitors/Exhibitors**

- Show Dates: Friday 9th, Saturday 10th and Sunday 11th January, 2015
- Venue: MAKUHARI MESSE International Convention Complex Halls 1–11, International Convention Hall, Event Hall and Outdoor Arena

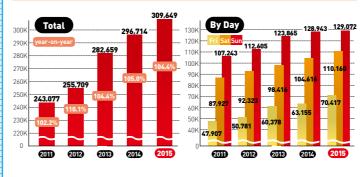
Total number of visitors: 309,649				
	Friday 9 <sup>th</sup>	70,417		
Breakdown by date	Saturday 10 <sup>th</sup>	110,160		
	Sunday 11 <sup>th</sup>	129 072		

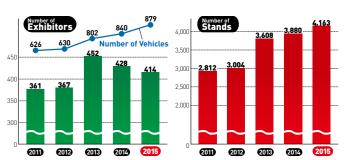
Number	414	
Number of vehicles exhibited 879		
Number	4,163	
	General stands	3,586
Vehicle display stands		198



Transition of the Number of Visitors over the Past Five Years

Transition of the Number of Exhibitors over the Past Five Year





#### **Opening Ceremony**

To kick off the 33rd show, an opening ceremony added a zest by inviting the TAS Ambassador Show Aikawa as well as featuring a collaboration event between Japanese drum "Wadaiko" performance and ink-wash "Sumi-e" live painting.







#### **Live Performance**



Various events, such as live music performance by avex artists and talk sessions by the TAS promotional girls, took place on the Event Stage located within the Event Hall.









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# **Event Report on the 33rd Show**

**TOKYO AUTO SALON 2015 with NAPAC** 

#### **Live Action at Outdoor Arena**

Located in right next to the Event Hall, the speciallybuilt live action arena hosted a number of motorsport demo runs over the three days of the show featuring D1 drift cars, SUPER FORMULA and Rally cars.











#### **Tokyo Int'l Custom Car Contest 2015**

Tokyo International Custom Car Contest is a series of awards given out to excellent custom cars of the year. Each of the eight categories has awards granted to top three winners of which one for the best car of the year. TAS official website called for fans to be engaged in the post-contest poll, and the top-vote getter won a grand prize (GRAND PRIX).











IMPUL 537S entered by Hoshino IMPUL



White Snake ALPHARD entered by ACG (AudioCarGallery)







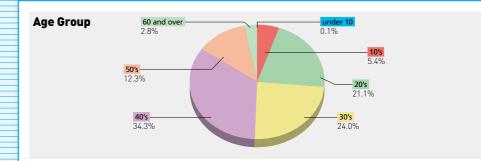
FORGIATO OFFICE-K C7 WIDE

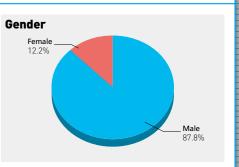
**Best Imported Car Award** 

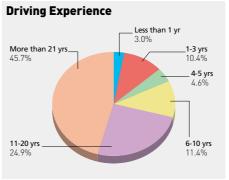
**SUPER LEAF** entered by Obayashi Factory

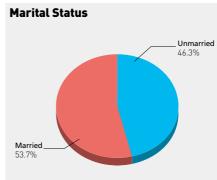
# **Visitor Profile of the 33rd Show**

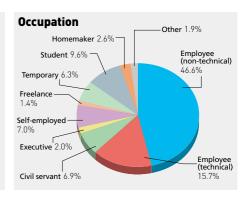
**TOKYO AUTO SALON 2015 with NAPAC** 

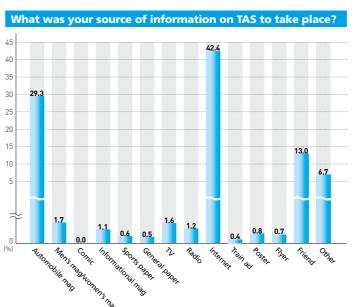


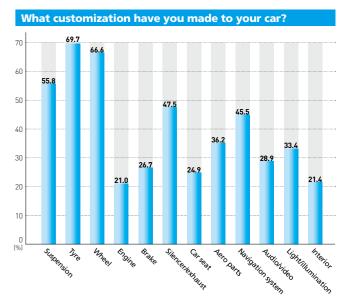




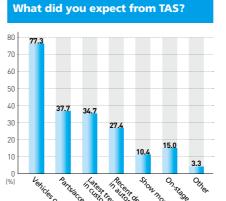


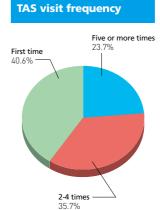


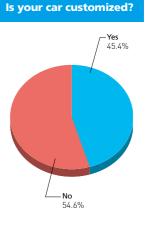


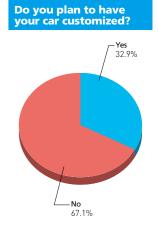




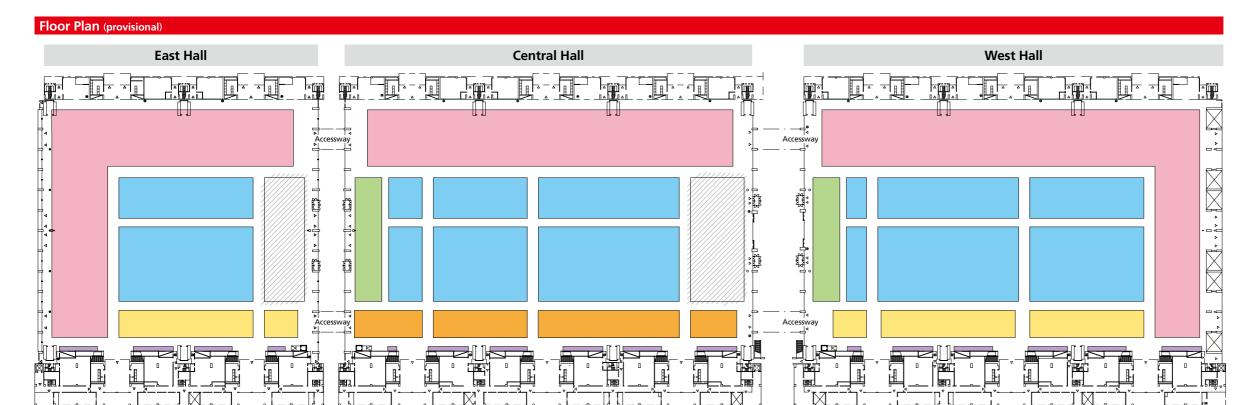












#### **Exhibitor Classifications**

Those who have participated in TAS for three or more times (including this time) out of past 33

#### [Associate]

Other than those above.

#### Type of Space

[Space A] Sales Stand (Shell Scheme)

[Space B] Vehicle Display Stand \*No electricity use allowed:

[Space C] Display Stand (Shell Scheme) \*maximum of 5 units per Exhibitor

[Space D] Mid-sized Display Stand (Space Only) \*6, 8, 9, 10, 12, 15, 18, 20, 24 or 30 units

[Space E] Vehicle Display Stand with Shell Scheme

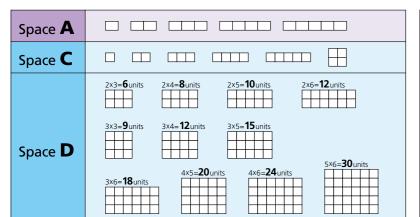
[Space F] Vehicle Display Stand \*Electricity use allowed.

