



# TOKYO AUTO SALON **2025** EXHIBITORS GUIDE

JANUARY 10-12, 2025  
MAKUHARI MESSE

TOKYO AUTO SALON ASSOCIATION





# TOKYO AUTO SALON 2025



## GREETINGS

Inaugurated in 1983, TOKYO AUTO SALON is now one of the world's leading automobile extravaganzas. Since day one, the show has been receiving considerable support from the dedicated exhibitors, sponsors, supporters and legion of fans. Such the ongoing commitment has surely made us keep the show, as a creditable car event brimming with originality, extremely popular over the years.

We would like to express our gratitude to everyone involved, including Chiba Prefecture, Chiba City, Makuhari Messe, and the exhibitors, as well as all attendees, for their cooperation in the successful hosting of TOKYO AUTO SALON 2024, which took place in January 2024 using the entire Makuhari Messe (International Exhibition Halls 1–11, International Conference Hall, Event Hall and Outdoor Arena) for the first time since 2020.

As we enter the 43rd year, we are determined to have TOKYO AUTO SALON 2025 that showcases the products and services created by exhibitors to a wider range of industry professionals and car enthusiasts, aiming to provide an attractive environment and new challenges that will benefit exhibitors.

We very much look forward to your participation in TOKYO AUTO SALON 2025.

Tokyo Auto Salon Association

## TOKYO AUTO SALON 2025 EXHIBITORS GUIDE

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# About the Show



### Show Name

TOKYO AUTO SALON 2025

### Dates

10 – 12 January 2025

### Venue

Makuhari Messe International Convention Complex  
2-1 Nakase, Mihama-ku, Chiba City, Chiba  
• Int'l Exhibition Halls 1-11 • Int'l Conference Hall  
• Event Hall • Outdoor Arena \*TBC

### Show Hours

■ Fri 10 Jan 9:00 – 19:00 (Business Day \*open to trade & media)  
• 9:00 – 14:00 (Silent Time)  
• 14:00 – 19:00 (open to premium ticket holders)

■ Sat 11 Jan 9:00 – 19:00 (open to public)

■ Sun 12 Jan 9:00 – 18:00 (open to public)

\* Re-entry allowed.

### Organizer

Tokyo Auto Salon Association (TASA)

### Supporters

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 and SAN-EI Corporation

### Partners

ASEA Division, JAWA Division and JASMA

### Admission

■ Fri 10 Jan (premium ticket valid for 2pm - 7pm on Fri)  
¥4,000

■ Sat 11 Jan / Sun 12 Jan (general ticket)  
¥3,000

\* E-tickets only (iOS/Android smartphone required).

\* No paper ticket available.

\* Tickets can be booked online in advance only.

\* Tickets may be sold onsite, depending on advance ticket sales.

Tickets will go on sale online on TOKYO AUTO SALON official website (SAN-EI Ticket Service).

\* Children 12 and under gets free admission (must be accompanied by a parent or guardian).

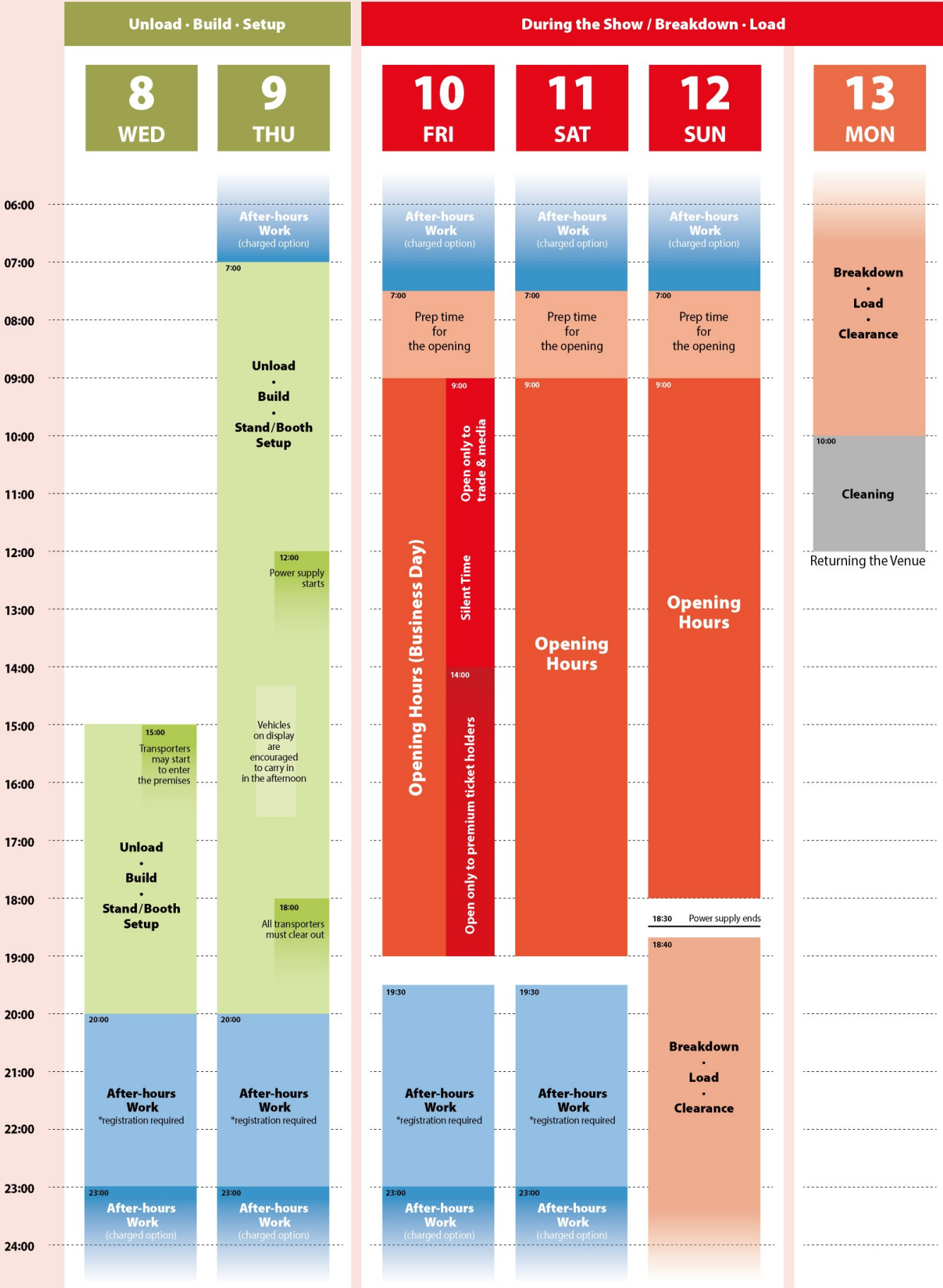
\* Discount for visitors with disabilities available.

Purchase a ticket online first. 500 yen each will be refunded for yourself and a caregiver at the onsite information desk upon presentation of the ticket(s) and a government-issued disability certificate/booklet.

\* Visitors under 18 years of age (i.e. junior high and high school students) are not allowed on Friday between 9am and 2pm. Notwithstanding, primary school children, pre-school children and infants may enter with a parent or guardian.

# Timetable

\*The schedule below is subject to change. Fixed schedule will be available on the Exhibitors Guidelines sent later to successful applicants.





## Show Content



### Tuned-up and Dressed-up Products on Display

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



### Vehicles on Display

Exhibitors 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

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



### Stage Performances Hosted by TASA

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



### Car-related Events

Lots more car-related displays and events take place including discussions and talk sessions by exhibitors and supporting organisations.



### Content Held Outdoors

The show embraces a lot more exciting content at the outdoor arena such as test drive & review of the latest cars and motorsport demo run which is a signature content of TOKYO AUTO SALON.



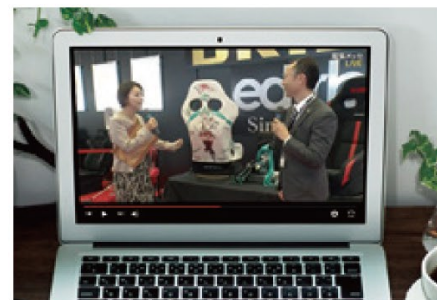
### Tokyo International Custom Car Contest

Any vehicle taken part in TAS except purpose-built racing cars/past contest winners are eligible for an entry into the contest to compete on excellence in car custom achievements.



### 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 on TAS official website.



### Online Events

We will provide live streaming of the onsite show, incl. the vehicles on display and the booths. Our online system "ONLINE AUTO SALON" can be of help to your marketing and business strategies.

#### CONTEST CATEGORIES

- Best Concept Car Award
- Best Tuned Car Award
- Best Dressed-up Sport Car Award
- Best Dressed-up Sedan Award
- Best Dressed-up Minivan/Wagon Award
- Best Dressed-up SUV Award
- Best Dressed-up Compact Car Award
- Best Dressed-up Imported Car Award
- Display only (non contestant)



## Promotional Activities



### Special TV Program



### TV CM



### Ads & Feature Articles on Newspapers

General, sport and trade papers: available in early Jan



### Website

Official website, Online Auto Salon and social media: available in late July



### Ads on Magazines

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



### Transport Advert

Digital signage: available in late Dec



### Other

OOH advert: available in early Jan

## Exhibitor Benefits (tools and services to support your participation)



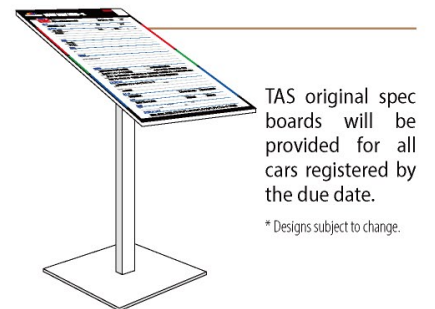
### Official Website Entry

All exhibitors will appear on the TAS website.



### Exhibitors' Logo on the TAS Website

Exhibitors' logos will be on the TAS website. You can jump to the respective exhibitor's page by clicking on each logo.



TAS original spec boards will be provided for all cars registered by the due date.

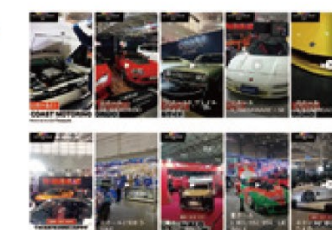
\* Designs subject to change.



### Airing Commercial or PV

Exhibitors' 15-sec commercials or PV will be shown on on-site monitors at the venue.

\* The on-air date and time will be determined by the organizer. See the Exhibitors Guidelines for more details.



### Video Shooting

We will visit exhibitors' booths to shoot videos and post them on the TAS website.

\* Service details are subject to change.

## Online AUTO SALON

"Online Auto Salon" offers exhibitors one-stop delivery service that enables you to distribute your latest news to around 800 media outlets including TV, newspapers, magazines, websites and industry-specific publications as well as a large number of car enthusiasts.

Registered users (enthusiasts): approx. 103,000

Website users: approx. 1.06 million per year

- You can apply for Online Auto Salon together with your participation in TOKYO AUTO SALON 2025.



# Fact Sheet on previously held TAS 2024 and Overseas Expansion



## TOKYO AUTO SALON 2024

Dates: 12 - 14 January 2024

Venue: Makuhari Messe Int'l Convention Complex  
• International Exhibition Hall 1-11  
• International Convention Hall  
• Event Hall  
• Outdoor Arena

### Number of Participants

<b>Fri 12 Jan</b>	Business Day 9:00 - 19:00 Sunny	<b>51,014</b> (43,963)
<b>Sat 13 Jan</b>	open to public 9:00 - 19:00 Sunny, later rain then occasional snow	<b>95,081</b> (73,343)
<b>Sun 14 Jan</b>	open to public 9:00 - 18:00 Sunny	<b>83,978</b> (62,128)
<b>Total</b>		<b>230,073</b> (179,434)

### Number of Exhibitors

<b>Number of exhibitors</b>	<b>378</b> (341)
<b>Number of vehicles on display</b>	<b>893</b> (789)
<b>Number of booths</b>	<b>4,329</b> (3,904)
<b>of which</b>	
fee-charging booths	<b>3,963</b> (3,544)
vehicle display booths	<b>183</b> (180)

### Online Auto Salon

<b>Number of live-streamed views during the three days (Japanese and English)</b>	<b>295,412</b> (184,067)
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\* Figures in parentheses are actual results for 2023.



