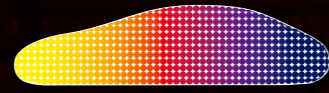


TOKYO AUTO SALON
2018

TOKYO AUTO SALON 2018

出展案内

EXHIBITORS GUIDE



TOKYO AUTO SALON 2018

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 2017 saw the show's 35th anniversary. It took place again on the largest-ever scale occupying the entire Convention Complex of the MAKUHARI MESSE (Exhibition Halls 1-11, International Conference Hall, Event Hall and Outdoor

Arena). TOKYO AUTO SALON 2017 came to an end of its 3-day run having enjoyed the huge success with more than 324,000 visitors.

We are earnestly working on offering a favourable environment for our exhibitors to showcase the best of their products and technologies that cater for automotive industry professionals and car fans alike. TOKYO AUTO SALON 2018, in the 36th year of the show, keeps up the momentum of growth and shoots for the best car event in the world.

We very much look forward to your participation in the 2018 show.

Tokyo Auto Salon Association

ABOUT THE SHOW

Name	TOKYO AUTO SALON 2018										
Dates	Fri 12 , Sat 13 and Sun 14 January, 2018										
Venue	MAKUHARI MESSE International Convention Complex (Halls 1-11, Int'l Conference Hall, Event Hall and Outdoor Arena) 2-1 Nakase, Mihama-ku, Chiba-city, Chiba										
Show Hours	<table border="0"> <tr> <td><u>Fri, 12 Jan</u></td> <td>9:00am – 7:00pm (Trade and media day)</td> </tr> <tr> <td></td> <td>9:00am – 2:00pm (Silent time)</td> </tr> <tr> <td></td> <td>2:00pm – 7:00pm (Premium ticket holders only)</td> </tr> <tr> <td><u>Sat, 13 Jan</u></td> <td>9:00am – 7:00pm (Open to public)</td> </tr> <tr> <td><u>Sun, 14 Jan</u></td> <td>9:00am – 5:00pm (Open to public)</td> </tr> </table>	<u>Fri, 12 Jan</u>	9:00am – 7:00pm (Trade and media day)		9:00am – 2:00pm (Silent time)		2:00pm – 7:00pm (Premium ticket holders only)	<u>Sat, 13 Jan</u>	9:00am – 7:00pm (Open to public)	<u>Sun, 14 Jan</u>	9:00am – 5:00pm (Open to public)
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<u>Sun, 14 Jan</u>	9:00am – 5:00pm (Open to public)										

Organizers	Tokyo Auto Salon Association (TASA) Tokyo Auto Salon Committee
Supporters <small>*provisional</small>	Ministry of Economy, Trade and Industry; Ministry of Land, Infrastructure, Transport and Tourism; Chiba Prefecture; Chiba City; Nippon Auto Parts Aftermarket Committee (NAPAC); Japan Automobile Manufacturers Association, inc. (JAMA); and Japan Automobile Federation (JAF)
Special Partners	Makuhari Messe San-ei Shobo Publishing Co., Ltd.

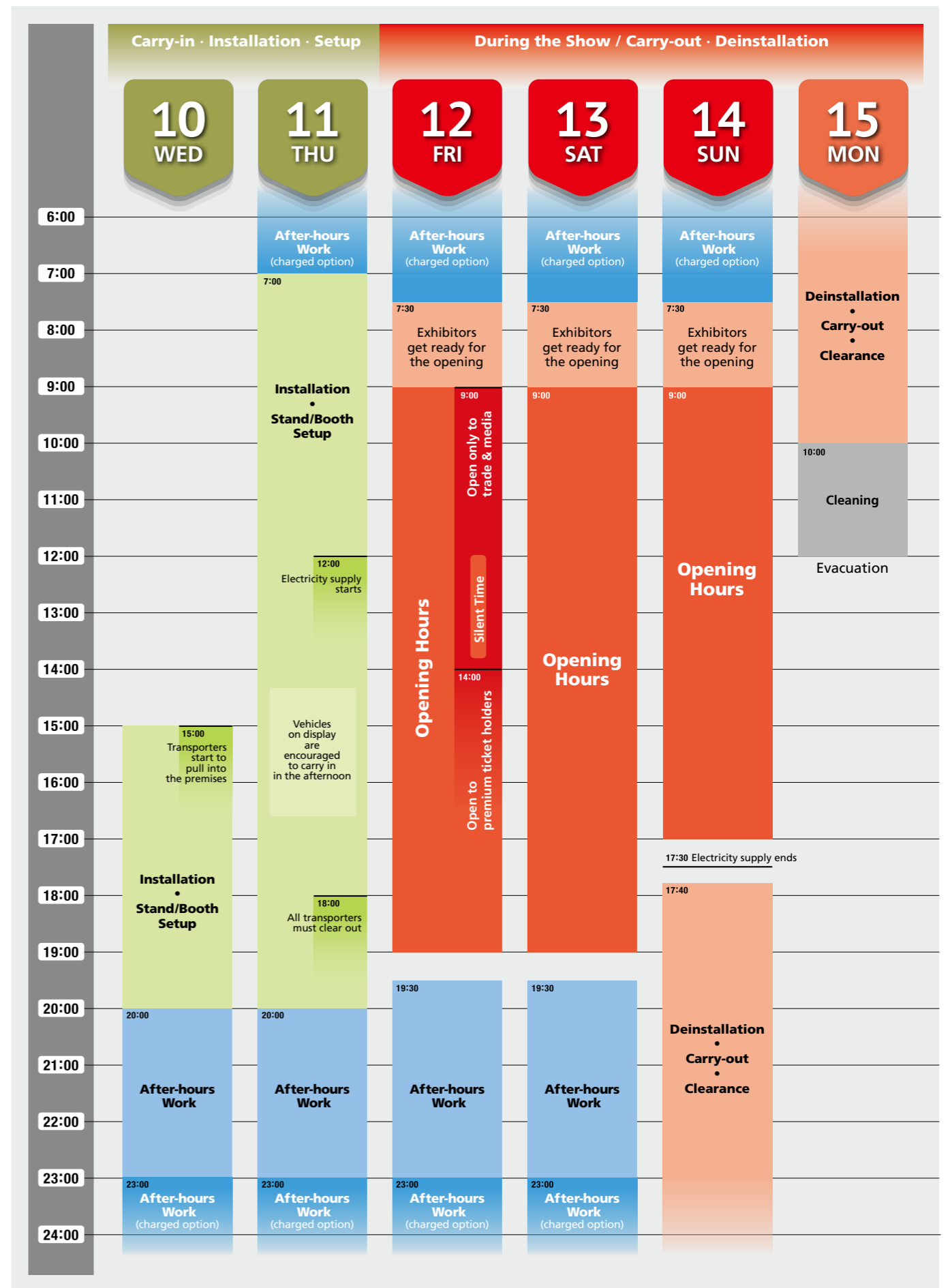
Partners <small>*provisional</small>	ASEA Division, JAWA Division and JASMA
Admission	<ul style="list-style-type: none"> Premium ticket (privilege to enter Fri between 2:00pm and 7:00pm) Advance purchase: 2,600 yen At the door: 3,200 yen General (good for either Sat or Sun) Advance purchase: 1,800 yen At the door: 2,200 yen (adult) 1,700 yen (junior 13 to 18)

* Children 12 and under are free (must be accompanied by an adult).

