



December 2, 2008

Attn: Media Agencies

Tokyo Auto Salon 2009 with NAPAC – The world-class custom car show Import Auto Salon 2009 – A new custom car show for imported models Press Registration

Tokyo Auto Salon Association

Registration to cover the world-class custom car and related product show, “Tokyo Auto Salon 2009 with NAPAC,” and the custom import car and related product show, “Import Auto Salon 2009,” both of which will be held from January 9 – 11 (Fri. – Sun.) 2009, will be conducted as follows.

Registration is required for all press coverage during the event. Press members are required to send references such as an ID card issued by a company, business card, recent bylined articles, URL and so on as an e-mail attachment to the Auto Salon Association’s pressroom (autosalon2009@publicity-bur.co.jp). After your documents are duly examined, we will send the registration form to the person in charge.

Please e-mail us by **Dec. 12 (Fri.)** after your registration form filled out according to the below-listed registration and coverage regulations.

We ask that you please observe these regulations when applying for and covering the event.

Coverage Application Form

- Please fill out one form per department (for example, “Editing Department”) and have the representative applicant submit it via e-mail by **Dec. 12 (Fri.)**.
- If the person(s) covering the event is from a different department than the one applying, please list the department name on the application.
- Contract writers, cameramen and editing & production staff must apply from the department that entered into the press coverage consignment agreement.

Pre-registration Confirmation Form

- After registration, we will send a “registration confirmation form” addressed to all applicants via e-mail by December 26 (Fri.).
 - Applicants must appear in person and show their registration confirmation forms along with their business cards at the press reception counter on the day of coverage.
- Press passes cannot be issued unless applicants bring their registration confirmation forms.

■ **Press coverage registration applicants must be persons involved in the press coverage and media-purpose filming activities who meet any of the below requirements.**

We appreciate your understanding and thank you in advance for your cooperation.

An editor/reporter/cameraman for a newspaper or publishing company with third-class mail approval that publishes a periodic publication.

An editor/reporter/staff member of an Internet news or information-related site production company established by a corporation.

A TV program production company/reporter/filming staff member, including BS, CS & cable TV.

A radio production company/reporter/staff member.

A writer/cameraman consigned by such an editing/production company or editing department as listed above.

A filming model or performer related to media/program production.

***Coverage for videos, DVDs or other video software for sales purposes is prohibited.**

Ad agencies, PR companies, research companies, securities company analysts and websites and blogs established by individuals are not eligible for coverage.

●Media enquiries:

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