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THE NIPPON
FOUNDATION

SEA JAPAN

INTERNATIONAL MARITIME
EXHIBITION AND CONFERENCE

2020
GOING FOR GOLD!

 **informa**markets

UBM Japan Co Ltd

11-13 March 2020 Tokyo BIG SIGHT Exhibition Center,
West Hall 1,2 & Atrium

www.seajapan.ne.jp

Exhibition Manual

Exhibitor's Manual

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1-1 General Information

The Exhibition	Sea Japan 2020
Venue	Tokyo International Exhibition Center (Tokyo BIG SIGHT) 3-11-1 Ariake, Koto-ku, Tokyo JAPAN (HP: www.bigsight.jp) West Hall 1, 2 and Atrium
Opening Hours	11-13 March 2020, 10:00-17:00
Exhibition Organiser	UBM Japan Co Ltd
Exhibition Sponsors	Ministry of Land, Infrastructure, Transport and Tourism, Japan Coast Guard, The Japanese Shipowners' Association, Japan Federation of Coastal Shipping Associations, The Shipbuilders' Association of Japan, The Cooperative Association of Japan Shipbuilders, Japan Ship Exporters' Association, The Japan Shipping Exchange, Inc., Japan Ship Machinery and Equipment Association, Japan Passengerboat Association, Japan Long Course Ferry Service Association, Japan External Trade Organization (JETRO)
Number of exhibitors	580(forecast)
Number of visitors	21,000(forecast)
Entrance Fee	¥ 3,000 (tax included) ※Free for visitors who have the invitation ticket or pre-registered
Contact	Sea Japan Secretariat Office(UBM Japan Co Ltd) Kanda 91 Bldg., 1-8-3 Kaji-cho, Chiyoda-ku, Tokyo 101-0044 Japan TEL: +81-3-5296-1020 FAX: +81-3-5296-1018

1-2 Contact List

■ Secretariat Office

UBM Japan Co Ltd

Kanda 91 Bldg., 1-8-3 Kajicho, Chiyoda-ku, Tokyo 101-0044, Japan

Tel: +81-3-5296-1020 Fax: +81-3-5296-1018

Contact: Mr. Hirabara, Ms. Tanaka, Mr. Kudo

E-mail: exhibit@seajapan.ne.jp

■ Official Stand Contractor

Any queries regarding furniture, package stands, water connection, air supply, booth cleaning, primary electrical work:

Sakura International Inc.

Kamei No.2 Bldg., 5F, 17-13 Kiba, 2-Chome, Koto-ku, Tokyo 135-0042, Japan

Contact: Ms. Nakajima, Ms. Okimura

E-mail : seajapan2020@sakurain.co.jp

TEL : +81-50-5804-0901 FAX : +81-3-6458-5727

■ Telephone Line / ADSL / Internet Service

Tokyo Big Sight Inc.

In House Communicatoin Line Service Desk

3-11-1 Ariake, Koto-ku, Tokyo 135-0063, Japan

Tel: +81-3-5530-1106

E-mail : tsushin@tokyo-bigsight.co.jp

■ Official Freight Forwarder

Any queries regarding freight forwarding, customs clearance, deliveries:

Ishikawa-Gumi, Ltd.

4-14-2 HIGASHI-OHI , SHINAGAWA-KU, TOKYO 140-0011, JAPAN

Tel: +81-3-3474-8102 Fax: +81-3-5460-9841

Contact: Mr. Mochizuki, Mr. Mizunuma

E-mail: seajapan2020@ishikawa-gumi.co.jp

■ QR system Rental

Jumbo Co., Ltd.

JUMBO BLDG., 1474-4 EDA-CHO, AOBA-KU, YOKOHAMA, KANAGAWA PREF. 225-8501 JAPAN.

Tel:+81-45-911-7779 Fax: +81-45-912-2181

E-mail:seajapan@jmb.co.jp

Contact:Ms. Kaneko

■ Official Temporary Staff Agents

Interpreters:

ISS, Inc.

MITA MT. Bldg. 8F, 3-13-12 Mita, Minato-ku, Tokyo 108-0073, Japan

Tel: +81-3-6369-9993 Fax: +81-3-3453-1256

Contact: Mr. Dovran

E-mail: ask_conv@issjp.com

■ Official Travel Agent

JTB Global Marketing & Travel Inc.

Tokyo Front Terrace Bldg 7F, 2-3-14, Higashi Shinagawa, Shinagawa-ku, Tokyo, Japan

Tel: +81-3-5796-5446 Fax: +81-3-5495-0785

Contact: SEA JAPAN 2020 DESK

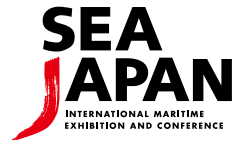
E-mail: seajapan2020@gmt.jtb.jp

1. Overview of Exhibition

Sea Japan 2020

11 - 13 March 2020, Tokyo Big Sight

www.seajapan.ne.jp



1-3 Access to the Venue

Access to
TOKYO BIG SIGHT

[Venue]

West Hall 1, 2 and Atrium, Tokyo International Exhibition Center (Tokyo BIG SIGHT)
3-11-1 Ariake, Koto-ku, Tokyo JAPAN

[Public transportation]

TRAIN

RINKAI LINE *It takes 7min. Walk from Kokusai-tenjiyo Sta. to Tokyo Big Sight.

● Osaki (JR) ← 13min. → Kokusai-tenjiyo ← 5min. → Shin-kiba(JR, Subway)

※ direct service from Osaki from Omiya on the JR Saikyō Line.

YURIKAMOME Line

● Shimbashi (JR,Subways) ← 22min. → Tokyo Big Sight

● Toyosu (Subways) ← 8min. → Tokyo Big Sight

CITY BUS

● Tokyo Sta. Yaesu Exit (JR) ← about 40min. → Tokyo Big Sight

● Monzenakacho (Subway) ← about 30min. → Tokyo Big Sight

● Hamamatsucho (JR) ← about 40min. → Tokyo Big Sight

MARINE TRANSPORT SYSTEM

● Hinode Pier (7-min. walk from JR Hamamatsucho Sta.) ← 25min. → AriakeTerminal (in front of Tokyo Big Sight)

AIRPORT BUS (Limousine Bus, Keihin Kyuko Bus)

● About 25min. From Haneda Airport

● About 60min. From Narita Airport

● About 20min. From Tokyo City Air Terminal

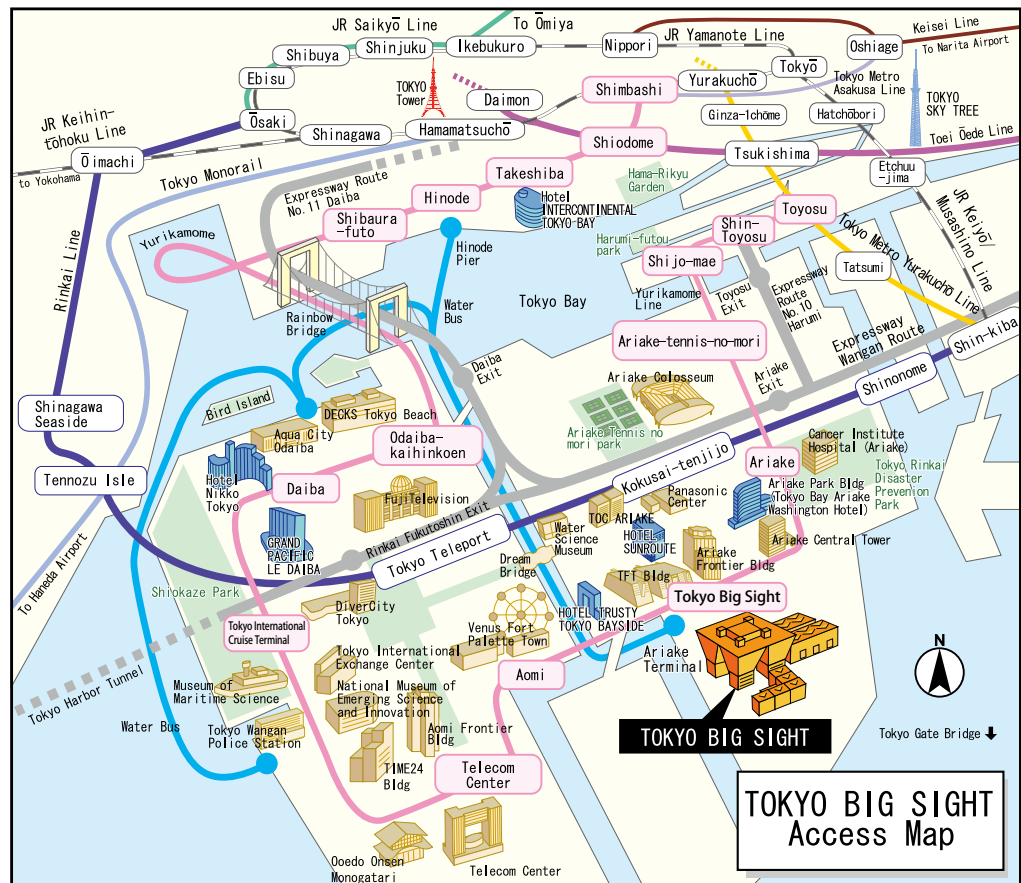
※ Please note that some buses may only be available during times of events being held.

[By car]

About 20 min. From Tokyo Station

About 15 min. From Haneda Airport

About 50 min. From Narita Airport



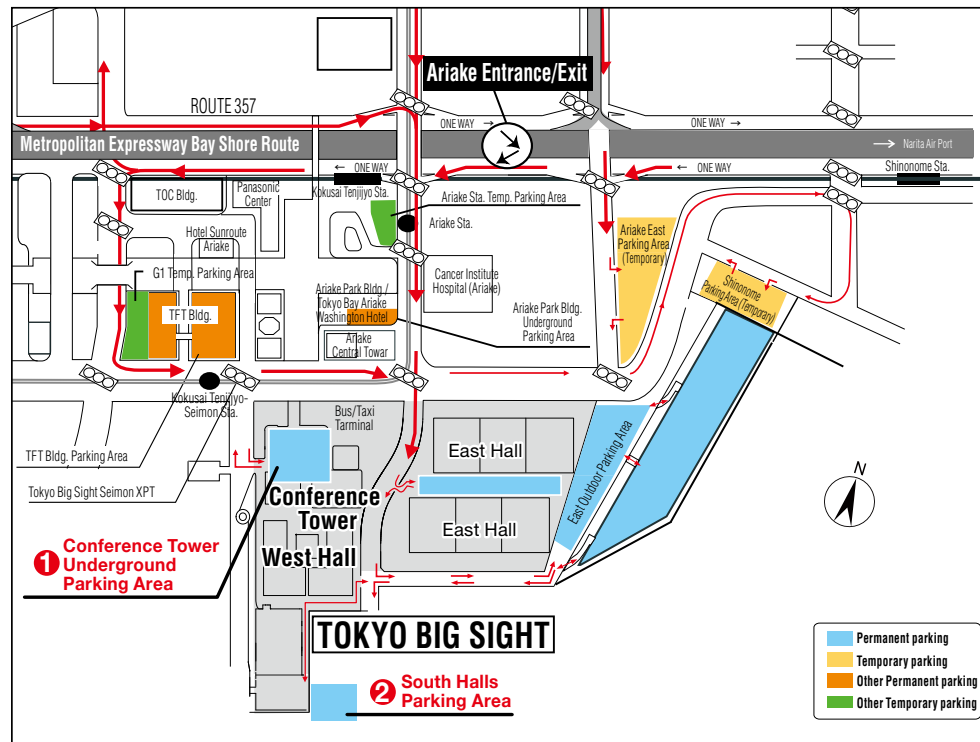
1. Overview of Exhibition

Sea Japan 2020
11 - 13 March 2020, Tokyo Big Sight
www.seajapan.ne.jp



1-3 Access to the venue

Parking area



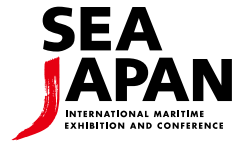
Permanent parking	Units	Hour	Price	Height limit
① Conference Tower Underground Parking Area	62	8:00 ~ 22:00	¥2,000 / Day	2.5m
② South Halls Parking Area	349	8:00 ~ 22:00	¥2,000 / Day	2.1m

1. Overview of Exhibition

Sea Japan 2020

11 - 13 March 2020, Tokyo Big Sight

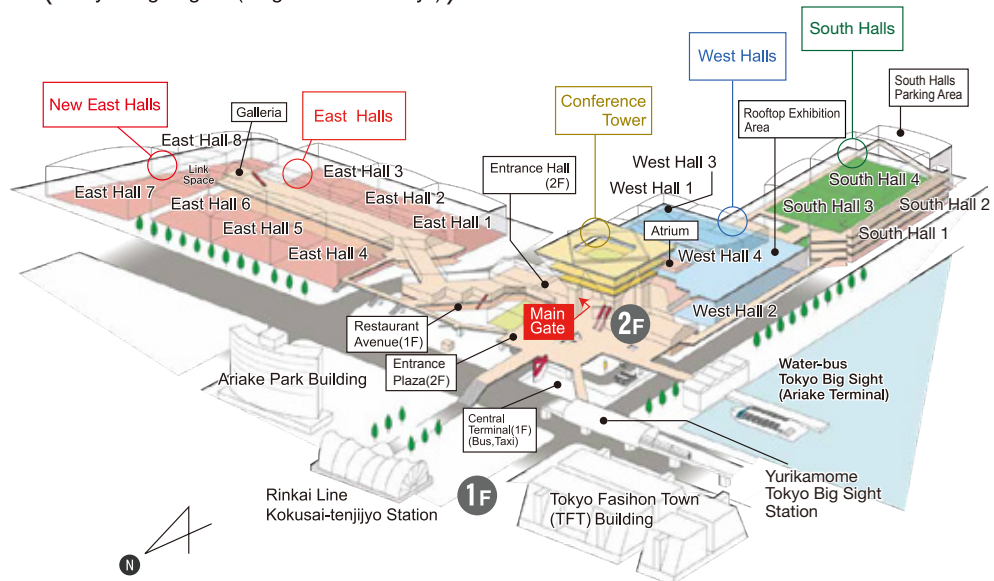
www.seajapan.ne.jp



1-3 Access to the Venue

TOKYO BIG SIGHT
Floor Map

< Tokyo Big Sight (Figure of Facility) >



(As of Feb. 2019)

Coin lockers

Coin lockers are located on 1F & 2F of the Conference Tower, and 1F & 4F of the West Halls.