Tickets are scheduled to go on sale on the 1st of October at
Tokyo Auto Salon official website,
major convenience stores and major ticket agencies

SCHEDULE

* The schedule below is subject to change. Fixed schedule will be on the Exhibitor's Guidelines to be sent in mid October.



SHOW CONTENT



Tune-up and Dressed-up Products on Display

Exhibitors showcase their latest technological solutions and products for cars to be tune-up and dressed-up.

Vehicles on Display

Exhibitors showcase their unique tune-up and dressed-up technologies, parts and/or accessories being equipped on actual vehicles which enables them to make a strong appeal to visitors.



Car-related Events

Various car-related display and events take place including Tokyo International Custom Car Contest 2018 as one of the highlights of TAS. Other events include symposium and forum by exhibitors/sponsors.

Display and Sales of Car-related Products

TAS also embraces not only display but sales of car-related products, which provides a great deal of enjoyment to visitors, such as video games, apparel and motorsport merchandise.



Stage Performances Hosted by TASA

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

Prizes to Survey Responders

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

Perks of Exhibiting

*Details are subject to change.

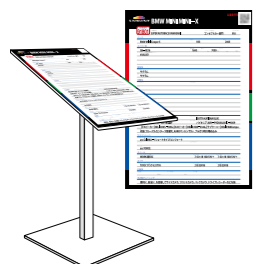
Official Website (PC & Mobile) Entry

All exhibitors will appear on Tokyo Auto Salon official website. <www.tokyoautosalon.jp>



Spec Board

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



Bookazine Entry

A bookazine is scheduled to be out on late January 2018, on which all the Exhibitors will be featured.



Media Exposure for Increasing Attendance

*What we actually did for TAS 2017

Television*

Special programmes and CM: available in late Dec



Newspaper

General, sport and trade papers: available in late Dec



Online Advert*

Banner ads and others: available in early Dec



Transport Advert*

Digital signage at JR stations: available in early Jan



Magazine Advert

Motor magazines & info mags: available in Oct-released issue



Other

Electronic billboards



Official website

Available in late June liaising with SNS incl. facebook and twitter

FACT SHEET TOKYO AUTO SALON 2017



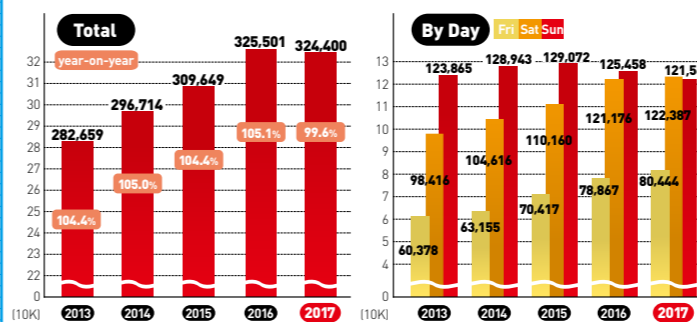
Number of Visitors/Exhibitors

- **Show Dates:** Friday 13th, Saturday 14th and Sunday 15th January, 2018
- **Venue:** MAKUHARI MESSE International Convention Complex Halls 1-11, International Convention Hall, Event Hall and Outdoor Arena

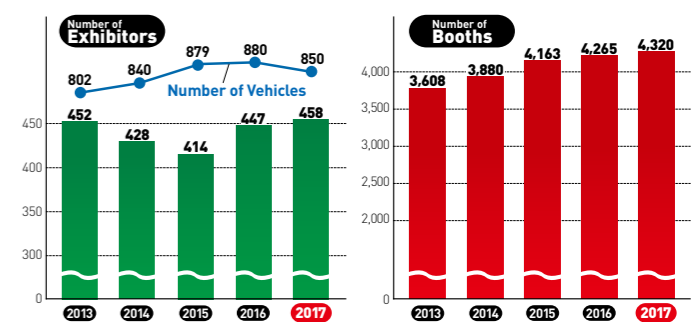
Overall attendance: 324,400	Number of exhibitors 458
Breakdown by date	Number of vehicles exhibited 850
Friday 13th 80,444	Number of booths 4,320
Saturday 14th 122,387	Fee-charging booths 3,709
Sunday 15th 121,569	Vehicle display booths 208



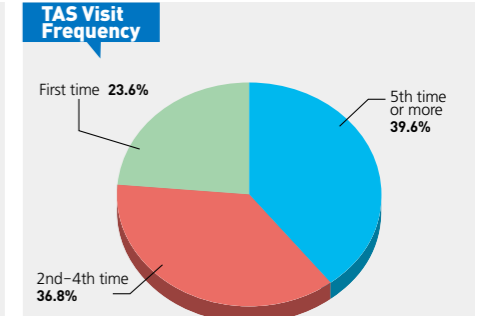
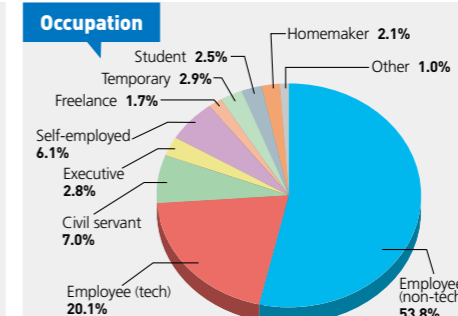
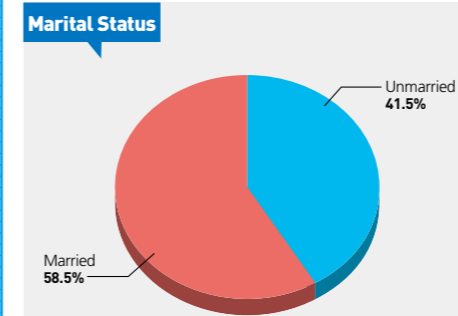
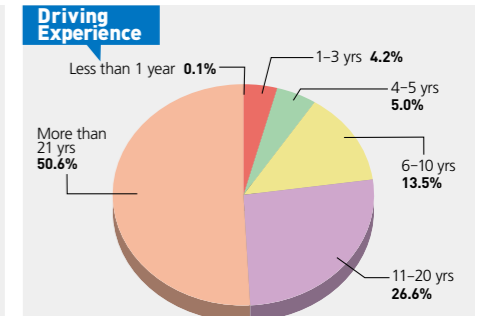
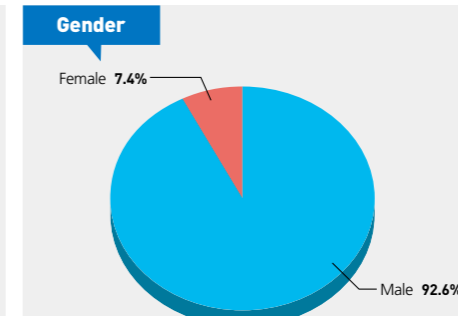
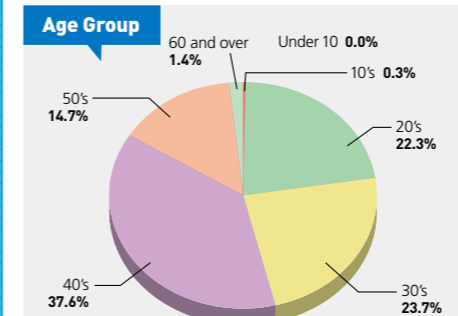
Transition of the Number of Visitors over the Past Five Years