### Visitor Profile



### Media Attendance

Category	Total number of media over the three days	
	No. of titles	No. of visitors
Television	30	130
Radio	24	31
News agency	5	11
Newspaper	22	50
Industry-specific publication	44	111
Automobile-related publication	112	255
Magazine	36	53
Web	205	505
Overseas media	93	139
Other	9	11
TOTAL	580	1,296

## Overseas Expansion – AUTO SALON Held in Other Countries

TOKYO AUTO SALON has grown in scale each year since its inception, evolving into an event having exhibitors from overseas, incl. American and European automakers, as well as attendees from around the world, not just from Asian countries. Starting in the 2000s, AUTO SALON began to take place internationally, helping to raise global awareness of Japan's custom car market. AUTO SALON was also held in Bangkok and Kuala Lumpur in 2023, drawing a combined total of approx. 400,000 visitors. TOKYO AUTO SALON serves as a bridge to international markets and is committed to contributing to the further prosperity of the automotive and custom car industries. We encourage you to participate in overseas AUTO SALONs to seize new business opportunities and expand your horizons.



### BANGKOK AUTO SALON 2023

Dates: 28 June - 2 July 2023

Venue: Impact Challenger Hall



### TOKYO AUTO SALON KUALA LUMPUR 2023

Dates: 9 - 11 June 2023

Venue: Malaysia International Trade & Exhibition Centre



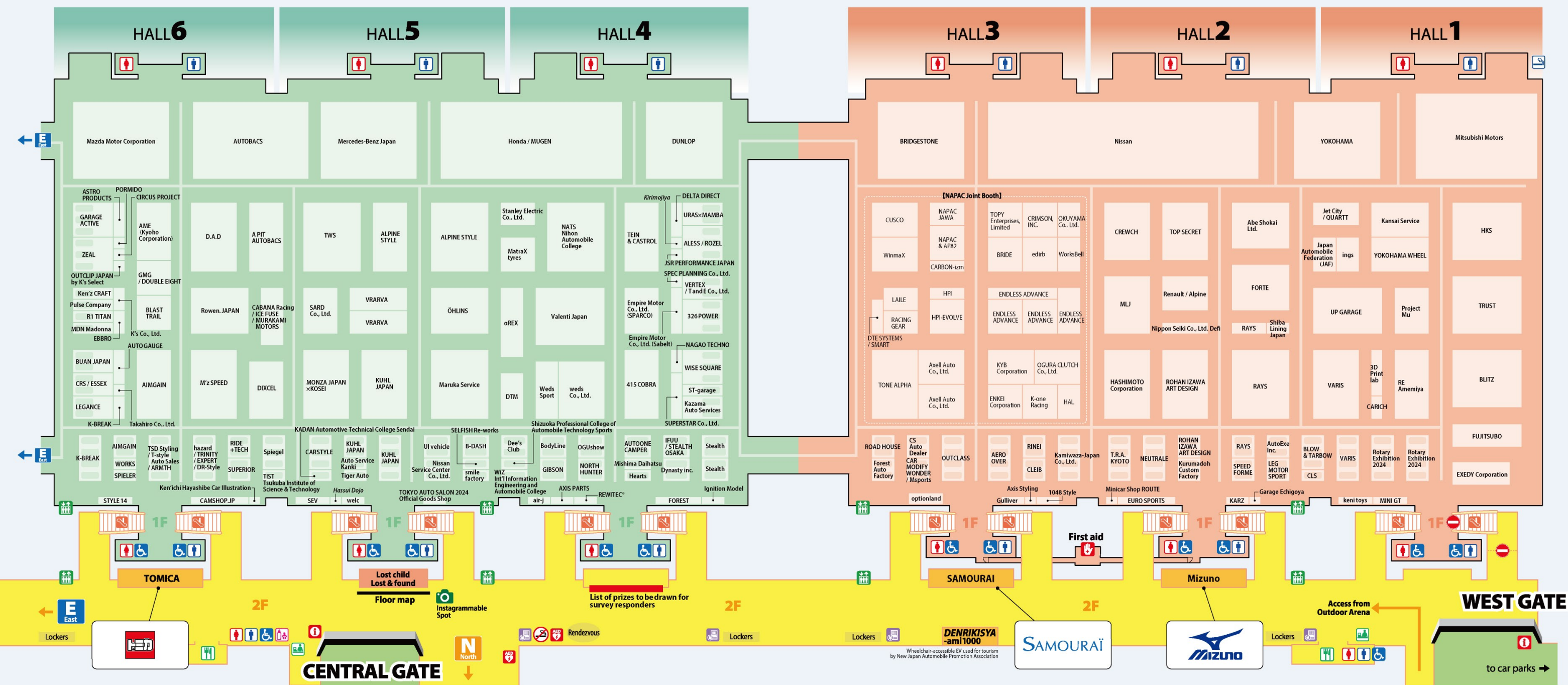
Overseas AUTO SALON in 2024

● BANGKOK AUTO SALON 2024  
26 - 30 June 2024

● TOKYO AUTO SALON KUALA LUMPUR 2024  
8 - 10 November 2024



Floor Plan of previously held TOKYO AUTO SALON 2024



Exhibitors List Central

Hall 4

326 POWER  
415 COBRA  
air-j  
ALESS / ROZEL  
AUTOONE CAMPER  
AXIS PARTS  
Body Line  
Dee's Club  
DELTA DIRECT  
DTM  
DUNLOP  
Dynasty inc.  
Empire Motor Co., Ltd. (Sabelt)  
Empire Motor Co., Ltd. (SPARCO)  
FOREST  
GIBSON  
Hearts  
Honda / MUGEN

IFUU / STEALTH  
Ignition Model  
JSR PERFORMANCE JAPAN  
Kazama Auto Services  
Kirimojiya  
MatraX tyres  
Mishima Daihatsu  
NAGAO TECHNO  
NATS Nihon Automobile College  
NORTH HUNTER  
OGUshow  
REWITEC®  
Shizuoka Professional College of Automobile Technology Sports  
SPEC PLANNING Co., Ltd.  
ST-garage  
Stanley Electric Co., Ltd.  
Stealth  
SUPERSTAR Co., Ltd.  
TEIN & CASTROL  
URASxMAMBA

Valenti Japan  
VERTEX / T and E Co., Ltd.  
weds Co., Ltd.  
WedsSport  
WISE SQUARE  
WIZ International Information Engineering and Automobile College  
αREX  
Hall 5  
ALPINE STYLE  
Auto Service Kanki  
B-DASH  
CARSTYLE  
Hassui Dojo  
KADAN Automotive Technical College Sendai  
KUHL JAPAN  
Maruka Service  
Mercedes-Benz Japan  
MONZA JAPANxKOSEI  
Nissan Service Center Co., Ltd.  
ÖHLINS

SARD Co., Ltd.  
SELFISH Re-works  
SEV  
smile factory  
Tiger Auto  
TOKYO AUTO SALON 2024 Official Goods Shop  
TWS  
UI vehicle  
VRARVA  
wcl  
Hall 6  
A PIT AUTOBACS  
AUTOBACS  
AUTOGAUGE  
BLAST TRAIL  
BUAN JAPAN  
CABANA Racing / ICE FUSE / MURAKAMI MOTORS  
CAMSHOPJP

CIRCUS PROJECT  
CRS / ESSEX  
SPIELER  
STYLE14  
SUPERIOR  
Takahi Co., Ltd.  
TIST Tsukuba Institute of Science & Technology  
TSD Styling / T-style Auto Sales / ARMTH  
WORKS  
ZEAL

Rowen.JAPAN  
Spiegel  
SPIELER  
STYLE14  
SUPERIOR  
Takahi Co., Ltd.  
TIST Tsukuba Institute of Science & Technology  
TSD Styling / T-style Auto Sales / ARMTH  
WORKS  
ZEAL  
Exhibitors List West  
Hall 1  
3D Print lab  
BLITZ  
CARICH  
EXEDY Corporation  
FUJITSUBO  
HKS  
ings

Japan Automobile Federation (JAF)  
Jet City / QUARTT  
Kansai Service  
keni toys  
MINI GT  
Mitsubishi Motors  
Project Mu  
RE Amemiya  
Rotary Exhibition 2024  
UP GARAGE  
VARIS  
YOKOHAMA  
YOKOHAMA WHEEL  
Hall 2  
Abe Shokai Ltd.  
AutoExe Inc.  
BLOW & TARBOW  
CLS  
CREWCH  
EURO SPORTS

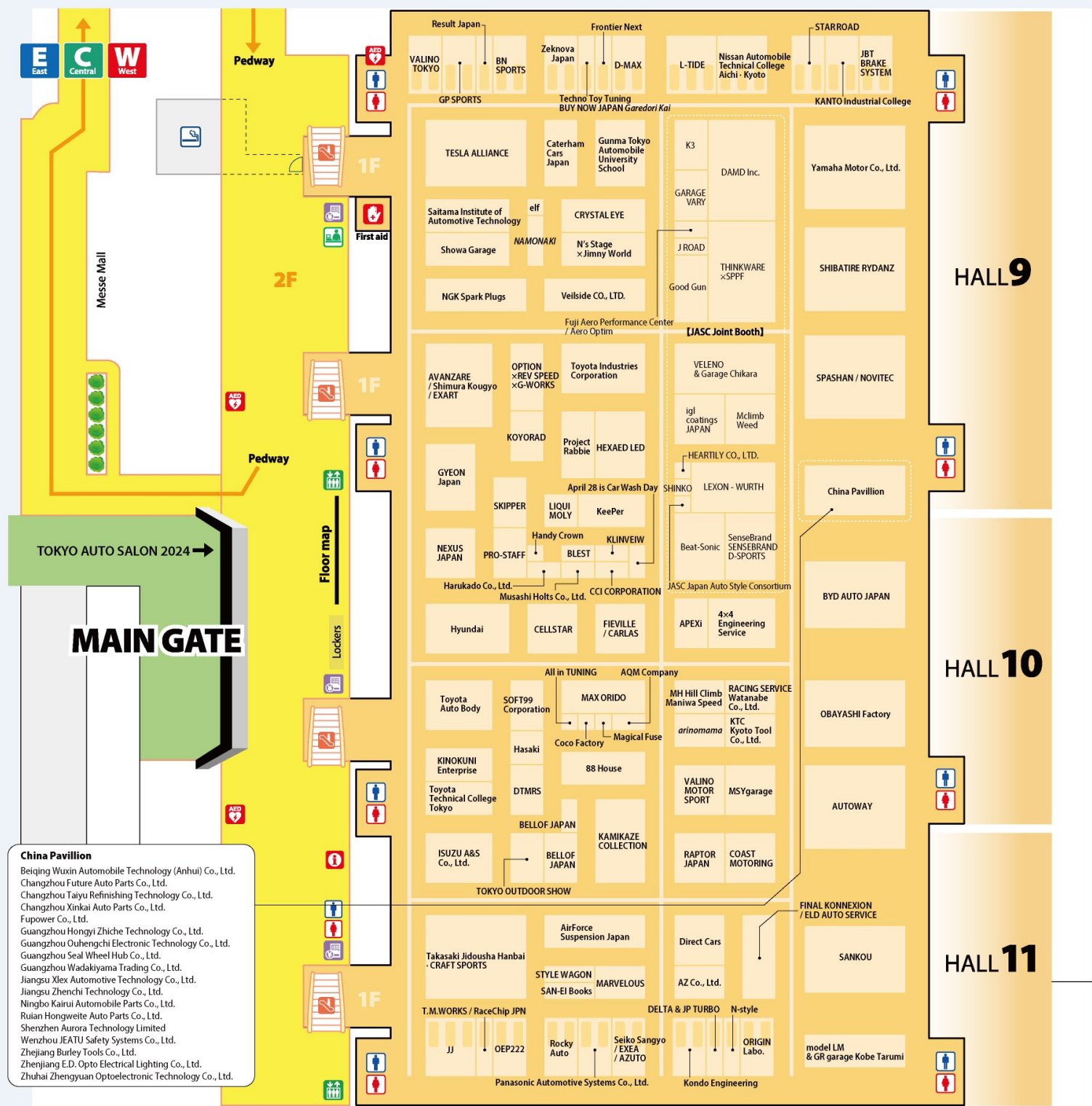
FORTE  
Garage Echigoya  
HASHIMOTO Corporation  
KARZ  
Kurumadoh Custom Factory  
Minicar Shop ROUTE  
MLJ  
NEUTRALE  
Nippon Seiki Co., Ltd. Defi  
Nissan  
RAYS  
Renault / Alpine  
ROHAN IZAWA ART DESIGN  
Shiba Lining Japan  
SPEED FORME  
T. R. A. KYOTO  
TOP SECRET  
Hall 3  
1048 Style  
AERO OVER

Axis Styling  
BRIDGESTONE  
CAR MODIFY WONDER / Msports  
CLEIB  
CS Auto Dealer  
Forest Auto Factory  
Gulliver  
Kamiwaza-Japan Co., Ltd.  
NAPAC Joint Booth  
Axell Auto Co., Ltd.  
BRIDE  
CARBON-izm  
CRIMSON, INC.  
CUSCO  
DTE SYSTEMS / SMART  
edirb  
ENDLESS ADVANCE  
ENKEI Corporation  
HAL  
HPI  
HPI-EVOLVE