*The above price applies for usage within a day. Additional fee will be charged automatically after 12:00am.

Copy / Fax

Busines center & Shops	copy	FAX(Domestic)	FAX(International)
Visitor & Business center	○	○	○
LAWSON	○	○	○
SEVEN-ELEVEN	○	○	×

ATM Corner

ATM (Automated Teller Machine) for Mizuho Bank, Tokyo Star Bank, Seven Bank, Japan Post Bank are located in the Entrance Hall 2nd floor.

Please refer to the map above for the location of ATM.

Major credit cards such as VISA, Master Card, AMERICAN EXPRESS and many others are applicable to withdraw cash in the local currency at either machine.

Foreign Currency Exchange

Conversions of US Dollars and Euro into Japanese Yen are not available in Tokyo Big Sight.

There are Foreign Currency ATMs at some places around Tokyo Big Sight.

[From US Dollars into Yen]

- Hotel Sunroute Ariake (+83-3-5530-3610)
- Tokyo Bay Ariake Washington Hotel (+83-3-5564-0111)
- Travelex ATMs (In front of LAOX at VenusFort 1st Floor)

[From Euro Dollars into Yen]

- Travelex ATMs (In front of LAOX at VenusFort 1st Floor)
- Travelex Branch (Diver City Tokyo Plaza 1st floor) (+83-3-3527-6172)

Before using, please call them for more details.

Internet and Wi-Fi

Free Wi-Fi is available at Tokyo Big Sight. This service is provided by the local internet provider.

Internet connection speeds vary depending on signal strength and the number of users.

1. Overview of Exhibition

Sea Japan 2020

11 - 13 March 2020, Tokyo Big Sight

www.seajapan.ne.jp



1-3 Access to the Venue

Restaurant

Area	Store Name	Seats	Menu	Hours
Conference Tower	1F FOOD COURT&BEER Eat IT!	422	cafe&food court	11:00 ~ 17:00
	2F PRONTO		Snacks & Drinks	8:00 ~ 19:00
	2F Tully's Coffee	101	Snacks & Drinks	8:00 ~ 19:00
	8F Al Porto Tokyo Big Sight	74	Italian Restaurant	Lunch: 11:00 ~ 15:00 Dinner: 17:00 ~ 21:00 (L.O. 1 hour before)
Restaurants Avenue	1F Wasyoku-ya	100	Japanese	11:00 ~ 16:00
	1F HIBIYA Matsumototo	160	Western	11:00 ~ 16:00
	1F Cafeteria Mermaid	120	Western and Japanese	11:00 ~ 17:00
	1F Starbucks Coffee Tokyo Big Sight	150	Snacks & Drinks	8:00 ~ 19:00
	1F CAFE TERRACE ROYAL	140	cafe&food	10:00 ~ 17:00

Shop

Area	Store Name	Menu	Hours
Conference Tower 2F, Event Plaza	SEVEN-ELEVEN	Convenience Store	0:00~0:00
Conference Tower 2F, Entrance Hall	LAWSON	Convenience Store	8:00~20:00
	Visitor & Business center	Copy&FAX, PC rental service, Name Card printing, cloak	9:00~18:00
	Services Corner	Original Souvenir, Big Sight shopping card,	9:00~18:00

Smoking

Smoking is not permitted in the exhibition hall at any time during the period of the exhibition, move-in and move-out.

1. Overview of Exhibition

Sea Japan 2020

11 - 13 March 2020, Tokyo Big Sight

www.seajapan.ne.jp



1-4 Exhibition Time Table

Hr.	9 March (Mon)	10 March (Tue)	11 March (Wed)	12 March (Thu)	13 March (Fri)	Hr.
7	Official Contractor Move-in					7
8	8:00~22:00 Raw Space exhibitors and contractors move-in	8:00~20:00 All exhibitors and contractors move-in				8
9		*Exhibitor check-in	8:00~10:00 Exhibitors move-in only with hand-carry			9
10		Exhibitors check-in should be done at the check-in counter.	Exhibitor Badge	9:00~10:00 Exhibitors move-in only with hand-carry Exhibitor Badge	9:00~10:00 Exhibitors move-in only with hand-carry Exhibitor Badge	10
11	Vehicle access		10:00~17:00	10:00~17:00	10:00~17:00	11
12	Exhibitor Badge					12
13	Contractor Badge	8:00~16:00 Vehicle access				13
14	Vehicle access till 18:00.	Exhibitor Badge	Show Opening hours	Show Opening hours	Show Opening hours	14
15	In case you wish to use vehicles heavier than 4 tonnes, please contact Sakura International Inc.	Contractor Badge	Exhibitor Badge	Exhibitor Badge	Exhibitor Badge	15
16		Vehicle access till 16:00.				16
17		In case you wish to use vehicles heavier than 4 tonnes, please contact Sakura International Inc.				17
18			17:00~18:30 Closing hour Exhibitor Badge	17:00~18:30 Closing hour Exhibitor Badge	17:00~18:00 Exhibitor move-out by hand carry	18
19				18:00~20:00 Reception Party	18:00~21:00 Vehicle access	19
20					Exhibitor Badge	20
21		20:00~22:00 Overtime work (charged: JPY 30,000 / 1h)			Contractor Badge	21
22						22
23	22:00~24:00 Overtime work (free of charge) (apply to the secretariat office)					23
24						24

- A nominated exhibitor for each stand should visit the exhibitors' check-in counter to collect the Exhibitors Kit on the move-in day. (10 March, 8:00-20:00)
- If you do not finish your moving-in or stand decoration as scheduled, please register with the organisers in advance to get overtime work permission.
- In order to minimise the possibility of damage to or loss of exhibits, it is imperative that exhibitors pack and remove their exhibit items from the site or repack and clearly mark the items for the freight forwarder before vacating the Exhibition Hall.
- To assure maximum security, the organiser will deploy 24-hour uniformed security guards in the Exhibition Hall at all times during installation, dismantling and the exhibition period. However, the organiser will not be held responsible for the loss or damage of exhibits or any other items by reason of theft, fire, mishap or natural disaster. Therefore, all exhibitors are responsible for their exhibits and valuables and must obtain insurance coverage.
- Power will be planned to be supplied on at 13:00~19:00 on 10 March, 8:00~18:30 on 11 March, 9:00~18:30 on 12 March, and 9:00~17:30 on 13 March.

1-5 Exhibitor, Contractor and Visitor Badges

Exhibitor and Contractor Badge

◎ Exhibitor badge

All booth personnel must wear this badge in order to enter the Exhibition Hall during exhibition periods.

**Overseas exhibitors are required to pick up their exhibitor's badge at the exhibitor's check-in counter during move-in day.

◎ Contractor Badge

All contractors working in the exhibition hall during move-in and move-out must wear this badge. (They are not permitted to enter the hall during the show period with this badge).

If overseas exhibitors assign Japanese contractors and desire to send their badges to them in advance, please request in to the organiser directly.

The organiser may not take any similar requests from the contractors for security reason.

Please apply for the appropriated badge using **Form A-3 Exhibitor, Contractor and Visitor Badges**.

Visitor Badges

< Exhibitor Badge >



< Contractor Badge >



< Visitor Badge >



< VIP Badge >



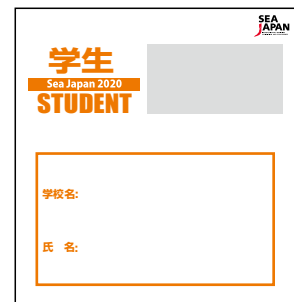
< Press Badge >



< Seminar Attendeer Badge >



< Student Badge >



1-6 Vehicle Pass

Caution

Parking in the truck yard is not allowed. Exhibitors who have completed move-in or move-out should park their vehicles at the toll parking of Tokyo Big Sight if necessary.

Vehicle Pass for booth construction and dismantling

Every vehicle needs a "Vehicle Pass" to enter the exhibition hall or truck yard. Please read the following information carefully and register for the vehicle passes using **Form A-4 Vehicle Pass** no later than 10 January 2020.

*Vehicle pass will be issued for domestic exhibitor only.

- Vehicle Pass A Raw Space Exhibitor pass
- Vehicle Pass B Shell scheme & Package Booth Exhibitor pass

・Access into the exhibition hall is possible according to the schedule below.

・Vehicle Pass is only valid for move-in and move-out days.

Date	Vehicle Pass Type	Time Access
9 Mar (Mon)	A (Raw Space Exhibitors)	08:00-22:00 *Vehicle access into the exhibition hall is until 18:00
10 Mar (Tue)	A (Raw Space Exhibitors)	08:00-20:00 *Vehicle access into the exhibition hall is until 16:00
	B (Package Booth Exhibitors)	
13 Mar (Fri)	A (Raw Space Exhibitors)	17:00-21:00 *Vehicle access into the exhibition hall is from 18:00 to 21:00
	B (Package Booth Exhibitors)	

<For Raw Space Exhibitors>

<For Shell scheme & Package Booth Exhibitors>

車両待機場場入場証 A
スペース小間出展社用

Booth No. Exhibitor's name
 Driver's name Call Phone No.

待機場利用時間
3/9 (月) 2:00~18:00
3/10 (火) 7:00~18:00
3/13 (金) 8:00~20:00

上記の必要事項を必ず記入し、車のフロントガラスに掲示してください。

SEA JAPAN INTERNATIONAL MARITIME EXHIBITION AND CONFERENCE

車両待機場場入場証 B
パッケージ小間出展社用

Booth No. Exhibitor's name
 Driver's name Call Phone No.

待機場利用時間
3/10 (火) 7:00~18:00
3/13 (金) 8:00~20:00

上記の必要事項を必ず記入し、車のフロントガラスに掲示してください。

SEA JAPAN INTERNATIONAL MARITIME EXHIBITION AND CONFERENCE

*Images sample only

Notes

- Vehicle pass is not valid for parking at the Tokyo Big Sight parking area.
- Vehicle access is controlled by traffic marshals. Please follow the instructions of the traffic marshal.
- Parking in the truck yard is not allowed.
- Please remove your vehicles from the Exhibition Hall or truck yard as soon as you finish unloading.
- Vehicle access to the Exhibition Hall is only permitted on 9 March at 8:00-18:00, 10 March at 8:00-16:00, and 13 March at 18:00-21:00.
- Please read pages 11 to 16 for the rules and instructions for the move-in and move-out periods.

2-1 Move-in & Move-out

Schedule

	Date	Time Access
Move-in	9 Mar (Mon) 8:00~22:00	Raw Space exhibitors and contractor
	10 Mar (Tue) 8:00~20:00	All exhibitors and contractor
Move-out	13 Mar (Fri) 17:00~21:00	All exhibitors and contractor

Exhibitor's Check-in

The responsible person of the exhibitors should visit the Exhibitor's Check-in counter during the move-in day.(from 8:00 to 20:00, 10 March)

Overtime Work

Overtime work may not be permitted. All exhibitors and contractors must complete their work according to the schedule listed.
If you do not finish your moving-in or decoration of stand as scheduled, please register with the organisers for overtime work permission in advance.
Overtime work will be charged (JPY 30,000 per hour / tax not included)

Badge Usage

< Exhibitor badge >



< Contractor Badge >



2-1 Move-in & Move-out

Venue

[West Hall 1]

Gross floor area 8,880spm
Height of ceiling 12m
Floor covering material Concrete
Floor withstand load 5t/sqm
Anchor bolt casting possible (Up to 60mm, Less 16 φ)

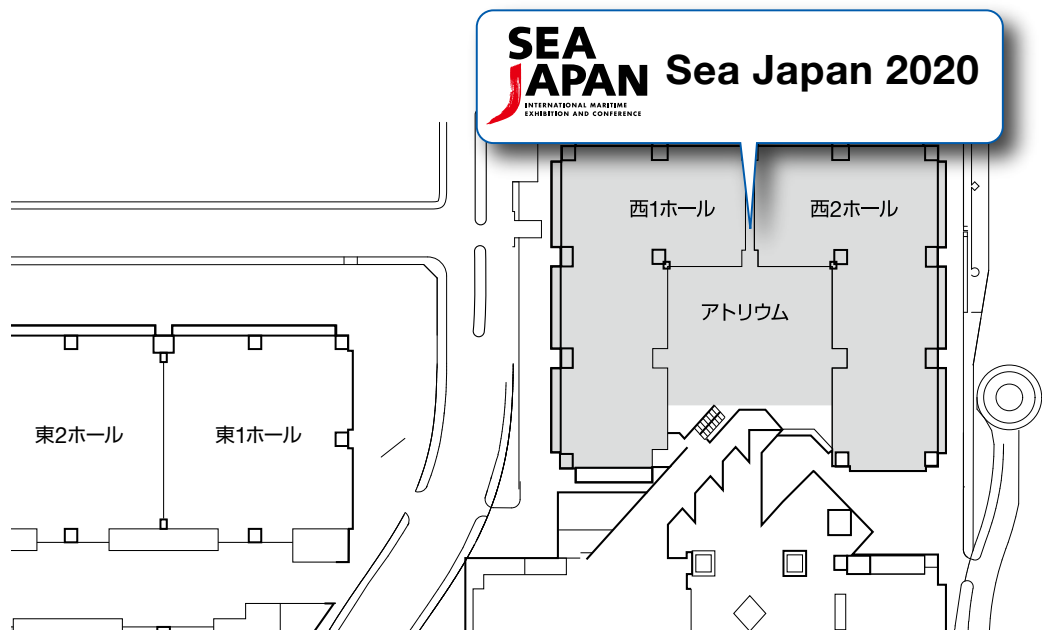
[West Hall 2]

Gross floor area 8,880m²
Height of ceiling 12m
Floor covering material Concrete
Floor withstand load 5t/sqm
Anchor bolt casting possible (Up to 60mm, Less 16 φ)

[Atrium]

Gross floor area 2,000m²
Height of ceiling 23m
Floor covering material Artificial tile
Floor withstand load 0.36t/sqm
Anchor bolts are NOT permitted in the Atrium.
*No vehicles are allowed to enter the Atrium.