Transition of the Number of Exhibitors over the Past Five Years

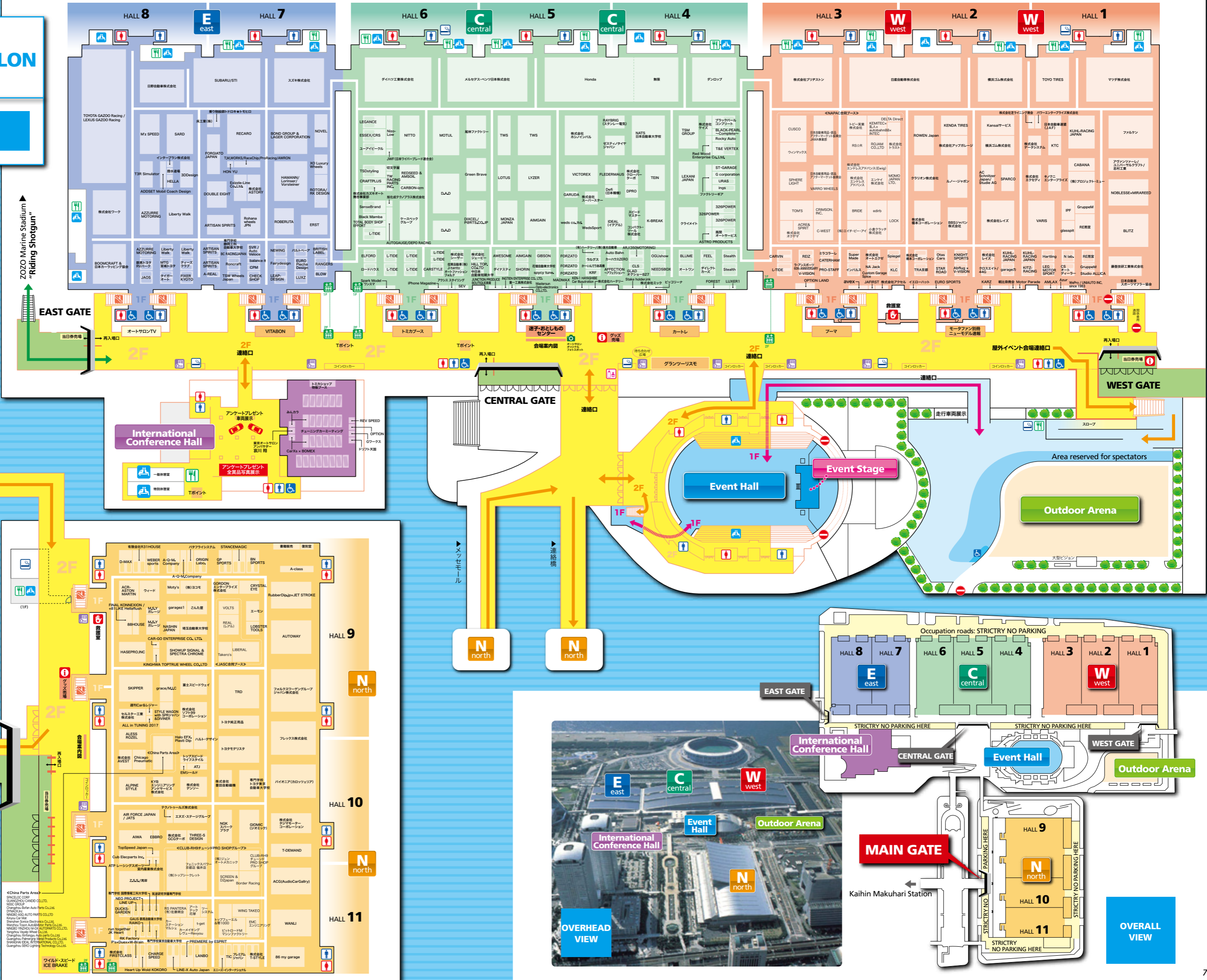


Visitor Profile



PREVIOUSLY HELD
**TOKYO AUTO SALON
2017**

FLOOR PLAN



E east
C central
W west

International Conference Hall

Event Hall

Outdoor Arena

N north

Occupation roads: STRICTLY NO PARKING

HALL 8 HALL 7 HALL 6 HALL 5 HALL 4 HALL 3 HALL 2 HALL 1

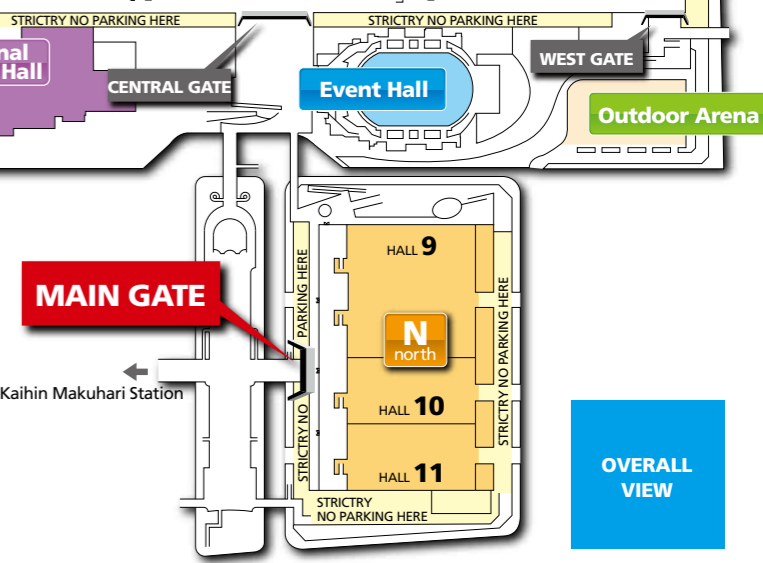
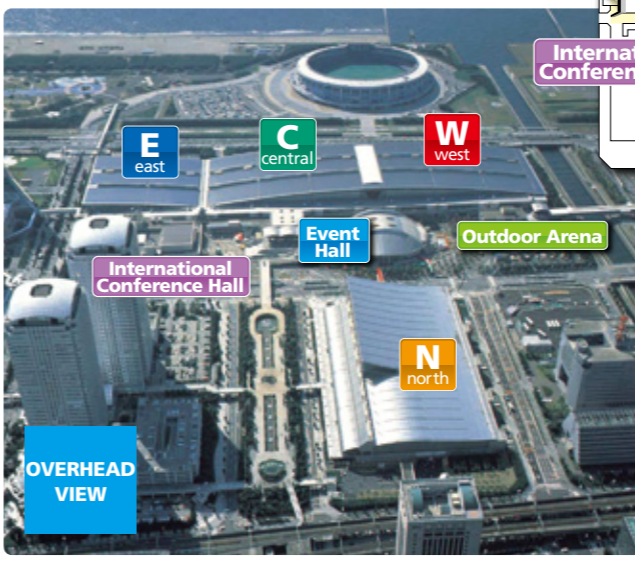
E east
C central
W west

International Conference Hall

Event Hall

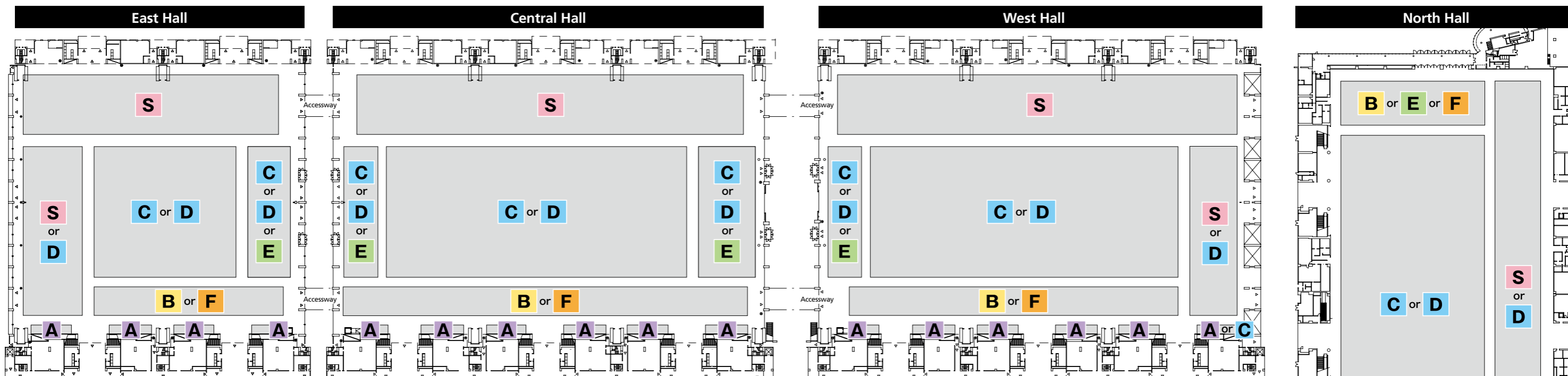
Outdoor Arena

STRICTLY NO PARKING HERE



Floor Plan (provisional)

* If there is increase/decrease of 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 (arrangement of units)

SPACE A Maximum of 5 units per Exhibitor.
3m width x 2m depth Height limit: 2.7m

- SHELL SCHEME
- Space A is exclusive for the sale of car-related products, merchandise and accessories.
- Two or more units will always be arranged horizontally in a single row.
- * No combination sale of Space A with any other Space types accepted.

SPACE A: arrangement of units

1x1=1unit 1x2=2units 1x3=3units 1x4=4units 1x5=5units

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

- SHELL SCHEME
- One to five units will be arranged horizontally in a single row while four-unit may be in a double row.

SPACE C: arrangement of units

1x1=1unit 1x2=2units 1x3=3units 1x4=4units 2x2=4units 1x5=5units

SPACE E Maximum of 2 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.

SPACE F Maximum of 2 units per Exhibitor.
3m width x 7m depth

Electricity **YES**