K-one Racing  
KYB Corporation  
NAPAC & AP82  
NAPAC JAWA  
OGURA CLUTCH Co., Ltd.  
RACING GEAR  
TONE ALPHA  
TOPY Enterprises, Limited  
WinmaX  
WorksBell  
optionland  
OUTCLASS  
RINEI  
ROAD HOUSE



Floor Plan of previously held TOKYO AUTO SALON 2024



Exhibitor List North

Hall 9
AVANZARE / Shimura Kougyo / EXART
BN SPORTS
BYD AUTO JAPAN
Caterham Cars Japan
CRYSTALLEYE
D-MAX
elf
Frontier Next
GP SPORTS
Gunma Tokyo Automobile University School
GYEON Japan
HEXAED LED

JASC Joint Booth
Beat-Sonic
DAMD Inc.
Fuji Aero Performance Center / Aero Optim
GARAGE VARY
Good Gun
HEARTILY CO., LTD.
igl coatings JAPAN
J ROAD
JASC Japan Auto Style Consortium
K3
LEXON - WURTH
McLimb Weed
SenseBrand SENSEBRAND D-SPORTS
SHINKO

THINKWARE xSPPF
VELENO & Garage Chikara
JBT BRAKE SYSTEM
KANTO Industrial College
KeePer
KOYORAD
L-TIDE
LIQUI MOLY
N's Stage x Jimmy World
NAMONAKI
NGK Spark Plugs
Nissan Automobile Technical College Aichi - Kyoto
OPTION x REV SPEED x G-WORKS
Project Rabbit
Result Japan

Saitama Institute of Automotive Technology
SHIBATIRE RYDANZ
Showa Garage
SKIPPER
SPASHAN / NOVITEC
STAR ROAD
Techno Toy Tuning BUY NOW JAPAN Garedori Kai
TESLA ALLIANCE
Toyota Industries Corporation
VALINO TOKYO
Veilside CO., LTD.
Yamaha Motor Co., Ltd.
Zeknova Japan
Hall 10
4x4 Engineering Service

88 House
ALL in TUNING
APEXI
April 28 is Car Wash Day
AQM Company
AUTOWAY
BELLOF JAPAN
BLEST
CCl CORPORATION
Coco Factory
DTMRS
FIEVILLE / CARLAS
Handy Crown

Exhibitor List East

Hall 7

ARTISAN SPIRITS
balance it / ALL GROUND
BARTBAR
BMW Japan
bond group & LAGER CORPORATION
CARS HATANO
Central Automotive Products Ltd.
DRIVE-X / HC GALLERY
ELFORD
EURO
EXIZZLE-LINE
FAIRY DESIGN
GORDON
GTG GUNMA TOYOTA GROUP
IMPULSE - Super Carbon
J Factory
JAOS CORPORATION
LEAP DESIGN
LOBSTER TOOLS
LOTUS
MCC-Complete / Next innovation
MOONTECH x EUROHABIT
MTG Miyagi Toyota Group
ROBERUTA
Roncraft / Stompin'ark
SPHERE LIGHT
SUBARU / STI
Suzuki Motor Corporation
SVR / Auto Veloce
T's CLUB / R's Racing
THE MAGARIGAWA CLUB
TOKYO CUSTOM WORKS
UNPLUGGED / TBR
WALD
Hall 8
AMD WORK SHOP
AVANZARE M-A STYLE
BBS Japan
BESPOKES TOKYO
Custom Factory Shinpu
LIBERTY WALK
LIBERTY WALK x Bullet x TAC SYSTEM JAPAN x SPHERE LIGHT
MODELLISTA
QUAD STAR
RANGERS
TAILBACK / Auto Finesse Japan / AZZURRE
TOM'S INC.
TOYO TIRES
TOYOTA GAZOO Racing
WORK COMPANY LIMITED

Harukado Co., Ltd.
Hasaki
Hyundai
KINOKUNI Enterprise
KLINVEIW
KTC Kyoto Tool Co., Ltd.
Magical Fuse
MAX ORIDO
MH Hill Climb Maniwa Speed
MSYgarage
Musashi Holts Co., Ltd.
NEXUS JAPAN
OBAYASHI Factory
PRO-STAFF
RACING SERVICE Watanabe Co., Ltd.
SOFT99 Corporation
Toyota Auto Body
Toyota Technical College Tokyo
VALINO MOTOR SPORT
Hall 11
Airforce Suspension Japan
AZ Co., Ltd.

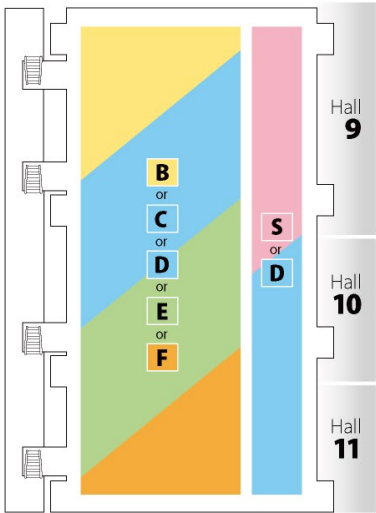
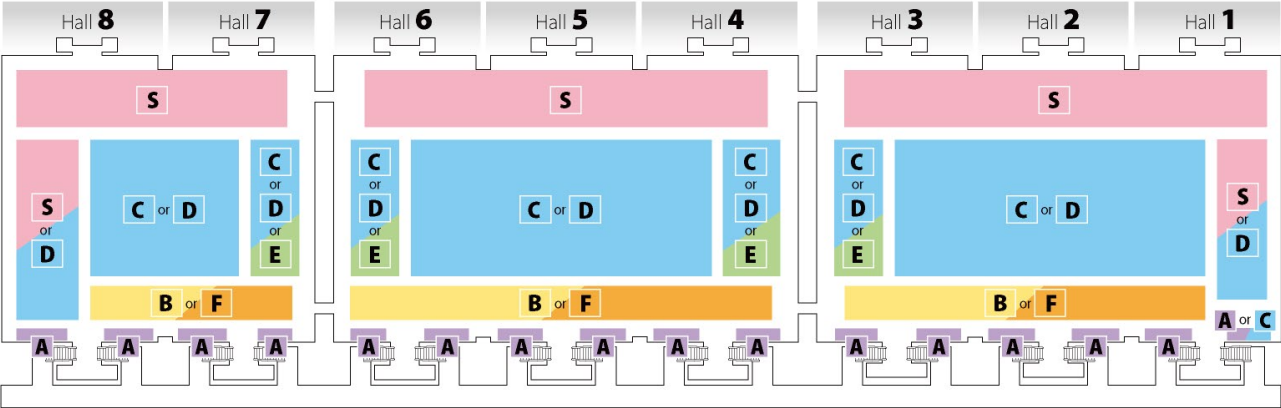
BELLOF JAPAN
China Pavillion
Beiqing Wuxin Automobile Technology (Anhui) Co., Ltd.
Changzhou Future Auto Parts Co., Ltd.
Changzhou Taiyu Refinishing Technology Co., Ltd.
Changzhou Xinkai Auto Parts Co., Ltd.
Fupower Co., Ltd.
Guangzhou Hongyi Zhiche Technology Co., Ltd.
Guangzhou Ouhengchi Electronic Technology Co., Ltd.
Guangzhou Seal Wheel Hub Co., Ltd.
Guangzhou Wadakyama Trading Co., Ltd.
Jiangsu Xilex Automotive Technology Co., Ltd.
Jiangsu Zhenchi Technology Co., Ltd.
Ningbo Kairui Automobile Parts Co., Ltd.
Ruian Hongweite Auto Parts Co., Ltd.
Shenzhen Aurora Technology Limited
Wenzhou JEATU Safety Systems Co., Ltd.
Zhejiang Burley Tools Co., Ltd.
Zhenjiang E.D. Opto Electrical Lighting Co., Ltd.
Zhuhai Zhengyuan Optoelectronic Technology Co., Ltd.
COAST MOTORING
DELTA & JP TURBO

Direct Cars
FINAL KONNEXION / ELD AUTO SERVICE
ISUZU A&S Co., Ltd.
JJ
KAMIKAZE COLLECTION
Kondo Engineering
MARVELOUS
model LM & GR garage Kobe Tarumi
N-style
OEP222
ORIGIN Labo.
Panasonic Automotive Systems Co., Ltd.
RAPTOR JAPAN
Rocky Auto
SAN-EI Books
SANKOU
Seiko Sangyo / EXEA / AZUTO
STYLE WAGON
T.M.WORKS / RaceChip JPN
Takasaki Jidousha Hanbai - CRAFT SPORTS
TOKYO OUTDOOR SHOW





Space assignments (TBC) \* We may assign other Space type's stands than those illustrated below.



\* The assignments are subject to change.

Exhibitor classification

[Member] Those who have participated in TAS for 3 or more times (including this time) out of past 42 shows.  
[Associate] Other than those above.

Type of space you may apply for

- [Space A] Sales Stand
- [Space B] Vehicle Display Stand \*No electricity use allowed.
- [Space C] Display Stand
- [Space D] Mid-sized Display Stand
- [Space E] Vehicle Display Stand with Shell Scheme
- [Space F] Vehicle Display Stand \*Electricity use allowed.
- [Space S] Large-sized Display Stand

Space assignment

Space assignment will be made by TASA.  
\* The floor will essentially be arranged by space types as illustrated. We may however assign other space type's stands in the designated area in response to changing situations.

Definition of vehicle:

In TAS, motorcycles (vehicles requiring a motorcycle licence & bicycles) are treated as decorative objects rather than vehicle as showpiece. The term vehicle in the spaces above refer to anything other than a two-wheeled vehicle. Motorcycles are NOT allowed to be displayed in spaces marked 'vehicle display stand'.

Specifications and prices of each space type

SPACE A SPACE A is a stand reserved for product sales

5 units maximum per exhibitor  
3m width x 2m depth Height limit: 2.7m

- SHELL SCHEME
- Space A is exclusive for sales of car-related products, merchandise and accessories.
- No vehicle displays are allowed in Space A.
- Two or more units will always be arranged horizontally in a single row.
- Space A cannot be booked at the same time as any other Space types.

SPACE A: arrangements of units



SPACE A PRICES  
Member: ¥330,000 (tax included) per unit  
Associate: ¥385,000 (tax included) per unit

SPACE B SPACE B is a stand reserved for vehicle display

4 units maximum per exhibitor  
3m width x 6m depth Height limit: 2.7m

Electricity NO

Decoration NO

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

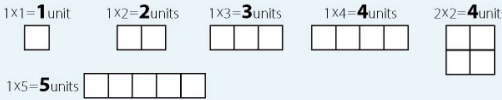
SPACE B PRICES  
Member: ¥242,000 (tax included) per unit  
Associate: ¥264,000 (tax included) per unit

SPACE C SPACE C is a shell scheme display stand

5 units maximum 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: arrangements of units



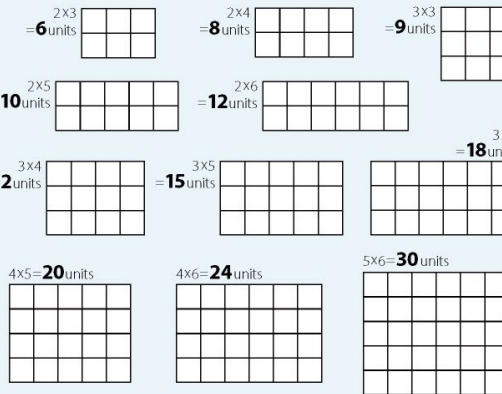
SPACE C PRICES  
Member: ¥330,000 (tax included) per unit  
Associate: ¥385,000 (tax included) per unit

SPACE D SPACE D is a mid-sized display stand

30 units maximum 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 (exposed to aisles on all 4 sides).

SPACE D: arrangements of units



SPACE D PRICES  
Member: ¥253,000 (tax included) per unit  
Associate: ¥319,000 (tax included) per unit

SPACE E SPACE E is a combination of vehicle display stand and shell scheme

2 units maximum per exhibitor  
Height limit: 2.7m

- 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 E PRICES  
Member: ¥517,000 (tax included) per unit  
Associate: ¥627,000 (tax included) per unit

SPACE F SPACE F is a stand reserved for vehicle display

2 units maximum per exhibitor  
3m width x 7m depth Height limit: 2.7m

Electricity YES

Decoration NO

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

SPACE F PRICES  
Member: ¥297,000 (tax included) per unit  
Associate: ¥330,000 (tax included) per unit

SPACE S SPACE S is a large-sized display stand

Height limit: 6m

- SPACE ONLY
- Space S is an island stand (exposed to aisles on all 4 sides).

