



**TOKYO AUTO SALON**  
**2021**

# **TOKYO AUTO SALON 2021**

**JANUARY 15-16-17, 2021**

**EXHIBITORS  
GUIDE**

**出展案内**

**TOKYO AUTO SALON ASSOCIATION**





# TOKYO AUTO SALON 2021

## Greetings

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

The previously held TOKYO AUTO SALON 2020 turned out to be extremely successful in the entire Convention Complex of the Makuhari Messe (Exhibition Halls 1-11, International Conference Hall, Event Hall and Outdoor Arena) with more than 330,000 attendees.

We are earnestly working on offering a favourable

environment for you to showcase the best of your products, technologies and craftsmanship that must cater for automotive industry professionals and car fans alike. The 39th TOKYO AUTO SALON 2021 keeps up the momentum of growth and shoots for the best car event in the world.

Most importantly for the 2021 show, TOKYO AUTO SALON remains vigilant against the novel coronavirus (COVID-19) epidemic. With the advice and cooperation from all parties concerned, we will place ultimate priority on the safety of exhibitors and visitors, and take every possible preventive measure to provide even safer event.

We very much look forward to your participation in TOKYO AUTO SALON 2021.

Tokyo Auto Salon Association

## About the Show

<b>Show Name</b>	TOKYO AUTO SALON 2021
<b>Dates</b>	15 - 17 January 2021
<b>Venue</b>	Makuhari Messe International Convention Complex (International Exhibition Halls 1-11, International Conference Hall, Event Hall and Outdoor Arena) 2-1 Nakase, Mihama-ku, Chiba-city, Chiba
<b>Show Hours</b>	<p><u>Fri 15 Jan</u> 9:00am – 7:00pm (open to media, trade visitors and invitees) • 9:00am – 2:00pm (silent time) • 2:00pm – 7:00pm (open specially to premium ticket holders)</p> <p><u>Sat 16 Jan</u> 9:00am – 7:00pm (open to public)</p> <p><u>Sun 17 Jan</u> 9:00am – 6:00pm (open to public)</p>
<b>Organizer</b>	Tokyo Auto Salon Association (TASA)
<b>Supporters</b> *TBC	Chiba Prefecture; Chiba City; Nippon Auto Parts Aftermarket Committee (NAPAC); Japan Automobile Manufacturers Association, Inc. (JAMA); and Japan Automobile Federation (JAF)
<b>Special Partners</b>	Makuhari Messe and SAN-EI Corporation
<b>Partners</b> *TBC	ASEA Division; JAWA Division; and JASMA
<b>Admission</b>	<p><u>Premium Ticket</u> Good for Friday 2pm - 7pm • advance purchase: ¥3,000 • at the door: ¥3,500</p> <p><u>General Ticket</u> Good for one day either Saturday or Sunday • advance purchase: ¥2,000 • at the door: ¥2,500 (adult) / ¥1,800 (student 13 to 18)</p> <p><small>* Children aged 12 and under accompanied by an adult get free admission.</small></p> <p>Tickets are scheduled to go on sale on 1 October on TOKYO AUTO SALON official website.</p>

## Schedule

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

	Unload · Build · Setup		During the Show / Breakdown · Load			18 MON
	13 WED	14 THU	15 FRI	16 SAT	17 SUN	
6:00		After-hours Work (charged option)	After-hours Work (charged option)	After-hours Work (charged option)	After-hours Work (charged option)	
7:00		7:00	7:30	7:30	7:30	Breakdown · Load · Clearance
8:00			Prep time for the opening	Prep time for the opening	Prep time for the opening	
9:00		Unload · Build · Stand/Booth Setup	9:00	9:00	9:00	
10:00			Open only to trade & media			10:00
11:00			Opening Hours	Opening Hours	Opening Hours	Cleaning
12:00		12:00				Silent Time
13:00						
14:00			14:00			
15:00	15:00	Vehicles on display are encouraged to carry in in the afternoon	Opening specially to premium ticket holders	Opening Hours	Opening Hours	
16:00	Transporters start to pull into the premises					
17:00	Unload · Build · Stand/Booth Setup					
18:00		18:00				
19:00		All transporters must clear out			18:30	
20:00	20:00		19:30	19:30	18:40	Breakdown · Load · Clearance
21:00	After-hours Work *registration required	After-hours Work *registration required	After-hours Work *registration required	After-hours Work *registration required		
22:00						
23:00	23:00	23:00	23:00	23:00		
24:00	After-hours Work (charged option)	After-hours Work (charged option)	After-hours Work (charged option)	After-hours Work (charged option)		



## Show Content

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

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



### Vehicles on Display

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



### Display and Sales of Car-related Products

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



### Car-related Events

Various car-related events take place including Tokyo International Custom Car Contest 2020 as one of the highlights of TAS. Other events include symposium and forum by exhibitors/sponsors.



### Stage Performances Hosted by TASA

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



### Prizes to Survey Responders

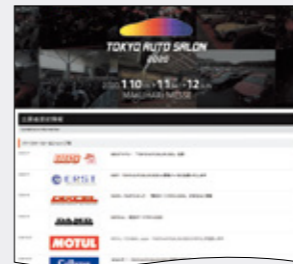
A questionnaire survey of public visitors take place during the course of the show. Responders can enter in TAS prize draw to win one of many fantastic prizes. Accessible also on TAS official website.



## Exhibitor Benefits

### Official Website Entry

All exhibitors will appear on TAS official website.  
<[www.tokyoautosalon.jp](http://www.tokyoautosalon.jp)>



### Spec Board

An original spec board will be provided. Registration by the deadline required.



\*Appearances are subject to change.

## Promotional Activities

\*Below are what we actually did for TAS 2020.

### Television

Special programmes and CM: available in late Dec



Special programme



CM

### Newspaper

General, sport and trade papers: available in late Dec



### Website

Official website & social media: available in late July



### Ads on Magazines

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



### Transport Advert

Digital signage: available in early Jan



### Other

Electronic billboards: available in late Dec



## Fact Sheet on previously held TOKYO AUTO SALON 2020



### Number of Visitors / Exhibitors

- **Show Dates:** Friday 10th, Saturday 11th and Sunday 12th January 2020
- **Venue:** MAKUHARI MESSE International Convention Complex  
Halls 1-11, International Convention Hall, Event Hall and Outdoor Arena

**Overall attendance: 336,060**

Breakdown by date	Friday 10th	Saturday 11th	Sunday 12th
	80,940	126,942	128,178

**Number of exhibitors 438**

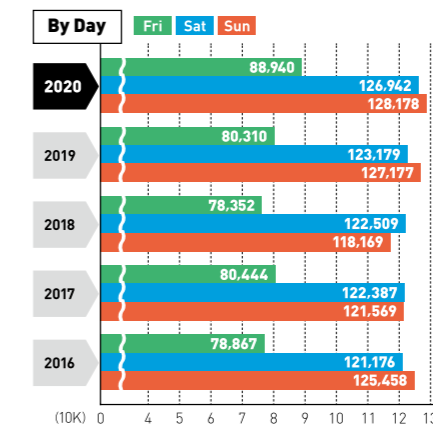
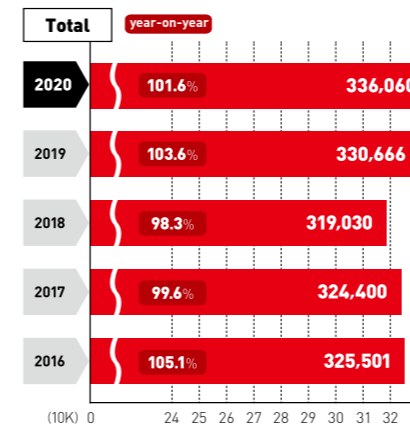
**Number of vehicles exhibited 800**