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

SPACE B Maximum of 2 units per Exhibitor.
3m width x 6m depth

Electricity **NO**

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

SPACE D 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.
- 12 or more linking units will be an island stand (no neighbours).

SPACE D: arrangement of units

2x3=6units 3x3=9units 3x6=18units 4x6=24units
 2x4=8units 3x4=12units 4x5=20units 5x6=30units
 2x5=10units 3x5=15units
 2x6=12units

SPACE S 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).

SPACE S: choice of areas (sqm)

1,000m ² and over	800m ²	600m ²
500m ²	450m ²	300m ²

* A stand of 800m² and over may be shaped like □ or □.

* Height may partially be limited to 4 metres.

* The Fire Defence Law may require those who get a stand of 1,000m² and over to have a 5-metre gangway within their stand.

Exhibitor Classifications

- [Member]** Those who have participated in TAS for three or more times (including this time) out of past 35 shows.
- [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 assignment will be made by TASA.
- * 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.

Application Guidelines [full detail of each Space type]

SPACE A (Sales Stand)

* Maximum of 5 units per Exhibitor

SHELL SCHEME

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

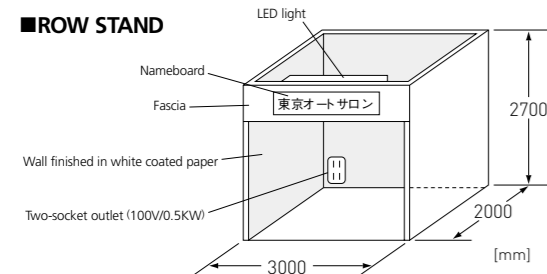
(No combination sale of Space A with any other Space types accepted.)

- * No demonstrations whatsoever are allowed in Space A including autograph session, photo session, questionnaire survey or lottery event. 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.