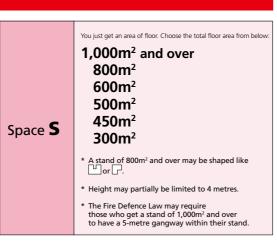
[Space S] Large-sized Display Stand (Space Only)

#### **Space Assignment**

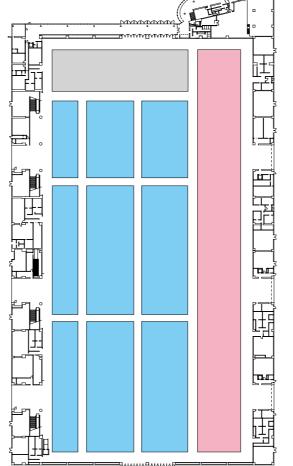
- Space A, B, C, D, E and F will be assigned by TASA.
- Space S assignment will be decided by lot.
- \* Application will be accepted on a first-come-first-served basis. TASA will close accepting applications once all the spaces are filled up.
- \* The illustration above shows where each Space group will be assigned.
- \* If there is increase/decrease of Spaces in each Area by the time the floor plan is finalized, we may assign stand(s) that is not shown on the predetermined layout.

#### Space Options (arrangement of units)





#### **North Hall**



### Area **A**

Reserved for Spaces A.

### Area B

Reserved for Spaces B.

### Area C&D

Reserved for Spaces C&D.

### Area **E**

Reserved for Spaces E.

### Area **B**&**F**

Reserved for Spaces B&F.

# Area **S**

Reserved for Spaces S.

## Area **B**&**E**&**F**

Reserved for Spaces B&E&F.

Area C, D, E or S

Spaces in each Area by the time the floor plan is finalized, we may assign any Space type(s) to the other Area.

#### Space Types at a Glance



SPACE Limited to 50 units. (Maximum of 5 units per Exhibitor.) 3m width x 2m depth Height limit: 2.7m

- SHELLL SCHEME
- Space A is exclusive for the sale of car-related products, merchandise and accessories.
- Space A of two or more units will always be arranged horizontally in a single row (see the illustrations on P10).
- \* No combination sale of Space A with any other Space types



SPACE Maximum of 4 units per Exhibitor. 3m width x 6m depth No electricity use allowed.

- Space B is exclusive for vehicle on display (one vehicle per unit
- \* Demonstration, stand customization (decoration), stage effect, screening and lighting are strictly prohibited.



Maximum of 5 units per Exhibitor. 3m width x 3m depth Height limit: 2.7m

- One to five units will be arranged horizontally in a single row while four-unit may be in a double row (see the illustrations on P10).



**SPACE** Maximum of 30 units per Exhibitor. 3m width x 3m depth Height limit: 3.6m

- SPACE ONLY
- Space D consists of multiple units (6, 8, 9, 10, 12, 15, 18, 20, 24 or 30) arranged in two to five rows (see the illustrations on P10).
- An octonary (8 units) or more linking units will be an island stand (no neighbours).



SPACE Limited number offered. (Maximum of 3 units per Exhibitor.)

- Space E is sold in sets with a vehicle display stand and a linking shell scheme.
- \* Space E must have a gangway between the vehicle display stand and the linking shell scheme.



Maximum of 2 units per Exhibitor. 3m width x 7m depth Electricity use allowed.

- Space F is exclusive for vehicle on display (one vehicle per unit
- Demonstration, stand customization (decoration), show model, display other than vehicles are strictly prohibited.



SPACE One unit per Exhibitor. Height limit: 6m

- SPACE ONLY (you just get an area of floor, and your stand must be custom-built by yourself).
- Space S is an island stand (no neighbours).





\* Limited to 50 units \* Maximum of 5 units per Exhibitor

#### SHELL SCHEME

#### SPACE A IS EXCLUSIVE FOR THE SALE OF CAR-RELATED PRODUCTS, MERCHANDISE AND ACCESSORIES.

(No combination sale of Space A with any other Space types accepted.)

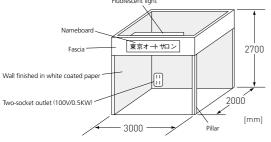
- \* No demonstrations whatsoever are allowed in Space A including autograph sessions, photo sessions, questionnaire surveys or lottery events. TASA deserves the right to halt such violating acts immediately upon detection.
- \* All your products, fixing or decor shall be kept within your own stand. Any decor on the fascia (including flags and banners) must not exceed a height of 2.7 metres.
- \* Vehicles are not allowed to go on display in Space A.

Stand Size 3m width X 2m depth Height Limit 2.7m

#### [Standard Layout]

# Two-socket outlet (100V/0.5KW) Fluorescent light Fluorescent light 2700 2700 [mm]

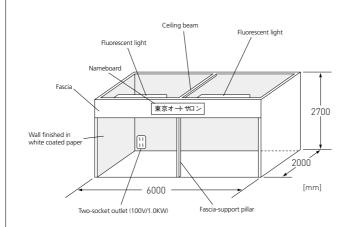
#### **■**CORNER STAND



\* In corner stands, the gangway-facing side will be a fascia in place of a side wall (open on 2-side).

nit)	Back and side walls	finished in white coated paper
	Fascia	300mm in height
(1 unit) of:	1 x Nameboard	Kaku Gothic in black by default
Space A consists	1 x Fluorescent light	40W
pac	1 x Two-socket outlet	100V/0.5KW
v o	* Primary installation of a 0.5KW cable and electricity charges during the course of the show also include in this package.	

#### TWO LINKING UNITS



- \* A fascia-support pillar and a ceiling beam will be installed in between units
- \* For one to three units, one outlet will be provided
- \* For four to five units, two outlets will be provided.

No divider wall between units is installed in any linking units. Though for structural reasons, base panel(s) and pillar(s) will be installed in between units.

units)	Back and side walls	finished in white coated paper
pace A (2 linking ur onsists of:	Fascia	300mm in height
	1 x Nameboard	Kaku Gothic in black by default
	2 x Fluorescent lights	2 x 40W
	1 x Two-socket outlet	100V/1.0KW
Spa	* Primary installation of a 1.0KW cable a in this package.	and electricity charges during the course of the show also included

① The default font used on the TASA-provided nameboard is Kaku Gothic. You may make arrangements for your own nameboard in particular font, colour and/or logo at your own expense. To do so, you are required to appoint your own contractor and register it with us by completing the form attached to the Exhibitor's Guidelines.

▼default font sample
東京 AUTO SALON 2016

- ② No part of the TASA-provided fixtures, including the back wall, can be removed. If you, however, have need to customize your stand, you may remove the fascia (with a few exceptions for structural reasons). To do so, you are required to appoint your own contractor and register it with us by completing the form attached to the Exhibitor's Guidelines. Please note that the removal of the fascia results in the removal of the nameboard and fluorescent light as well. If you need your own electric work by appointing your own contractor, TASA will provide you with the primary installation of a cable only but no outlet.
- (3) Floors are finished in bare concrete. No carpet is included in this package. It should be ordered separately at extra charge. To do so, you are required to appoint your own contractor and register it with us by completing the form attached to the Exhibitor's Guidelines.
- ④ Whenever you use nails, screws or whatever is necessary to fasten/join in, take care not to project them into the gangways or any neighbouring stands.
- No heavy objects can be hung from the fascia.
- \* Space assignments will be made by TASA.

PRICES

Member: 250,000 yen (+20,000 yen tax) per unit Associate: 300,000 yen (+24,000 yen tax) per unit

# SPACE B

(Vehicle Display Stand)

\* Maximum of 4 units per Exhibitor

#### SPACE B IS EXCLUSIVE FOR VEHICLE ON DISPLAY. No demonstration or stand customization permitted.



Stand Size 3m width X 6m depth

- \* Space B is for displaying one vehicle per unit only.
- Demonstration, stand customization, and stage effect such as sound (including car audio systems), screening and lighting (including headlights, neon tubes and LEDs) are strictly prohibited in Space B. If your participation comes with any of the above, you must apply for Space C, D, E or F.
- Always keep your vehicle within your stand. Such is the case with minivan leaving a tailgate open. Otherwise you must apply for Space
- No items other than vehicles may be displayed, or no stand customization allowed in Space B. Don't decorate your vehicle excessively.
- No equipment of audio, video or lighting (including the use of car audio systems) allowed.
- \* Neon tubes, LEDs or headlights mounted in and out of the vehicle are likewise prohibited.
- A needle-punched carpet, a spec board and a set of two truss pillars with two spotlights (see the illustrations far below) are included in this package.
- For-hire counter, stool and brochure/flyer shelf can be ordered separately (charged option).