**Number of booths 4,242**

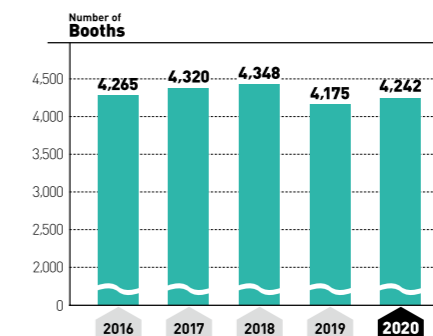
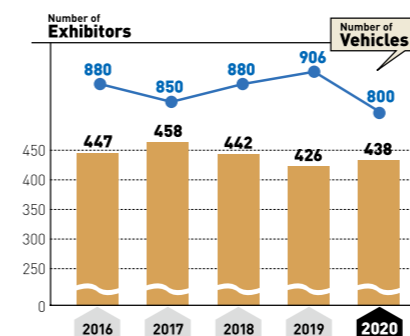
Fee-charging booths 3,766

Vehicle display booths 180

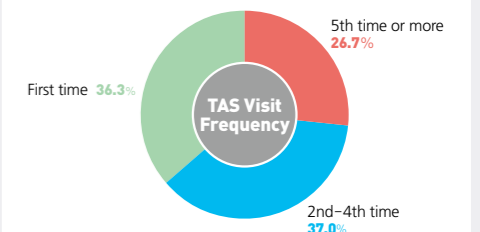
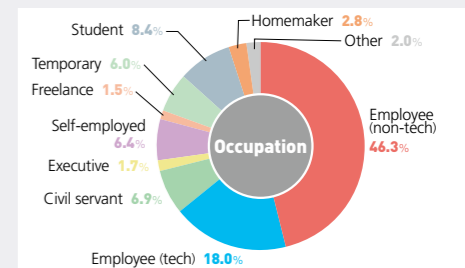
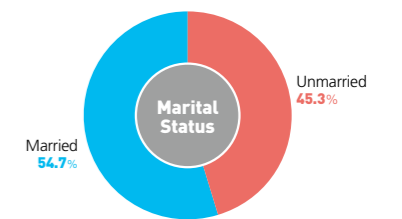
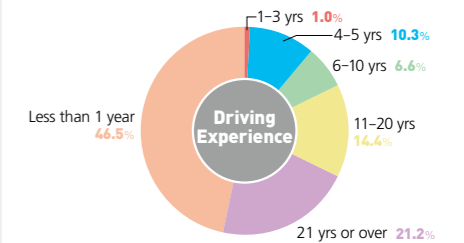
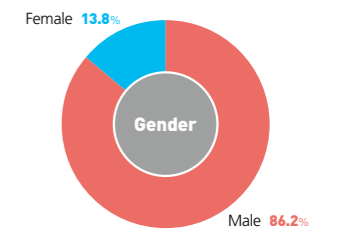
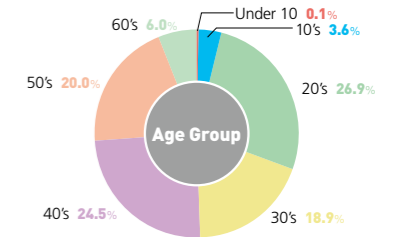
### Transition of the Number of Visitors over the Past Five Years



### Transition of the Number of Exhibitors over the Past Five Years

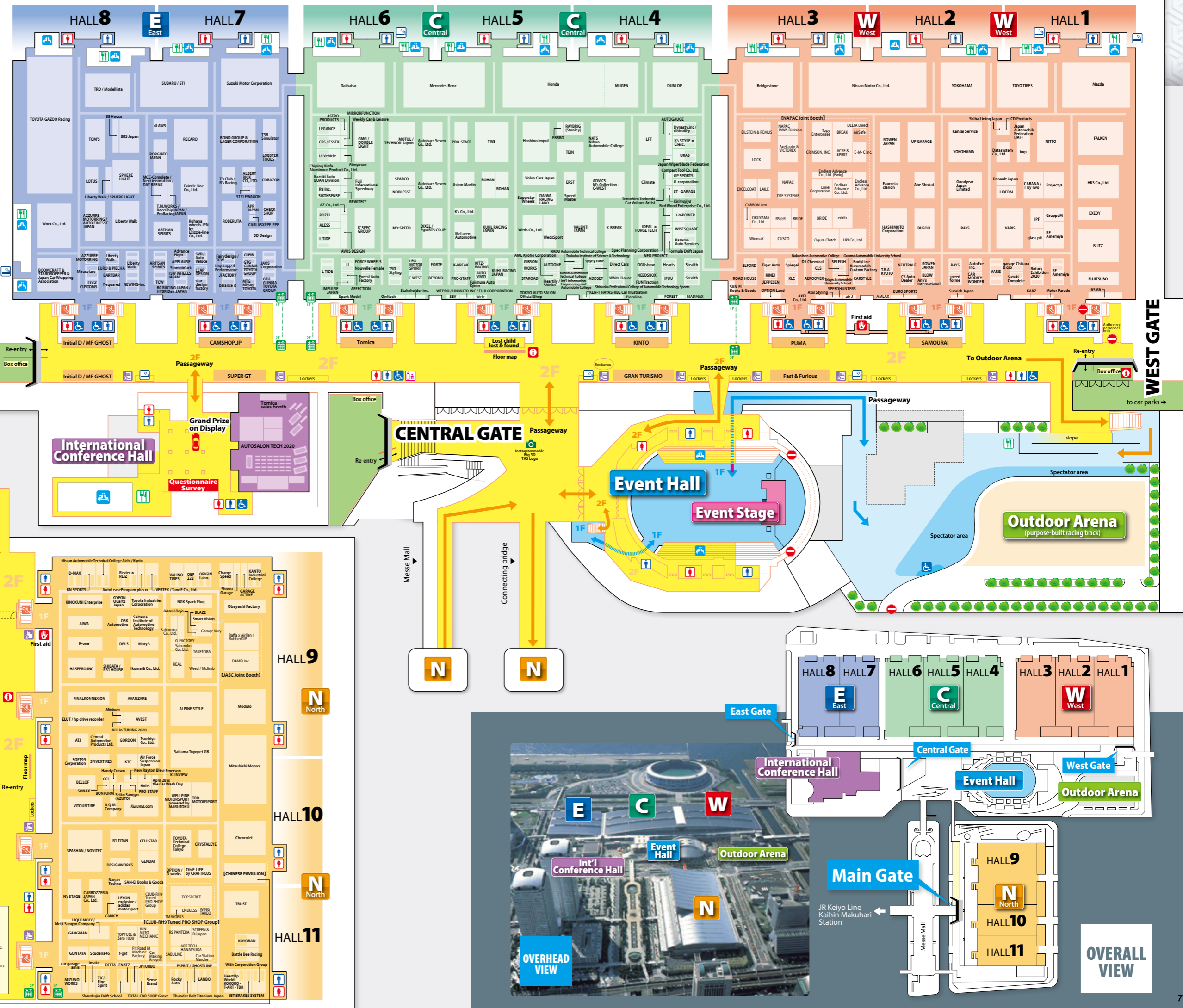


### Visitor Profile





**FLOOR PLAN**



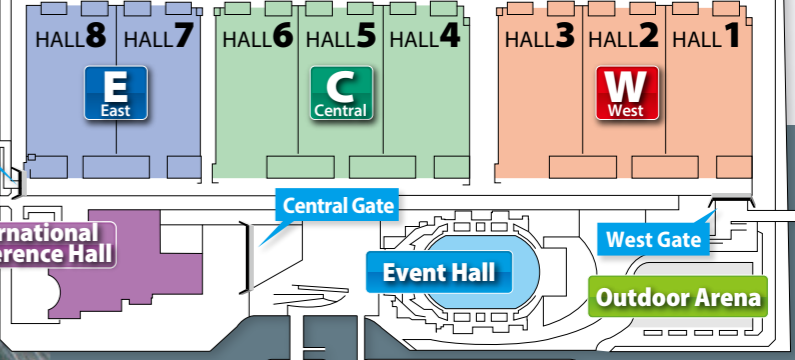
**E C W**  
International Conference Hall  
Event Hall  
Outdoor Arena