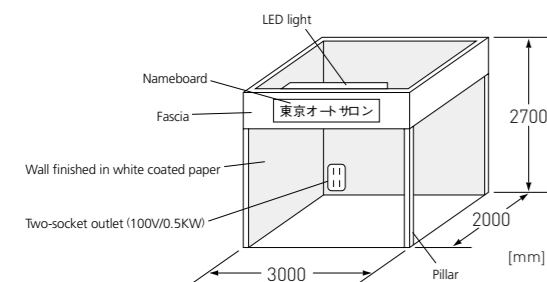
Stand Size 3m width X 2m depth **Height Limit** 2.7m

[Standard Layout]

ONE UNIT

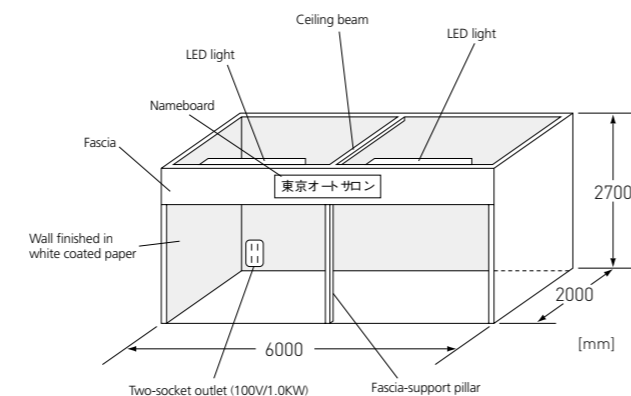


CORNER STAND



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

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.

Space A (1 unit) consists of:	Space A (2 linking units) consists of:
Back and side walls finished in white coated paper	Back and side walls finished in white coated paper
Fascia 300mm in height	Fascia 300mm in height
1 x Nameboard Kaku Gothic in black by default	1 x Nameboard Kaku Gothic in black by default
1 x LED light 21W	2 x LED lights 2 x 21W
1 x Two-socket outlet 100V/0.5KW	1 x Two-socket outlet 100V/1.0KW

* Primary installation of a 0.5KW cable and electricity charges during the course of the show also included in this package.

▼ default font sample
東京 AUTO SALON 2018

- NOTES & CONDITIONS**
- 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 on the Exhibitor's Guidelines.
 - 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.
 - 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 on the Exhibitor's Guidelines.
 - 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.

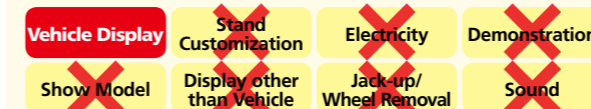
* Space assignments will be made by TASA.

SPACE A 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 2 units per Exhibitor

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



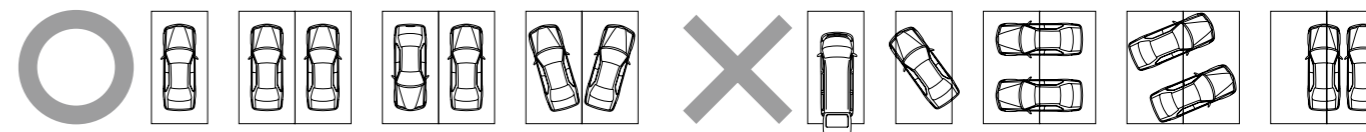
Stand Size 3m width X 6m depth

* 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.

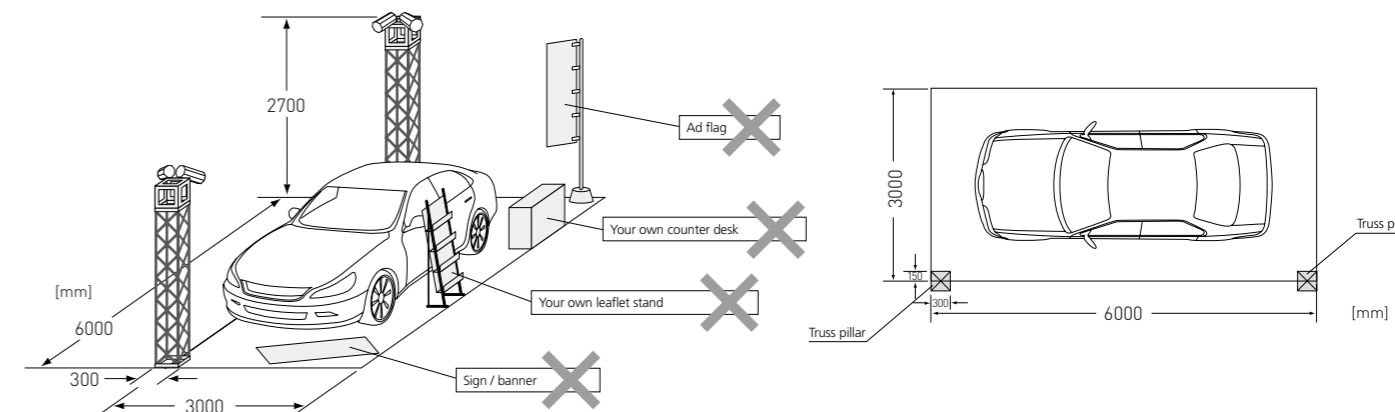
! Always keep your vehicle within your stand. Such is the case with minivan leaving a tailgate open. Otherwise you must apply for Space C, D or F.

- * **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.



Space B 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
2 x Spotlights	one at the front and the other at the rear

* 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 performed by TASA.**
- ! 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.

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

SPACE C (Display Stand) * Maximum of 5 units per Exhibitor

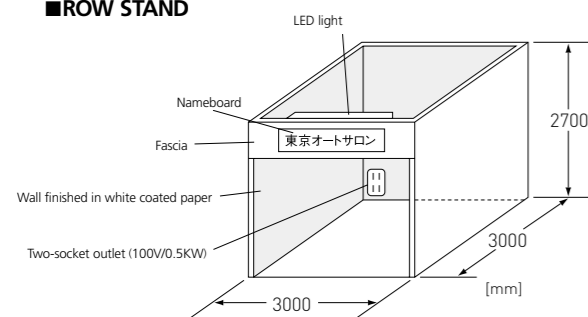
SPACE C IS A 'SHELL SCHEME' STAND.

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

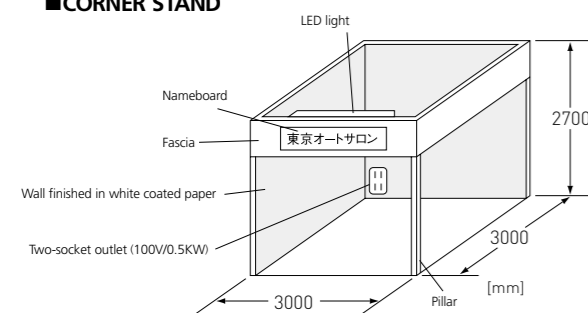
[Standard Layout]

ONE UNIT

■ ROW STAND



■ CORNER STAND

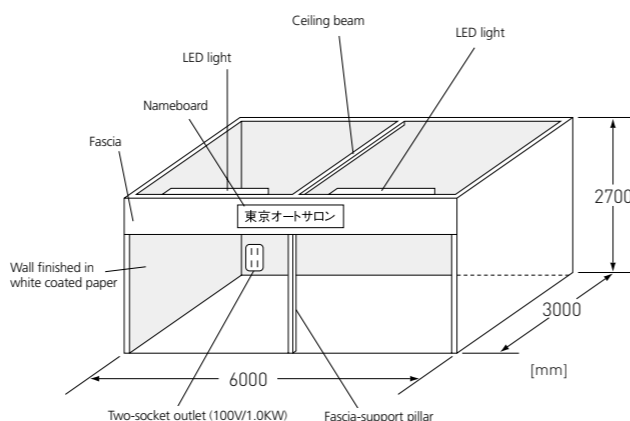


* In corner stands, the gangway-facing side will be a fascia in place of a side wall (open on 2-side).