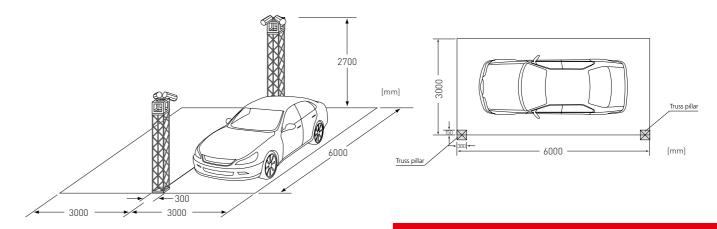
#### Your own fixtures or fittings must not be brought into the stand.

- No carpet replacement or floor-lifting under any circumstances allowed. On top of this, jacking up the vehicle (in whole or in part) and removing tyres/wheels for demonstration purposes are prohibited.
- Always store your spare sets of brochure/flyer in an out-of-sight place. For safety and aesthetic reasons, never leave them on the floor.
- No show models can be featured.
- Always keep your vehicle within your stand. "One vehicle per unit" is the show policy which is true for 2 or more units. See the illustrations right below.



- No electricity will be supplied in Space B.
- TASA does not allow anyone in Space B to put in place power-supply devices or perform demonstrations using car batteries.

Rule violations have increased over the last years. Such violations not only can cause troubles with other Exhibitors, but it may spoil visitors' enjoyment. Always observe the rule.



ij	2 x Truss pillars	installed in every two units (both in front and rear)	
Space B consists	Needle-punched carpet	laid alternately in shading of grey	
	2 x Spotlights	one at the front and the other at the rear	
ω Ω	* Primary installation of a cable and electricity charges during the course of the show also included in this package.		

- No decor, fixtures or fittings to customize your stand (including flags banners and/or counters/desks) allowed.
- Although the truss pillars are strongly anchored in the floor, never attempt to climb up on them for any reason whatsoever. The spotlights positioning will be perfored by TASA.
- A Do not decorate the truss pillars with anything including flying flags/banners. Do not prop anything against the pillars.
- \* Space assignments will be made by TASA. We are unfortunately unable to guarantee the assignment of your Space B to adjoin any other Space types you concurrently apply for.



Member: 170,000 yen (+13,600 yen tax) per unit Associate: 190,000 yen (+15,200 yen tax) per unit





\* Maximum of 5 units per Exhibitor

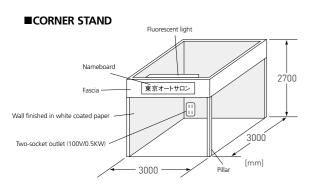
#### SPACE C IS A 'SHELL SCHEME' STAND.

3m width X 3m depth Height Limit 2.7m

#### [Standard Layout]

ONE UNIT

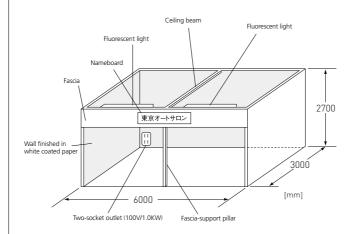
# **■ROW STAND** 東京オートサロン Two-socket outlet (100V/0.5KW)



\* In corner stands, the gangway-facing side will be a fascia in place of a side wall (open on 2-side).

Space C (1 unit) consists of:	Back and side walls	finished in white coated paper
	Fascia	300mm in height
	1 x Nameboard	Kaku Gothic in black by default
	1 x Fluorescent light	40W
	1 x Two-socket outlet	100V/0.5KW
S O	* Primary installation of a 0.5KW cable a in this package.	and electricity charges during the course of the show also included

#### TWO LINKING UNITS



- A fascia-support pillar and a ceiling beam will be installed in between units.
- \* For one to three units, one outlet will be provided.

iits)	Back and side walls	finished in white coated paper
g un	Fascia	300mm in height
(2 linking units) of:	1 x Nameboard	Kaku Gothic in black by default
	2 x Fluorescent lights	2 x 40W
US		

Though, for structural reasons, base panel(s) and pilla

No divider wall between units is installed in any linking units

100V/1.0KW 1 x Two-socket outlet

① The default font used on the TASA-provided nameboard is Kaku Gothic. You may make arrangements for your own nameboard in particular font, colour and/or logo at your own expense. To do so, you are required to appoint your own contractor and register it with us by completing the form attached to the Exhibitor's Guidelines.

▼default font sample 東京 AUTO SALON 2016

- 2) No part of the TASA-provided fixtures, including the back wall, can be removed. If you, however, have need to customize your stand, you may remove the fascia (with a few exceptions for structural reasons). To do so, you are required to appoint your own contractor and register it with us by completing the form attached to the Exhibitor's Guidelines. Please note that the removal of the fascia results in the removal of the nameboard and fluorescent light as well. If you need your own electric work by appointing your own contractor, TASA will provide you with the primary installation of a cable only but no outlet.
- ③ Floors are finished in bare concrete. No carpet is included in this package. It should be ordered separately at extra charge. To do so, you are required to appoint your own contractor and register it with us by completing the form attached to the Exhibitor's Guidelines.
- Whenever you use nails, screws or whatever necessary to fasten/join in, take care not to project them into the gangways or any neighbouring stands.
- (5) No heavy objects can be hung from the fascia.
- \* Space assignments will be made by TASA.

PRICES

Member: 250,000 yen (+20,000 yen tax) per unit Associate: 300,000 yen (+24,000 yen tax) per unit

# (Mid-sized Display Stand)

\* Maximum of 30 units per Exhibitor

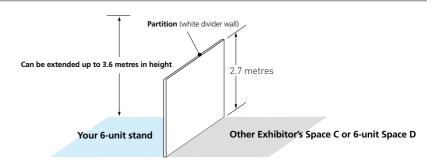
SPACE D IS A 'SPACE ONLY' STAND. You just get an area of floor, and your stand must be custom-built by yourself.

Height Limit Stand Size 3m width X 3m depth 3.6m

- An octonary (8 units) or more linking units will be an island stand (no neighbours).
- Space D must be a single-storey stand.
- A minimum quantity of 6 units per order will be requested.

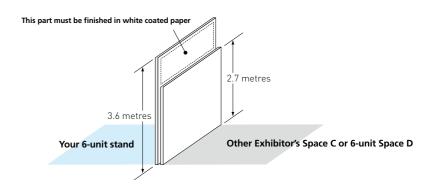
#### IMPORTANT NOTICE ON A 6-UNIT STAND

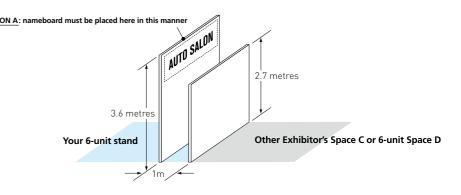
When you hire a 6-unit stand, your stand may have neighbouring stand(s) which will be other Exhibitor's Space C or 6-unit Space D. In this case, a partition (white divider wall) of 2.7 metres in height will be installed in between the stands. The partition cannot be taken down unless agreed upon by both parties.



If you wish to have another partition of more than 2.7 metres in height, it can be extended up to 3.6 metres and the back side (the side facing the neighbouring Exhibitor) must be finished in white coated paper.

If you need a nameboard with your company name and/or logo on the POSITION A (as illustrated in the lower right), the new partition must be set one metre back from the pre-existent partition.





\* Space assignments will be made by TASA.