**EAST GATE**

**WEST GATE**

**CENTRAL GATE**

**MAIN GATE**

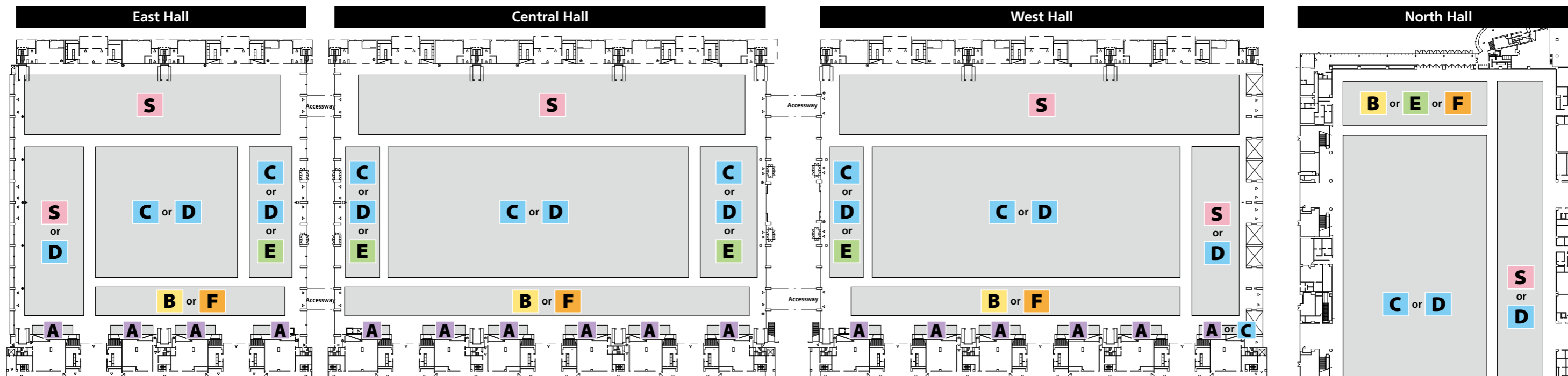


**Main Gate**

**OVERALL VIEW**

Floor Plan (TBC)

\* The floor plan will essentially be arranged by Space types as illustrated below.  
We may however assign other Space type's stands in the designated area in response to changing situations such as a last-minute cancellation.



Space Types at a Glance (arrangement of units)

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

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

**SPACE A: arrangement of units**

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

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

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

**SPACE C: arrangement of units**

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

**SPACE E** 3 units maximum per Exhibitor.

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

**SPACE F** 2 units maximum per Exhibitor.  
3m width x 7m depth Electricity YES

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

**SPACE B** 4 units maximum per Exhibitor.  
3m width x 6m depth Electricity NO

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

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

- SPACE ONLY
- Space D consists of multiple units (6, 8, 9, 10, 12, 15, 18, 20, 24 or 30) arranged in two to five rows.
- 12 or more linking units will be an island stand (exposed to aisles on all 4 sides).

**SPACE D: arrangement of units**

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

**SPACE S** Height limit: 6m

- SPACE ONLY (you just get an area of floor, and your stand must be custom-built by yourself).
- Space S is an island stand (exposed to aisles on all 4 sides).

**SPACE S: choice of areas (sqm)**

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

\* A stand of 800m<sup>2</sup> and over may be shaped like □ or □.  
\* Height may partially be limited to 4 metres.  
\* The Fire Defence Law may require those who get a stand of 1,000m<sup>2</sup> and over to have a 5-metre gangway within their stand.

Exhibitor Classification

- [Member]** Those who have participated in TAS for three or more times (including this time) out of past 38 shows.
- [Associate]** Other than those above.

Type of Space

- [Space A]** Sales Stand (Shell Scheme)
- [Space B]** Vehicle Display Stand \*No electricity use allowed.
- [Space C]** Display Stand (Shell Scheme)  
\*maximum 5 units per Exhibitor
- [Space D]** Mid-sized Display Stand (Space Only)  
\*6, 8, 9, 10, 12, 15, 18, 20, 24 or 30 units
- [Space E]** Vehicle Display Stand with Shell Scheme
- [Space F]** Vehicle Display Stand \*Electricity use allowed.
- [Space S]** Large-sized Display Stand (Space Only)

Space Assignment

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



# SPACE A (Sales Stand)

\* 5 units maximum per Exhibitor

## SHELL SCHEME

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

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

\* No demonstrations whatsoever are allowed in Space A including autograph session, photo session, questionnaire survey or lottery event. TASA deserves the right to halt such violating acts immediately upon detection.

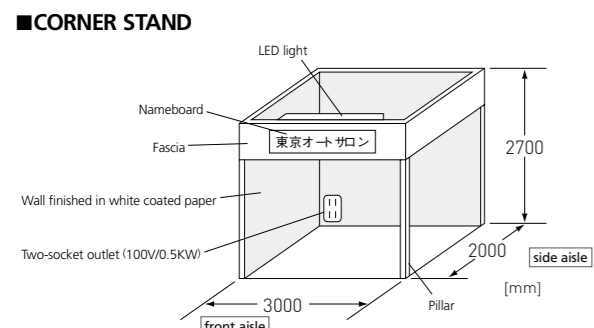
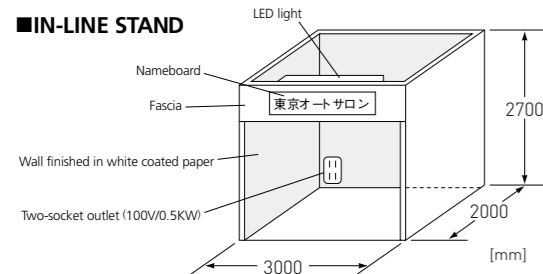
\* **All your products, fixing or decor shall be kept within your own stand.** Any decor on the fascia (including flags and banners) **must not exceed a height of 2.7 metres.**

\* Vehicles are not allowed to go on display in Space A.

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

## [Standard Layout]

### ONE UNIT

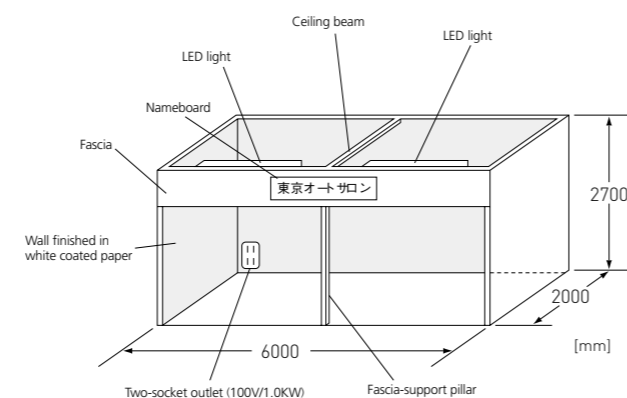


\* In corner stands, the aisle-facing side will be a fascia in place of a side wall (open on 2-side).

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

\* Primary distribution of 0.5KW and electricity charges during the course of the show also included in this package.

### TWO LINKING UNITS



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

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

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

\* Primary distribution of 1.0KW and electricity charges during the course of the show also included in this package.