[Venue Layout]



- ◎ The organiser does not have hand carts and trollies onsite to lend to exhibitors. Exhibitors should prepare these themselves.
- ◎ Any damage to the fixtures and fittings of the venue caused by an exhibitor must be reported to the organiser immediately. The cost of repair or restoration will be charged to the exhibitor at a later date.
- ◎ Storage space for exhibitors is not available.

2-1 MOVE-IN & MOVE-OUT by VEHICLES

Because of the limited amount of space in the truck yard of the West halls, the organizers have prepared rules and procedures to ensure the smooth and safe move-in and move-out of vehicles.

If your Japan office, agent, partner, local contractor or forwarder in Japan will access the truck yard or the exhibition halls by vehicle, please instruct them to contact the Sea Japan Secretariat Office (UBM Japan Co Ltd) to obtain the instructions written in Japanese. All exhibitors who plan to move-in or move-out using vehicles are required to understand the instructions and submit Form A-4 (Japanese version) to the organizers in advance.

Contact:

UBM Japan Co Ltd

Kanda 91 Bldg 1-8-3, Kajicho, Chiyoda-ku Tokyo 101-0044, Japan

TEL: +81-3-5296-1020 Fax: +81-3-5296-1018 E-mail: exhibit@seajapan.ne.jp

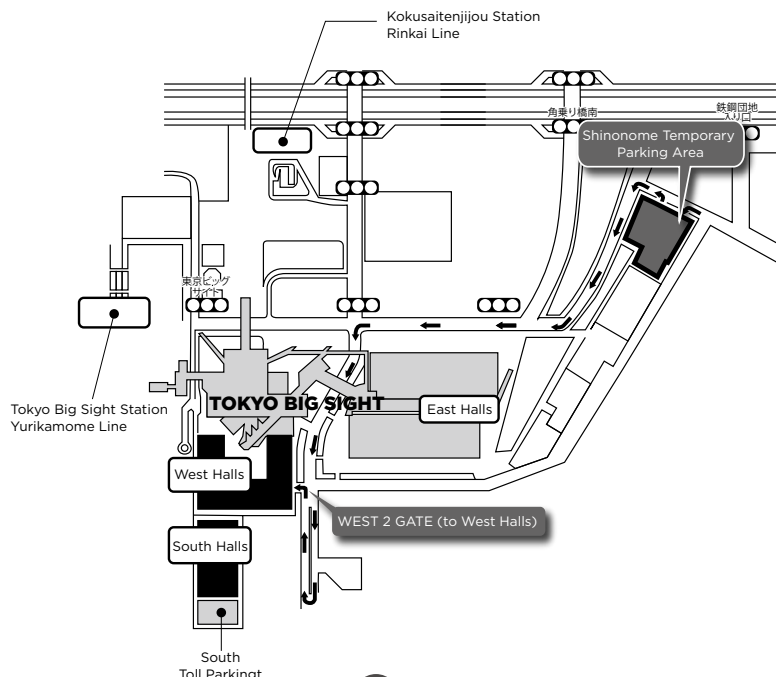
Basic Instructions

All exhibitors who plan to access to the truck yard or the exhibition halls by vehicle must apply for a vehicle pass.

All vehicles are required to first go to the "Shinonome Temporary Parking Area" and obtain a numbered ticket there. Traffic marshals will guide your vehicle(s) to WEST 2 GATE (the truck yard and the exhibition halls) according to a schedule based on the ticket numbers. (Note: The schedule may differ from the ticket number order to ensure smooth operations.) Vehicle access is strictly controlled by the traffic marshals. Please follow their instructions.

Shinonome Temporary Parking Area Access Hours		
Move-in Day 1:	09 March	02:00 – 18:00
Move-in Day 2:	10 March	07:00 – 18:00
Move-out:	13 March	08:00 – 20:00

- Long-term parking in the truck yard is not allowed. Please remove your vehicles from the exhibition halls or truck yard as soon as you have finish unloading. Exhibitors who have completed move-in or move-out and need to park their vehicles should park them in the Tokyo Big Sight parking area (charged).
- No vehicles are allowed to enter the exhibition halls during the show opening hours.
- A vehicle pass is not required for exhibitors who park their vehicles in the Tokyo Big Sight parking area (charged) and bring their goods in by hand or by handcart.
- Exhibitors and their assigned contractors must wear the appropriate badges when they access to the exhibition halls during move-in and move-out period and the exhibition hours. Please read page 9 and order badges using Form A-3.
- Exhibitors must arrange for all packaging materials, empty cartons and wooden crates to be carried away for disposal after move-out. The removal of any items or materials remaining in the hall after move-out will be charged back to the exhibitor responsible. Exhibitors are hereby cautioned that the exhibition hall charge for the removal and disposal of abandoned items and materials can be quite expensive.



2-3 Shipping Guidance & Tariff

Domestic freight transport in Japan

Move-in

For freight transport in Japan, please read below carefully.

- The transport address for sending to the venue is as follows.

[SAMPLE]

Sea Japan 2020

Booth No.: _____ Company name: _____

Contact Person name: _____ Mobile Phone number _____

Tokyo Big Sight, West Hall 1-2

3-10-1 Ariake, Koto-ku, Tokyo, 135-0063, Japan

*Please make sure that the name of the exhibition, booth number, and exhibitor name are clearly indicated. Also please take good care in packaging items to avoid any lost or damaged during transport.

- Please arrange to have the items delivered on a fixed date and to have someone ready to receive items at your booth. The secretariat will not accept delivery of items on behalf of an exhibitor under any circumstances.
- If necessary, please have insurance on the items from the transporting date to the arrival date.
- Please make sure that move-in and move-out details are thoroughly discussed with transport companies.

Move-out

- A counter for the domestic ~shipment by Yamato Transport will be available near the entrance of the venue.

(Details will be announced by Exhibitor News.)

-International transportation is NOT available at this counter.

-For regular size packages up to 160 cm in size (total of 3 sides) and 30 kg in weight

-Payment term is cash onsite or cash on delivery.

- For non-standard size packages, please contact to the below address in advance.

Contact

Ishikawa-Gumi Ltd Contact: Ms. Watanabe

Tel: +81-3-3474-8102 Fax: +81-3-5460-9841 E-mail: seajapan2020@ishikawa-gumi.co.jp

International freight forwarding

If you want to send items from outside Japan, please contact to the below address in advance.

Contact

Ishikawa-Gumi Ltd Contact: Mr. Mochizuki / Mr. Mizunuma / Ms. Watanabe

Tel: +81-3-3474-8102 Fax: +81-3-5460-9841 E-mail: seajapan2020@ishikawa-gumi.co.jp

Important

· All exhibitors are responsible for their exhibits and valuables and must obtain insurance coverage.

· Make sure that individuals related to the exhibits are not absent during the exhibition period.

· Do not leave your exhibits or valuables unattended in booths during installation or the exhibition.

Moreover, please make sure that exhibits are displayed and employees positioned in such a way that there are no blind spots in your exhibit space.

(ADD)

According to the rule by Organiser, Forklift operation is prohibited in West Hall 2.

If you need "Onsite material handling service", please contact Ishikawa-Gumi.

Contact

Ishikawa-Gumi Ltd Contact: Ms. Watanabe

Tel: +81-3-3474-8102 Fax: +81-3-5460-9841 E-mail: seajapan2020@ishikawa-gumi.co.jp

For the shipping from overseas to Japan, please contact Ishikawa-Gumi. You will receive the Shipping Instruction and Tariff shortly.

Contact

Ishikawa-Gumi Ltd

4-14-2 Higashi-ohi, Shinagawa-ku, Tokyo 140-0002, Japan

Tel: +81-3-3474-8102 Fax: +81-3-5460-9841

Contact:

Domestic Freight: Ms. Watanabe

Int'l Freight: Mr. Mochizuki / Mr. Mizunuma / Ms. Watanabe

E-mail: seajapan2020@ishikawa-gumi.co.jp

3-1 Raw Space Booth

Official Contractor for the Decoration and Electricity

It is compulsory for all exhibitors to register their booth contractor using **Form A-5 Contractor Registration**. Also, raw space exhibitors are required to submit Form B-4 to apply for electric power supply.

* The official contractor, Sakura International Inc. is recommended to work on your booth decoration to guarantee smooth arrangement.

Decoration for Raw Space

Raw Space Exhibitor will be provided with exhibition floor space only, without carpeting, wall partitions, electricity or other facilities. They will need to design and construct their own booths.

Order Form

COMPULSORY FORM for Raw Space Booth

- **Form A-5 Contractor Registration** **Deadline 3 February 2020**
- **Form B-4 Electric Power Supply - Primary Electrical Work** **Deadline 3 February 2020**
- **NO FIXED FORM Scale Drawing in A3 size** **Deadline 3 February 2020**

Ceiling Structure

Fire department regulations stipulate that in principle, exhibit structures should have no ceiling or roof.

Scale Drawing in A3 size

All design proposals MUST be approved by the Organiser and should conform to all statutory requirements.

A drawing to scale in A3 size, in 2 sets must show the plan and elevation of the booth and its fittings, state materials used, describe moving exhibits & displays and give measurements, weights and loadings of all exhibits. If the height of construction will be more than 2.7m, please attach a drawing that shows your booth from the adjacent booth. The Organisers may ask exhibitors to rebuild or dismantle a part of a booth or decoration when the Organiser judges that the booth or decoration adversely effects adjacent exhibitors or does not meet the fire regulations.

* The construction permission does not guarantee its structural safety. This is judged based on if the booth is designed to meet the regulation of this show.

Contact:

Sakura International Inc.

Kamei No.2 Bldg., 5F, 17-13 Kiba, 2-Chome, Koto-ku, Tokyo 135-0042, Japan

E-mail : seajapan2020@sakurain.co.jp

TEL : +81-50-5804-0901 FAX : +81-3-6458-5727

FORM: No fixed format. Please draw the plan and elevation scale in A3 size and submit.

Deadline: 3 February 2020

IMPORTANT

Raw space exhibitors must place the following items to follow the standards in exhibition decoration:

- 1) Fascia board with exhibitors name and stand number
- 2) Lightings
- 3) Panels at each adjoining sides with neighbouring exhibitors

Changing to Package Booth

If you wish to change from Raw Space to Package Booth, please contact to Organiser.

Contact:

UBM Japan Co Ltd

Kanda 91 Bldg 1-8-3, Kajicho, Chiyoda-ku Tokyo 101-0044, Japan

TEL: +81-3-5296-1020 Fax:+81-3-5296-1018 E-mail:exhibit@seajapan.ne.jp

3-2 Package Booth

Booth decoration	All package booths shall be constructed by the official contractor, Sakura International Inc. In case additional decoration is needed, exhibitors can appoint a non-official contractor at the exhibitor's own expense. All exhibitor have to register the contractor using Form A-5 Contractor Registration .
Wall Panel	Unless requested by the exhibitor, the organiser shall assume that exhibitors occupying two or more adjoining package booths will choose to delete the partitioning panels in between.
Restriction	Drilling/nailling to the booth panels is strictly prohibited. Exhibitors shall be fully liable for any loss incurred or any case of accidents, howsoever arising, and need to compensate for the damages, if any.

Order form

COMPULSORY FORMS for Package Booth

•Form A-5	Contractor Registration] Deadline 3 February 2020
•Form B-1	Location Plan for Package Booth Exhibitors	
•Form B-2	Fascia Board Return Form for Package Booth Exhibitors	
•NO FIXED FORM	Scale Drawing in A3 size (Plan and Elevation)	

Exhibitors who have assigned non-official contractors for additional decoration must submit the scale drawing in A3 size via e-mail.

Scale Drawing in A3 size

Package booth exhibitor who appoint non-official contractor for additional booth decoration must submit design proposals to be approved by the Organiser and should confirm to all statutory requirements.

A drawing to scale in A3 size, in 2 sets must show the plan and elevation of the booth and its fittings, state materials, describe moving exhibits, displays and give measurements, weights and loadings of all exhibits. The Organiser may ask exhibitors to rebuild or dismantle a part of a booth or decoration when the Organiser judges that the booth or decoration adversely effects adjacent exhibitors or does not meet the fire regulations.

* The construction permission does not guarantee its structural safety. This is judges based on if the booth is designed to meet the regulation of this show.

Contact:

Sakura International Inc.