Member: 220,000 yen (+17,600 yen tax) per unit Associate: 280,000 yen (+25,400 yen tax) per unit



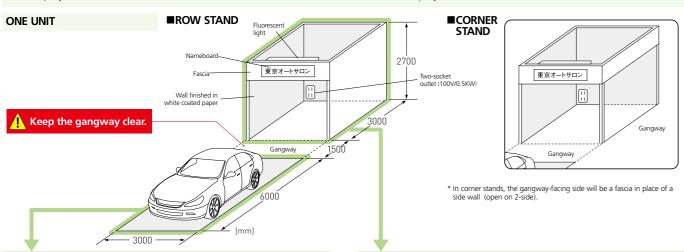


#### (Vehicle Display Stand with Shell Scheme)

\* Limited number offered \* Maximum of 3 units per Exhibitor

#### SPACE E IS SOLD IN SETS WITH A VEHICLE DISPLAY STAND AND A LINKING SHELL SCHEME.

No display other than vehicles or stand customization allowed in the Vehicle Display Stand.



#### **Vehicle Display Stand**

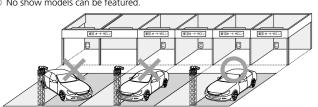
Stand Size > 3m width X 6m depth

- Space E is for displaying one vehicle per unit only.
- \* Extra power supply can be ordered separately (charged option)
- No decor, fixtures or fittings to customize your stand (including flags, panners and/or counters/desks) allowed.
- Though the truss pillars are strongly anchored in the floor, never attempt to climb up on them for any reason whatsoever. The spotlights positioning will be performed by TASA
- Do not decorate the truss pillars with anything including flying flags

barners. Do not prop arrything against the pinars.				
Display Stand consists of:	2 x Truss pillars	installed in every two units (both in front and rear)		
	Needle-punched carpet	laid alternately in shading of grey		
spla	1 x Spotlight	one at the front		
<b>≅</b> 8	* Primary installation of a power cable ar	nd electricity charges during the course of the show also included		

#### NOTES & CONDITIONS on SPACE E VEHICLE DISPLAY STAND

- ① Space E Display Stand is for displaying one vehicle per unit only.
- 2 No display other than vehicles or stand customization allowed in this Vehicle Display Stand. Don't decorate your vehicle excessively.
- ③ For-hire counter, stool and brochure/flyer shelf can be ordered separately (charged option). Your own fixtures or fittings must not be brought into the stand
- 4 Optional equipment can be ordered separately by completing "Optional Equipment Application for Space B, E and F" on the Exhibitor's Guidelines. ⑤ Jacking up the vehicle (in whole or in part) or removing tyres/wheels for
- demonstration purposes are prohibited.
- ⑥ No audio equipment (including the use of car audio systems) allowed.
- $\ensuremath{\mathfrak{D}}$  Whenever you have your vehicle's headlights on, you must avoid the light from falling on or striking your neighbouring stand(s).
- ® Extra power supply can be ordered separately (charged option).
- No show models can be featured.



#### **Shell Scheme**

Floor Area	3m × 3m
Stand Size	3m width X 3m side wall X 2.7m height

- No part of the TASA-provided fixings, including the back wall, can be removed. All your fixing or decor shall be kept within your own Shell Scheme. The Shell Scheme basically is open-front facing the Vehicle Display Stand while the corner stand is open on 2-side.
- No vehicle display in the Shell Scheme.

No divider wall between units is installed in any linking units. Though, for structural reasons, base panel(s) and pillar(s) will be installed in
between units.

	Back and side walls	finished in white coated paper
au	Fascia	300mm in height
of:	1 x Nameboard	Kaku Gothic in black by default
Sch	1 x Fluorescent light	40W
Shell	Two-socket outlet *Primary installation of a 0.5KW cable	One unit: 1 x 100V/0.5KW and electricity charges during the course of the show included.
	*Primary installation of a 1.0KW cable	Two or more units: 1 x 100V/1.0KW and electricity charges during the course of the show included.

#### NOTES & CONDITIONS on SHELL SCHEME

① The default font used on the TASA- ▼default font sample provided nameboard is Kaku Gothic. 東京 AUTO SALON 2016 You may make arrangements for your

own nameboard in particular font, colour and/or logo at your own expense. To do so, you are required to appoint your own contractor and register it with us by completing the form attached to the Exhibitor's Guidelines

- ② No part of the TASA-provided fixtures can be removed. If you need to customize your stand, you may remove the fascia (with a few exceptions for structural reasons). To do so, you must appoint your own contractor and register it with us by completing the form attached to the Exhibitor's Guidelines. Please note the removal of the fascia results in the removal of the nameboard and fluorescent light. If you need your own electric work by appointing your own contractor, TASA will provide you with the primary installation of a cable only but no outlet.
- 3 Floors are finished in bare concrete. Carpet should be ordered separately at extra charge. To do so, you are required to appoint your own contractor and register it with us by completing the form attached to the Exhibitor's Guidelines.
- (4) Whenever you use nails, screws or whatever necessary to fasten/ioin in, take care not to project them into the gangways or any neighbouring stands.
- (5) No heavy objects can be hung from the fascia.

\* Space assignments will be made by TASA. We are unfortunately unable to guar rantee the assignment of your Space E to adjoin any other Space types you concurrently apply for

PRICES

Member: 400,000 yen (+32,000 yen tax) per unit Associate: 500,000 yen (+40,000 yen tax) per unit



\* Maximum of 2 units per Exhibitor

SPACE F IS EXCLUSIVE FOR VEHICLE ON DISPLAY. No demonstrations or stand customization permitted. You have access to power for promotional purposes only. No decoration or audio equipment allowed.

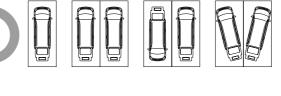


Stand Size 3m width X 7m depth

\* Space F is for displaying one vehicle per unit only.



- No items other than vehicles may be displayed, or no stand customization allowed in Space F. Don't decorate your vehicle excessively.
- No equipment of audio (including the use of car audio systems) allowed.
- For-hire counter, stool and brochure/flyer shelf can be ordered separately (charged option). Your own fixtures or fittings must not be brought into the stand.
- Optional equipment can be ordered separately by completing "Optional Equipment Application for Space B, E and F" attached on the Exhibitor's Guidelines.
- No carpet replacement or floor-lifting under any circumstances allowed. On top of this, jacking up the vehicle (in whole or in part) and removing tyres/wheels for demonstration purposes are prohibited.
- Whenever you have your vehicle's headlights on, you must avoid the light from falling on or striking your neighbouring stand(s).
- No show models can be featured.
- · Always store your spare sets of brochure/flyer in an out-of-sight place. For safety and aesthetic reasons, never leave them on the floor.
- Always keep your vehicle within your stand. "One vehicle per unit" is the show policy which is true for 2 or more units. See the illustrations right below.
- Extra power supply can be ordered separately (charged option).



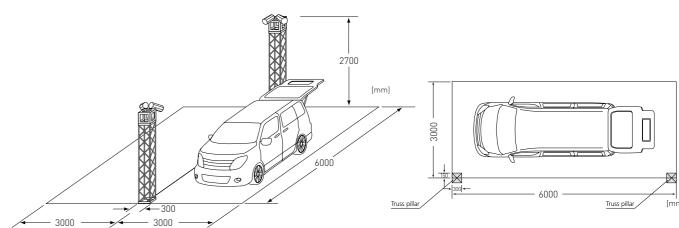












42	2 x Truss pillars	installed in every two units (both in front and rear)
F sof:	Needle-punched carpet	laid alternately in shading of grey
space F consists	2 x Spotlights *Primary installation of a power cab	one at the front and the other at the rear le and electricity charges during the course of the show included.
0, 0	Two-socket outlet *Primary installation of a 0.5KW cab	100V/0.5KW le and electricity charges during the course of the show included.

- No decor, fixings or fixtures to customize your stand (including flag
- Though the truss pillars are strongly anchored in the floor, neve attempt to climb up on them for any reason whatsoever. ights positioning will be performed by TASA.
- Do not decorate the truss pillars with anything including flying flags ers. Do not prop anything against the pi
- \* Space assignments will be made by TASA. We are unfortunately unable to guarantee the assignment of your Space F to adjoin any other Space types you concurrently apply for.