▼ default font sample  
東京 AUTO SALON 2021

- NOTES & CONDITIONS**
- The default font used on the TASA-provided nameboard is Kaku Gothic. You may make arrangements for your own nameboard in particular font, colour and/or logo at your own expense. To do so, you are required to appoint your own contractor and register it with us by completing the form attached on the Exhibitor's Guidelines.
  - No part of the TASA-provided fixtures, including the back wall, can be removed. Corner stands MUST NOT put up a wall to block off the side aisle. If you have need to customize your stand, you may remove the fascia (with a few exceptions for structural reasons). To do so, you are required to appoint your own contractor and register it with us by completing the form attached to the Exhibitor's Guidelines. Removal of the fascia results in the removal of the nameboard and fluorescent light as well. If you need your own electric work by appointing your own contractor, TASA will provide you with the primary installation of a cable only but no outlet.
  - Floors are finished in bare concrete. No carpet is included in this package. It should be ordered separately at extra charge. To do so, you are required to appoint your own contractor and register it with us by completing the form attached on the Exhibitor's Guidelines.
  - Whenever you use nails, screws or whatever is necessary to fasten/join in, take care not to project them into the gangways/aisles or any neighbouring stands.
  - No heavy objects can be hung from the fascia.

\* Space assignments will be made by TASA.

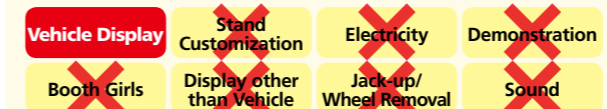
## SPACE A PRICES

Member: ¥250,000 (plus tax) per unit / Associate: ¥300,000 (plus tax) per unit

# SPACE B (Vehicle Display Stand)

\* 4 units maximum per Exhibitor

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



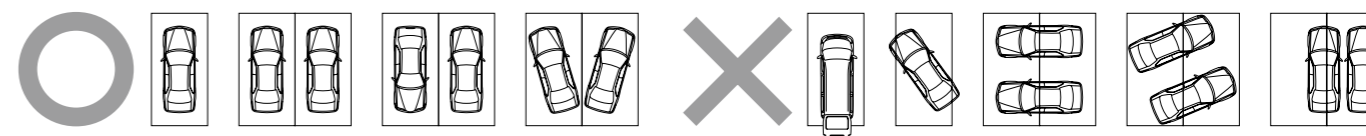
**Stand Size** 3m width X 6m depth

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

**! Demonstration, stand customization, and stage effect such as sound (including car audio systems), booth girls appearance, screening and lighting (including headlights, neon tubes and LEDs) are strictly prohibited in Space B. If your participation comes with any of the above, you must apply for Space C, D, E or F.**

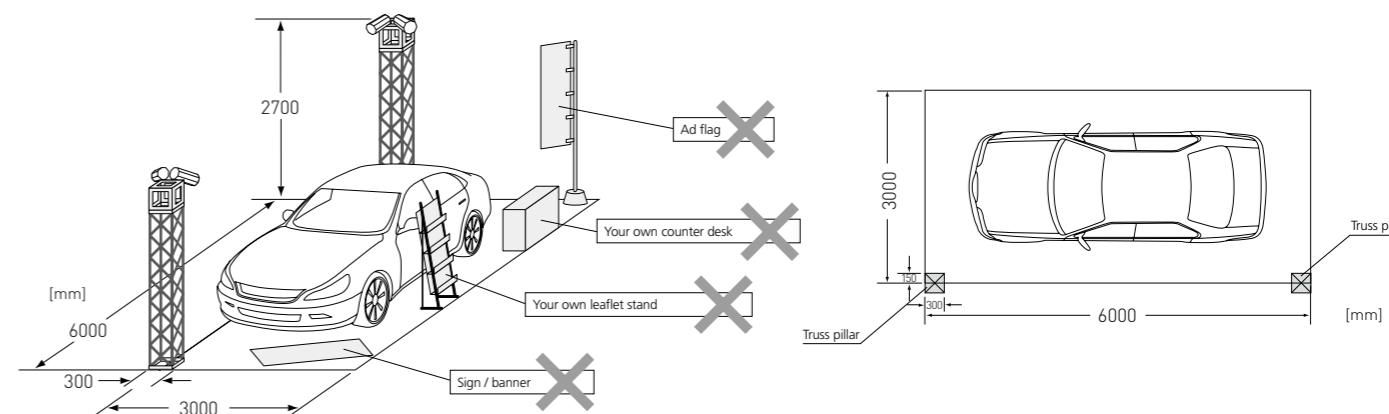
**! Always keep your vehicle within your own stand. Such is the case with minivan leaving a tailgate open. Otherwise you must apply for Space C, D or F.**

- No items other than vehicles may be displayed, or no stand customization allowed in Space B. Don't decorate your vehicle excessively.**
- No equipment of audio, video or lighting (including the use of car audio systems) allowed.  
\* Neon tubes, LEDs or headlights mounted in and out of the vehicle are likewise prohibited.
- A needle-punched carpet, a spec board and a set of two truss pillars with two spotlights (see the illustrations far below) are included in this package.
- For-hire counter, stool and brochure/flyer shelf can be ordered separately (charged option).  
**Your own fixtures or fittings must not be installed in the stand.**
- No carpet replacement or floor-lifting under any circumstances allowed. On top of this, jacking up the vehicle (in whole or in part) and removing tyres/wheels for demonstration purposes are prohibited.
- Always store your spare sets of brochure/flyer in an out-of-sight place. For safety and aesthetic reasons, never leave them on the floor.
- No booth girls can be featured.
- Always keep your vehicle within your stand. "One vehicle per unit" is the show policy which is true for 2 or more units. See the illustrations right below.



- No electricity will be supplied in Space B.
- Generating electric power using car batteries to perform demonstrations, such as activating car navigation system and dashboard, is prohibited.

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



Space B consists of:	<b>2 x Truss pillars</b>	installed in every two units (both in front and rear)
	<b>Needle-punched carpet</b>	laid alternately in shading of grey
	<b>2 x Spotlights</b>	one at the front and the other at the rear

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

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

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

## SPACE B PRICES

Member: ¥170,000 (plus tax) per unit / Associate: ¥190,000 (plus tax) per unit

## SPACE C (Display Stand)

\* 5 units maximum per Exhibitor

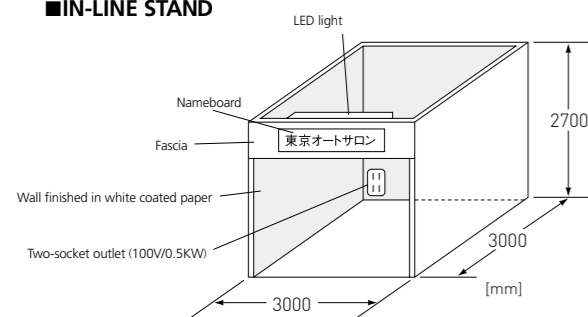
SPACE C IS A 'SHELL SCHEME' STAND.

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

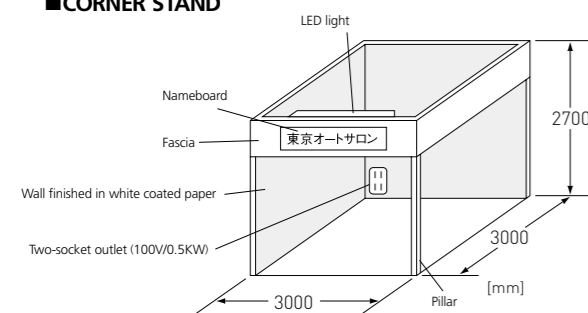
### [Standard Layout]

#### ONE UNIT

##### IN-LINE STAND



##### CORNER STAND

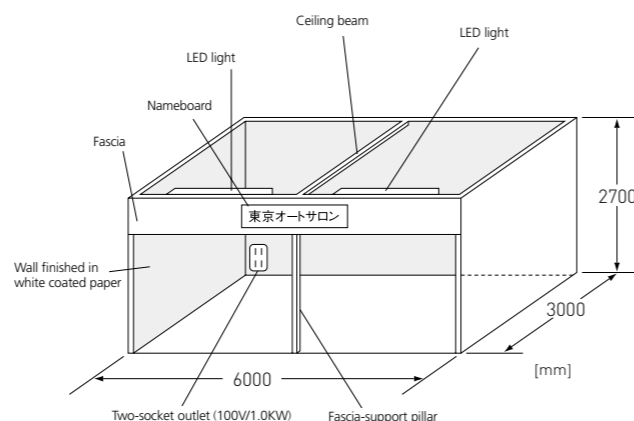


\* In corner stands, the aisle-facing side will be a fascia in place of a side wall (open on 2-side).  
\* The side of the stand must not be covered wholly with a wall. It must leave open at least 1/2 (except the island stand).