SPACE S: choice of areas (sqm)  
1,000m<sup>2</sup> or over 800m<sup>2</sup> 600m<sup>2</sup>  
500m<sup>2</sup> 450m<sup>2</sup> 300m<sup>2</sup>

- A stand of 800m<sup>2</sup> 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 1,000m<sup>2</sup> and over to have a 5-metre gangway within their stand.

SPACE S PRICES  
Member: ¥49,500 (tax included) per sqm  
Associate: ¥55,000 (tax included) per sqm

Optional plan: participation in Online Auto Salon

Online AUTO SALON

Duration of your participation: 1 November 2024 to 31 October 2025

You can apply for Online Auto Salon together with your participation in TOKYO AUTO SALON 2025.

Online Auto Salon PRICE  
¥264,000 (tax included) per annum



SPACE A

(Sales Stand)

5 units maximum per exhibitor

SHELL SCHEME

SPACE A IS EXCLUSIVE FOR SALES OF CAR-RELATED PRODUCTS, MERCHANDISE AND ACCESSORIES.  
(Space A applicants are not eligible to apply for any other space types at the same time.)

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.

No vehicle displays are allowed in Space A.

Stand Size

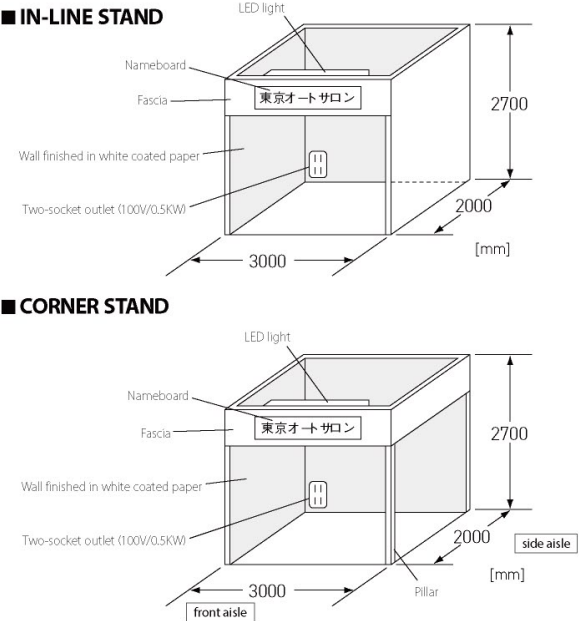
3m width × 2m depth

Height Limit

2.7m

[Standard Layout]

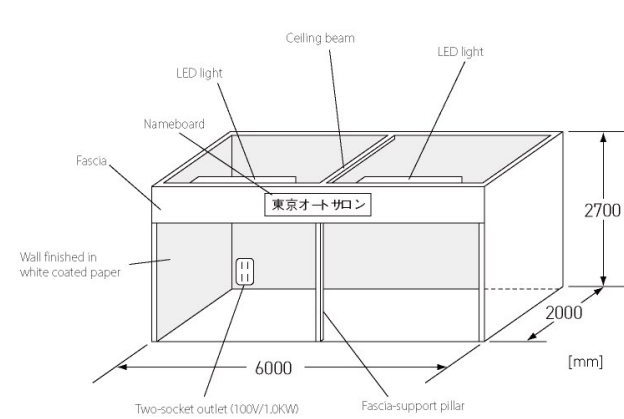
ONE UNIT



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

Space A (1 unit) comes with:	Back and side walls	finished in white coated paper
	Fascia	300mm in height
	1 × Nameboard	Kaku Gothic in black by default
	1 × LED light	21W
	1 × Two-socket outlet	100V/0.5KW
* Primary distribution of 0.5KW and electricity charges during the course of the show also included in this package.		

TWO or MORE 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 (2 linking units) comes with:	Back and side walls	finished in white coated paper
	Fascia	300mm in height
	1 × Nameboard	Kaku Gothic in black by default
	2 × LED lights	2 × 21W
	1 × Two-socket outlet	100V/0.5KW
* Primary distribution of 1.0KW and electricity charges during the course of the show also included in this package.		

- NOTES & CONDITIONS
- 1) The default font used on the TASA-provided nameboard is Kaku Gothic. You may make arrangements for your own nameboard in the font, colour and/or logo of your choice 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 Exhibitors Guidelines.

2) No part of the TASA-provided fixtures, including the back wall, can be removed. Corner stands MUST NOT put up a wall to block off the side aisle. If you 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 on the Exhibitors Guidelines. 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 on the Exhibitors Guidelines.

4) Whenever you use nails, screws or whatever is necessary to fasten/join in, take care not to project them into the gangways/aisles or any neighbouring stands.

5) No heavy objects can be hung from the fascia.
- default font sample

東京 AUTO SALON 2025

\* Space assignments will be made by TASA.

SPACE A PRICES	Member: ¥330,000 (tax included) per unit / Associate: ¥385,000 (tax included) per unit
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SPACE B

(Vehicle Display Stand)

4 units maximum per exhibitor

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

Vehicle Display

Stand Customization

Electricity

Demonstration

Booth Girls

Display other than Vehicle

Jack-up/ Wheel Removal

Sound

Stand Size

3m width × 6m depth

Height Limit

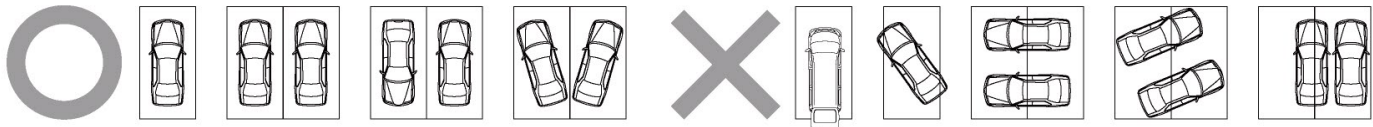
2.7m

Space B is for displaying one vehicle per unit only.

Demonstration, stand customization, and stage effect such as sound (including car audio systems), booth girls appearance, 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.

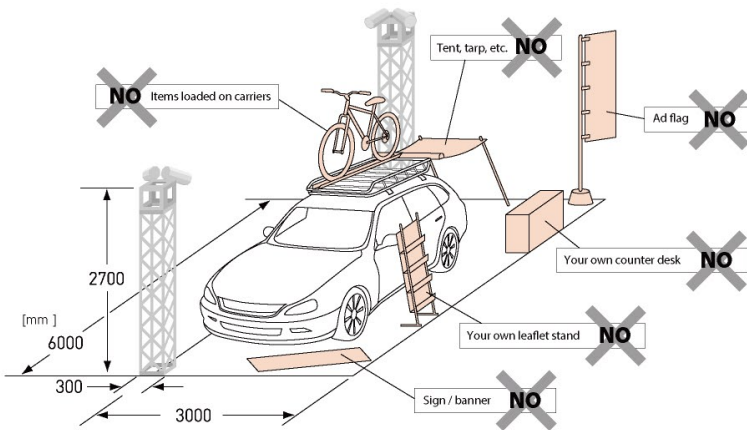
Always keep your vehicle within your own stand. Such is the case with minivan leaving a tailgate open. Otherwise you must apply for Space C, D or F.

- 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 installed in 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 booth girls 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.
- Generating electric power using car batteries to perform demonstrations, such as activating car navigation system and dashboard, is prohibited.

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.



Items such as rooftop tents, tarps, ladders and hitch carriers are not proper showpieces but they are considered decorations. Therefore the display of such items is strictly prohibited. Additionally, rooftop tents integrated with vehicles are also considered decorations, so displaying them in an unfolded state is prohibited.

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 B comes with:	2 × Truss pillars	installed in every two units (both in front and rear)
	Needle-punched carpet	laid alternately in shading of grey
	2 × Spotlights	one at the front and the other at the rear
* Primary distribution and electricity charges during the course of the show also included in this package.		

\* 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: ¥242,000 (tax included) per unit / Associate: ¥264,000 (tax included) per unit
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SPACE C

(Display Stand)

5 units maximum per exhibitor

SPACE C IS A ‘SHELL SCHEME’ STAND.

Stand Size

3m width×3m depth

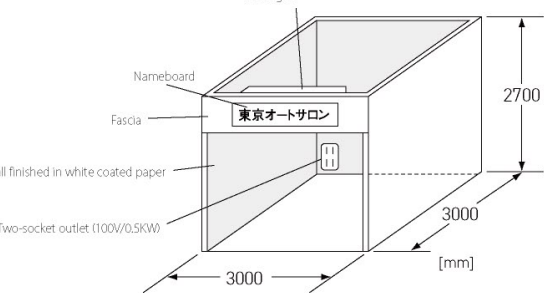
Height Limit

2.7m

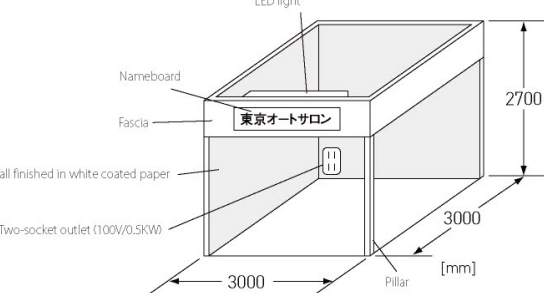
[Standard Layout]

ONE UNIT

■ IN-LINE STAND



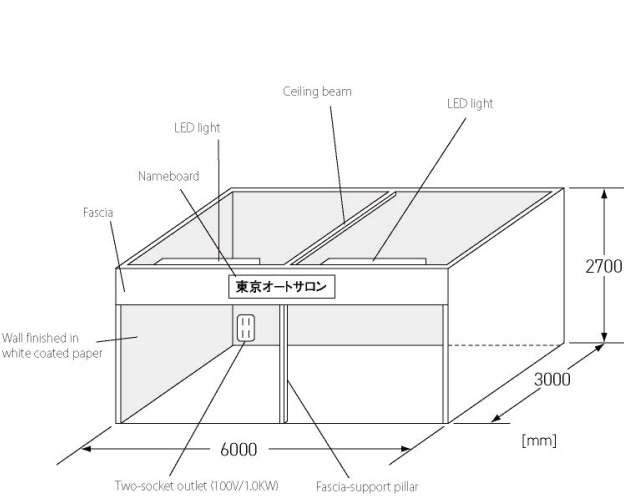
■ CORNER STAND



\* In corner stands, the aisle-facing side will be a fascia in place of a side wall (open on 2-side).  
\* The side of the stand must not be covered wholly with a wall. It must leave open at least 1/2 (except the island stand).

Space C (1 unit) comes with:	Back and side walls	finished in white coated paper
	Fascia	300mm in height
	1×Nameboard	Kaku Gothic in black by default
	1×LED light	21W
	1×Two-socket outlet	100V/0.5KW
* Primary distribution of 0.5KW and electricity charges during the course of the show also included in this package.		

TWO or MORE 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 C (2 linking units) comes with:	Back and side walls	finished in white coated paper
	Fascia	300mm in height
	1×Nameboard	Kaku Gothic in black by default
	2×LED lights	2×21W
	1×Two-socket outlet	100V/0.5KW
* Primary distribution of 1.0KW and electricity charges during the course of the show also included in this package.		

- NOTES & CONDITIONS
- 1) The default font used on the TASA-provided nameboard is *Kaku Gothic*. You may make arrangements for your own nameboard in the font, colour and/or logo of your choice 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 Exhibitors Guidelines.

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 Exhibitors 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 on the Exhibitors Guidelines.

4) Whenever you use nails, screws or whatever necessary to fasten/join in, take care not to project them into the gangways/aisles or any neighbouring stands.

5) No heavy objects can be hung from the fascia. ④ No decor can be added to the outer walls.
- default font sample  
東京 AUTO SALON 2025

\* Space assignments will be made by TASA.