Member: 220,000 yen (+17,600 yen tax) per unit Associate: 250,000 yen (+20,000 yen tax) per unit

# **Guidelines for Applicants**

[full details of each Space type]

# TOKYO AUTO SALON 2016 APPLICANT'S GUIDE





#### (Large-sized Display Stand)

\* One unit per Exhibitor

SPACE S IS A 'SPACE ONLY' STAND. You just get an area of floor, and your stand must be custom-built by yourself.

Stand Size	1,000m² and over	800m <sup>2</sup>	600m <sup>2</sup>	500m <sup>2</sup>	450m²	300m²

**Height Limit** 6m

- \* A stand of 800m² and over may be shaped like or or
- \* Height may partially be limited to 4m.
- \* The Fire Defence Law may require those who get a stand of 1,000m² and over to have a 5m gangway within their
- Space S is an island stand (no neighbours).
- Two-storey stand requires a separate application. For more detail, see the Exhibitor's Guidelines sent later to you upon acceptance of your application for participation.
- \* Space assignments will be decided by lot.

PRICES

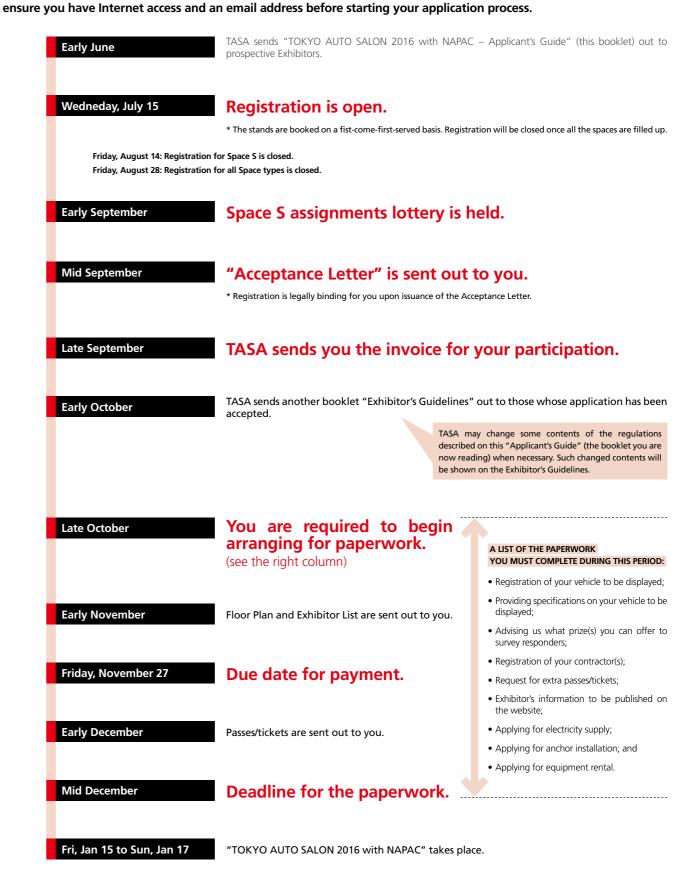
Member: 40,000 yen (+3,200 yen tax) per sqm Associate: 45,000 yen (+3,600 yen tax) per sqm

#### SPACE RATES and EXHIBITOR BENEFITS (all Exhibitors are entitled to the following depending on Space types)

Space Type		Prices	Exhibitor Pass & Carry in/out Ribbon	Transporter Parking Permit	Complimentary	TAS Poster & Flyer	
SPACE	Member	¥250,000 per unit (¥270,000 incl. tax)	1 to 3 units: 7 pcs 4 to 5 units: 12 pcs	1 to 3 units: 5 pcs 4 to 5 units: 10 pcs	Premium ticket: General ticket:	10 pcs 10 pcs	Poster: 5 pcs Flyer: 20 pcs
	Associate	¥300,000 per unit (¥324,000 incl. tax)	7 to 5 a.m.s. 12 pes	·		per unit	per unit
SPACE	Member	¥170,000 per unit (¥183,600 incl. tax) 5 pcs per unit 2 pcs per unit		Premium ticket: General ticket:	10 pcs 10 pcs	Poster: 5 pcs Flyer: 20 pcs	
В	Associate	¥190,000 per unit (¥205,200 incl. tax)	5 pes per unit	z pes per unit	General ticket.	per unit	per unit
SPACE	Member	¥250,000 per unit (¥270,000 incl. tax)	<b>1 to 3 units:</b> 7 pcs	<b>1 to 3 units:</b> 5 pcs	Premium ticket: General ticket:	10 pcs 10 pcs	Poster: 5 pcs Flyer: 20 pcs
	Associate	¥300,000 per unit (¥324,000 incl. tax)	<b>4 to 5 units</b> : 12 pcs	<b>4 to 5 units</b> : 10 pcs	General tieketi	per unit	per unit
SPACE	Member	¥220,000 per unit (¥237,600 incl. tax)	6 to 9 units: 25 pcs	6 to 9 units: 15 pcs	Premium ticket: General ticket:	10 pcs	Poster: 5 pcs Flyer: 20 pcs
D	Associate	¥280,000 per unit (¥302,400 incl. tax)	10 or more units: 35 pcs	10 or more units: 20 pcs	General tieket.	per unit	per unit
SPACE	Member	¥400,000 per unit (¥432,000 incl. tax)	5 pcs <b>per unit</b>	3 pcs <b>per unit</b>	Premium ticket: General ticket:	10 pcs	Poster: 5 pcs Flyer: 20 pcs
E	Associate	¥500,000 per unit (¥540,000 incl. tax)	5 pes per unit	5 pes per unit	General ticket.	per unit	per unit
SPACE	Member	¥220,000 per unit (¥237,600 incl. tax)	5 pcs <b>per unit</b>	2 pcs per unit	Premium ticket: General ticket:	10 pcs	Poster: 5 pcs Flyer: 20 pcs
F	Associate	¥250,000 per unit (¥270,000 incl. tax)	5 pes per unit	z pos per unit	General ticket.	per unit	per unit
SPACE	Member	¥40,000 per sqm (¥43,000 incl. tax)	<b>300m</b> <sup>2</sup> : 60 pcs	<b>300</b> m <sup>2</sup> : 30 pcs	Premium ticket: General ticket:	10 pcs 10 pcs	Poster: 5 pcs Flyer: 20 pcs
5	Associate	¥45,000 per sqm (¥48,600 incl. tax)	450m <sup>2</sup> and over: 100 pcs	450m <sup>2</sup> and over: 50 pcs	General ticket.	per 10m <sup>2</sup>	per 10m <sup>2</sup>

TASA is always trying to respond quickly and effectively. To do so, we would ask all applicants to make an application for participation online via TOKYO AUTO SALON official website (except Space S). The official website also is where TASA posts announcements and updates on the show as well as where you go through show-related procedures. Please