Kamei No.2 Bldg., 5F, 17-13 Kiba, 2-Chome, Koto-ku, Tokyo 135-0042, Japan
E-mail : seajapan2020@sakurain.co.jp
TEL : +81-50-5804-0901 FAX : +81-3-6458-5727

FORM: No fixed format. Please draw the plan and elevation scale in A3 size and submit.

Deadline: 3 February 2020

Optional Change of construction and decoration

Optional change of fascia board, carpet and wall partition is available. Please see details and cost on **Form C-9 Upgrade Package Booth** in this manual.

Additional Decoration

Package booth exhibitors can order additional decoration service using the forms below:

Form C-4: Rental Item

Form C-5: Rental system parts

Form C-9: Upgrade Package Booth

Form C-10: Option Order Form for Package Booth Exhibitors (Basic Carpet Color : Dark Blue)

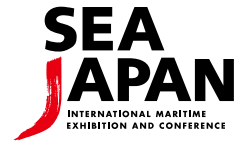
*This form applies for additional company name or logo on the fascia board and change of carpet color.

3. Booth Decoration

Sea Japan 2020

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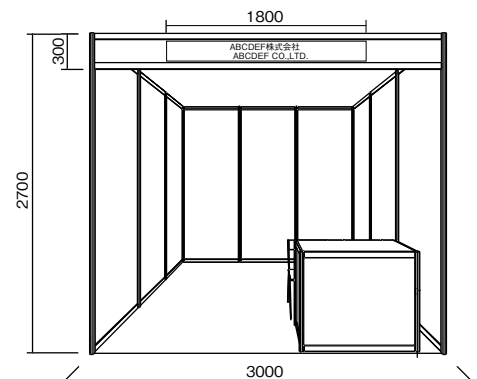
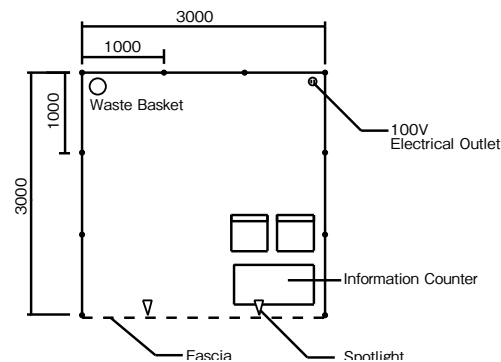


3-2 Package Booth

Package Booth

Package booths will be constructed by Sakura International Inc., the official contractor. However, exhibitors are at liberty to appoint a contractor other than the official booth contractor for optional construction or decoration if they so wish. Please ensure that your contractor is fully aware of the points mentioned in the manual when being asked to tender a bid for your work. All exhibitors must submit From A-5 Contractor Registration so that the secretariat office can make sure which contractor and how the booths are designed and constructed.

Item	Specifications
Wall Panel	Octanorm System Panel (Panel : White. Pole · Frame : Aluminum) * Corner booths will be open on two sides unless requested by the exhibitor. * If you prefer another carpeting colour, please order alternative colour (charged) * Drilling holes in, or nailing or stapling items to the booth walls is strictly prohibited. * Unless requested by the exhibitor, the organiser shall assume that exhibitors occupying two or more adjoining package booths will choose to delete the partitioning panels in between.
Flooring	Needle-punch carpet
Carpeting Colour	Dark Blue
Company Name	Fascia Board will be provided according to booth size.
Fascia Board	White
Electricity	Electricity installation of a primary electricity trunk line of up to 1kW and electrical supply up to 1kW are included. * For more than 1kW, please order additionally at exhibitor's own expense. * Electrical outlet is included



Stand Area(sqm)	9sqm		18sqm		27sqm		36sqm	
A = one side open booth C = corner booth	A	C	A	C	A	C	A	C
Fascia Board (English and Japanese)	1	2	1	2	1	2	1	2
Spotlight (100W)	2	2	4	4	6	6	8	8
Electrical Outlet	1	1	2	2	3	3	4	4
Electrical Supply	1.0 kW	1.0 kW	2.0 kW	2.0 kW	3.0 kW	3.0 kW	4.0 kW	4.0 kW
Chair	2	2	2	2	4	4	4	4
Information Counter	1	1	1	1	2	2	2	2
Waste Basket	1	1	1	1	1	1	1	1

On a fascia name board, only the main exhibitor's name for 1 unit booth, main and the sharing exhibitor's name for more than 2 unit booth will be shown. If you would like to add your associated or sharing stand company's name to your fascia board, you can order it using Form C-10 Option Ordering Form for Package Booth Exhibitors.

*Letters other than the company name cannot be added(abbreviation is acceptable).

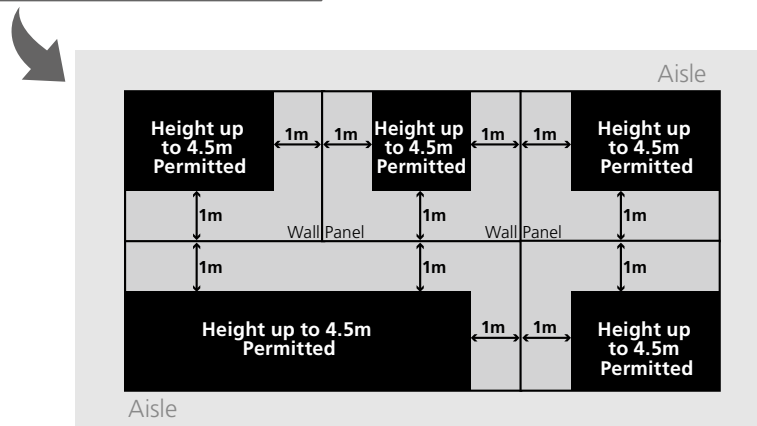
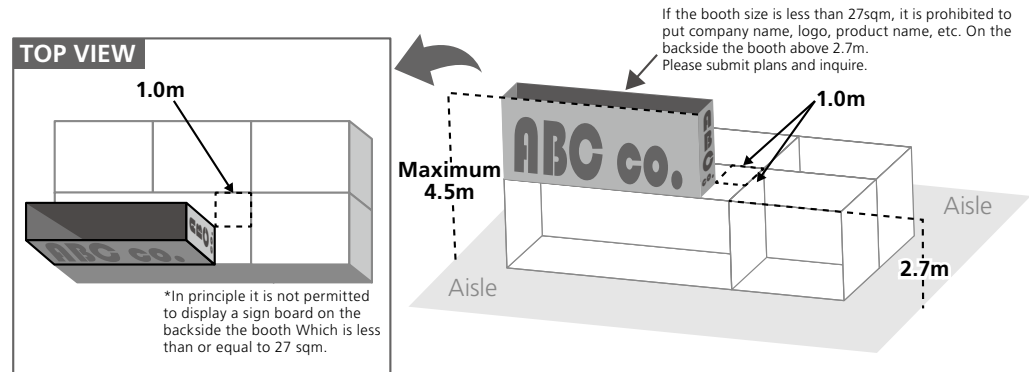
*Product name can be shown on a fascia board as a chargeable option on condition that the company name is surely shown(product name only is not permitted).

*We can take off unnecessary items included in the package booth, but refunds and exchange into other items is not possible.

3-3 Restrictions & Precautions for Booth Decoration

Height Limit for Exhibits

- ① **Maximum permissible height for decoration and exhibit material is 4.5m.**
※ If a booth is located in a low ceiling area, and under venue signboards the maximum permissible height for decoration and exhibit materials is 3.3m.
- ② Standard booth height is 2.7m.
If any part of the booth is built above 2.7m, this must not adversely affect adjacent exhibitors. Any decoration over 2.7m must be set back at least 1.0m from adjacent booths.
(Note: Island booth exhibitors are exempted from this regulation.)
Booth construction built above 2.7m MUST be approved by the organisers, by submitting a booth drawing.
- ③ **If the booth size is less than or equal to 27sqm, it is prohibited to put company name, logo, product name, etc. on the backside the booth above 2.7m. Please submit plans and consult with the official contractor.**
- ④ The organisers may ask exhibitors to rebuild or dismantle part of a booth, decoration or exhibits, even if it meets the regulation, when the organisers judge that the booth, decoration or exhibit adversely affects adjacent exhibitors or does not meet the fire regulation. Adjustment may include but is not limited to covering or painting in white company names, logos, product names appearing on the reverse side of structures higher than adjacent booths.



Regulations regarding booth

- ① Raw space exhibitors must build panels at each adjoining sides with neighbouring exhibitors.
- ② Raw space exhibitors must prepare their own carpet.
- ③ The organiser reserves the right to alert or remove the booth decoration on exhibitor's own expense in case it has been determined to jeopardise someone's safety.
- ④ Decoration and exhibits must not project beyond the boundaries of the side walls. Spotlights on the panel facing the aisle have to be installed above 2.7m from the ground. (Arm spotlights are not allowed to be installed on the indicated place).

FOR YOUR OWN SAKE - WORK SAFELY

- It is strongly recommended that all exhibitor and contractor staff wear safe footwear and hi-visibility tops
- Do not stand on the top step of a ladder
- Do not "walk" the ladder
- Attach and use a safety harness while working on a platform
- Beware of moving vehicles and forklifts
- Ensure loads are safe to lift

Exhibitors and their appointed contractors must follow the rules and regulations of Tokyo Big Sight at all times

3-3 Restrictions & Precautions for Booth Decoration

Regulations regarding booth walls

- 1) For any booth that shares an aisle with another exhibit booth across the aisle, the length of any wall facing the aisle is limited to 6 m.
If the wall exceeds 6 m, a 2m space or more should be placed at every 6 m.
 - Exhibitors are responsible for decorating the outer booth walls facing the aisle. Consider the other exhibitors' booths in the vicinity when decorating the walls facing an aisle. Exhibitors could install displaying panels on the outer walls, providing spaces on the upper and lower parts of the outer walls and utilising showcases embedded on the outer walls.
 - If lighting equipment is installed on the outer walls facing an aisle, use lighting that does not protrude, and install it at a height of 2.7 m from the floor. Exhibitors must NOT use arm spotlights directed towards the aisle.
 - The regulations above do not apply if a wall is installed at a distance of 1 m from the boundary between the booth and the aisle facing the booth, or there is no other exhibitor space across the aisle.
 - 2) If a booth is surrounded by walls on four sides, it must have two or more entrances and exit ways, and illuminated emergency exit signs or escape route signs installed.
 - 3) If decorations or exhibits with a height of 3 m or more and a width (or depth) of 3 m or more are placed, auxiliary sprinklers and wireless smoke detectors (additional payment is required) may be necessary, as directed by the local fire department.
 - 4) Exhibitors must NOT install protruding lights, signboards, banners, or other decorations and exhibits. Carpets covering the floor of the shared aisle are NOT allowed to be used. Decorations and exhibits such as posters and pictures on the outer walls facing an aisle are allowed if they are less than 1cm thick.
- *In consideration of adjacent booths, an exhibitor may be asked to change their booth design, even though the design follows the regulations. The organiser will make the final decision if the design needs to be changed or not, considering the Japanese Fire Service Act and the situation of the adjacent booths after receiving the decoration plans.

Ceiling Structure

- Fire department regulations stipulate that in principle, exhibit structures should have no ceiling, roof, etc.. In cases where an exhibitor deems that the construction of a ceiling or roof is essential, the exhibitors must consult with the Fire Station. In this case, the following documents will be required:
- 1) Letter of explanation as to why the ceiling structure is necessary.
 - 2) Plan, elevation and other necessary detailed drawings.
 - 3) Specifications (materials of the structure, dimensions and mounting method of the structure).
 - 4) Company name, contact name, address and telephone number.

Notes;

- a) Any material or construction used as a ceiling structure must have an air/solid ratio of at least 75% to be accepted by the Fire Station.
- b) A horizontal structure with a width of more than 90cm is deemed to be a ceiling by the Fire Station.
- c) Permission to build a solid ceiling will be denied by the Fire Station unless (very costly) smoke detection equipment provided by the Exhibition Hall is incorporated into the structure.
- d) Proof of Fire Station Permission to build a ceiling must be provided to the organisers before stand construction can commence.

Decoration materials

- Structures with a capacity of 50 people or more should meet fire prevention standards, according to laws and regulations. Fire department inspections will be conducted during the preparation of the decorations or during the period of the exhibition. Please secure the following:
- 1) Exhibitors must use ply board, plywood, phenolic plywood and similar items with fire-retardant quality for the interior decorations of the booth, display stands, information counter desks and others. These fire-retardant products should have fire-retardant labels (" 防炎 ") on the surface and five red lines at the back of the labels.
 - 2) Exhibitors must use fire-retardant-treated matting (carpets, rugs, etc.) and place fire-retardant labels on them. Matting may be asked to be removed if it does not meet requirements.
 - 3) Devices that produce sparks are NOT allowed to be used on carpets.
 - 4) Exhibitors must use products with fire-retardant (soaking process) labels for combustible items such as curtains, banners, cloths and other decoration materials.
 - 5) Petrochemical products, such as Styrofoam, polyurethane, acetate, polyester, acrylic, nylon products, flammable synthetic fibres and artificial flowers are NOT allowed to be used.
 - 6) Exhibitors must avoid blocking internal hydrants and fire alarm buttons with decorations, as well as avoid placing exhibits, structures and other objects in the vicinity of the internal hydrants and fire alarm buttons.
 - 7) Smoking in the exhibition hall is strictly prohibited during the event and on days for (de)construction.

*Note 1: Spraying process is not effective enough and will not meet fire-retardant standards. In case products that did not go through the proper fire-retardant process are used, the fire department may ask to dismantle the decorations or redesign them during the fire department inspection.