SPACE C PRICES	Member: ¥330,000 (tax included) per unit / Associate: ¥385,000 (tax included) per unit
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SPACE D

(Mid-sized Display Stand)

30 units maximum 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×3m depth

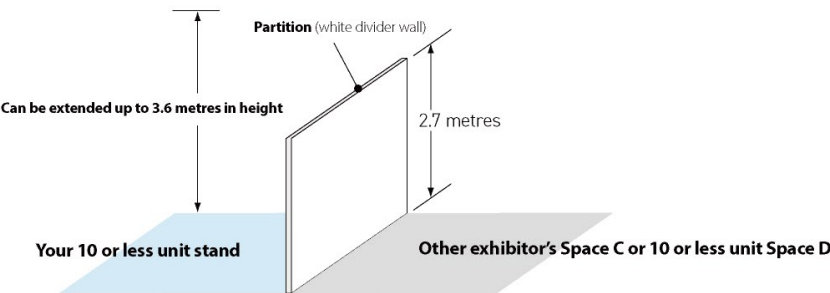
Height Limit

3.6m

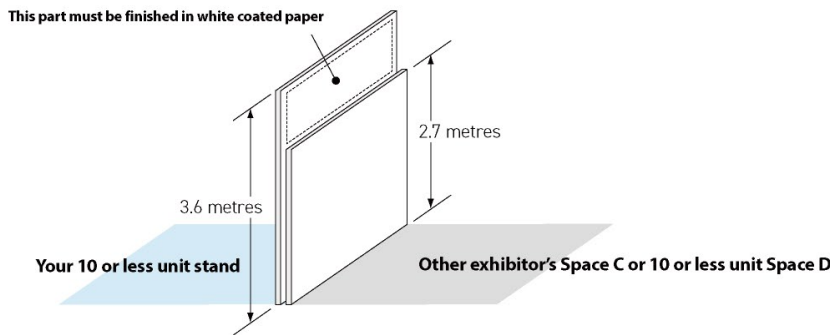
- 12 or more linking units will be an island stand (exposed to aisles on all 4 sides).
- Space D must be a single-storey stand.**
- A minimum order quantity is 6 units per booking.

IMPORTANT NOTICE ON A 10 or LESS UNIT STAND

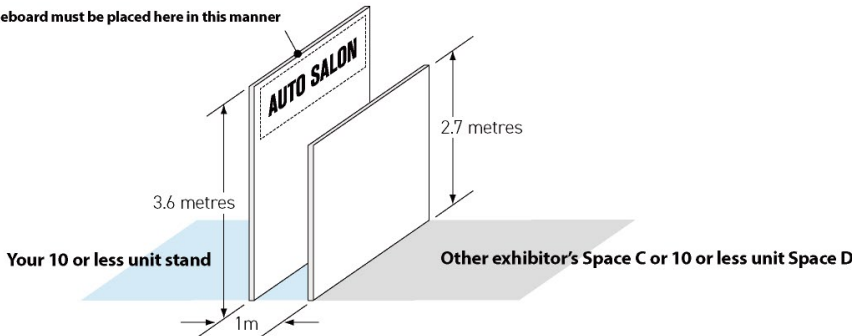
When you book a 10 or less unit stand, your stand may have neighbouring stand(s) which will be other Exhibitor's Space C or 10 or less unit Space D. In this case, a partition (white divider wall) of 2.7 metres in height will be installed in between the stands. The partition cannot be taken down unless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



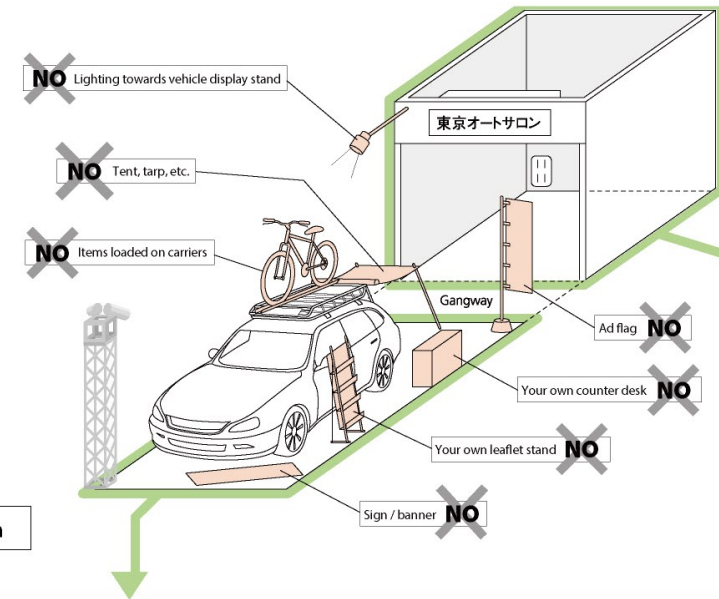
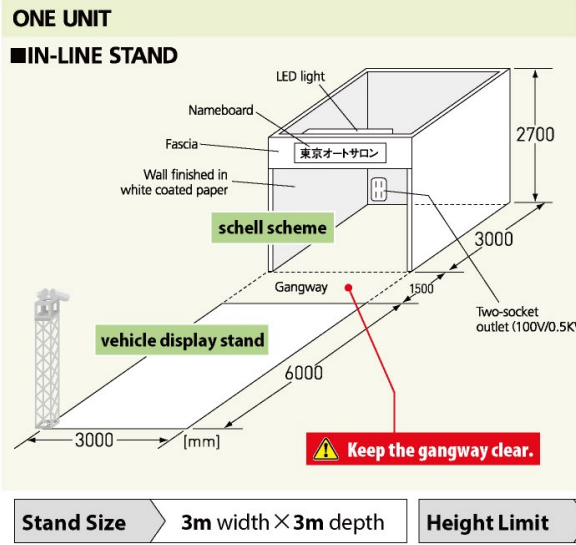
\* Space assignments will be made by TASA.

SPACE D PRICES	Member: ¥253,000 (tax included) per unit / Associate: ¥319,000 (tax included) per unit
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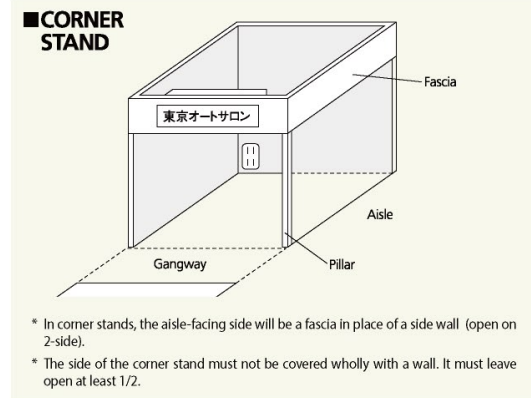
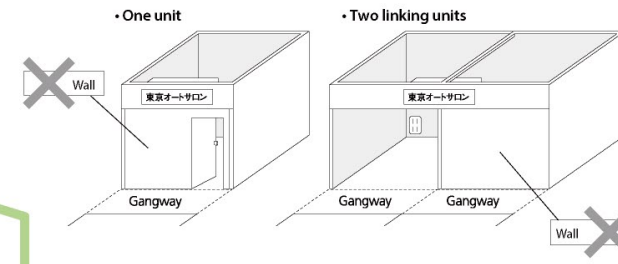


SPACE E (Vehicle Display Stand with Shell Scheme) 2 units maximum per exhibitor

SPACE E IS SOLD IN A SET WITH A VEHICLE DISPLAY STAND AND A LINKING SHELL SCHEME.  
No display other than vehicles or stand customization allowed in the Vehicle Display Stand.



\* The front (the side facing the aisle) must not be blocked by a wall (the same applies to two units).



Shell Scheme

Floor Area 3m × 3m Stand Size 3m width × 3m side wall × 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 displays are allowed in the Shell Scheme.
- Installation of lighting directed towards the vehicle display stand is not permitted.

Shell Scheme comes with:	Back and side walls	finished in white coated paper
	Fascia	300mm in height
	1 × Nameboard	Kaku Gothic in black by default
	1 × LED light	21W
	Two-socket outlet	One unit: 1 × 100V/0.5KW *Primary distribution of 0.5KW and electricity charges during the course of the show included. Two or more units: 1 × 100V/1.0KW *Primary distribution of 1.0KW and electricity charges during the course of the show included.

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

NOTES & CONDITIONS on SHELL SCHEME

- The default font used on the TASA-provided nameboard is *Kaku Gothic*. You may make arrangements for your own nameboard in the font, colour and/or logo of your choice 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 Exhibitors Guidelines.
- 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 Exhibitors 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.
- 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 on the Exhibitors Guidelines.
- Whenever you use nails, screws or whatever necessary to fasten/join in, take care not to project them into the gangways/aisles or any neighbouring stands.
- No heavy objects can be hung from the fascia.

default font sample  
東京 AUTO SALON 2025

Vehicle Display Stand

- This is for displaying one vehicle per unit only.
- \* Extra power supply can be ordered separately (charged option).

Stand Size 3m width × 6m depth

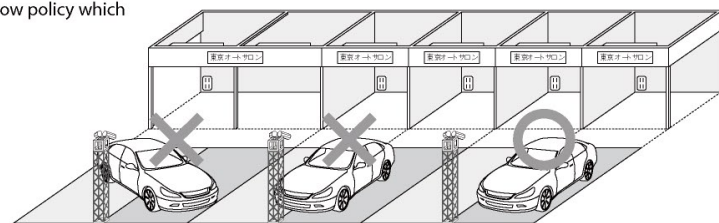
Height Limit 2.7m

Display Stand comes with:	2 × Truss pillars	installed in every two units (both in front and rear)
	Needle-punched carpet	laid alternately in shading of grey
	1 × Spotlight	one at the front

\* Primary distribution and electricity charges during the course of the show also included.

NOTES & CONDITIONS on SPACE E VEHICLE DISPLAY STAND

- Space E VDisplay Stand is for displaying one vehicle per unit only.
- No items other than vehicles may be displayed, or no 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 installed in the stand.
- Optional equipment can be ordered separately by completing "Optional Equipment Application for Space B, E and F" on the Exhibitors 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 booth girls 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 illustration below.



\* 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: ¥517,000 (tax included) per unit / Associate: ¥627,000 (tax included) per unit



SPACE **F**  
(Vehicle Display Stand)  
2 units maximum 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 demonstration, decoration or audio equipment allowed.

Vehicle Display

Stand Customization

Electricity

Demonstration

Booth Girls

Display other than Vehicle

Jack-up/Wheel Removal

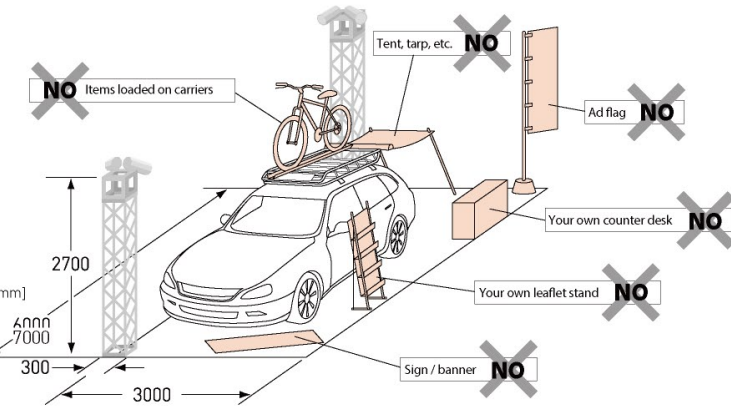
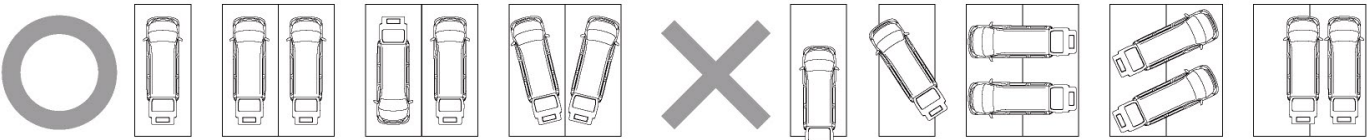
Sound

Stand Size3m width×7m depthHeight Limit2.7m

DEPTH  
SPACE F (7m) > SPACE B (6m)

\* 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 installed in 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 booth girls 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).



- Items such as rooftop tents, tarps, ladders and hitch carriers are not proper showpieces but they are considered decorations. Therefore the display of such items is strictly prohibited. Additionally, rooftop tents integrated with vehicles are also considered decorations, so displaying them in an unfolded state is prohibited.
- 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 F comes with:	2×Truss pillars	installed in every two units (both in front and rear)
	Needle-punched carpet	laid alternately in shading of grey
	2×Spotlights	one at the front and the other at the rear <small>*Primary distribution and electricity charges during the course of the show included.</small>
	Two-socket outlet	100V/0.5KW <small>*Primary distribution of 0.5KW and electricity charges during the course of the show included.</small>

\* 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: ¥297,000 (tax included) per unit / Associate: ¥330,000 (tax included) 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 Size1,000m² and over800m²600m²500m²450m²300m²

Height Limit6m

\* A stand of 800m² 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 1,000m² and over to have a 5-metre gangway within their stand.

- Space S is an island stand.
- Double deck stand (two-storey structure) requires a separate application for permission.
- All items must not extend into shared spaces or aisles. Even those for press conference must be contained entirely within your own booth. \* Details can be found on the "Exhibitors Guidelines" sent later to those whose application has been accepted.