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 LED light	21W
	1 x Two-socket outlet	100V/0.5KW

* Primary installation of a 0.5KW cable and electricity charges during the course of the show also included 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) are installed.

Space C (2 linking units) consists of:	Back and side walls	finished in white coated paper
	Fascia	300mm in height
	1 x Nameboard	Kaku Gothic in black by default
	2 x LED lights	2 x 21W
	1 x Two-socket outlet	100V/1.0KW

* Primary installation of a 1.0KW cable and electricity charges during the course of the show also included in this package.

▼ default font sample
東京 AUTO SALON 2018

- NOTES & CONDITIONS**
- 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 on the Exhibitor's Guidelines.
 - 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.
 - 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 on 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.
 - No heavy objects can be hung from the fascia.

* Space assignments will be made by TASA.

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

SPACE D (Mid-sized Display Stand) * Maximum of 30 units per Exhibitor

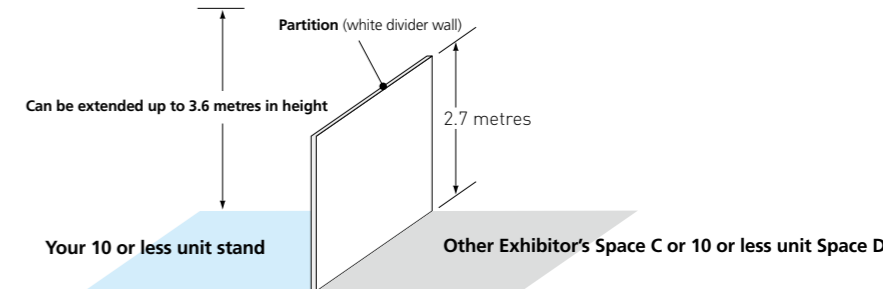
SPACE D IS A 'SPACE ONLY' STAND. You just get an area of floor, and your stand must be custom-built by yourself.

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

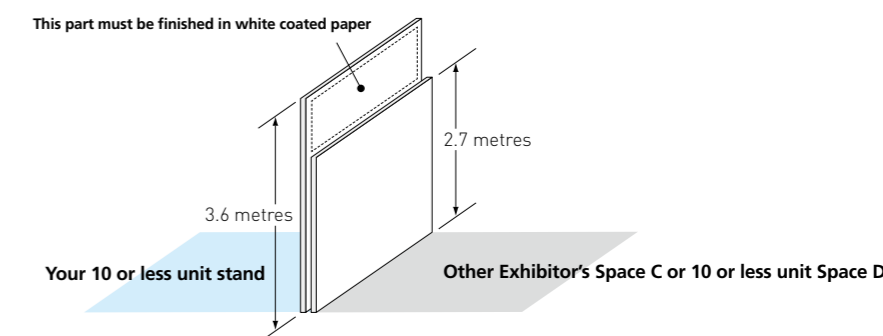
- 12 or more linking units will be an island stand (no neighbours).
- Space D must be a single-storey stand.**
- A minimum quantity of 6 units per order will be requested.

IMPORTANT NOTICE ON A 10 or LESS UNIT STAND

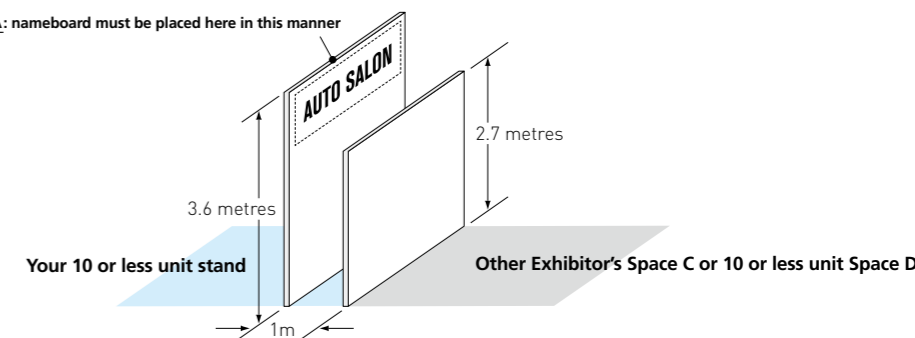
When you hire a 10 or less unit stand, your stand may have neighbouring stand(s) which will be other Exhibitor's Space C or 10 or less unit Space D. In this case, a partition (white divider wall) of 2.7 metres in height will be installed in between the stands. The partition cannot be taken down unless 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.



POSITION A: nameboard must be placed here in this manner



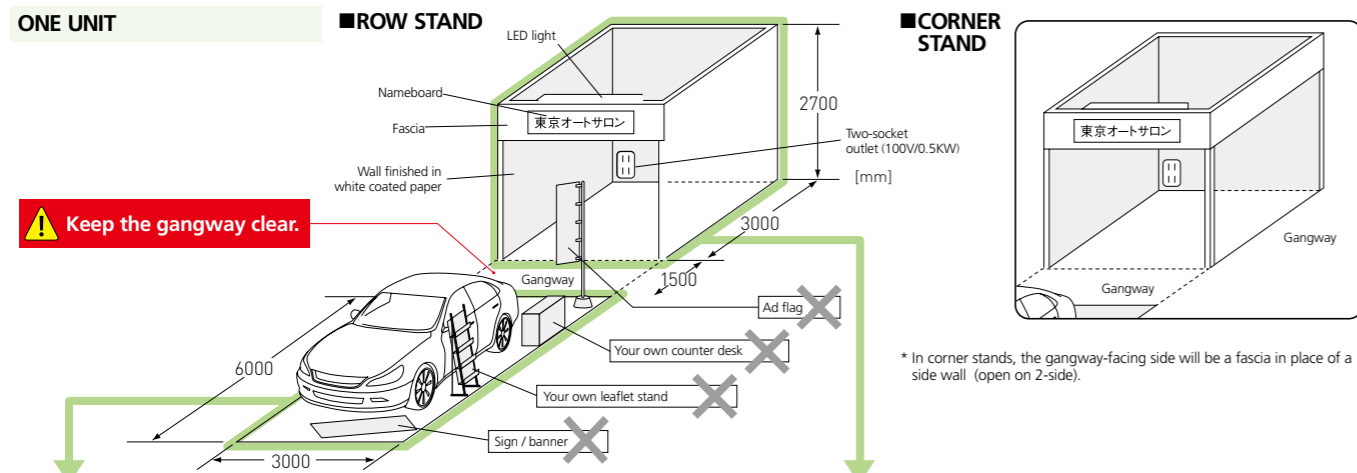
* Space assignments will be made by TASA.