*Note 2: The regulations also apply to decoration materials shipped from overseas; it is mandatory to use fireproof products. Contact Sakura International Inc. (seajapan2020@sakurain.co.jp) for more details.

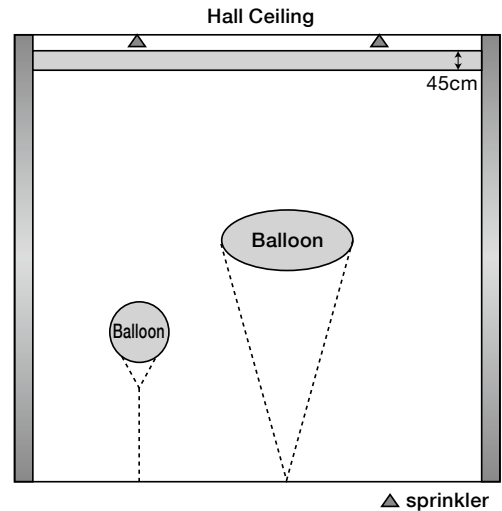


3-3 Restrictions & Precautions for Booth Decoration

Regarding the balloons from the hall ceiling

<Balloons>

- 1) If you wish to have balloons in your stand, please contact Sakura International Inc. with detail plans.
- 2) If the projected area of the balloon is more than 50m², you must consult with the organisers beforehand.
Rigging construction works cannot be carried out by exhibitors by themselves.



Considering the adjacent booths' decorations, the position of the balloons may be asked to be adjusted even though they are placed within regulations. Exhibitors must submit an installation plan that specifies the installation place, size, and shape of balloons to Sakura International Inc. beforehand, if there is a plan to install such.

Prohibited actions

The following actions are prohibited.

- 1) Drilling holes, using nails and painting the booth walls. Instead, use hook-and-pile fasteners or special chains to attach decorations on the walls. Also avoid using paper carton sealing tapes.
- 2) Advertising activities and similar activities outside of booth boundaries
- 3) Modifying (see details below), grinding, drilling and gas-welding a part of the facility itself (floor, ceiling, beams, walls, doors, mobile partition walls, window frames, window glass, air ducts and vents, pipes, cables, lighting equipment, panels, etc.)
 - Using concrete nails, nail guns, glue, double-sided tape other than the designated products (weak adhesive double-sided mesh tape)
 - Painting directly
 - Using utility knives directly
 - Using the facility or a part of it as support
 - Using paint, equipment or any work that may damage or stain the event facility and its equipment

3-3 Restrictions & Precautions for Booth Decoration

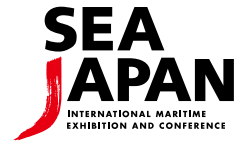
Measures to prevent items from tipping over, falling or moving	Exhibitors must fasten fixtures and decorations firmly to prevent them from tipping over, falling or moving.
Evacuation passages during an emergency situation	Aisles will be used as evacuation passages during an emergency situation. Exhibitors must avoid obstructing and blocking aisles with exhibits, display stands, catalogue stands and such, in accordance with the fire department's orders.
Prohibition of modifying booth system panels	Drilling holes into booth system panels or other modifications are prohibited. Contact Sakura International Inc. if there is a plan to modify the system panels. No Tapes / self-adhesive sheet allowed directly on system panels.(There is a possibility that modification requests may not be permitted, depending on the modification details.)
Regarding decorative lightings	Please avoid causing distractions to other exhibitors if there is a plan to use decorative lightings such as beam lights. Neon lights are NOT allowed.
Regarding floor surface construction	<p>Surface constructions other than using hole-in-anchors are NOT allowed. If there is a plan to use hole-in-anchors, fill out Form B-2 Floor Work (Anchor Bolts) and submit to Sakura International Inc. with a PDF construction plan specifying installation location. Exhibitors must follow the service conditions and work procedures on the application form.</p> <p>Note that a repair cost of JPYJPY1,100 will be asked per anchor bolt for restoration after the event period. In case the floor is damaged upon removing anchor bolts and for other reasons, additional repair costs will be charged.</p> <p>It is prohibited to install anchor bolts to the atrium floor as well as on a utility pit and areas within 200mm from pit edges.</p>
Regarding masking and covering	If a planned construction work could potentially damage, stain or wet the facility, exhibitors should make sure to mask and cover the area. Use sheets to cover the area especially when conducting welding work.
Weight limit for exhibits	<p>The event hall has a weight limitation on exhibits due to the structural restriction as follows:</p> <p>1) Limit for carry-in exhibits</p> <p>a. Contact the event office if the exhibit that you are planning to carry in weighs more than 6 tonnes. (If your stand in the Atrium, weight restriction is 1 tonnes.)</p> <p>b. Contact Sakura International Inc. if the figure [weight of the exhibit (W) ÷ projected area of the exhibit (A)] exceeds 2t/m².(If your stand in the Atrium, weight is limited to 0.36t/m².)</p> <p>*It is not possible to display exhibits heavier than 0.36t/sqm at the atrium.</p>
	<p>2) Weight limit on and around the pits/trenches</p> <p>Pits/trenches and the area within 20 cm from the pit end cannot support the total weight of an exhibit. Pits/trenches also cannot support a concentrated load. However, this does not apply to loads that are 1t/sqm or lighter. When installing an exhibit with a total weight of 1 t or more on a pit or the area around a pit (within 20 cm from the pit end), reinforce the area by placing a reinforcement steel plate of wer 16mm thick to cover the pit and the area around the pit.</p>
Other provisions	<ol style="list-style-type: none"> 1) Exhibitors must NOT conduct construction work inside a pit by themselves. 2) Exhibitors must NOT conduct construction work on the floor, walls and pillars of the event hall. 3) Make sure all structures inside the booth are free-standing. Decorations on the ceiling, pillars or walls of the event hall are NOT allowed. 4) Decorations must not protrude from the side walls. 5) A beam for down lights inside a booth must be 50 mm in diameter or smaller. Exhibitors must aim their lights from the front of the stand to the back of the stand.

3. Booth Decoration

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3-4 Electric Power Supply

Sakura International Inc. is this exhibit's designated construction company to install basic electric supply. Exhibitors may choose their own booth decoration contractor (for installing spotlights, etc.) by filling out **Form A-5 Contractor Registration** and submitting to the event office, so that the office can grasp all exhibitors' decoration contractors and how they would conduct the installation work.

For Raw space-exhibitors, basic electric supply installation work by Sakura International Inc. is required for the space. Fill out **Form B-4 Electric Power Supply – Primary Electrical Work** and apply. Please note that if the form is not submitted on or before the due date, electricity may not be supplied to the space due to incomplete electric power plan.

Type of Power Supply

The power supply for the shell scheme is 100 volt single phase 50Hz. For the amount of electrical supply, please refer to each chart in Package Booth Specifications in this manual.

Package booth exhibitors requiring additional power supply can order it using **Form B-4 Electrical Power Supply**.

The power supply for the Package booth is 100 volt single phase 50Hz. For the amount of electrical supply, please refer to each chart in Package Booth Specifications in this manual. Package booth exhibitors requiring a different power supply can order it using **Form B-4 Electrical Power Supply**.

Power Supply Time

Power will be supplied during the following times: **13:00~19:00 on 10 March, 8:00~18:30 on 11 March, 9:00~18:30 on 12 March, and 9:00~17:30 on 13 March.**

*When you leave the exhibition hall, please ensure that your stand power is switched off.

*The time might be changed in some cases.

*Exhibitors requiring 24-hours power supply (exhibitors using refrigerator, fax or PC may need 24-hours power supply), please submit **Form B-4 Electrical Power Supply**. Additional fee for 24-hours power supply will be charged.

Maintenance

During the event, maintenance workers are stationed in the office in the event hall. Exhibitors must inform any electrical accidents in the booth promptly. The event office will not bear any responsibility for damages to exhibits due to blackout caused by power failure, accidents or voltage drop.

Cost of Electric Works and Power Consumption Charges

(1) Expenses for primary-side electric wiring works (from the main power source in the Hall to each stand) will be charged to the Space Only exhibitors.

Construction: **JPY 8250 per kW**
Consumption: **JPY 2750 per kW**

(2) Payments

After we receive your order, we will send you an invoice by e-mail. All pre-orders must be accompanied by payment in Japanese Yen Cash to: Sakura International Inc.'s bank account written on the invoice by the due data written on the invoice.

If the payment cannot be confirmed before the setting-up period, delivery of items cannot be guaranteed either.

All bank charges are to be paid by applicant.

If you have any specific formatting, wording or addressing requirements for the invoice, please advise these details before issue.

A re-issue fee of JPY 200 will be charged for any revisions after the deadline/initial invoice is issued.

- Exhibitors must finish all electrical work in the booth before the actual event begins.
- Exhibitors must use brand-new electrical items and materials with approval marks of the Minister of Economy, Trade and Industry, as much as possible.
- Exhibitors must use high-powered factory type (with capacitors), fluorescent lamps and high-pressure mercury vapour lamps.
- Exhibitors must install an earth-leakage circuit breaker for their in-booth electrical wiring.
- Exhibitors must use electrical cables (flat-type cables, cab tyre cable, etc.) for wiring inside the booth. Use connectors to connect cables. Avoid laying cables on the floor. Protect the cable with a code cover if it must be exposed on a floor, and also install a fall-prevention slope.
- Please install incandescent light bulbs, resistors and other equipment that emit heat in a place where there is no risk of them getting into contact with any combustible materials, or heating up combustible items.
- Use switchboards and drum switches with metal or plastic cases, and install them in a place where their maintenance work can be conducted easily.

Using power strip / outlet multiple is not allowed.

All installation should occur concurrently with other Move-in activities and must be finished by noon (12:00) on March 10 (Tue). After that time no further electrical work will be permitted. Follow all relevant safety regulations and directives, particularly in regard to fire and hazard prevention, to see that accidents and damage occur to neither workers nor property.

The main power source will be located, as far as possible, in compliance with the exhibitor's request. However, in certain cases it may not be possible to meet the exhibitor's request due to the limitations of the distribution board permanently installed in the hall. Moreover, when large capacity power, for example more than 50kW, is required by a particular exhibitor, the supply may be divided into two circuits due to the limited capacity of the circuit.

Depending on the layout of the exhibitor's stand, a self-standing type switch may be installed if the switch cannot be installed on the stand wall.

IMPORTANT

- ① Right-of-Way for electrical cables Electrical cables are pulled up through access holes to the underground pits, and these holes are limited in number. We ask for your cooperation and understanding when these cables have to be laid through your booth.
- ② We can not change the layout of the power switch onsite because the rule of venue has been changed. Please make sure that your In-Booth Electrical Installation Plan is correct before the move-in period. After the electricity is turned on, please note that it will take some time for taking a request such as moving the switch and hanging the electricity power. This is because the policy of the venue is changed, and the extra procedure is needed.
- ③ Therefore, please check the electricity power and switch location CAREFULLY before starting the construction. When needed, please consult with the official contractor desk immediately. (The request is available until 17:00 on Mar. 9th(Mon.)) In addition, DO NOT touch the initial power cable. When the construction with a power cut is needed, it will be taken care of toward evening of Mar. 10th(Tue).

Location of Primary-Side Main Power Source

Contact:

Sakura International Inc.

Kamei No.2 Bldg., 5F, 17-13 Kiba, 2-Chome, Koto-ku, Tokyo 135-0042, Japan

E-mail : seajapan2020@sakurain.co.jp

TEL : +81-50-5804-0901 FAX : +81-3-6458-5727

3-5 Water supply and drainage, Compressed Air and Gas

Water supply and drainage

For water supply and drainage facility needs, please fill out and submit **Form C-6 Water Supply**

- Main line installation (primary installation work)

The designated company of the show will conduct the main piping installation. The main line will be installed at the end of the booth. If there is a specific request for piping location, please specify so on the application form.

- ◎ Water supply pressure: 2 to 4 kg/sq cm
 - *If there is a need for other water pressure, a branch line or water pressure booster installation is required.
- Water supply to exhibitor's booth:
 - 11 March (Wed) to 13 March (Fri), 9:30 to 17:00
- Main line installation fee:
 - JPY82,500 /per line for one (1) connected equipment at the end of the booth (tax, maintenance and cleaning fee included)
 - * Installation fee to be paid in advance.
 - * Water charges will be invoiced after the event.
- Regarding installation within the booth (secondary line installation), a quotation will be provided upon request, based on the installation details provided.
- Supply in prior to show open: provided
 - If water supply is needed before 11 March for device adjustment, testing, etc., exhibitors are required to send a written request to Sakura International Inc. Note that water may not be supplied on the requested date, depending on the installation work progress.
- 24-hour water supply:
 - If 24-hour water supply is needed, please specify so on the installation form. (Appropriate charges will apply.)

Gas

If gas supply is needed, a quotation will be provided for this. Please contact and submit. Form C-6 Water Supply / Drainage / Gas Supply with detailed construction plan and a catalogue of the device to be used Sakura International Inc. Installation fee will be estimated based on the submitted plan. In principle, gas piping installation will be conducted after obtaining approval from the Tokyo Fire Department. If there are fire risks or any other risks to the visitors and facility, gas supply will be stopped.