SPACE S  
PRICES

Member: ¥49,500 (tax included) per sqm / Associate: ¥55,000 (tax included) per sqm

Items to be Provided to Exhibitors (Exhibitors are entitled to the following depending on the Space types / units)

Exhibitor Pass, Wristband for load/unload and Transporter Permit				
Space Type & No. Units		Exhibitor Pass	Wristband	Transporter Permit
SPACE A	1 to 3 units	7	7	5
	4 to 5 units	12	12	10
SPACE B	1 unit	5	5	2
SPACE C	1 to 3 units	7	7	5
	4 to 5 units	12	12	10
SPACE D	6 to 9 units	25	25	15
	10 or more units	35	35	20
SPACE E	1 unit	5	5	3
SPACE F	1 unit	5	5	2
SPACE S	up to 300m²	60	60	50
	301m² or more	100	100	50

\*Additional orders for passes and wristbands will be accepted. Details will be shown on the Exhibitors Guidelines sent later to successful applicants.

Posters and Flyers

Will be provided digitally for you to download from the TAS official website.

◆POSTER will be available digitally in B2 size

◆FLYER will be available digitally in A4 size

Complimentary Ticket		
<b>Complimentary tickets</b> which you may give to your guests will all be e-tickets.		
Premium Ticket	<b>Fri 10 Jan: Business Day</b> <ul style="list-style-type: none"><li>9:00 - 14:00: Silent Time</li><li>14:00 - 19:00: open limitedly to premium ticket holders</li></ul>	<ul style="list-style-type: none"><li>Additional orders will be accepted. Details will be shown on the Exhibitors Guidelines sent later to successful applicants.</li><li>Details on how to use the e-tickets will be provided together with the e-tickets to be sent in URLs via e-mail.</li><li>Smartphone (iOS/Android) required to use an e-ticket.</li></ul> <ul style="list-style-type: none"><li>* Good only for Business Day 9am - 7pm on 10 Jan.</li><li>* Visitors under 18 years of age are not allowed for Silent Time (9am - 2pm). Notwithstanding, kids aged 12 and under may enter with a parent/guardian.</li><li>* Premium tickets can be used for your business connection (industry insiders).</li><li>* No entry with a business card even if you are an industry insider.</li></ul>
	<b>General Ticket</b>	<ul style="list-style-type: none"><li>* Good for one day either Sat 11 (9am - 7pm) or Sun 12 (9am - 6pm). No entry for Fri.</li><li>* Kids aged 12 and under must be accompanied by a parent/guardian.</li></ul>

Number of tickets to be provided.		Premium Ticket for Fri 10 Jan	General Ticket for Sat 11 Jan	General Ticket for Sun 12 Jan
SPACE	A B C E F	15 per unit	5 per unit	5 per unit
SPACE	D S	20 per unit / 10m²	5 per unit / 10m²	5 per unit / 10m²



Optional Plan: Participation in Online Auto Salon

# Online Auto Salon

one application per exhibitor

Online Auto Salon is the portal to TOKYO AUTO SALON. This is the online service for exhibitors that can be used to promote your booth and your products.

Duration of Participation

1 November 2024 to 31 October 2025

Application can be made together with your participation in TOKYO AUTO SALON 2025.

With the transition from a free to a paid service, starting in 2025, you can apply for OAS simultaneously when you apply for TAS.

Online  
AUTO SALON

Benefits

- We can distribute your press releases to approx. 800 media outlets, reaching around 2,000 members of the press.
- You can approach our 100,000 registered users.
- OAS can be used as a PR tool not only during the course of TAS but throughout the year.

Features

- You can deliver press releases directly via email.
- You can have your own page on OAS where you can register and promote your products.

How to utilize this service

Exhibitor

Press release creation

Online  
AUTO SALON

Media coverage

approx. 2,000 members of the press from 800 media outlets

Newsletter distribution

approx. 103,000 enthusiasts

Web posting

approx. 1.06 million web users annually

How many you can reach by using OAS

Registered media	approx. 800 outlets / 2,000 members
Registered users (newsletter recipients)	approx. 103,000
Annual web users	approx. 1.06 million

\* as of June 2024

Online Auto Salon

https://www.tokyoautosalon.jp

Duration of service availability

2024												2025											
1	2	3	4	5	6	7	8	9	10	11	12	1	2	3	4	5	6	7	8	9	10	11	12
Free service provision for the TAS 2024 exhibitors (until 31 Oct)												TOKYO AUTO SALON 2025											
												Service provision for the TAS 2025 exhibitors (1 Nov to 31 Oct)											
												Applications for 2025											
												Sending acceptance letter											

\*Online Auto Salon will be available as soon as you receive the Acceptance Letter sent from the organizer.

- Online Auto Salon is a subscription-based service. As this is an annual contract, no refunds will be given if you make a cancellation before the contract expires.
- Successful applicants of the 2025 show will receive all the info to access to the OAS service.
- TAS 2024 exhibitors who are currently using the free service need to apply again if they wish to continue using the service after 31 October. you can continue to use your current account once your application for the 2025 show has been accepted.
- Any questions about using OAS, incl. requests to reissue passwords or change registered information, contact the Online Auto Salon Management Office at online@tokyoautosalon.jp.
- Contracts can be made on an annual basis only. Payments must be made in a lump sum only (monthly payments are not accepted).
- Online Auto Salon services are currently provided in Japanese language only. No support is available in other languages.

Online Auto Salon

PRICE

¥264,000 (tax included) per annum

Steps towards Exhibiting

TOKYO AUTO SALON 2025  
EXHIBITORS GUIDE

All applications for the 2025 show must be made 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.

\* Times shown are Japan Standard Time (JST).

6 June	Late June	TOKYO AUTO SALON 2025 – Exhibitors Guide” (this booklet) is sent to prospective Exhibitors.
7 July	Wed 24 July at 10am	<b>Registration is open.</b> <div>* All applications must be made online. * No applications made after the deadline accepted. * No changes to the application details accepted either.</div>
8 August	Wed 21 Aug at 5pm	<b>Registrations (for the onsite show &amp; Online Auto salon) are closed.</b>
9 September	Early - mid Sept	<b>Acceptane Letter is sent to you.</b> <div>* Results, either accepted or waitlisted for cancellation, will be emailed. * Your application is officially confirmed and legally binding for you upon issuance of the Acceptance Letter.</div>
	Tue 17 Sept	Cancellation fee of 50% starts applying.
	Mon 30 Sept	Cancellation fee of 100% starts applying. <div>TASA may change some contents of the regulations described on this “Exhibitors Guide” (the booklet you are now reading) when necessary. Such changed contents will be shown on the Exhibitors Guidelines.</div>
10 October	Early Oct	Exhibitors Guidelines will be available on the website Exhibitor page.
	Mid Oct	<b>Invoice for your participation is sent to you.</b>
	Mid Oct	Floor Plan & Exhibitor List are sent to you.
11 November	Late Oct	<b>Start arranging for paperwork.</b>
	Wed 27 Nov	<b>Due date for payment.</b>
12 December	Early Dec	A set of items for exhibitors are sent to you.
	Mid Dec	<b>Deadline for the paperwork.</b>
1 January	10 - 12 Jan	TOKYO AUTO SALON 2025 takes place.

A list of the paperwork you must complete during this period:

- Registration of your vehicle(s) to be displayed;
- Prize(s) you can offer to survey responders;
- Registration of your contractor(s);
- Order for extra passes/tickets;
- Exhibitor's information to be published on the website;
- Applying for power supply;
- Applying for anchor placement;
- Applying for equipment rental; and
- Any other optional services.

24

25



- To Participate in TAS
- 1

Only automobile-related companies (legal entities) dealing with products of those satisfying the show’s requirements, i.e. car-related products, technologies, services and solutions, are eligible to take part in TOKYO AUTO SALON (TAS). 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 showpiece 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

**All Exhibitors shall abide by the law in the strictest manner. On top of that, any action that can cause trouble to other Exhibitors, organizers, officials, visitors and neighbourhood residents are strictly prohibited for any reason whatsoever.**

3

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.

4

Inventive products/technologies of the Exhibitor 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.  
\* Applications must be made by exhibitors themselves.

5

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.

6

**All vehicles to be displayed, except for those which TASA gives special approval to (such as purpose-built racing 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. Such the organizer-approved cars with no licence plate shall be unloaded/loaded only in designated areas within the hall, and shall be transported by car carrier trailer.**

7

**All Exhibitors shall adhere to the Road Traffic Act. Any violations such as blipping/revving, driving with illuminations on, immoderate horn-blaring, and text/call and drive are not allowed both inside and out of the venue.**

8

Important notes on photographing/filming in the venue:
  - Photographing/filming during loading/unloading and outside the opening hours is prohibited, as is uploading to social media (incl. personal accounts). As an exception, you may photograph/film your own booth and upload them to your social media, provided that other Exhibitors’ booths are NOT in such photo/footage.
  - Photographing/filming during the course of the show is only allowed in your own booth. Those wishing to photograph/film an atmosphere, such as wide shot of the whole venue, shall consult with TASA in advance. In any case, any photo/footage taken outside your own booth must not be sold or monetized.

9

SCHEDULE: All Exhibitors are required to adhere to the schedule of TAS 2024 and adjust their schedules to ensure that work is completed within the designated time frame. If it is unavoidable and work cannot be completed within the given time, the Exhibitors must notify TASA and apply for overtime. It is strictly prohibited to use the overtime period for other purposes than build/set up operations such as photographing/filming for social media posting.

10

**The Exhibitor shall read carefully and agree to all the relevant terms and conditions on the “Exhibitors Guide (this booklet)” and the “Exhibitors Guidelines (will be sent to successful applicants in mid October)” 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 the Exhibitors.

11

TASA does not permit participation of exhibitors who file a petition for the institution of proceedings for bankruptcy, civil rehabilitation, corporate reorganization, or has been suspended from current account transactions by a financial institution. The same shall also apply if TASA acknowledges these cases.

12

Organized crime groups, a regular/non-regular member of an organized crime group, a company closely related to an organized crime group, a corporate racketeer or any other violent group (collectively referred to as “Antisocial Forces”) are not permitted to take part in TAS.

We assume no responsibility whatsoever (incl. 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 Exhibitors are 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 automotive 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 jeopardizing such the 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 legitimately-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 Exhibitors duly confirm all the vehicles on display, except for purpose-built racing cars, are roadworthy in conformity with the safety standards. Such being the case, those likely to give the impression of car gang and extremely-modified cars as typified by “vanning”, lowrider and hydraulics are not allowed to take part in TAS.

- Management of Decoration Construction
- 1

All items and decorations within the Exhibitor's own booth shall be managed under the responsibility of the Exhibitor or the decoration construction personnel.
- 2

Decorations within the Exhibitor's booth shall be designed and constructed based on a foundation of safety and durability.
- 3

The person responsible for the booth/decoration construction shall inspect the completed decorations within the booth to ensure safety and compliance with regulations.
- 4

In cases where visually assessed safety is deemed insufficient for certain decorations, TASA may request confirmation from the person responsible for the booth/ decoration construction.
- Safeguarding Transit Workers’ Health and Safety
- The Exhibitor and his contractor(s) shall pay adequate attention to the following to ensure the safety and health of workers who engage in carry-in (unload/build) and carry-out (breakdown/load) 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 be appropriately attired; and

6

The Exhibitor, contractors and workers shall comply with applicable laws and regulations relevant to the safety and health.
- Notes and Conditions on Construction and Decoration
- If TASA deems the Exhibitor's showpiece, 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 his 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, B, C, E and F: 2.7 metres
  - D: 3.6 metres
  - S: 6.0 metres.

2

Installation of large decors and showpieces: If you wish to have booth decors, showpieces, signs or other wall-like objects with a height and width of more than 3 metres, you shall submit a floor plan and three-dimensional drawing. You may be asked to change the design or secure evacuation routes in two or more directions.

3

**For public safety, no part of the Exhibitor's showpiece, decor, fixtures or fittings shall project into or over the gangways/aisles.**

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.

\*

*When illuminating sign graphics on the booth aisle side, any protrusion is only allowed if it complies with the regulations. However, it must not exceed the height limit. See the Exhibitors Guidelines for further details.*

4

To build and decorate a stand, the Exhibitor is required to appoint his own contractor and register it with TASA by completing a corresponding form attached to the Exhibitors 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.

5

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 his own stand, and not move in on other Exhibitors’ stands or gangways/aisles. 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 Fire Authority as well.

\* Keep in mind that the Fire Authority 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 Authority to have a smoke detector and/or fire extinguisher if it has been judged to require installation.

\* The Fire Authority 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 never 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 Exhibitors Guidelines.

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Terms and Conditions on Participation

- 6 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 aisles, walls or ceilings of the venue are strictly prohibited.
- 7 Regardless of before or during the course of the show, any breach shall be rectified immediately upon detection by TASA.