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

\* Primary distribution of 0.5KW and electricity charges during the course of the show also included in this package.

#### TWO LINKING UNITS



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

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

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

\* Primary distribution of 1.0KW and electricity charges during the course of the show also included in this package.

#### NOTES & CONDITIONS

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- Floors are finished in bare concrete. No carpet is included in this package. It should be ordered separately at extra charge. To do so, you are required to appoint your own contractor and register it with us by completing the form attached on the Exhibitor's Guidelines.
- Whenever you use nails, screws or whatever necessary to fasten/join in, take care not to project them into the gangways/aisles or any neighbouring stands.
- No heavy objects can be hung from the fascia. ⑥ No decor can be added to the outer walls.

#### ▼ default font sample

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\* Space assignments will be made by TASA.

SPACE C PRICES Member: ¥250,000 (plus tax) per unit / Associate: ¥300,000 (plus tax) per unit

## SPACE D (Mid-sized Display Stand)

\* 30 unit maximum per Exhibitor

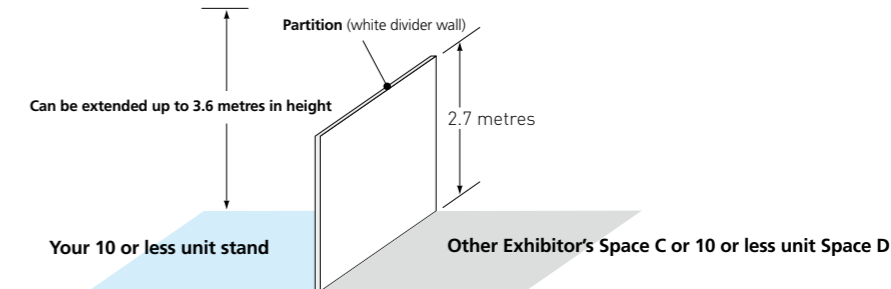
SPACE D IS A 'SPACE ONLY' STAND. You just get an area of floor, and your stand must be custom-built by yourself.

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

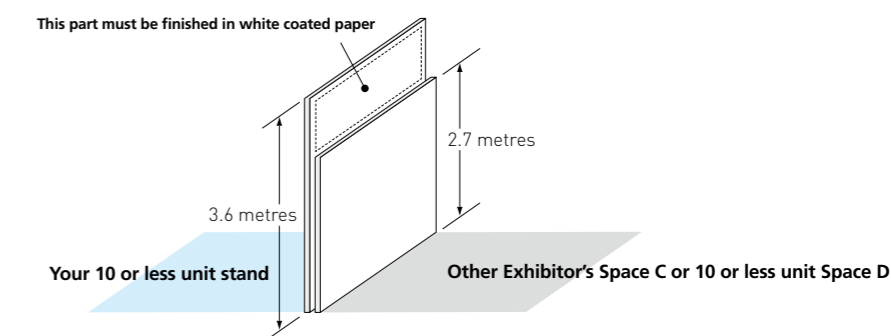
- 12 or more linking units will be an island stand (exposed to aisles on all 4 sides).
- Space D must be a single-storey stand.**
- A minimum order quantity is 6 units per booking.

### IMPORTANT NOTICE ON A 10 or LESS UNIT STAND

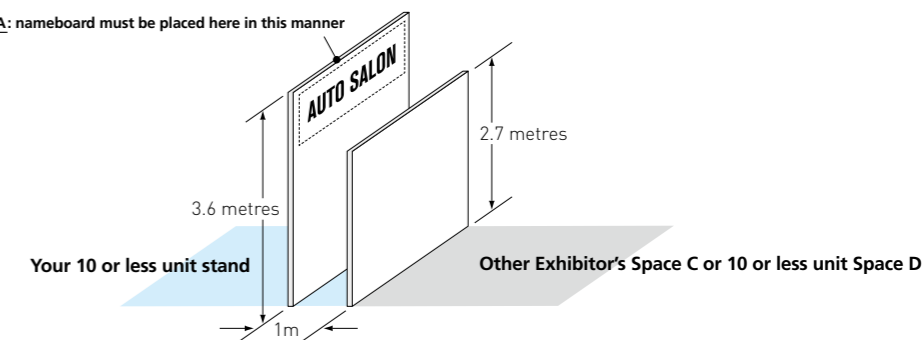
When you book a 10 or less unit stand, your stand may have neighbouring stand(s) which will be other Exhibitor's Space C or 10 or less unit Space D. In this case, a partition (white divider wall) of 2.7 metres in height will be installed in between the stands. The partition cannot be taken down unless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



If you wish to have another partition of more than 2.7 metres in height, it can be extended up to 3.6 metres and the back side (the side facing the neighbouring Exhibitor) must be finished in white coated paper. If you need a nameboard with your company name and/or logo on the POSITION A (as illustrated in the lower right), the new partition must be set one metre back from the pre-existent partition.



#### POSITION A: nameboard must be placed here in this manner



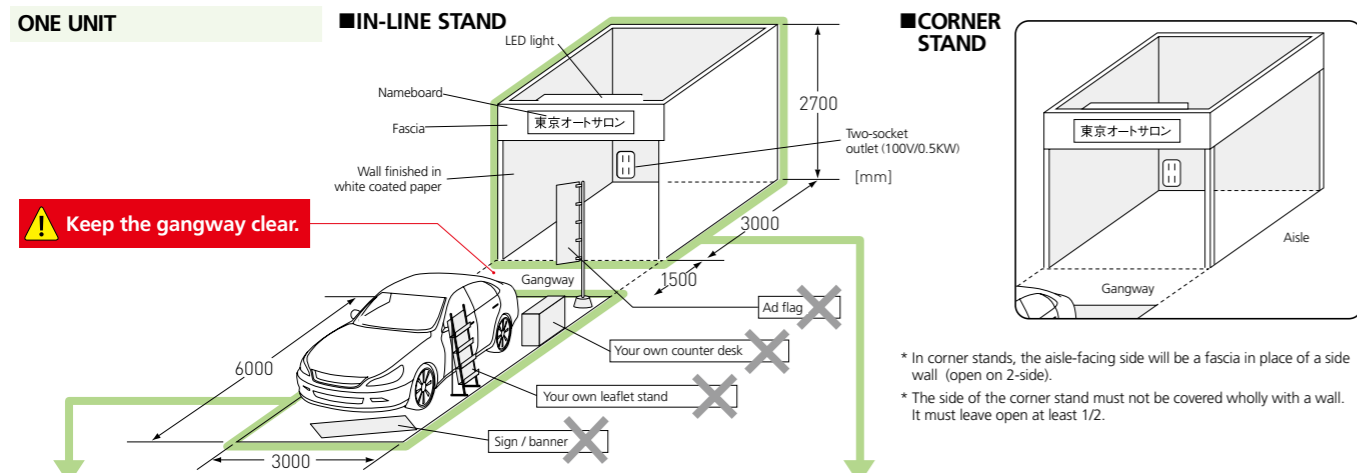
\* Space assignments will be made by TASA.