Compressed air

If compressed air is needed, please submit **Form C-7 Air Supply**

- Main line installation (primary installation work)
 - The event office's designated company will conduct the main piping installation. The main line will be installed to the end of the booth with a single connected equipment. (In principle, one connected equipment for each exhibitor, including those who have more than two booths.) If there is a specific request for piping location, please specify so on the application form.
- Supply to the exhibitor's booth:
 - 11 March (Wed) to 13 March (Fri), 9:30 to 17:00
- Main line installation fee:
 - JPY82,500 /per company for one (1) connected equipment at the end of the booth (tax, maintenance and cleaning fee included)
 - *Installation fee will be asked in advance.
- Regarding installation in the booth (secondary line installation), a quotation based on the installation details will be provided.
- Air compressor rental
 - If there is a need to rent an air compressor in the booth, a quotation will be provided. Please contact Sakura International Inc.
- Supply in advance
 - If compressed air supply is needed before 11 March for device adjustment, testing, etc., send a written request to Sakura International Inc. Please note that compressed air may not be supplied on the requested date, depending on the installation work progress.

Contact:

Sakura International Inc.

Kamei No.2 Bldg., 5F, 17-13 Kiba, 2-Chome, Koto-ku, Tokyo, 135-0042, Japan

E-mail : seajapan2020@sakurain.co.jp

TEL : +81-50-5804-0901 FAX : +81-3-6458-5727

4-1 Sharing Exhibitor

Listing Sharing Exhibitors

Registered sharing exhibitors will be listed on the following:

- Official website
- Official invitation ticket (DM)
- Official e-Guide book
- Official floor plan*

*On the floor map for 1 unit booth only the main exhibitor's name will be shown, for more than 2 unit booth both main and the sharing exhibitor's name will be shown.

How to Register?

Please submit **Form C-2 Sharing Stand Exhibitor Registration Form** for your requirement.

Upper Limit of Sharing Exhibitors

There is no upper limit for the number of sharing exhibitors.*

*On a fascia name board, only the main exhibitor's name for 1 unit booth, main and the sharing exhibitor's name for more than 2 unit booth will be shown. If you would like to add your associated or sharing stand company's name to your fascia board, please submit Form C-10 Option Ordering Form for Package Booth Exhibitors.

Who Can Register?

The following companies can register as a sharing exhibitor:

- Business acquaintance
- Supplier
- Head Office / Branch Office

IMPORTANT

Only registered company name shall be listed on the fascia board.

Contact:

UBM Japan Co Ltd

Kanda 91 Bldg 1-8-3, Kajicho, Chiyoda-ku Tokyo 101-0044, Japan

TEL: +81-3-5296-1020 Fax: +81-3-5296-1018

E-mail: exhibit@seajapan.ne.jp

4-2 Reception Party

Reception Party

A reception party will be held in order for you to exchange ideas with your peers.

Date: 12 March 2020

Time: 18:00-20:00

Venue: Reception Hall, Tokyo Big Sight

- Party tickets will be handed out at the exhibitors' check-in counter.
- Tickets fee is included in the participation fee.

4-3 Rental Furniture

Rental Furniture

Rental furniture is available for your booth decoration.

Please use **Form C-4: Rental Item, C-5 Rental System Parts** for your requirement.

Contact:

Sakura International Inc.

Kamei No.2 Bldg 5F 17-13 Kiba 2-Chome Koto-ku, Tokyo 135-0042 Japan

TEL: +81-50-5804-0901 FAX: +81-3-6458-5727

E-mail: seajapan2020@sakurain.co.jp

4. Optional Services

4-4 Internet service

Internet service

For telephone line and Internet for your booth, please visit Tokyo Big Sight web site by 14 February, 2020. (<http://www.bigsight.jp/english/>).
The following services are available: Telephone lines, INS64 lines, High-speed optical communications service, Secondary services

Service Contents

1. Analog lines
2. INS64 lines
3. High-speed optical communications service
4. Shared internet connection service
5. Secondary services

Schedule

	1 month before	3 weeks before	2 weeks before	1 week before	Previous day of the event	The day of the event
Deadline for provisional application	→					
Arrangement of lines	→					
Submission of installation drawings	→	Reception of change in location				
Billing	→					
Deadline of payment	→					
Issue of receipt (Application finalized) ✖	→					
Opening of communication line service					About 2PM	→
Start of service (Communication line)						→

How to apply

Internet service can be applied from TOKYO BIG SIGHT official HP(<http://www.bigsight.jp/english/>)
How to download the application form:
“Plan your events” → “Guide to communication Network Services” → “Down load of Application”
Deadline will be 12 February



Contact
In House Communication Line Services Desk. Tokyo Big Sight Inc.
FAX: +81-3-5530-1106 E-Mail: tsushin@tokyo-bigsight.co.jp

4-5 Stand Personnel & Interpreters

Stand Personnel & Interpreters

The organisers have conducted extensive visitor promotion. The exhibitors are therefore asked to be prepared to receive visitors from Japan and various other countries.
Stand personnel and interpreters can be provided by submitting **Form C-14 Interpreters** to the official temporary staff agents below:

Contact: Interpreter
ISS, Inc.
MITA MT. Bldg. 8F, 3-13-12 Mita, Minato-ku, Tokyo 108-0073, Japan
Tel: +81-3-6369-9993 Fax: +81-3-453-1256
E-mail: ask_conv@issjp.com
Contact Mr. Dovran

4-6 QR code service

Overview

At this exhibition, we will manage visitor information by QR code.

You will receive visitor information and questionnaire information simply by reading the barcode on arrival visitor's badge.

Rental plan

Type ①-1 Only personal information

Rental item: QR code scanner

Data format: Date and time·QR code No·personal information

(Zip code address·Company name·Department·Position·Name·TEL·FAX·E-mail)

Fee: Basic fee 36,000 yen (Excluding tax)/A QR code scanner
Additional fee 10,000 yen per one (Excluding tax)

About data you will receive

- It can be downloaded in Microsoft Excel file.(Personal information are consisted in Japanese language)
- We will provide onsite visitor information that will be entered manually by our staff. Be aware that there would be 3% data entry error. Also, we will replace unreadable characters with ●.

Application Method

Please fill in the **Form C-5** and submit it to Jumbo Co., Ltd. by fax or e-mail.

Contact:

Jumbo Co.,Ltd.

JUMBO BLDG., 1474-4 EDA-CHO, AOBA-KU, YOKOHAMA,
KANAGAWA PREF. 225-8501 JAPAN.

Tel: +81-45-911-7779 Fax: +81-45-912-2181

E-mail: seajapan@jmb.co.jp

Contact: Ms. Kaneko

4-7 Cleaning

Cleaning

It is the responsibility of the exhibitors to maintain their own stand in a tidy condition. The organiser will arrange general cleaning of the exhibition hall but **not stand cleaning.**

Exhibitors can

request daily stand cleaning by submitting **Form C-8 Booth Cleaning.**

Date

10, 11, 12 March

Price

550 yen per 1sqm (3 days)

Contact

Sakura International Inc.

Kamei No.2 Bldg 5F 17-13 Kiba 2-Chome Koto-ku, Tokyo 135-0042 Japan

TEL: +81-50-5804-0901 FAX: +81-3-6458-5727

E-mail: seajapan2020@sakurain.co.jp

4. Optional Services

Sea Japan 2020

11 - 13 March 2020, Tokyo Big Sight

www.seajapan.ne.jp



4-8 Hotel Information

Hotel Accommodation

Sea Japan 2020 has reserved a sufficient number of rooms at hotels near the site during the exhibition. Reservations will be confirmed in order of receipt of application form. Late applications are subject to availability.

Area (Access to venue)	Name of Hotel	Rates	
		Single For one person	Twin For two person
Ariake (5 mins. on foot)	Tokyo Bay Ariake Washington Hotel 3-7-11 Ariake, Koto-ku, Tokyo 135-0063 TEL: +81-3-5564-0111	<Mar.9> without breakfast JPY7,480 with breakfast JPY9,240 <Mar.10-13> without breakfast JPY11,100 with breakfast JPY12,860 (14.3sqm)	<Mar.9> without breakfast JPY12,760 with breakfast JPY16,280 <Mar.10-13> without breakfast JPY16,060 with breakfast JPY19,580 (21.5sqm)
Ariake (5 mins. on foot)	Sotetsu Grand Fresa Tokyo Bay Ariake 3-6-6 Ariake, Koto-ku, Tokyo 135-0063 TEL: +81-3-6899-2030	<Mar.9> without breakfast JPY7,700 with breakfast JPY9,130 <Mar.10-13> without breakfast JPY10,450 with breakfast JPY11,880 (17.3sqm)	<Mar.9> without breakfast JPY13,200 with breakfast JPY16,060 <Mar.10-13> without breakfast JPY16,500 with breakfast JPY19,360 (26sqm)
Ariake (7 mins. on foot)	Daiwa Roynet Hotel Tokyo Ariake 3-7-3 Ariake, Koto-ku, Tokyo 135-0063 TEL: +81-3-3599-6180	without breakfast JPY14,000 with breakfast JPY16,000 (21sqm)	without breakfast JPY24,000 with breakfast JPY28,000 (26sqm)
Daiba (10 mins. by Yurikamome line Tokyo Big Sight Sta. and 3 min walk)	Grand Nikko Tokyo Daiba 22-6-1 Daiba, Minato-ku, Tokyo 135-8701 TEL: +81-3-5500-6711	*Without breakfast JPY21,000 *With breakfast JPY23,300 (30-33sqm)	Without breakfast JPY22,200 With breakfast JPY26,600 (33sqm)
Sinagawa Seaside (7 mins. by Rinkai line Kokusaitenjijo Sta. and 7 min. walk)	Herton Hotel Higashi Shinagawa 4-13-27 Higashi-shinagawa, Shinagawa-ku, Tokyo 140-0002 TEL: +81-3-5495-0810	without breakfast JPY12,600 with breakfast JPY13,800 (16sqm)	without breakfast JPY18,500 with breakfast JPY19,700 (24sqm)

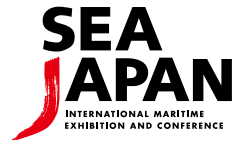
- Above rates are per room per night.
- Rates include service charge and taxes.
- *indicates single occupancy of twin or double room.

4. Optional Services

Sea Japan 2020

11 - 13 March 2020, Tokyo Big Sight

www.seajapan.ne.jp



4-8 Hotel Information

Hotel Accomodation

Sea Japan 2020 has reserved a sufficient number of rooms at hotels near the site during the exhibition. Reservations will be confirmed in order of receipt of application form. Late applications are subject to availability.

Reservation and Payment for Hotel

① For hotel reservation, please apply online or complete the Application **Form C-13** and send it to JTB Global Marketing & Travel Inc. (JTBGMT) by FAX or E-mail.

No later than **7 February, 2020**.

Online application URL: <https://mice3.jtbgmt.com/seajapan2020/?lang=en>

② Application should be accompanied by a remittance covering total fare due JTB GMT. No reservation will be confirmed in the absence of this payment. Personal checks are not accepted.

All payments must be in Japanese yen. If the remittance covers more than one person, please inform us the name of each participant.

* Payment should be in the form of One of the following credit cards:

1. **MasterCard** 2. **DINERS CLUB** 3. **VISA** 4. **AMEX** 5. **JCB**

* A bank transfer to JTB Global Marketing & Travel Inc. (Message: SEAJAPAN2020)

Account at MUFG Bank, Ltd. Shin-Marunouchi Branch (swift code: BOTKJPJT)

1-4-1, Marunouchi, Chiyoda-ku, Tokyo 100-0005 Japan (Account number: 4760327)

* After making a remittance, please send us a copy of the bank receipt to avoid possible confusion.

CONFIRMATION (Online reservation)

Your reservation would be completed upon receipt of your online reservation information and verifying your payment. The confirmation button will be displayed when you complete your payment. Please print your confirmation slip by clicking the confirmation button and bring it with you to the reception desk upon checking-in at the hotel.

CONFIRMATION (FAX or E-mail reservation)

Your reservation would be completed upon receipt of your FAX or E-mail reservation. Your ID number will be sent by JTBGMT for your payment confirmation. Please bring it with you to the reception desk upon checking-in at the hotel.

Cancellation Charge

To cancel or to change a booking, please fax a written notification to JTB GMT in office hours. The following cancellation fees will be deducted before refunding.

*Tokyo Bay Ariake Washington Hotel / Daiwa Roynet Hotel Tokyo Ariake

Up to 10 days before the first night of stay	None
9-2 days before	10% of one night charge
1 day before	20% of one night charge
On the day of arrival / No notice given	100% of one night charge

※ For Grand Nikko Tokyo Daiba

Up to 3 days before the first night of stay	None
2 days before	20% of one night charge
1 day before	80% of one night charge
On the day of arrival / No notice given	100% of one night charge

※ For Sotsu Grand Fresa Tokyo Bay Ariake

Up to 21 days before the first night of stay	None
20 to 7 days before	10% of one night charge
6 to 2 days before	30% of one night charge
1 day before	80% of one night charge
On the day of arrival / No notice given	100% of one night charge

※ For Herton Hotel Higashi Shinagawa

Up to 2 days before the first night of stay	None
1 day before	20% of one night charge
On the day of arrival / No notice given	100% of one night charge

Contact:

JTB Global Marketing & Travel Inc.

Tokyo Front Terrace Bldg 7F, 2-3-14, Higashi Shinagawa, Shinagawa-ku, Tokyo, Japan

Contact: Sea Japan 2020 DESK

Tel: +81-3-5796-5446 Fax: +81-3-5495-0785

E-mail: seajapan2020@gmt.jtb.jp

5-1 Precautions

Emergency Case

In any emergency situations, please contact the Sea Japan Secretariat Office immediately. The Sea Japan Secretariat will contact the police or fire department.