**Registration Timeline** 



#### TOKYO AUTO SALON 2016 APPLICANT'S GUIDE



### To Participate in TAS

- ① Only products of those which satisfy the show's requirements may be exhibited at TOKYO AUTO SALON (TAS), i.e. car-related products, technologies, services and solutions. The organizer TOKYO AUTO SALON ASSOCIATION (TASA) deserves the right to order an immediate removal whenever, regardless of before or during the course of the show, we detect improper exhibit or article of any kind that is in breach of such the requirements and/or laws and regulations and/or public order and morality. Notwithstanding the foregoing, we may nullify or call off the Exhibitor's participation itself with immediate effect if such removal is insufficient and the Exhibitor nonetheless has a risk of obstructing us to keep the show running smoothly.
- ② Any of the following are totally banned from the show: flammable, explosive or radioactive materials; deadly/poisonous chemicals; intoxicating drugs (including legal highs); products, technologies or whatever that infringe the industrial property rights or other rights of any third party; products subject to embargo or prohibition of sales; and naked flame.
- ③ Inventive products/technologies of the Exhibitor's which are currently in preparation for filing of industrial property rights application will be protected by Paragraph 30, Article 3 of the Patent Act; Paragraph 11, Article 1 of the Utility Model Act; Paragraph 4, Article 2 of the Design Act; and/or Paragraph 9, Article 1 of the Trademark Act.
- 4 Any foreign product must pass through the customs clearance to be exhibited as a domestic product, particularly true for any product to be consumed or fabricated on the show premises.
- (§) All vehicles to be displayed, except for those which TASA gives special approval to (e.g. purpose-built race cars), shall conform to the safety standards by Road Transport Vehicle Act, thus street legal in Japan. We deserve the right to order an immediate removal of any non-conforming/illegal vehicle regardless of before or during the course of the show.
- ® The Exhibitor shall read carefully and agree to all the relevant terms and conditions on the "Applicant's Guide (this booklet)" and the "Exhibitors' Guidelines (will be sent out upon acceptance of the Exhibitor's application)", and be aware that the Exhibitor's participation is legally binding. Meanwhile, whenever any issues arising out of or in connection with other than those above, the Exhibitor shall agree to follow TASA's decision to settle such issues, in a bid to ensure the healthy operation as well as the benefit of all.

We assume no responsibility whatsoever (including monetary compensation) for any direct or indirect damage, loss or prejudice caused by any of the respective items set forth herein.

#### ■ Prohibition of Display and/or Sales of Counterfeit, Fake, Pirated and Other Infringing Products

The Exhibitor is strictly prohibited from displaying, selling, distributing, presenting, unveilling or rolling out products/technologies/ solutions that infringe the intellectual property rights of any third party (i.e. counterfeit, fake or pirated products). Intellectual property rights include but not limited to: patent right, trademark right, design right and copyright which are in force both in Japan and any other countries. If the Exhibitor's exhibits or article of any kind indicate a high likelihood of such infringement, TASA may remove or take other actions against such the showpiece(s).

Any dispute arising from the infringement of the property rights shall be resolved on the Exhibitor's own responsibility.

#### ■ TASA's Policy towards Vehicle on Display

Looking back on the history of TOKYO AUTO SALON, the show in the very early years occasionally drew some negative attention for featuring what they might presume "antisocially-modified cars". However, in recent years, such skepticism has been dispelled and the idea of modified cars known as custom car, tuned car and dressed-up car has become widely acknowledged. It now achieved social recognition in its own right as a genre of the automobile culture. This would not have been possible without the automobile industry's, including current and past TAS Exhibitors, ceaseless efforts made to have the custom car culture take root in society. And yet, there still are some thoughtlessly-modified cars found at the show as if against such efforts. Those imprudent behaviours not only go against the times but leave a very bad impression on society. TASA has quite a few authentic voices from various quarters that the bona fide Exhibitors with properly-modified cars as well as the whole industry may suffer a disadvantage because of that. TASA takes a zero-tolerance approach towards any illegally-modified car. We would also ask every one of the Exhibitors once again to follow our policy that the Exhibitor duly confirms all the vehicles on display, except for purpose-built race cars, are roadworthy in conformity with the safety standards. The same goes for extremely-modified cars, as typified by "vanning", lowrider and hydraulics, which are not allowed to take part in TAS.

#### **Notes and Conditions on Construction and Decoration**

If TASA deems the Exhibitor's exhibits, article or decor of any kind being in breach of any of the following, we may order to rectify such violation or remove the violative object immediately even during the course of the show. Failure to comply may result in discontinuation of your participation in the show. The Exhibitor shall be responsible for all the cost relating to such measures.

- ① The Exhibitor shall keep all showpiece, decor, fixtures and fittings within its stand. It includes angle bars to enhance the self-supporting ability of panels, lighting/audio equipment and performers. The limitation is applicable not only to width and depth but to height. Height limit of each Space is as follows:
- A, C and E: 2.7 metres
- D: 3.6 metres
- S: 6.0 metres
- ② For public safety, no part of the Exhibitor's showpiece, decor, fixtures or fittings shall project into or over the gangways.
- a) It is preferable not to have any object with protuberances in the Exhibitor's stand. However, if the Exhibitor essentially has need to, the Exhibitor shall take extra care where and how to set it up to avoid hurting to visitors.
- b) If the Exhibitor sets up lighting equipment below head level, it must be sheathed with a cover to avoid any accident.
- ③ To build and decorate a stand, the Exhibitor is required to appoint its own contractor and register it with TASA by completing a corresponding form attached to the Exhibitor's Guidelines. Even if the Exhibitor performs such constructing work by himself (incl. in-house contractor), the Exhibitor is required to register himself with TASA in the same manner.
- The Exhibitor shall meet the following requirements when putting up an advertising balloon. Image-embedded or image-projected balloon using light irradiation device is totally banned under any and all circumstances.
- a) Each area has its respective height limit of the ad balloon:
- C and D: upper limit is 10m and lower limit is 7m
- S: upper limit is 13m and lower limit is 9m (upper limit may be 10m depending on a ceiling beam above the Exhibitor's stand)

  Anything other than a wire to anchor the balloon must not be placed between each lower limit of the balloon and each upper limit of the stand. No banners or flags can be hung from the wire/balloon.
- b) The Exhibitor shall set the balloon to hover over its own stand, and not move in on other Exhibitors' stands or gangways. The balloon must be 18m or smaller in diameter, and positioned at least one metre inside the boundary line of the Exhibitor's stand. The same is true for the balloon swinging in the air-conditioning wind.
- c) Those who wish to have a balloon of 150m<sup>2</sup> or over shall consult TASA in advance. You will be notified after TASA and the venue consider whether to approve it. Some cases may require prior approval from the local fire department as well.
- \* Keep in mind that the fire department not always gives permission to such giant balloons or they may issue a correction order even if TASA approves to.
- \* The Exhibitor may be ordered by the fire department to have a smoke detector and/or fire extinguisher if it has been judged to require installation.
- \* The fire department has the right to order an immediate removal of any unpermitted giant balloons.
- d) Helium gas cylinder must be set firmly in place to avoid falling. e) No balloons in Space A, B, E or F allowed.
- f) Balloons other than advertising balloons (i.e. toy balloons) can be used for both decorative and giveaway purposes, provided that they do not waft in the air. Any toy balloon filled with helium gas is banned in any and all circumstances.

For hiring an advertising balloon, please complete a corresponding form attached to the Exhibitor's Guidelines.

- (§) No advertisement or decor on any shared/public space and facilities of the venue (i.e. anywhere other than the Exhibitor's own stand) allowed. Projecting, irradiating or illuminating a logo or any other image on gangways, walls or ceilings of the venue are strictly prohibited.
- (a) Regardless of before or during the course of the show, any breach shall be rectified immediately upon detection by TASA.

#### **Stand Restoration**

In the event that the Exhibitor has made any change or damage to its stand, the Exhibitor shall restore it to the original condition by Monday, January 18 at 10:00 am. If TASA deems the stand being poorly restored, or the Exhibitor has not made it in time, TASA will do the restration for the Exhibitor at the Exhibitor's expense.

#### **Disposal of Waste**

- 1) The Exhibitor shall take his own waste home with him including showpiece or decor waste, used material and other litter in the Exhibitor's own stand and surrounding gangways.
- ② If there is discarded waste left in the Exhibitor's stand after his removal, a cleaning company will do the disposal of such waste at the Exhibitor's expense. The cleaning company will charge the cost for their service after the show, and the Exhibitor shall settle the payment immediately upon receipt of an invoice.
  - \* Anything left, intentionally or unintentionally, in the Exhibitor's stand found on or after Monday, January 18 at 10:00 am will be disposed of by TASA.