SPACE D PRICES Member: ¥220,000 (plus tax) per unit / Associate: ¥280,000 (plus tax) per unit



## SPACE E (Vehicle Display Stand with Shell Scheme) \* 3 units maximum per Exhibitor

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



### Vehicle Display Stand

Stand Size 3m width X 6m depth

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

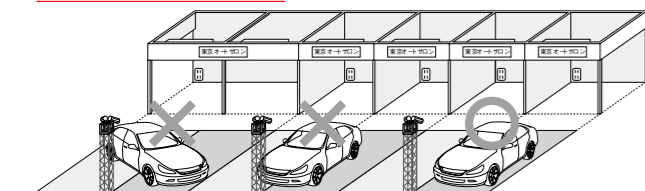
- No decor, fixtures or fittings to customize your stand (including flags, banners and/or counters/desks) allowed.
- Though the truss pillars are strongly anchored in the floor, never attempt to climb up on them for any reason whatsoever. The spotlights positioning will be performed by TASA.
- Do not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

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

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

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

- Space E Display Stand is for displaying one vehicle per unit only.
- No items other than vehicles may be displayed, or no stand customization allowed in this Vehicle Display Stand. Don't decorate your vehicle excessively.
- For-hire counter, stool and brochure/flyer shelf can be ordered separately (charged option). Your own fixtures or fittings must not be installed in the stand.
- Optional equipment can be ordered separately by completing "Optional Equipment Application for Space B, E and F" on the Exhibitor's Guidelines.
- Jacking up the vehicle (in whole or in part) or removing tyres/wheels for demonstration purposes are prohibited.
- No audio equipment (including the use of car audio systems) allowed.
- Whenever you have your vehicle's headlights on, you must avoid the light from falling on or striking your neighbouring stand(s).
- Extra power supply can be ordered separately (charged option).
- No booth girls can be featured.



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

### SPACE E PRICES

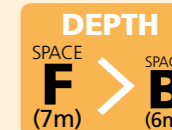
Member: ¥400,000 (plus tax) per unit / Associate: ¥500,000 (plus tax) per unit

## SPACE F (Vehicle Display Stand) \* 2 units maximum per Exhibitor

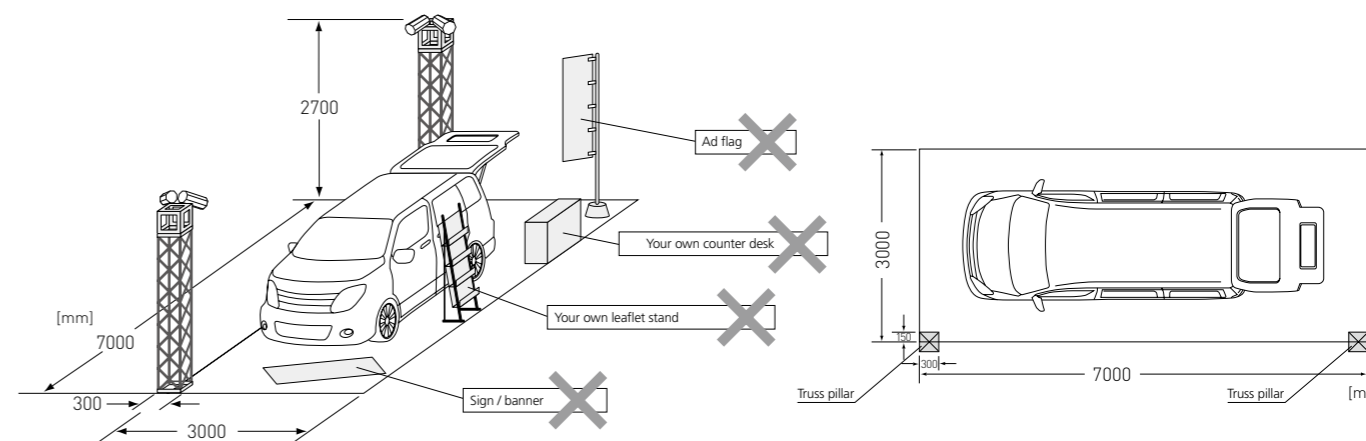
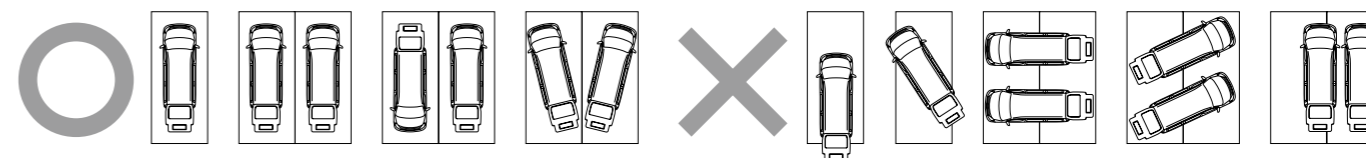
SPACE F IS EXCLUSIVE FOR VEHICLE ON DISPLAY. No demonstrations or stand customization permitted. You have access to power for promotional purposes only. No decoration or audio equipment allowed.

- Vehicle Display
- Stand Customization
- Electricity
- Demonstration
- Booth Girls
- Display other than Vehicle
- Jack-up/Wheel Removal
- Sound

Stand Size 3m width X 7m depth \* Space F is for displaying **one vehicle per unit only**.



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



Space F consists of:	2 x Truss pillars	installed in every two units (both in front and rear)
	Needle-punched carpet	laid alternately in shading of grey
	2 x Spotlights	one at the front and the other at the rear *Primary distribution and electricity charges during the course of the show included.

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

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

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

### SPACE F PRICES

Member: ¥220,000 (plus tax) per unit / Associate: ¥250,000 (plus tax) per unit





## SPACE S (Large-sized Display Stand)

\* One unit per Exhibitor

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

Stand Size	1,000m <sup>2</sup> and over	800m <sup>2</sup>	600m <sup>2</sup>	500m <sup>2</sup>	450m <sup>2</sup>	300m <sup>2</sup>
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Height Limit	6m
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\* A stand of 800m<sup>2</sup> and over may be shaped like  or .

\* Height may partially be limited to 4m.

\* The Fire Defence Law may require those who get a stand of 1,000m<sup>2</sup> and over to have a 5-metre gangway within their stand.

- Space S is an island stand (exposed to aisles on all 4 sides).
- Double deck stand (two-storey structure) requires a separate application for permission. For more detail, see the Exhibitor's Guidelines sent later to you upon acceptance of your application for participation.

### SPACE S PRICES

Member: ¥40,000 (plus tax) per sqm / Associate: ¥45,000 (plus tax) per sqm

PRICES and EXHIBITOR BENEFITS (Exhibitors are entitled to the following benefits depending on the Space types/units)

Space Type	Prices	Exhibitor Pass & Unload/load Ribbon	Transporter Permit	Complimentary Ticket	TAS Poster & Flyer
SPACE A	Member ¥250,000 per unit (plus tax)	1 to 3 units: 7 pcs 4 to 5 units: 12 pcs	1 to 3 units: 5 pcs 4 to 5 units: 10 pcs	Premium ticket: 10 pcs General ticket: 10 pcs per unit	Poster: 5 pcs Flyer: 20 pcs per unit
	Associate ¥300,000 per unit (plus tax)				
SPACE B	Member ¥170,000 per unit (plus tax)	5 pcs per unit	2 pcs per unit	Premium ticket: 10 pcs General ticket: 10 pcs per unit	Poster: 5 pcs Flyer: 20 pcs per unit
	Associate ¥190,000 per unit (plus tax)				
SPACE C	Member ¥250,000 per unit (plus tax)	1 to 3 units: 7 pcs 4 to 5 units: 12 pcs	1 to 3 units: 5 pcs 4 to 5 units: 10 pcs	Premium ticket: 10 pcs General ticket: 10 pcs per unit	Poster: 5 pcs Flyer: 20 pcs per unit
	Associate ¥300,000 per unit (plus tax)				
SPACE D	Member ¥220,000 per unit (plus tax)	6 to 9 units: 25 pcs 10 or more units: 35 pcs	6 to 9 units: 15 pcs 10 or more units: 20 pcs	Premium ticket: 10 pcs General ticket: 10 pcs per unit	Poster: 5 pcs Flyer: 20 pcs per unit
	Associate ¥280,000 per unit (plus tax)				
SPACE E	Member ¥400,000 per unit (plus tax)	5 pcs per unit	3 pcs per unit	Premium ticket: 10 pcs General ticket: 10 pcs per unit	Poster: 5 pcs Flyer: 20 pcs per unit
	Associate ¥500,000 per unit (plus tax)				
SPACE F	Member ¥220,000 per unit (plus tax)	5 pcs per unit	2 pcs per unit	Premium ticket: 10 pcs General ticket: 10 pcs per unit	Poster: 5 pcs Flyer: 20 pcs per unit
	Associate ¥250,000 per unit (plus tax)				
SPACE S	Member ¥40,000 per sqm (plus tax)	300m <sup>2</sup> : 60 pcs 450m <sup>2</sup> and over: 100 pcs	300m <sup>2</sup> : 30 pcs 450m <sup>2</sup> and over: 50 pcs	Premium ticket: 10 pcs General ticket: 10 pcs per 10m <sup>2</sup>	Poster: 5 pcs Flyer: 20 pcs per 10m <sup>2</sup>
	Associate ¥45,000 per sqm (plus tax)				