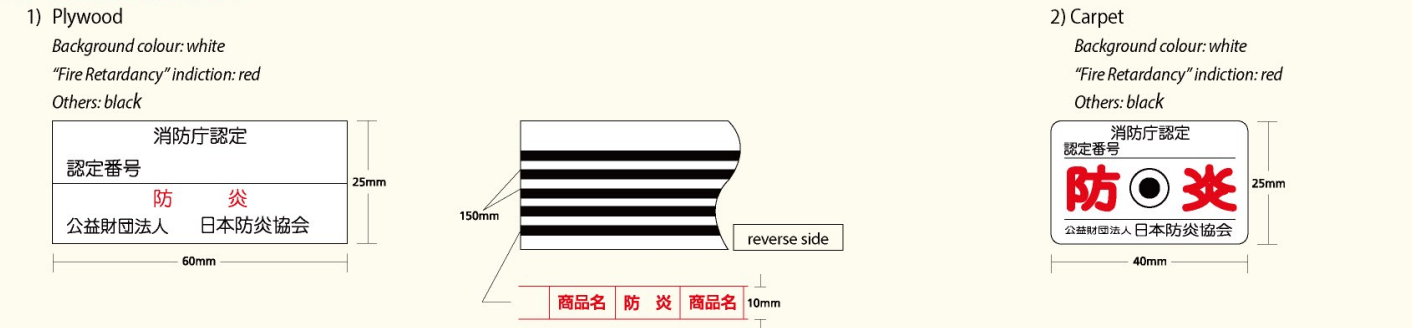
Fire Safety

FIREPROOF REGULATIONS ON MATERIAL FOR DECOR

Under Article 8-3 of the Fire Service Act, the Exhibitor’s decor, fixtures and fittings, which are subject to the flame retardancy requirements, to be used in the venue shall all be fire retardant. Any substandard goods are subject to an immediate removal. The Fire Authority will patrol the venue and make inspections during the course of the show. The Exhibitor shall take all possible measures to adhere closely to the following. Any breach shall be rectified immediately upon detection by the Fire Authority.

- 1) **Plywood for display, carpets, curtains, banners or whatever used for the Exhibitor’s decor, fixtures and fittings shall be fire retardant coming with an authorized fire retardant label (see the illustration below).**
- 2) Any plywood and fibreboard used for the Exhibitor’s decor, fixtures and fittings shall be fire retardant coming with an authorized fire retardant label (see the illustration 1 below). Carpets shall be fire retardant with a label as well (see the illustration 2 below).
- \* No materials spray coated with fireproofing agent approved.*
- 3) Any thick fabric or filled paper to upholster fire retardant plywood shall also be fire retardant. This shall not, however, apply to any thin fabric appressed against plywood.

FIRE RETARDANT LABEL



PROHIBITION

- Ordinance for Fire Prevention totally bans the following from the show’s premises (except for designated areas):
- 1) Smoking behaviour (incl. e-cigarettes);
- 2) Naked flame (incl. conversion heater with heating element exposed, kerosene heater, spirit lamp and sparker);
- 3) Liquefied petroleum gas (LPG) and flammable high-pressure gas (helium excluded);
- 4) Hazardous substance including petrol, kerosene, edible oil, machine oil, heavy oil, combustible solids, flammable gas and gunpowder (fuel tank of any vehicles on display shall be the bare minimum);
- 5) Car wax, spray and engine oil (any of these products to be displayed shall be empty i.e. only container can be displayed); and
- 6) Those wishing to use anything of the above to give a demonstration shall consult with TASA in advance.
- 7) **Car engines must be switched off at ANY TIME during the course of the show (Fri – Sun \*including after hours).**
- \* Do not even attempt to start the engine. It is extremely dangerous. The organizer may suspend/cancel the participation of the Exhibitor who has caused a dangerous situation.*

FUEL-CELL VEHICLES AND ELECTRIC VEHICLES

Fuel cell vehicles and electric vehicles (EV) are only allowed for display. Ensure that the amount of fuel on board is minimal. **The use of fuel cell vehicle/EV as a power source is prohibited.** Those who need to use them shall submit a prior application. Depending on the purpose, permission for use may not be granted, so please consult the organizer in advance. More details will be shown on the Exhibitors Guidelines.

Additional Notes on Construction and Decoration

1 SETTING UP A CEILING

Setting up a ceiling in your stand is essentially prohibited to avoid being obstructive to fire detector and firefighting equipment (deluge gun) to work normally as well as visibility of emergency exit sign. TASA may however allow below cases only if a ceiling is indispensable for the Exhibitor to:

a) properly showcase/demonstrate how his showpiece work unless light shielding, noise insulation, heat insulation and/or dust prevention are taken;

b) properly showcase/demonstrate how his showpiece work unless special effects are applied; or

c) screen his booth, if located directly beneath a staircase, to keep it away from scrutiny of the public eye (for aesthetic purposes).

Those wishing to have a ceiling shall make an application by completing a corresponding form attached to the Exhibitor’s Guidelines. Any ceiling must be the minimum-possible-sized fireproofed fabric such as a blackout curtain, and leave a space around the ceiling to two or more directions. Hanging wall must be within 30cm of the ceiling. No “double ceiling” (another ceiling onto the existing ceiling) are allowed.

*\*Any container used as a proper room as part of your booth, which can be occupied and/or required power supply, are subject to a ceiling set up application. No construction using the building frame allowed.*

2 APPLYING FOR CEILING SET UP

- 1) Those who apply for a ceiling set up shall consult with TASA by submitting diagrams of your stand (2D and elevation plan) to show how/where to set up the ceiling, its dimensions and material.
- 2) Fire Authority reviews the diagrams to check if your plan complies with the Fire Defense Law (if the booth modifications have been properly made as well as if smoke detector and fire extinguisher will be duly installed). The reviewed diagrams will then be returned to you, and you shall make necessary corrections if any.
- 3) The reviewed diagrams along with the application form will be considered by TASA. We may issue a correction order to any case that does not meet the TAS’s booth decoration requirements even if it complies with he Fire Defense Law.

- 4) All applications will be submitted to the Fire Authority by way of TASA. No applications made after the deadline accepted.

**!** The Fire Authority has the right to order an immediate removal of any unpermitted ceilings. For detail, see the Exhibitors Guidelines.

- 3 The Exhibitor’s showpiece, decor, fixtures and fittings shall be anchored to avoid falling, skid or whatever unsteady movement caused by disasters such as an earthquake. Any breach or imperfection may be subject to an immediate removal. If there is anything unclear, be sure to consult with TASA in advance by providing a diagram.
- 4 In the event that the Exhibitor causes damage, intentionally or negligently, to facilities, equipment, articles on display in the premises, or other Exhibitors’ fixtures or showpieces, the Exhibitor shall be liable to compensate any such damages for any reason whatsoever.
- 5 Nothing in the Exhibitor’s booth shall be obstructive to fire extinguisher, fire hydrant, deluge gun, fire alarm system, emergency buzzer or evacuation light. Always keep the area with those devices clear.
- 6 The Exhibitor shall not make any changes to his decor, fixtures or fittings during the course of the show unless TASA issues a correction order.
- 7 Nothing in the Exhibitor’s booth shall be hung, fastened or propped against the building frame, such as the venue’s ceilings, walls or pillars.
- 8 The Exhibitor is strongly encouraged to use reusable/recyclable materials for his decor, fixtures and fittings in order to generate less waste and save resources.
- 9 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 enforce immediate removal of such the Exhibitor’s showpiece or take other corrective 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.
- 10 Load/unload can be done in the defined time frame ONLY.

Anchor Placement

- 1 Those who wish to place anchors shall make an application by completing a form “Anchor Placement Application” attached to the Exhibitors Guidelines. A diagram to show where to place anchors must be enclosed. Some areas, however, may not be approved to place anchors for the venue’s structural reasons.
- 2 Anchor placement is subject to the Exhibitor’s abidance to restore to the original condition promptly after the close of the show. Any anchor with 80mm in length/16mm in diametre or less are allowed. In the course of restoring, if the head of a hole-in anchor protrudes from the floor, you shall cut it using a disc grinder. Never attempt to hammer in, melt cutting or yank out. TASA will charge anyone placing anchors for an extra ¥1,500 (plus tax) per anchor, as the cost of repairing, over the restoration performed by the Exhibitor.
- 3 Below are strictly prohibited:
- a) hammering concrete nails or dry core bits into the floor;
- b) boring a hole through sash window, wall or pillar; or
- c) placing anchors or welding into trench cover.

Stand Restoration

In the event that the Exhibitor has made any change or damage to his stand, the Exhibitor shall restore it to the original condition by Monday 13 January 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 and decor waste, used material and other litter in the Exhibitor’s own stand and surrounding gangways/aisles.
- 2 If there is discarded waste left in the Exhibitor’s stand after his leave, 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 Monday13 January at 10:00 am will be disposed of by TASA.*

Electricity

**Electrical works involve significant risk such as fire and electric shock. Secondary electrical works, arranged by the Exhibitor, shall be done by authorized contractors only.**

LIGHTINGS OF THE VENUE

Overhead lightings of the venue are at approximately 200 lux on average.

APPLYING FOR POWER SUPPLY

Power supply shall be ordered by completing a corresponding form attached to the Exhibitors Guidelines (Exhibitors in Space A, C, D, E, F and S are required to apply). No electricity will be supplied unless application is made by the due date.

SETTING UP A CIRCUIT BREAKER

Primary distribution is provided by TASA to wire into the back wall of the Exhibitor’s stand. Each Exhibitor will basically have one circuit breaker regardless of the number of units.

*\* If you would like a plug in a specific location in your stand, please make an application by completing a corresponding form attached to the Exhibitors Guidelines.*



AMOUNT OF INITIAL POWER SUPPLY AND EXPENSES INCURRED

- 1) Space A, C, E and F
- Primary distribution of up to single-phase 100V/0.5kw per stand is included in the participation fee. Further supply of every additional 1.0kw per stand will be 9,000JPY (plus tax) charged to the Exhibitor. Secondary distribution will be responsible by the Exhibitor.
- 2) Space D and S
- No primary distribution is included. The Exhibitor shall be responsible for primary distribution of 9,000JPY (plus tax) for every 1.0kw per stand as well as secondary distribution.
- \* Any supply of less than 1.0kw will be rounded up to 1.0kw.*

FEE AND PAYMENT

- 1) The Exhibitor will be billed at 3,800JPY (plus tax) per 1.0kw consumed during the course of the show.
- 2) Electricity consumption and all expenses set forth in the clause above will be billed directly by IIDA Electrical Works Co., Ltd. after the close of the show. The Exhibitor shall make payment by the due date shown on the invoice.
- \* Any supply of less than 1.0kw will be rounded up to 1.0kw.*

MAINTENANCE

Electricians will be on standby at the onsite TASA offices during the course of the show. Any accident shall be reported immediately to the office nearest you.

POWER SUPPLY OPTIONS

You will have three options as follows:  
a) AC single-phase · 100V · 50Hz    b) AC single-phase · 200V · 50Hz    c) AC 3-phase · 200V · 50Hz

SAFETY PRECAUTIONS ON ELECTRICAL WORKS

- 1) All electrical workers shall take his licence with him whenever on duty.
- 2) All electrical works in the Exhibitor’s stand shall be completed by the time the show opens. No electrical works during the course of the show is allowed for any reason whatsoever.
- 3) No device/equipment using neon is allowed except for low-voltage neon tube wholly covered with acrylic and installed in anywhere over two metres high.
- 4) For electrical wiring of 100-volt lightings, any 15 or more ampere equipment shall branch off per circuit. All other equipment shall have one circuit for every 15 or less ampere. Master distribution board or branch switch shall have a ground-fault interrupter.
- 5) The Exhibitor shall be responsible for the security and safety of the onsite electrical works at all times to prevent fire or any hazardous incident and damages on human body or property. The Exhibitor shall pay particular attention to lighting equipment within visitors’ reach. Give extra consideration to where to set up the equipment(s) with an adequate safeguard.

START AND END OF POWER SUPPLY

Power supply will start on Thursday 9 January at noon and end on Sunday 12 January at 6:30 pm. This schedule is subject to change.

EXHIBITOR’S DUTY TO PREVENT ACCIDENTAL DAMAGES


We assume no responsibility for any damages on the Exhibitor’s showpiece, fixture or fittings, or other device/equipment resulting from electricity outage or decreasing voltage caused by power supply failure (or any unidentified accident). The Exhibitor shall provide an adequate safeguard to prevent such accidental damages.

OUTERWALL LIGHTINGS FACING AISLE

Space A, C and E Exhibitors may only have TASA-supplied lighting equipment on the fascia by completing a corresponding form attached to the Exhibitor’s Guidelines. In Space D and S, lighting equipment (incl. adjustable lamp) to be installed on the outerwall facing aisle shall be anywhere over three metres high.