Exhibits

- 1) Exhibits must be related to the purpose of the exhibition.
- 2) The organiser reserves the right to limit or refuse any exhibits or decorations that are determined to affect the show's regular operations.
- 3) Flammable and combustible items or emissive hazardous goods, poisonous materials, drugs or any items that impinge on the industrial property rights are not allowed
- 4) Any living subject including dogs, cats or any small animals are not allowed
- 5) Exhibiting imported goods
 - >All imported goods must undergo the appropriate customs procedure. Any goods that will be consumed or processed in the exhibition hall must be legally imported to Japan.

Security

To assure maximum security, the organiser will deploy 24-hour uniformed security guards in the exhibition halls at all times during installation, dismantling and exhibition. However, the organiser will not be held responsible for the loss or damage of exhibits or any other items by reason of theft, fire, mishap or natural disaster. Products including PC or collected visitor's business cards must not be left in the booths overnight. The organiser will not be responsible for any loss or damage.

<IMPORTANT>

- Do not leave your exhibits or valuables unattended in booths during installation dismantling or exhibition.
- Make sure that exhibitors or affiliates are not absent during the exhibition period.
- Please contact the organiser if you want to hire security for your booth.

Insurance

The Exhibitor must have, at all times, valid and adequate insurance cover against theft, fire, public liability, damage to property, personal injury, third party loss, accidents, natural calamities, acts of God and such other risks normally insured against by Exhibitors and/or as the Organiser may require, in connection with, inter alia, the Exhibitor's property and its activities during the Exhibition (including the moving in and moving out periods).

The Organiser cannot accept any responsibility.

Prohibited Acts/ Hazardous Goods

<IMPORTANT>

Using hazardous materials in the exhibition hall, including oils for machine maintenance, alcohol for cleaning and aromatic candles will require permission from the Fire Department. For exhibitors who plan to use these materials, please contact the official contractor, Sakura International Inc. by 24 January.

<Waiver of above ban>

When an exhibitor desires to take into the Exhibition Hall and/or use for the purpose of display or for demonstration any hazardous materials, the exhibitor must inform so using Form A-6 to the official contractor to get prior authorisation from the Fire Department. In case the request is accepted by the Fire Department, the responsible person from the exhibitor must attend the inspection that will be conducted by the Fire Department prior to show opening .

Prohibited Acts

- a. Smoking
- b. Using naked flame
 - Including devices: (1) generating flame or sparks and (2) with hot and exposed heat-generating component like electric stove or electric heater
- c. Bringing liquefied petroleum gas, other high pressure gas or flammable gas (including propane, acetin and hydrogen)
- d. Bringing oils including salad oil, cooking oil, gasoline, kerosene, machine oil, heavy oil, etc.
- e. Bringing hazardous goods including designated flammable material, gun powders, match, liquid paraffin, etc.
- f. Bringing electric cooking stove, portable gas stove, gas cylinder
- g. Bringing machines and devices that produce fetid aroma or smoke

5-1 Precautions

Conditions for decorative elements, exhibits and sound volume restrictions

Be sure to observe the following rules.

- ① Exhibit activities are not allowed along the aisles
Exhibitors must conduct all activities within their assigned booth space. They are not allowed to distribute goods, conduct advertising and other such activities along the aisles or other areas outside their assigned booth space.
- ② Arrangement of paths for visitor traffic
- ③ Sound volume restrictions for smooth demonstrations and announcements
If exhibitors will be holding demonstrations or announcements that produce sound, ensure that the volume is kept at 70 dB or lower at 2m from the side of their booth. Further, if the organiser determines that the sound produced interferes with displays or promotions held by other exhibitors even if it is at or lower than the specified dB, the organiser has the right to require the exhibitor to adjust the volume in order to resolve such issues.

Prevention of accidents from demonstrations

If the organiser determines that any demonstrations interfere with the maintenance and management of the event site, the preservation of order or the assurance of public safety, it may request exhibitors to take necessary measures to resolve such issues, and depending on the situation, may require those demonstrations to be restricted or suspended. Exhibitors are also asked to be sure that a responsible representative is present to witness any demonstrations that are held. If any exhibit or demonstration will generate intense sound, beams of light, heat, dust, gases, odours, vibrations or strong electromagnetic waves, exhibitors must arrange appropriate preventive measures in advance.

Arrangement for visitor traffic

If visitors assemble around a single booth and interfere with the flow of visitor traffic, the concerned exhibitor will be asked to take appropriate measures to resolve the issue.

Photography and audio recording

Be sure to observe the following rules for photography and audio recording.

- ① Photography and audio recording by visitors
All photography and audio recording by visitors is prohibited, except as part of press-related activities for which official permission has been issued by the organiser.
- ② Photography and audio recording by exhibitors
Photography and audio recording by exhibitors is allowed only within their booth space and seminars. Please make sure that these activities do not interfere with visitors or other exhibitors.
- ③ Photography and audio recording by the organiser
Photography by official photographers, the press and media-related personnel are allowed upon obtaining official permission.

Forwarding telephone calls or messages and paging

Please note that during the event, the organiser cannot forward telephone calls or messages, or provide paging services.

Prohibition of booth usage lending

- ① Exhibitors are not allowed to lend the usage of booths to third parties without the approval of the organiser.
- ② If an applicant name differs from the corresponding exhibitor name, the reason for this difference must be indicated in a request to the organiser and permission must be obtained. Organiser approval is also necessary in case of joint exhibits by multiple companies.

Cleaning

- ① There are no storage areas for empty containers, packaging materials or residual materials within the event site. Such items must be disposed of under the responsibility of the exhibitor.
- ② Booth cleaning is included for shell scheme or package exhibitors.
- ③ Raw Space Exhibitors are requested to make their own arrangements to clean their own booths. Cleaning is not included in booth space fees.
- ④ If exhibits, decorative materials and such are left at the event site after the exhibition, they will be disposed of at the discretion of the organiser. Any expenses required for such disposal will be charged to the concerned exhibitor at a later day.

5-1 Precautions

Booths Restoration	Package booths have to be restored to its original state after the exhibition.
Earthquake preparation measures	Be sure that exhibits and other items are constructed with a level of safety such that they will not overturn, fall or shift in a manner that would interfere with visitor evacuation or fire-fighting activities, even in the event of an earthquake.
Fire prevention and response measures	<ul style="list-style-type: none">① Smoking is prohibited throughout the entire event site.② Use fireproof materials for exhibit construction and decoration.③ Ensure that lighting fixtures and heat-generating equipment do not come in direct contact with or in close proximity to fabric, paper or similar materials.④ Be sure to turn off electricity at the main breaker when you leave the venue.⑤ Be sure that decoration materials do not obstruct indoor fire hydrants, fire alarms, "Emergency Exit" signs or other such equipment.⑥ In the event that a fire should occur, evacuate the event site following the directions from security marshal, staff members and PA announcements.
Food or drink tasting	<p>If exhibitors will offer food or drinks to visitors for tasting, observe the following precautions to ensure safety.</p> <ul style="list-style-type: none">① An application must be made to the Public Health Centre in advance if exhibitor request to offer food or drinks for tasting. The exhibitor must contact the organiser for procedures. Note that food or drink tasting may not be offered to visitors if appropriate notification has not been made.② As a general rule, all food containers should be disposable containers made of paper, plastic or similar materials.③ It is strongly recommended not to cook or prepare food onsite.④ Dividing food products into small portions or offering items that require preparation will require the following equipment according to the guidelines set forth by the Public Health Centre.<ul style="list-style-type: none">- Preparation sink: Fully equipped with water supply and drainage, at least 45 cm x 36 cm- Hand washing sink: Fully equipped with water supply and drainage, at least 36 cm x 28 cm- Disinfection measures: Shall contain antiseptic solution for washing hands and fingers, such as invert soap <p>The above-mentioned equipment must be made convenient to use. For details, contact the following:</p> <p>Koto Public Health Centre, Environmental Health Division 2-1-1 Toyo, Koto-ku, Tokyo-to Tel: 03-3647-5882 / Fax: 03-3615-7171</p> <ul style="list-style-type: none">⑤ Inspections will be conducted during the event period by the Koto Public Health Centre, the institution with jurisdiction over this event. If it is determined by these inspections that methods of the provision have insufficient consideration for sanitation, or that there are any inadequacies in equipment, the organiser will request exhibitors to take any required measures to resolve such issues. Note that if such requests are not appropriately responded to, exhibitors may be instructed to discontinue the applicable food or drink tasting.
Assumption of expenses	<ul style="list-style-type: none">① If electricity, water supply, drainage facilities or other such functions are needed, please apply using the designated forms and pay the specified fees to the respective providers.② All expenses related the move-in, move-out, transportation, display work, demonstrations, disposals, and any other work performed by exhibitors, shall be assumed by the exhibitors themselves.

5-2 Postponement and Cancellation

The organiser reserves the right to cancel or postpone the exhibition without incurring any liability whatsoever to the exhibitor if it is determined that holding the exhibition becomes impossible, illegal or substantially or materially interfered with or affected due to any cause or causes beyond the control of the organiser.

5-3 Abidance and Change

The organiser reserves the right to make changes to the rules and regulations for any reason, and exhibitors and their affiliates will be obligated to follow the new rules and regulations. The organiser will announce any changes with a written statement.

5-4 Policy Regarding Protection of Personal Information

■ Personal Information will be managed by the organiser according to the privacy policy below.

The personal information provided to the organiser by exhibiting companies and their affiliates or associations may be included in the organiser's database and used by the organiser or passed on to related parties for promotional purposes. In addition, information provided for publication may be listed on the official website or brochure.

● Collection of visitor personal information by exhibitors

Exhibitors must follow all personal information protection laws and other related laws and regulations when collecting and managing personal information from visitors during the exhibition.

● Provision of visitor information to exhibitors by the organiser

The organiser may pass to exhibitors personal information collected from visitors who attend conferences and seminars hosted by exhibitors when prior consent of visitors has been obtained.

■ Privacy Policy of UBM Japan Group

Policy Regarding Protection of Personal Information

The UBM Japan Group and its agents (hereinafter collectively referred to as the Company) undertake to exercise due care and attention in handling personal information that the Company gathers in connection with the operation of its websites (hereinafter referred to as the Websites).

Cases in which Customer is Requested to Provide Personal Information and Extent of Its Use

An individual accessing a Website does not normally need to disclose his or her name or any other personal information except in any of the following cases:

1. When a customer requests to be sent information;
2. When a customer makes any application;
3. When a customer registers himself/herself to visit an event;
4. When a customer makes an inquiry about an exhibitor;
5. When a customer registers himself/herself to receive an e-mail newsletter or updating service;
6. For some other reason not specified above (when a customer is requested to input his or her personal information for any other purpose than those specified above, the Company shall explicitly inform the customer of the purpose of use and the particulars of the requested information and, if the customer consents, the personal information to be provided shall be confined to the minimum necessary for the purpose).

Confirmation and Correction of Personal Information

Any item of information disclosed on the Website that can be used to identify an individual customer will be verified or corrected within a reasonable period of time if the customer makes a request to the Company to do so.

Regarding Supply or Disclosure of Personal Information

The Company will not, except for any legitimate reason, supply any personal information provided by the customer to any third party other than to: any company to which any business of the Company has been commissioned or with whom the Company is in partnership; exhibitors supplying services; or the successor of related operations of the Company.

Measures Concerning the Safe Protection of Information

The Company shall endeavour, by taking reasonable technical measures, to protect the personal information stored in its automatic processing system from hazards including illegitimate use, loss, alteration or leakage.

Regarding Use of Cookies

Some pages of the Website may use a technique known as "cookies" in order to enhance the customer's convenience in his or her repeated access to a website. "Cookies" is a standard technique used to facilitate the web server's recognition of the customer's computer. This technique is used to meet each individual customer's needs for the purpose of customizing the web site or improving the contents of the web site or services offered there to better satisfaction of the customer. "Cookies" can identify the customer's computer but not the customer himself or herself unless the customer inputs personal information. Depending upon the browser used by the customer, the customer's browser's settings may be altered to invalidate the functions of cookies, but doing so might make unavailable the whole or part of the services otherwise available on the website.

Improvement and Revision of Policy on Protection of Personal Information

The Company intends to enhance and improve the way it handles customers' personal information from time to time. Any revision of documentation regarding the Company's policies on the protection of personal information resulting from such improvement shall be disclosed on the Website each time a revision is made.

Supported by



THE NIPPON
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SEA JAPAN

INTERNATIONAL MARITIME
EXHIBITION AND CONFERENCE

2020
GOING FOR GOLD!

 **informa**markets

UBM Japan Co Ltd

11-13 March 2020 Tokyo BIG SIGHT Exhibition Center,
West Hall 1,2 & Atrium

www.seajapan.ne.jp

Promotion Manual

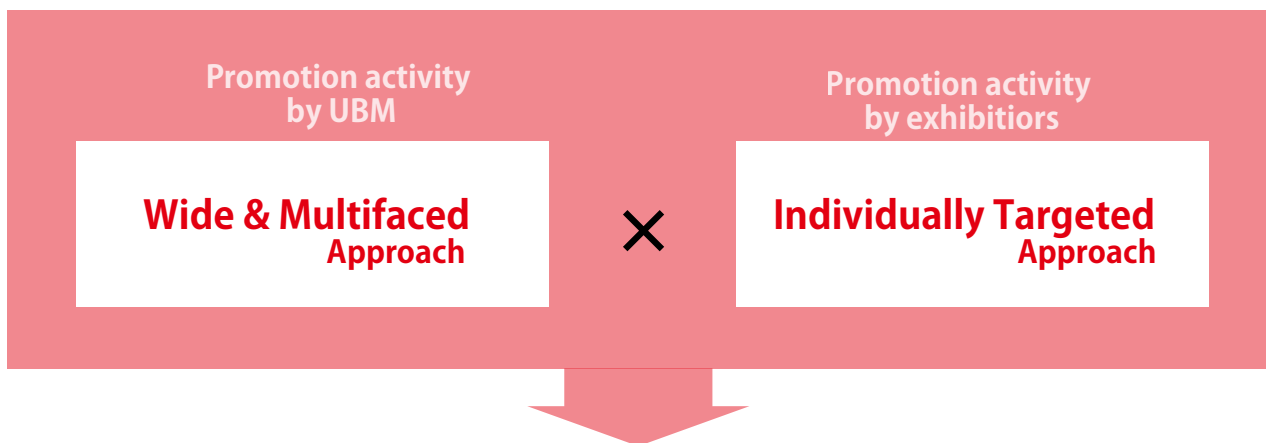
6-1 Key Point for making a success of your exhibiting!