All applications for the 2021 show must be submitted online through TOKYO AUTO SALON official website. The official website also is where TASA posts announcements and updates on the show as well as where you go through participation-related procedures. Please ensure you have Internet access and an email address before starting your application process.

Early July	TASA sends "TOKYO AUTO SALON 2021 – Exhibitors Guide" (this booklet) to prospective Exhibitors.
Monday 20 July at 10:00 (JST)	<b>Registration is open.</b> * All applications must be made online. Applications will NOT be confirmed on a first-come-first-served basis. * No applications made after the deadline accepted. They can't be on a waiting list for cancellation either.
Friday 31 July at 17:00	<b>Registration is closed.</b>
Late August	<b>"Acceptance Letter" is sent to you.</b> * Results, either accepted or waitlisted for cancellation, will be sent via e-mail. * Your application is officially confirmed and legally binding for you upon issuance of the Acceptance Letter.
Late September *TBC	<b>TASA sends you an invoice for your participation.</b>
Mid-Late October	TASA sends another booklet "Exhibitors Guidelines" to those whose application has been accepted.  TASA may change some contents of the regulations described on this "Exhibitors Guide" (the booklet you are now reading) when necessary. Such changed contents will be shown on the Exhibitors Guidelines.
Late October	Floor Plan and Exhibitor List are sent to you.
Early November	<b>You are required to begin arranging for paperwork.</b> (see the right column)  <b>A LIST OF THE PAPERWORK YOU MUST COMPLETE DURING THIS PERIOD:</b> <ul style="list-style-type: none"> <li>• Registration of your vehicle(s) to be displayed;</li> <li>• Registration of specifications of your vehicle(s) to be displayed;</li> <li>• Prize(s) you can offer to survey responders;</li> <li>• Registration of your contractor(s);</li> <li>• Order for extra passes/tickets;</li> <li>• Exhibitor's information to be published on the website;</li> <li>• Applying for power supply;</li> <li>• Applying for anchor placement; and</li> <li>• Applying for equipment rental.</li> </ul>
Friday 20 November	<b>Due date for payment.</b>
Early December	Passes and tickets are sent to you.
Mid December	<b>Deadline for the paperwork.</b>
Fri 15 Jan to Sun 17 Jan	"TOKYO AUTO SALON 2021" takes place.

## To Participate in TAS

- ① Only products of those which satisfy the show's requirements may take part in TOKYO AUTO SALON (TAS), i.e. car-related products, technologies, services and solutions. The organizer Tokyo Auto Salon Association (TASA) deserves the right to order an immediate removal whenever, regardless of before or during the course of the show, we detect improper showpiece or article of any kind that is in breach of such the requirements and/or laws and regulations and/or public order and morality. Notwithstanding the foregoing, we may nullify or call off the Exhibitor's participation itself with immediate effect if such removal is insufficient and the Exhibitor nonetheless has a risk of obstructing us to keep the show running smoothly.
- ② **All Exhibitors shall abide by the law in the strictest manner. On top of that, any action that can cause trouble to other Exhibitors, organizers, officials, visitors and neighbourhood residents are strictly prohibited for any reason whatsoever.**
- ③ Any of the following are totally banned from the show: flammable, explosive or radioactive materials; deadly/poisonous chemicals; intoxicating drugs (including legal highs); products, technologies or whatever that infringe the industrial property rights or other rights of any third party; products subject to embargo or prohibition of sales; and naked flame.
- ④ Inventive products/technologies of the Exhibitor which are currently in preparation for filing of industrial property rights application will be protected by Paragraph 30, Article 3 of the Patent Act; Paragraph 11, Article 1 of the Utility Model Act; Paragraph 4, Article 2 of the Design Act; and/or Paragraph 9, Article 1 of the Trademark Act.
- ⑤ Any foreign product must pass through the customs clearance to be exhibited as a domestic product, particularly true for any product to be consumed or fabricated on the show premises.
- ⑥ **All vehicles to be displayed, except for those which TASA gives special approval to (such as purpose-built racing cars), shall conform to the safety standards by Road Transport Vehicle Act, thus street legal in Japan. We deserve the right to order an immediate removal of any non-conforming/illegal vehicle regardless of before or during the course of the show. Such the organizer-approved cars with no licence plate shall be unloaded/loaded only in designated areas within the hall, and shall be transported by car carrier trailer.**
- ⑦ **All exhibitors shall adhere to the Road Traffic Act. Any violations such as blipping/revving, driving with illuminations on, immoderate horn-blasting, and mobile phone usage while driving are not allowed both inside and out of the venue.**
- ⑧ **The Exhibitor shall read carefully and agree to all the relevant terms and conditions on the "Exhibitors Guide (this booklet)" and the "Exhibitor's Guidelines (will be sent to successful applicants in mid October)", and be aware that the Exhibitor's participation is legally binding.** Meanwhile, whenever any issues arising out of or in connection with other than those above, the Exhibitor shall agree to follow TASA's decision to settle such issues, in a bid to ensure the healthy operation as well as the benefit of all the Exhibitors.

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

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

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

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

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

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

## Notes and Conditions on Construction and Decoration

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

- ① The Exhibitor shall keep all showpiece, decor, fixtures and fittings within his stand. It includes angle bars to enhance the self-supporting ability of panels, lighting/audio equipment and performers. The limitation is applicable not only to width and depth but to height. Height limit of each Space is as follows:
  - A, C and E: 2.7 metres
  - D: 3.6 metres
  - S: 6.0 metres
- ② For public safety, no part of the Exhibitor's showpiece, decor, fixtures or fittings shall project into or over the gangways/aisles.
  - a) It is preferable not to have any object with protuberances in the Exhibitor's stand. However, if the Exhibitor essentially has need to, the Exhibitor shall take extra care where and how to set it up to avoid hurting to visitors.
  - b) If the Exhibitor sets up lighting equipment below head level, it must be sheathed with a cover to avoid any accident.
- ③ To build and decorate a stand, the Exhibitor is required to appoint his own contractor and register it with TASA by completing a corresponding form attached to the Exhibitor's Guidelines. Even if the Exhibitor performs such constructing work by himself (incl. in-house contractor), the Exhibitor is required to register himself with TASA in the same manner.
- ④ The Exhibitor shall meet the following requirements when putting up an advertising balloon. Image-embedded or image-projected balloon using light irradiation device is totally banned under any and all circumstances.
  - a) Each area has its respective height limit of the ad balloon:
    - C and D: upper limit is 10m and lower limit is 7m
    - S: upper limit is 13m and lower limit is 9m (upper limit may be 10m depending on a ceiling beam above the Exhibitor's stand)
 Anything other than a wire to anchor the balloon must not be placed between each lower limit of the balloon and each upper limit of the stand. No banners or flags can be hung from the wire/balloon.
  - b) The Exhibitor shall set the balloon to hover over his own stand, and not move in on other Exhibitors' stands or gangways/aisles. The balloon must be 18m or smaller in diameter, and positioned at least one metre inside the boundary line of the Exhibitor's stand. The same is true for the balloon swinging in the air-conditioning wind.
  - c) Those who wish to have a balloon of 150m<sup>2</sup> or over shall consult TASA in advance. You will be notified after TASA and the venue consider whether to approve it. Some cases may require prior approval from the Fire Authority as well.
    - \* Keep in mind that the Fire Authority not always gives permission to such giant balloons or they may issue a correction order even if TASA approves to.
    - \* The Exhibitor may be ordered by the Fire Authority to have a smoke detector and/or fire extinguisher if it has been judged to require installation.
    - \* The Fire Authority has the right to order an immediate removal of any unpermitted giant balloons.
  - d) Helium gas cylinder must be set firmly in place to avoid falling.
  - e) No balloons in Space A, B, E or F allowed.
  - f) Balloons other than advertising balloons (i.e. toy balloons) can be used for both decorative and giveaway purposes, provided that they never waft in the air. Any toy balloon filled with helium gas is banned in any and all circumstances.