POWER SUPPLY IN SPACE B

Space B has power supply provided to pre-installed lighting equipment only. Note that, however, power supply for work will be provided in every few space during build/ installation and breakdown/deinstallation (this power will be switched off during the course of the show).



Power panels for constructing work and plugs for maintenance shall not be used during the course of the show.

*\* During setup and breakdown (load), you may use the work power supply panel located within the venue.*

PROHIBITION

Construction directly on facilities/equipments/framework belonging to the venue, except for approved anchor placement, is strictly prohibited. All works given to pits, where public infrastructure are placed underneath, shall be done by TASA-appointed official contractors only.

Silent Time

TASA introduces “Silent Time” on Friday 10 January between 9:00am and 2:00pm (hours reserved for trade visitors and media) to offer a good environment for professionals to do their job smoothly. Any event, performance or demonstration with the use of sound, is strongly discouraged during this period.

*\* Entry for anyone under 18 years of age (i.e. junior high and high school students) is prohibited during Silent Time. Notwithstanding, primary school children, pre-school children and infants may enter only with a parent or guardian.*

Work During Overtime Hours (after-hours work)

You shall complete all loading/breakdown and unloading/setup within the designated hours (loading and unloading during the course of the show are strictly prohibited). If you have a need to perform tasks outside these hours, you must make an application for overtime work. Overtime work without an application will not be permitted.

- 1 Video recording and/or live streaming during the overtime hours are strictly prohibited.
- 2 Only tasks related to the exhibit and rehearsals for the press conference are permitted.
- 3 Any changes to the layout of the booth after the press conference for the public opening in the afternoon must be done entirely within your own booth. Loading and unloading, including moving equipment, materials, or vehicles, are strictly prohibited.
- 4 You may move small items that can be hand-carried, but even in such cases, the only entrance that can be used is the service entrance for the staff. The shutters at the loading bay do not open.

Demonstration

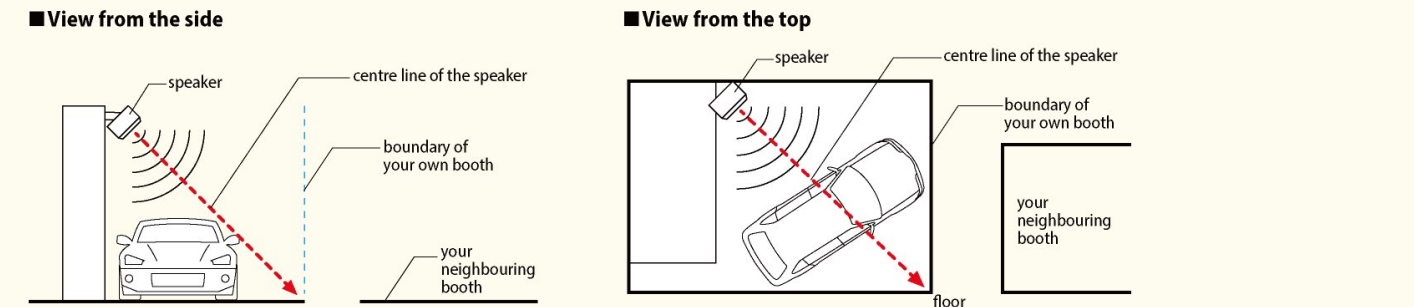
- 1 “Demonstration” as defined here includes flyer/giveaway/freebie distribution, presentation on showpiece, autograph session, photo session, lottery event, questionnaire survey or whatever action is necessary for the exhibition programme. Whenever giving a demonstration, the Exhibitor shall take a proper care of traffic control and public safety.
- 2 The Exhibitor shall not give demonstrations on the shared/public space such as aisles. Doing so could cause not only trouble to other Exhibitors but conflict with the Fire Defense Law.
- 3 If the Exhibitor’s demonstration creates congestion 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 outside or alongside of the Exhibitor’s stand.
- 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 such the 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, is allowed in the Spaces B and F.*
- 6 The Exhibitor shall take preventive measures against any demonstration associated with the production of intense sound, heat, dust, gas, oscillation 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.
- 10 **Be sensible in featuring booth girls. For ethics and compliance reasons, do not dress the girls scantily. Showing tattoos, including fake, temporary and stickers, is prohibited.**
- 11 Ensure that visitors who intend to watch booth girls do not overflow into the aisles and other shared spaces.
- 12 If visitors overflow the viewing area in your booth and crowd the aisles, it is your responsibility to clear these as soon as possible.
- 13 If you bring nitrogen gas for the purpose of live demonstrations, you shall take measures to prevent tipping over.
- 14 Demonstrations or staging of drones in the air are prohibited.
- 15 Distribution of food/drink (including sampling) is prohibited.
- 16 Showcasing or selling living creatures and demonstrations using them are prohibited.

Volume Regulation

When giving a demonstration associated with the production of sound, the Exhibitor shall stand ready to control volume as the need arises e.g. for the reception of emergency-warning announcement and response to complaints from visitors or other Exhibitors.


The Exhibitor coming with sound equipment shall pay careful attention to the following:

- 1 CONTROLLING THE VOLUME LEVEL OF SOUND EQUIPMENT
- a) **Any loudspeaker shall be kept within the Exhibitor’s booth facing inwards.** All speakers within the booth must be installed facing the inside of the booth, ensuring that the extension of the speaker’s centre line falls within the boundary of the Exhibitor’s booth.





- b) When the Exhibitor receives complaints from visitors or other Exhibitors about volume level, the Exhibitor shall immediately turn it down as instructed by TASA.  
\* If the Exhibitor neglects the second correction order from TASA, we may order the immediate cessation of use of the sound equipment and, on top of that, the Exhibitor's application for the next show onwards may be denied.
- c) Any demonstration associated with the production of sound is highly encouraged to avoid conflicting with a similar demonstration given by the neighbouring Exhibitors. Both parties are called upon to adjust the schedule when and how to give each other's demonstration in order to bring the best possible result.
- 2 CONTROLLING THE VOLUME LEVEL OF OTHER EQUIPMENT  
When the Exhibitor receives complaints from visitors or other Exhibitors about sound generated by any other equipment, showpiece or article of any kind than the sound equipment, the Exhibitor shall immediately turn it down as instructed by TASA.
- 3 In Space B, F or vehicle display stand in Space E, all actions that generate sound (including the use of car audio systems) are strictly prohibited.
- 4 Use of horn is prohibited under any and all circumstances.



In recent years, the volume of demonstrations has been too loud to hear public announcement including emergency broadcasts. Demonstrations should be carried out at a moderate volume.

Exhibitor’s Duty to Keep the Stand Attended

To deal with visitors, ensure the safety and security, and protect the Exhibitor’s showpiece or article of any kind, the Exhibitor shall keep his staff member(s) in his own stand at any time during the 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 his stand before leaving the venue.

Managing Your Staff, Showpiece and Property

- 1 Exhibitors must make a list containing all personnel related to their participation (including booth staff, loading/unloading personnel, and construction staff) before the start of the show. This list should be submitted on request by health authorities.
- 2 TASA takes the best possible care to keep the venue safe.
- 3 From the time of unloading to the time of loading incl. during the course of the show, the Exhibitor shall protect his own property, showpiece 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 his own responsibility (including in-car device and any item inside the vehicle on display). The vehicles on display must be locked during the night.
- 4 TASA assumes no liability whatsoever for any accident including theft or damage of the Exhibitor’s property, showpiece 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 his property, showpiece or article of any kind during the course of the transit and the show.
- 5 TASA does not take custody or store any goods to prevent loss or damage to the Exhibitor’s property. For the same reason, we do not receive any delivery addressed to the Exhibitors either. The Exhibitor shall arrange any delivery to be addressed to himself with the hall number, booth number and contact information (incl. mobile phone number that is reachable on the day) clearly indicated on a delivery slip, and receive it directly in the Exhibitor’s own stand.
- 6 If you require your own night security, consult TASA in advance. As a general rule, no security guards other than those hired by TASA are allowed outside of opening hours, whether before or during the course of the show.
- 7 If the Exhibitor has his 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.

Infection Prevention Measures

As we will be in a period with a high prevalence of viral infections such as influenza, colds, and not limited to COVID-19, we kindly ask for your cooperation in preventing the spread of infections.

- 1 If you experience symptoms such as fever, cough, sneezing, body aches or diarrhea, please consult with a medical institution before attending. We may refuse entry in some cases.
- 2 Wearing a mask is recommended for infection prevention.
- 3 Please practice frequent handwashing and gargling.
- 4 Hand sanitizers will be provided throughout the venue.
- 5 Depending on the situation, there may be restrictions on entry.
- 6 Ventilation will be conducted within the venue by using air conditioning and opening doors/windows as necessary.
- 7 If you feel unwell at the venue, please inform the nearest official promptly without pushing yourself.

Accident Prevention and Liability

- 1 The Exhibitor shall be responsible for the security and safety of the Exhibitor’s onsite works at all times, from the time of carry-in (unload/build) until carry-out (breakdown/load), 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 onsite 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 shall always 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 “Exhibitors Guide” and the “Exhibitors 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 (unload/build) until carry-out (breakdown/load) 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 his participation is unacceptable without TASA’s consent.
- 2 **For whatever reason, any cancellation made on and after Tuesday 17 September is subject to a cancellation fee of 50 percent of the participation fee (plus tax), and on and after Monday 30 September is subject to a cancellation fee of 100 percent of the participation fee (plus tax).**

Payment Arrangement

- 1 **All Exhibitors agree to pay a participation fee no later than Wednesday 27 November 2024.** Failure to do so will result in revocation of 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 Friday 28 February 2025.
- 3 The Exhibitor shall be responsible for all cost incurred relating to transit (unload/load), build (installation), breakdown (deinstallation), display, demonstration or whatever action is necessary to execute his 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 the Exhibitors Guidelines sent later to the Exhibitors after acceptance of their application.

CHANGES IN THE TERMS AND CONDITIONS  
TASA may make some changes on this terms and conditions when necessary. Such changed contents will be shown on the Exhibitors Guidelines.



How to Apply

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

**[www.tokyoautosalon.jp/2025/](http://www.tokyoautosalon.jp/2025/)**

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 retain 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 TAS 2025 website.
Person Responsible for Participation	This must be the name of the person responsible for your participation. A regular 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 passes and complimentary tickets, are sent to.
What You Showcase • Online Auto Salon	This is where you enter what you will showcase in the 2025 show, desired space and whether or not to apply for Online Auto Salon.

[Recommended Browsers]  
Microsoft Edge latest version;  
Mozilla Firefox latest version;  
Google Chrome latest version; or  
Safari latest version  
\*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 by the deadline will be fairly considered by TASA.  
Your application is officially confirmed and legally binding for you upon issuance of an Acceptance Letter.

When to Apply

Registration is open between **Wednesday 24 July at 10:00** and **Wednesday 21 August 2024 at 17:00 (JST).**

- \* We DO NOT accept any application made after the deadline.
- \* Any change in Space type or number of booth units must also be made during this period.

Payment

Please pay your participation fee by bank transfer to any of the following account no later than **Wednesday 27 November 2024.**

• **Beneficiary name:** Tokyo Auto Salon Association

• **Beneficiary bank** (please make a remittance to any of the following bank) :

Name of the Bank (Bank Code)	Branch	SWIFT Code	Account No. <small>Branch No. - Account No.</small>
Resona Bank, Ltd. (0010)	Shintoshin Branch	DIWAJPJT	675-3035135
Mizuho Bank, Ltd. (0001)	Takatanobaba Branch	MHCBJPJT	064-1677741
Hokuriku Bank (0144)	Shinjuku Branch	RIKBJPJT	607-4152310

ALL BANK CHARGES MUST BE PAID BY YOU.

Invoice Registration Number  
SAN-EI CORPORATION T6011101007349

Cancellation Fee

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

\* Any cancellation made on and before Monday 16 September 2024 will not incur cancellation fee.

Cancellation made on and after Tuesday 17 September 2024: **50 percent** of the participation fee (plus tax)

Cancellation made on and after Monday 30 September 2024: **100 percent** of the participation fee (plus tax)

Refunds

If the 2025 show is cancelled based on the criteria for determining cancellation, the participation fee will be fully refunded. Though, the Exhibitors are not entitled to any other compensation, monetary or otherwise, from TOKYO AUTO SALON.

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 failure of payment by the due date may result in your application for TAS being denied in the next show onwards.





For enquiries, please contact

Tokyo Auto Salon Association

**E-mail** [info@tokyoautosalon.jp](mailto:info@tokyoautosalon.jp)

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6-22-1 Nishi-shinjuku, Shinjuku-ku,  
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