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

Application Guidelines [full detail of each Space type]

SPACE E (Vehicle Display Stand with Shell Scheme) * Maximum of 2 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).

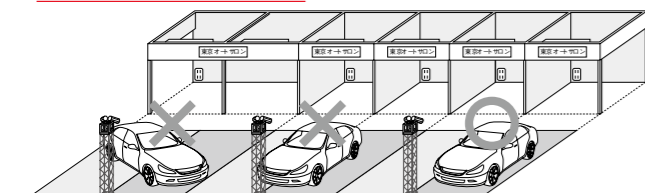
- ⚠ No decor, fixtures or fittings to customize your stand (including flags, banners and/or counters/desks) allowed.
- ⚠ Though the truss pillars are strongly anchored in the floor, never attempt to climb up on them for any reason whatsoever. The spotlights positioning will be performed by TASA.
- ⚠ Do not decorate the truss pillars with anything including flying flags/banners. Do not prop anything against the pillars.

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
	1 x Spotlight	one at the front

* Primary installation of a power cable and electricity charges during the course of the show also included.

NOTES & CONDITIONS on SPACE E VEHICLE DISPLAY STAND

- Space E Display Stand is for displaying one vehicle per unit only.
- No display other than vehicles or stand customization allowed in this Vehicle Display Stand. Don't decorate your vehicle excessively.
- 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" on the Exhibitor's Guidelines.
- Jacking up the vehicle (in whole or in part) or removing tyres/wheels for demonstration purposes are prohibited.
- No audio equipment (including the use of car audio systems) allowed.
- 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.



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

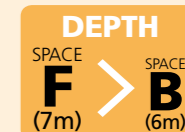
SPACE E PRICES
Member: 400,000 yen (+32,000 yen tax) per unit
Associate: 500,000 yen (+40,000 yen tax) per unit

SPACE F (Vehicle Display Stand) * Maximum of 2 units per Exhibitor

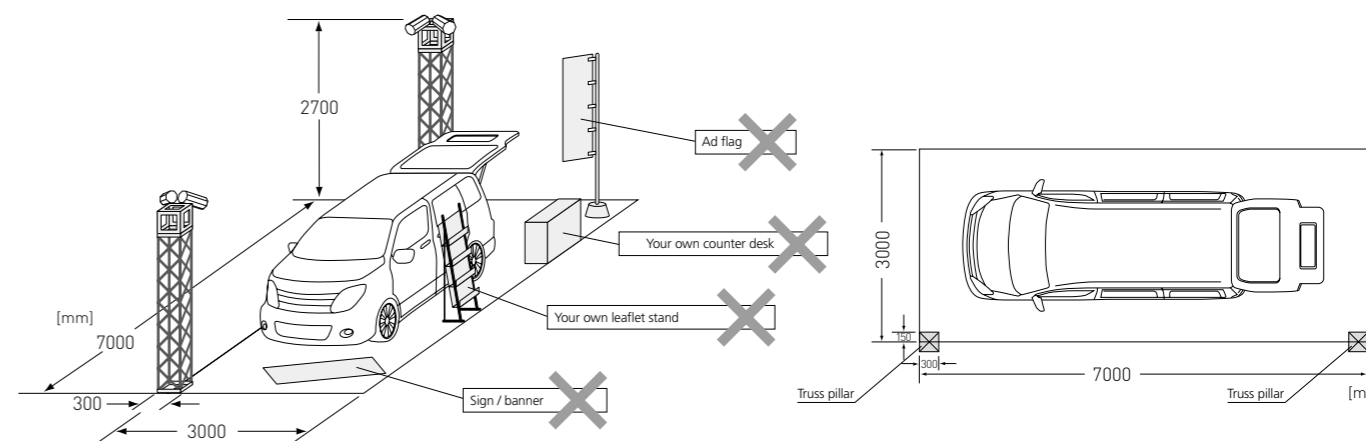
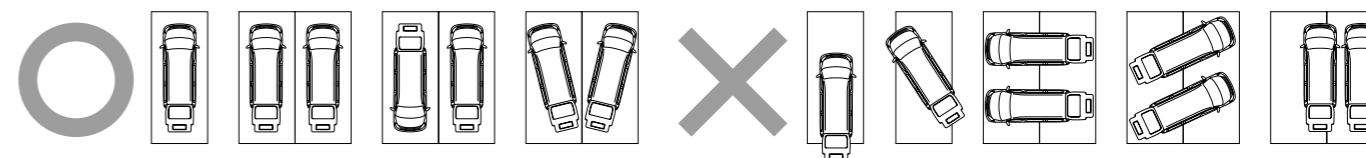
SPACE F IS EXCLUSIVE FOR VEHICLE ON DISPLAY. No demonstrations or stand customization permitted. You have access to power for promotional purposes only. No decoration or audio equipment allowed.

Vehicle Display	Stand Customization	Electricity	Demonstration
Show Model	Display other than Vehicle	Jack-up/Wheel Removal	Sound

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).



Space F 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
	2 x Spotlights	one at the front and the other at the rear *Primary installation of a power cable and electricity charges during the course of the show included.

Two-socket outlet 100V/0.5KW
*Primary installation of a 0.5KW cable and electricity charges during the course of the show included.

- ⚠ No decor, fixtures or fittings to customize your stand (including flags, banners 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/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 F to adjoin any other Space types you concurrently apply for.