#### TOKYO AUTO SALON 2016 APPLICANT'S GUIDE



#### Silent Time

TASA introduces "Silent Time" on Friday, January 15 between 9:00am and 3:00pm (hours reserved for trade visitors, media and invitee) to offer a good environment for trade visitors and media to do their job smoothly. Any event, performance or demonstration with the use of sound is strongly discouraged during this period.

#### Demonstration

- ① "Demonstration" as defined here includes flyer/novelty distribution, presentation on the showpiece, autograph sessions, photo sessions, lottery events, questionnaire surveys or whatever action is necessary for the exhibition duty. Whenever giving a demonstration, the Exhibitor shall take a proper care of traffic control and public safety.
- ② The Exhibitor shall not give demonstrations on the shared/public space such as gangways. Doing so could cause not only trouble to other Exhibitors but conflict with the Fire Defense Law.
- ③ If the Exhibitor's demonstration creates a crowded condition that blocks the flow of traffic, the Exhibitor shall eliminate the congestion by drawing the crowd into the Exhibitor's own stand. Do not guide them to form a queue on the gangways.
- ④ TASA deserves the right to take necessary actions against any demonstration that could put public order, safety and security at risk. If the Exhibitor's remedial measure to solve such problems is deemed to be insufficient, TASA may order restriction or discontinuation of the Exhibitor's demonstration.
- No demonstration whatsoever is permitted in the other stands than the display stands.
   \* Nevertheless, only minimal demonstration, such as flyer distribution in a low-key way, allowed in the Spaces B and F (Vehicle Display Stands).
- ® The Exhibitor shall take preventive measures against any demonstration associated with the production of intense sound, heat, dust, gas, vibration or whatever could impact on human senses in order to ensure public safety, avoid bothering other Exhibitors, and avoid having harmful effect on the venue.
- ① Use of cannon or smoke generator, or any glitzy stage effect similar to these are prohibited.
- (8) Use of horn is prohibited under any and all circumstances.
- Band performance is prohibited.

#### Exhibitor's Duty to Keep the Stand Attended

To deal with visitors, ensure the safety and security, and protect the Exhibitor's exhibit or article of any kind, the Exhibitor shall keep its staff member(s) in its own stand at any time during opening hours. Do not leave the stand unattended. On each day at the close of the show, the Exhibitor shall carefully confirm the safety of its stand before leaving the venue.

#### Safeguarding Transit Workers' Health and Safety

The Exhibitor and its contractor shall pay adequate attention to the following items to ensure the safety and health of workers who engage in carry-in (installation) and carry-out (deinstallation) duties.

- 1) The workers shall wear helmet;
- 2) The workers shall wear safety belt (life safety rope) when working at height;
- 3 The workers shall use stepladder or transfer platform (rolling tower) properly;
- 4 The Exhibitor shall assign qualified personnel for dangerous or hazardous work;
- (5) The workers shall wear proper attire; and
- (§) The Exhibitor, contractors and workers shall comply with applicable laws and regulations relevant to the safety and health.

#### Taking Care of Your Showpiece and Property

- ① TASA provides a high level of security service to guarantee the safety and security of the entire venue.
- ② During the course of the transit and the show, the Exhibitor shall protect its own property, exhibit or article of any kind from being stolen or damaged at the Exhibitor's own responsibility and expense. To prevent any theft or damage, the Exhibitor shall take necessary measures on its own responsibility (including in-car device and any item inside the vehicle on display and during the night).
- ③ TASA assumes no liability whatsoever for any accident including theft or damage of the Exhibitor's property, exhibit or article of any kind, except for cases due to grounds attributable to TASA. The Exhibitor, therefore, shall devise effective accident prevention schemes, such as buying insurance, to protect its property, exhibit or article of any kind during the course of the transit and the show.
- TASA provides no deposit or luggage keeping service to prevent loss or damage to the Exhibitor's property. For the same reason, we do not receive any delivery for the Exhibitor either. The Exhibitor shall arrange any delivery to be addressed to himself with its hall number, stand number and contact information clearly indicated on a delivery slip, and receive it directly in the Exhibitor's stand.
- ⑤ If the Exhibitor has its property stolen, report it to TASA immediately and at the same time file a claim to police under the jurisdiction.

  An insurance claim shall be made by the Exhibitor himself after the police made a crime scene investigation.

#### **Accident Prevention and Liability**

- ① The Exhibitor shall be responsible for the security and safety of the Exhibitor's on-site works at all times, from the time of carry-in (installation) until carry-out (deinstallation), to prevent the occurrence of accidents.
- ② For safety and operational reasons, TASA deserves the right to order the Exhibitor to take all necessary measures on the Exhibitor's own responsibility, such as suspension, discontinuation or restriction of the Exhibitor's on-site works, to prevent the occurrence of accidents.
- 3 TASA assumes no liability whatsoever for any accident, except for cases due to grounds attributable to TASA.
- The Exhibitor shall be liable for the occurrence of accidents caused by fallen or collapsed showpiece, decor, fixtures or fittings placed within the Exhibitor's own stand. The Exhibitor is always asked to take every possible measure to ensure public safety. If an accident or injury occurs, the Exhibitor shall immediately secure the protection and safety of all, and at the same time report it to TASA.
- (§) The Exhibitor shall observe all terms and conditions set forth in the "Applicant's Guide" and the "Exhibitor's Guidelines" (referred to as "the relevant regulations").
- (6) In the event that the Exhibitor not just neglect or breach any of the relevant regulations but defy correction order issued by TASA, we may remove such the Exhibitor's showpiece or take other necessary action against such neglect or breach. The Exhibitor shall take on the expenses associated with such measures. In any of these cases, the Exhibitor shall waive any objections against TASA, or any claim for compensation.
- ① The Tokyo District Court shall be the exclusive agreed court with jurisdiction in the first instance for all disputes arising from the Exhibition Agreement made between the Exhibitor and TASA (the Agreement is made upon the issuance of an Acceptance Letter).

#### Rescheduling, Discontinuation or Cancelleation of the Show (Force Majeure)

In no event shall TASA be liable for rescheduling, discontinuation or cancellation of the show caused by any event or circumstance beyond TASA's control including but not limited to: earthquakes, fires, floods, storms, explosions, riots, wars, terrorism and acts of God.

#### **Insurance and Risk of Loss or Damage**

The premises will be under surveillance and patrolled by security guards from the time of carry-in until carry-out to control traffic as well as to protect the Exhibitor's property and exhibits or article of any kind from being stolen or damaged. Notwithstanding the foregoing, any of the following is at the Exhibitor's own risk for which TASA assumes no responsibility whatsoever. The Exhibitor, therefore, shall devise effective accident prevention schemes, such as buying insurance, to deal with unanticipated situations.

- Accidents for which the Exhibitor shall indemnify;
- Loss or damage of the Exhibitor's exhibits or article of any kind, fixtures, fittings, property, equipment or commercial products caused by fire, theft or destruction;
- Injury befallen the Exhibitor;
- Monetary damage caused by cancellation or postponement of the show over which TASA has no control; and
- Any other accidents occurred through no fault of TASA, the event host or any other associated bodies and persons involved in the show.

#### **Cancellation Policy**

- (1) The Exhibitor's request for the cancellation of its participation is unacceptable without TASA's consent.
- ② For whatever reason, any cancellation made after issuance of the Acceptance Letter is subject to a cancellation fee of 50 percent of the participation fee (plus tax), and any cancellation made after Friday, October 30 is subject to a cancellation fee of 100 percent of the participation fee (plus tax).

#### Payment Arrangement

- ① The Exhibitor agrees to pay a participation fee no later than Friday, November 27, 2015. In the event that the Exhibitor fails to pay by the due date, TASA will revoke the Exhibitor's participation. Such the revocation will incur a predetermined cancellation fee.
- ② Those who apply for extra service, fixture and/or equipment for-hire to be used in their own stand, such as extra power supply or phone line installation, agree to make payment on invoice. The payment shall be made no later than Monday, February 29, 2016.
- ③ The Exhibitor shall be responsible for all cost incurred relating to transit (carry-in/carry-out), installation, deinstallation, display, demonstration or whatever action is necessary to execute its exhibition duty. The insurance fee to cover all risks on the Exhibitor's property, exhibits or article of any kind, injury, and compensation shall all be borne by the Exhibitor.
- The Exhibitor shall pay all cost and expense incurred in rectification of problem or inadequacy, or in withdrawal from the show to follow correction orders made by law, ministries concerned or TASA. In no event shall TASA indemnify the Exhibitor for any of such cost or expense.