You' re a great company, you've got great products – now tell everyone about it and invite them to come and meet you at Sea Japan!

It is important that you plan your promotional campaign in advance. We have put together some tips on how to use the various promotional tools that are available to help drive visitors to your stand at Sea Japan. My own personal recommendation is to send invitations to your customers by post. In Japan, formal letters and invitations are always delivered by post as this indicates the sincerity of the sender. We send a huge volume of printed invitations to our database to promote Sea Japan. But if a company receives an invitation from you with a cover letter explaining the products that you will be showing at the exhibition, they are much more likely to visit your stand. If you need any help or advice, please do not hesitate to contact us.



Mr. Christopher Eve
President
UBM Japan Co Ltd

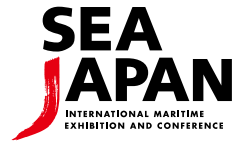


Get more visitor's interets to visit your booth!

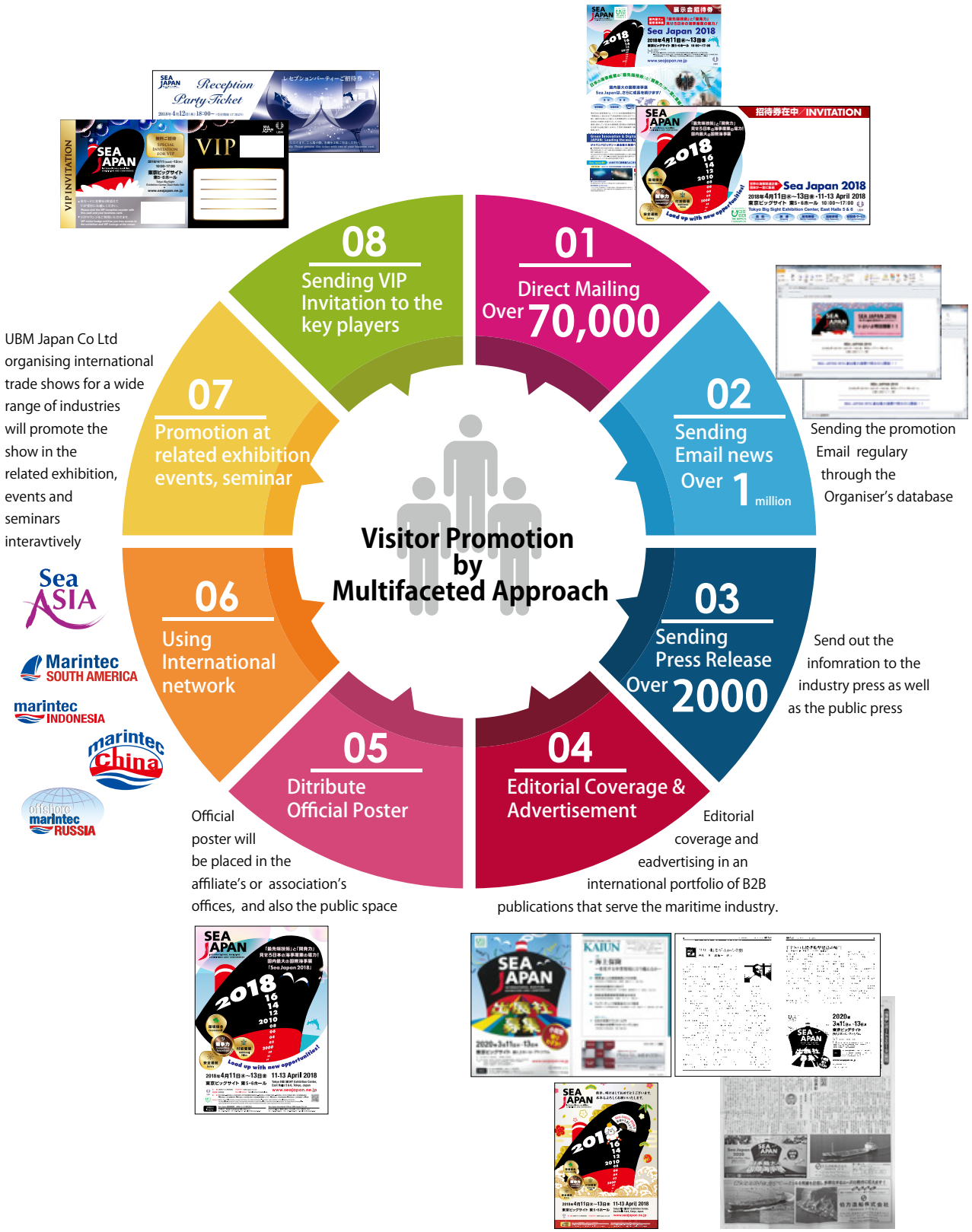


6. Promotion

Sea Japan 2020
11 - 13 March 2020, Tokyo Big Sight
www.seajapan.ne.jp



6-2 Promotion Activities by Organiser



6-3 Promotion Activities by Exhibitors

01 Make your Marketing Strategy!

1 **P**RODUCT **What kind of products do you want to sell?**

= Clearly define the target

- You need to explain what the difference between your products and the products of others is .

2 **P**RICE **How do you define the product price?**

=Recent trends of industry demand, needs or competitors

- You need to carry out market research on the targeted country, company and industry.
- You need to understand the regulations of your targeted country and prepare for the supporting documents alongside the rules.

3 **P**LACE **Where do you want to sell?**

=Find the most effective distribution channel

- Distribution channel =through the agent? Sell directly?
- How to sell to overseas companies?

4 **P**EOPLE **Whom will you send to the exhibition?**

=Find the best staff to take care of the targeted visitors.

5 **P**ROMOTION **When do you need to do what?**

- Before the show
- During the show
- After the show

7P Marketing Strategy



6 **P**ROCESS **Provide the best service for each sales process**

- Provide the after service marketing tool.
- Organise the client' s management

7 **P**HYSICAL EVIDENCE **What can be the established evidence for the clients?**

- Evidence of safety, quality, and credibility
- Plan the booth to express your approach



6-3 Promotion Activities by Exhibitors

02

Mailing of invitations through your database!

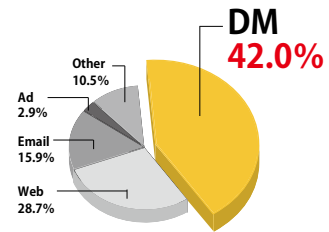
According to the visitor's questionnaire

DM is the MOST effective promotion tools to attract buyers!

What to enclose?

- **Floor PLAN**
which indicates your booth's location with your booth number to help the visitors to find you easily.
- **Catalogue or information of newly launched products or services** that you will be announcing or exhibiting at the show!
- **Invitation letter by your company** that includes your warm welcome message to your clients!

Order Form **A-2**



How did you know about this exhibition?
Visitor Questionnaire



How to distribute?

- Use your own company's database and mail it out.
- Circulate by sales people when they visit their clients.
- Distribute at any exhibitions or private events where you meet your clients before the show.

Special Approach!

- You can send the VIP badges to your important clients!



Order Form **C-1**



If you have not applied for Visitor Admission Tickets yet, please log-in to the Exhibitor's Page and submit the form A-2

03

Set up for Business Meeting in advance!

Making appointments with clients by sales person for business meeting in advance

That would be easier for exhibitors to arrange your time in the exhibition!



To make your participation maximize..

Visit other exhibitors onsite!

To make the new business relationship between exhibitors

Use the official HP to pick up the targeted exhibitors and make the appointment in advance!

6-3 Promotion Activities by Exhibitors

04 Enjoy the free promotion opportunities!

Let us post your latest products or services on our official SNS & e-mail news& Press Release!

Order Form C-16&C-17

Send us the latest information to the organiser and we will distribute it through official Facebook pages, e-mail newsletters, industry press as well as public press!!



Need official logo or poster for your pre-promotion?

You can download the official show logo from the Exhibitor's page for your promotion!
Insert the official logo in your print ad and signature to generate awareness of your participation in the show!

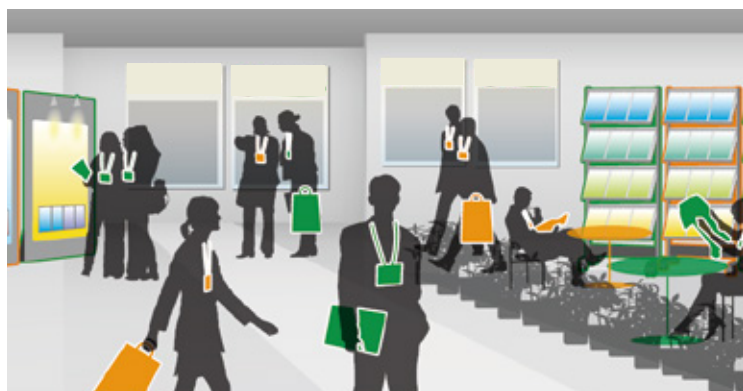
05 Take the Advantage to use the Sponsorship Item!

Want to differentiate themselves from other exhibitors?

Order Form C-3

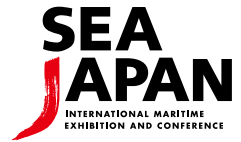
Sea Japan provides all exhibitors with a unique and proven platform to target a dedicated and high profile audience.

Be part of Asia's premier maritime event and stand out from the crowd!



6. Promotion

Sea Japan 2020
 11 - 13 March 2020, Tokyo Big Sight
www.seajapan.ne.jp



6-4 Exhibitor Presentation

New Technology
 Seminaar

JPY50,000
 50 seats
 30 mins
 Venue: New Technology Seminar
 room A / B in Exhibition Hall
 West 1 & 2

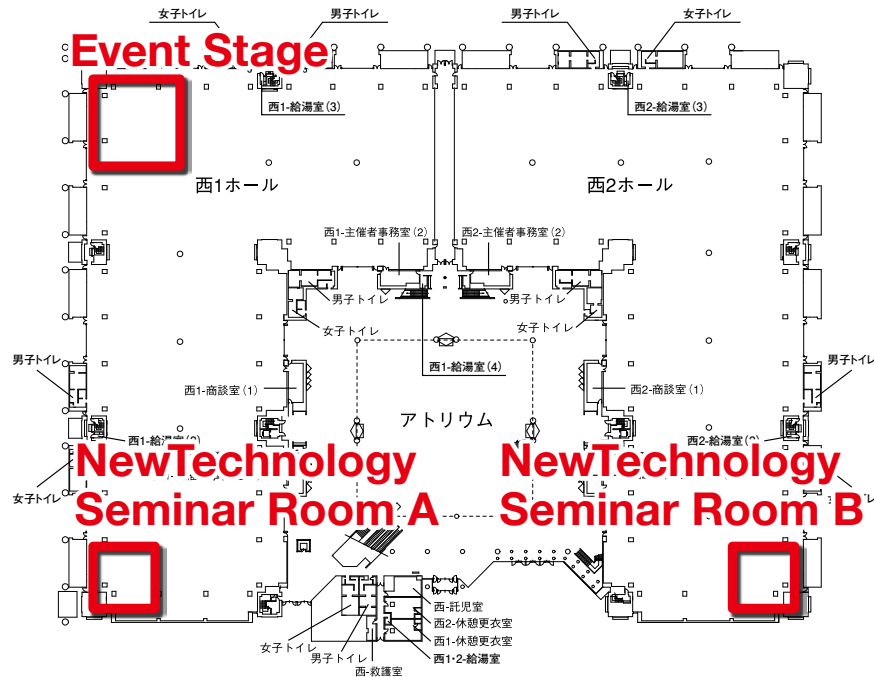


Exhibitor's Showcase

JPY200,000
 99 seats
 60 mins
 Venue: Event Stage in
 Exhibition Hall West 1



Location



6-6 Organiser's Network

JAPAN
UBM Japan Co Ltd
Kanda 91 Bldg 1-8-3, Kaji-cho, Chiyoda-ku Tokyo 101-0044
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Ms. Candice Zhou
E-mail: candice.zhou@ubm.com



Marintec China
3-6 December, 2019
Shanghai New International Expo Centre, Shanghai, China



Marintec South America
11-13 August, 2020
SulAmérica Convention Centre, Rio de Janeiro, Brazil



Offshore Marintec Russia
6-9 October, 2020
ExpoForum Exhibition Center, St. Petersburg, Russia



Seatrade Maritime Middle East
26-28 October, 2020
New Dubai Exhibition Centre, Dubai, UAE



Exposhipping Expomarrit
March, 2021
Pendik Green Park Convention Centre, Istanbul, Turkey



Sea Asia
20-22 April, 2021
Marina Bay Sands®, Singapore



Marintec Indonesia
18-21 September, 2019
Jakarta International Expo, Jakarta, Indonesia



Seatrade Offshore Marine & Workboats Middle East
23-25 September, 2019
Abu Dhabi National Exhibition Centre, Abu Dhabi, UAE