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

SPACE S (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	1,000m ² and over	800m ²	600m ²	500m ²	450m ²	300m ²
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Height Limit	6m	* A stand of 800m ² and over may be shaped like or . * Height may partially be limited to 4m. * The Fire Defence Law may require those who get a stand of 1,000m ² and over to have a 5m gangway within their stand.				
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- 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 S 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 Ticket	TAS Poster & Flyer
SPACE A	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: 10 pcs General ticket: 10 pcs per unit	Poster: 5 pcs Flyer: 20 pcs per unit
	Associate: ¥300,000 per unit (¥324,000 incl. tax)				
SPACE B	Member: ¥170,000 per unit (¥183,600 incl. tax)	5 pcs per unit	2 pcs per unit	Premium ticket: 10 pcs General ticket: 10 pcs per unit	Poster: 5 pcs Flyer: 20 pcs per unit
	Associate: ¥190,000 per unit (¥205,200 incl. tax)				
SPACE C	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: 10 pcs General ticket: 10 pcs per unit	Poster: 5 pcs Flyer: 20 pcs per unit
	Associate: ¥300,000 per unit (¥324,000 incl. tax)				
SPACE D	Member: ¥220,000 per unit (¥237,600 incl. tax)	6 to 9 units: 25 pcs 10 or more units: 35 pcs	6 to 9 units: 15 pcs 10 or more units: 20 pcs	Premium ticket: 10 pcs General ticket: 10 pcs per unit	Poster: 5 pcs Flyer: 20 pcs per unit
	Associate: ¥280,000 per unit (¥302,400 incl. tax)				
SPACE E	Member: ¥400,000 per unit (¥432,000 incl. tax)	5 pcs per unit	3 pcs per unit	Premium ticket: 10 pcs General ticket: 10 pcs per unit	Poster: 5 pcs Flyer: 20 pcs per unit
	Associate: ¥500,000 per unit (¥540,000 incl. tax)				
SPACE F	Member: ¥220,000 per unit (¥237,600 incl. tax)	5 pcs per unit	2 pcs per unit	Premium ticket: 10 pcs General ticket: 10 pcs per unit	Poster: 5 pcs Flyer: 20 pcs per unit
	Associate: ¥250,000 per unit (¥270,000 incl. tax)				
SPACE S	Member: ¥40,000 per sqm (¥43,000 incl. tax)	300m ² : 60 pcs 450m ² and over: 100 pcs	300m ² : 30 pcs 450m ² and over: 50 pcs	Premium ticket: 10 pcs General ticket: 10 pcs per 10m ²	Poster: 5 pcs Flyer: 20 pcs per 10m ²
	Associate: ¥45,000 per sqm (¥48,600 incl. tax)				

Registration Timeline

All applications for the 2018 show must be submitted online through TOKYO AUTO SALON official website. The official website also is where TASA posts announcements and updates on the show as well as where you go through participation-related procedures. Please ensure you have Internet access and an email address before starting your application process.

Early July	TASA sends "TOKYO AUTO SALON 2018 – EXHIBITORS GUIDE" (this booklet) out to prospective Exhibitors.
Tuesday 1 August at 10:00	Registration is open. * All applications must be made online. * No overdue applications can be accepted.
Thursday 10 August at 24:00	Registration is closed.
Early September	"Acceptance Letter" is sent out to you. * Registration is legally binding for you upon issuance of the Acceptance Letter.
Late September	TASA sends you an invoice for your participation.
Early October	TASA sends another booklet "Exhibitor's Guidelines" out to those whose application has been accepted. TASA may change some contents of the regulations described on this "Applicant's Guide" (the booklet you are now reading) when necessary. Such changed contents will be shown on the Exhibitor's Guidelines.
Late October	You are required to begin arranging for paperwork. (see the right column)
Early November	Floor Plan and Exhibitor List are sent out to you.
Friday 24 November	Due date for payment.
Early December	Passes/tickets are sent out to you.
Mid December	Deadline for the paperwork.
Fri 12 Jan to Sun 14 Jan	"TOKYO AUTO SALON 2018" takes place.

- A LIST OF THE PAPERWORK YOU MUST COMPLETE DURING THIS PERIOD:**
- Registration of your vehicle to be displayed;
 - Providing specifications on your vehicle to be displayed;
 - Prize(s) you can offer to survey responders;
 - Registration of your contractor(s);
 - Request for extra passes/tickets;
 - Exhibitor's information to be published on the website;
 - Applying for electricity supply;
 - Applying for anchor installation; and
 - Applying for equipment rental.

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.
- ⑤ 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.
- ⑥ **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, unveiling 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.
- ④ 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 150m² 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.

- ⑤ 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.
- ⑥ 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 restoration 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, 15 January at 10:00 am will be disposed of by TASA.

Silent Time

TASA introduces "Silent Time" on Friday, 12 January between 9:00am and 2:00pm (hours reserved for trade visitors and media) 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.
- ⑤ 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).
- ⑥ 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.
- ⑦ 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.
- ⑨ 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
- ⑥ 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.
- ④ 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.
- ④ 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.
- ⑤ 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.
- ⑦ 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 Cancellation 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 10 days after sending the Acceptance Letter is subject to a cancellation fee of 50 percent of the participation fee (plus tax), and any cancellation made after Friday 27 October 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, 24 November 2017. 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 Wednesday, 28 February 2018.
- 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.
- ④ 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

1 All applications must be made online through TOKYO AUTO SALON official website.

www.tokyoautosalon.jp

⚠ Regardless of Space types, we no longer accept any application made by sending application form (hardcopy).

NOTES ON APPLICATION

- * Please read the regulations and guidelines shown on the website before you apply.
- * 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 apply for each and every one of them.
- * Upon completion of your application, an automatic reply will be sent to you shortly to notify that your application has been received. Please keep the e-mail.
- * Your e-mail address to be registered must be anything other than webmail (free mail) or mobile career dependent mail.

Please fill in each item as described below.

Name of the Applicant	This must be the official corporate name (juridical person duly registered).
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.
Person Responsible for Participation	This must be the name of the person responsible for your participation. A staff member belonging to the applicant company only. "Acceptance Letter" will be addressed to this person.
Billing Address	This must be where the participation fee, an additional purchase of Exhibitor pass/complimentary ticket, or whatever cost money will be billed to.
Point of Contact with TASA	This must be a liaison officer with TASA hence an exclusive point of contact for all enquiries made by TASA.
Delivery Address	This is where all the show-related materials, such as Exhibitor's Guidelines, passes, complimentary tickets and posters, are sent to.

[Recommended Browsers]

Microsoft Internet Explorer 9.0 or later;
Mozilla Firefox 10 or later;
Google Chrome latest version; or
Safari 5.0 or later

* Older browsers, incompatible browsers or any browser that does not support JavaScript, cookie, SSL and style sheet may not work properly.

2 Your application is officially accepted upon issuance of an "Acceptance Letter".

- Application will NOT be confirmed on a first-come-first-served basis.
- All applications made within a fixed application period will be fairly considered by TASA. Your application is officially confirmed and legally binding for you upon issuance of an Acceptance Letter.

Registration Timeline

Registration is open between **Tuesday 1 August at 10:00 and Thursday 10 August 2017 at 24:00.**

* We DO NOT accept any application made after the deadline.

Payment

Please pay your participation fee by bank transfer to any of the following account no later than **Friday 24 November 2017.**

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

Name of the Bank (Bank Code)	Branch	SWIFT Code	Account Type	Account No. <small>Branch No. - Account No.</small>
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.

[10 days after sending the Acceptance Letter] 50 percent of the participation fee

[After Friday 27 October 2017] 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.**

TOKYO AUTO SALON 2018

EXHIBITORS GUIDE



For any enquiries, please contact

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Official Website

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