More detail on terms and conditions will be on "Exhibitor's Guidelines" sent out to the Exhibitor after acceptance of its application.

CHANGES IN THE TERMS AND CONDITIONS

TASA may change some contents of this terms and conditions when necessary. Such changed contents will be shown on the Exhibitor's Guidelines.



#### How to Apply

**ONLINE** \*Applicable to Space A, B, C, D, E and F. \*Space E can be registered online ONLY.

You can register online at TAS official website by clicking on the link below (or copy & paste/type the URL into your browser):

#### www.tokvoautosalon.ip

\* Space S cannot be registered online, but by couriering an Application Form only (see below).

**>>> USING APPLICATION FORM** \*Applicable to all Space types except Spece E.

Please complete the enclosed Application Form with authorized signature, and return by courier (traceable) to the address below.

\* The Form to be submitted must be original (no FAX or xeroxed copy). Keep a copy for your files.

Address

TOKYO AUTO SALON ASSOCIATION c/o San's Inc. Shinjuku Eastside Square 7/F 6-27-30 Shinjuku, Shinjuku-ku, Tokyo 160-8463 JAPAN TEL +81 (0)3 6897 4820

#### Application will be accepted on a fist-come-first-served basis.

- Space assignment for Space A, B, C, D, E and F will be made by TASA in the order in which application was received.
- Space S assignment will be decided by lot.

Registration is officially confirmed and legally binding for you upon issuance of "Acceptance Letter".

#### **Registration Timeline**

Registration is open on Wednesday, July 15, 2015.

Registration will be closed once all the Spaces are filled up.

#### Payment

Please pay your participation fee by bank transfer to any of the following account no later than Friday, November 27, 2015.

- Beneficiary name: TOKYO AUTO SALON ASSOCIATION
- Beneficiary bank:

Name of the Bank (Bank Code)	Branch	SWIFT Code	Account Type	Account No. Branch No Account No.
Resona Bank, Ltd. (0010)	Shintoshin Branch	DIWAJPJT	deposit account	675-3035135
Sumitomo Mitsui Banking Corporation (0009)	Shinjuku Branch	SMBCJPJT	deposit account	221-2345611
Mizuho Bank, Ltd. (0001)	Takatanobaba Branch	MHCBJPJT	deposit account	064-1677741
Hokuriku Bank (0144)	Shinjuku Branch	RIKBJPJT	deposit account	607-4152310

ALL BANK CHARGES MUST BE PAID BY YOU.

#### **Cancellation Fee**

For whatever reason, any cancellation made after the predetermined dates below are subject to a cancellation fee.

[After the issuance of the Acceptance Letter] 50 percent of the participation fee

[After Friday, October 30, 2015] 100 percent of the participation fee

#### **IMPORTANT NOTICE**

- In any of the cases in each of the items below, TASA may revoke the acceptance of your application; or refuse your participation even after the receipt of your payment:
- 1) If you fail to pay the participation fee by the due date;
- 2) If TASA deems your line of business or your showpiece goes against the show's policy; and/or
- 3) If your participation is deemed inappropriate by TASA for whatever reason.
- Any cancellation made after the predetermined date or late payment may result in your application for TAS being denied in the next show onwards.

#### Please complete the Application Form on the next spread and courier it to TASA.

- Registration will be closed once all the spaces are filled up.
- \* Please fill in within framed items clearly (in block letters). Do not use rubber stamps.
- \* If you wish to be registered as a single business entity but to participate in the show under two or more brandings, you are required to fill in the forms for each and every one of them.
- \* Your email address to be registered must be anything other than webmail (i.e. free mail such as hotmail.com, yahoo.com or google.com) or mobile carrier dependent mail (such as docomo.ne.jp, ezweb.ne.jp or softbank.ne.jp).

# **Application Form** TOKYO AUTO SALON 2016 with NAPAC APPLICATION FORM for Participation Point of Contact with 1 Official Business Se (Carolists) YOUR DETAILS Name of Company

a Name of the Applicant	This must be the official corporate name (juridical person duly registered).  The company representative's authorized signature and/or the official seal of your company required.
b Name of the Exhibitor	This must be the name to be officially registered as a TAS Exhibitor. It will be shown on official printed materials of TAS, the floor plan, information boards on the premises and the official website.
C Person Responsible for Participation	This must be the name of the person responsible for your participation. "Acceptance Letter" will be addressed to this person.
d Billing Address	This must be where the participation fee, an additional purchase of Exhibitor pass/complimentary ticket, o whatever cost money will be billed to.
Point of Contact with TASA	This must be a liaison officer with TASA hence an exlusive point of contact for all enquiries made by TASA
f Delivery Address	This is where all the show-related materials, such as Exhibitor's Guidelines, passes, complimentary ticket and posters, are sent to.
<b>9</b> Participation Category	Your participation in TAS is categorized into (please tick/specify all that apply):
h Number of Units You Apply For	The type and number of unit(s) you apply for (please tick all that apply):

# TOKYO AUTO SALON 2016 with NAPAC APPLICATION FORM for Participation

\* Registration will be closed once all the spaces are filled up.
\* The Form must be returned by courier (traceable way). No FAX accepted.

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	◆ Participation Category																							
Details on	Your	Pa	ticip																					
	CATEGORY       □ tuned car □ dressed-up car □ imported car □ other *specify (       )         TYPE OF CAR ON DISPLAY       □ sportcar □ sedan □ minivan □ station wagon □ SUV □ K-car □ other *specify (       )         NUMBER OF CAR(s) TO BE DISPLAYED:												)											

◆ Number of Units You Apply For (please tick all that apply)

Products to be sold in your stand (specify):

SPACE TYPE		NUMBER OF	UNITS & ARRANGEMEN	IT OF UNITS	
SPACE <b>A</b>	□ 1 (1 x 1)	□ 2 (1 x 2)	□ 3 (1 x 3)	□ 4 (1 x 4)	□ 5 (1 x 5)
SPACE <b>B</b>	□ 1	□ 2	□3	□ 4	
SPACE <b>C</b>	□ 1 (1 x 1)	□ 2 (1 x 2)	□ 3 (1 x 3)	☐ 4 (1 x 4) ☐ 4 (2 x 2)	□ 5 (1 x 5)
SPACE <b>D</b>	☐ 6 (2 x 3) ☐ 9 (3 x 3) ☐ 20 (4 x 5)	☐ 8 (2 x 4) ☐ 12 (3 x 4) ☐ 24 (4 x 6)	☐ 10 (2 x 5) ☐ 15 (3 x 5) ☐ 30 (5 x 6)	☐ 12 (2 x 6) ☐ 18 (3 x 6)	
SPACE <b>E</b>	* Space E can be	registered online ONI	<u>Y</u> .		
SPACE <b>F</b>	□ 1	□ 2			
SPACE <b>S</b>	□ 300m² □ 45	0m² □ 500m² □	600m² □ 800m² [	$\Box$ ( ) $m^2 *_{sp}$	ecify when 1,000m² or over



TOKYO AUTO SALON

2016

APPLICANT'S GUIDE

# TOKYO AUTO SALON 2016 with NAPAC APPLICANT'S GUIDE



[For any enquiries, please contact us]

Tokyo Auto Salon Association c/o San's Inc.

Shinjuku Eastside Square 7/F 6-27-30 Shinjuku, Shinjuku-ku, Tokyo 160–8463 JAPAN

E-mail info@autosalon.net

[Offcial Website] www.tokyoautosalon.jp