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

- ⑤ No advertisement or decor on any shared/public space and facilities of the venue (i.e. anywhere other than the Exhibitor's own stand) allowed. Projecting, irradiating or illuminating a logo or any other image on aisles, walls or ceilings of the venue are strictly prohibited.
- ⑥ Regardless of before or during the course of the show, any breach shall be rectified immediately upon detection by TASA.



## Fire Safety

### ■ FIREPROOF REGULATIONS ON MATERIAL FOR DECOR

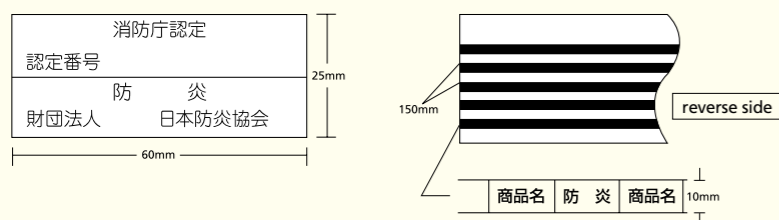
Under Article 8-3 of the Fire Service Act, the Exhibitor's decor, fixtures and fittings, which are subject to the flame retardancy requirements, to be used in the venue shall all be fire retardant. Any substandard goods are subject to an immediate removal.

The Fire Authority will patrol the venue and make inspections during the course of the show. The Exhibitor shall take all possible measures to adhere closely to the following. Any breach shall be rectified immediately upon detection by the Fire Authority.

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

### ■ FIRE RETARDANT LABEL

#### ① Plywood



#### ② Carpet



### ■ PROHIBITIONS

Ordinance for Fire Prevention totally bans the following from the show's premises (except for designated areas):

- ① Smoking behaviour (incl. e-cigarettes);
- ② Naked flame (incl. conversion heater with heating element exposed, kerosene heater, spirit lamp and sparker);
- ③ Liquefied petroleum gas (LPG) and flammable high-pressure gas (helium excluded);
- ④ Hazardous substance including petrol, kerosene, edible oil, machine oil, heavy oil, combustible solids, flammable gas and gunpowder (fuel tank of any vehicles on display shall be the bare minimum);
- ⑤ Car wax, spray and engine oil (any of these products to be displayed shall be empty i.e. only container can be displayed); and
- ⑥ **Car engines must be switched off at ANY TIME during the course of the show (Fri - Sun \*including after hours).**  
\* Those wishing to use anything of the above to give a demonstration shall consult with TASA in advance.

## Anchor Placement

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

## Additional Notes on Construction and Decoration

### ① SETTING UP A CEILING

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

- a) properly showcase/demonstrate how his showpiece work unless light shielding, noise insulation, heat insulation and/or dust prevention are taken;
  - b) properly showcase/demonstrate how his showpiece work unless special effects are applied; or
  - c) screen his booth, if located directly beneath a staircase, to keep it away from scrutiny of the public eye (for aesthetic purposes).
- Those wishing to have a ceiling shall make an application by completing a corresponding form attached to the Exhibitor's Guidelines. Any ceiling must be the minimum-possible-sized fireproofed fabric such as a blackout curtain, and leave a space around the ceiling to two or more directions. Hanging wall must be within 30cm of the ceiling. No "double ceiling" (another ceiling onto the existing ceiling) are allowed.

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

### ② APPLYING FOR CEILING SET UP

- 1) Those who apply for a ceiling set up shall consult with TASA by submitting diagrams of your stand (2D and elevation plan) to show how/where to set up the ceiling, its dimensions and material.
- 2) Fire Authority reviews the diagrams to check if your plan complies with the Fire Defense Law (if the booth modifications have been properly made as well as if smoke detector and fire extinguisher will be duly installed). The reviewed diagrams will then be returned to you, and you shall make necessary corrections if any.
- 3) The reviewed diagrams along with the application form will be considered by TASA. We may issue a correction order to any case that does not meet the TAS's booth decoration requirements even if it complies with the Fire Defense Law.
- 4) All applications will be submitted to the Fire Authority by way of TASA. No applications made after the deadline accepted.

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

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

## Stand Restoration

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

## Disposal of Waste

- ① The Exhibitor shall take his own waste home with him including showpiece and decor waste, used material and other litter in the Exhibitor's own stand and surrounding gangways/aisles.
- ② If there is discarded waste left in the Exhibitor's stand after his leave, a cleaning company will do the disposal of such waste at the Exhibitor's expense. The cleaning company will charge the cost for their service after the show, and the Exhibitor shall settle the payment immediately upon receipt of an invoice.

\* Anything left, intentionally or unintentionally, in the Exhibitor's stand found on or after Monday 18 January at 10:00 am will be disposed of by TASA.

## Electricity

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

### LIGHTINGS OF THE VENUE

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

### APPLYING FOR POWER SUPPLY

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

### SETTING UP A CIRCUIT BREAKER

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

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

### AMOUNT OF INITIAL POWER SUPPLY AND EXPENSES INCURRED

#### ① Space A, C, E and F

Primary distribution of up to single-phase 100V/0.5kw per stand is included in the participation fee. Further supply of every additional 1.0kw per stand will be 8,000JPY (plus tax) charged to the Exhibitor. Secondary distribution will be responsible by the Exhibitor.

#### ② Space D and S

No primary distribution is included. The Exhibitor shall be responsible for primary distribution of 8,000JPY (plus tax) for every 1.0kw per stand as well as secondary distribution.

\* Any supply of less than 1.0kw will be rounded up to 1.0kw.

### FEE AND PAYMENT

① The Exhibitor will be billed at 3,300JPY (plus tax) per 1.0kw consumed during the course of the show.

② Electricity consumption and all expenses set forth in the clause above will be billed directly by IIDA Electrical Works Co., Ltd. after the close of the show. The Exhibitor shall make payment by the due date shown on the invoice.

\* Any supply of less than 1.0kw will be rounded up to 1.0kw.

### MAINTENANCE

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

### POWER SUPPLY OPTIONS

You will have three options as follows:

a) AC single-phase · 100V · 50Hz    b) AC single-phase · 200V · 50Hz    c) AC 3-phase · 200V · 50Hz

### SAFETY PRECAUTIONS ON ELECTRICAL WORKS

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

### START AND END OF POWER SUPPLY

Power supply will start on Thursday 14 January at noon and end on Sunday 17 January at 6:30 pm. This schedule is subject to change.

### EXHIBITOR'S DUTY TO PREVENT ACCIDENTAL DAMAGES

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

### OUTERWALL LIGHTINGS FACING AISLE

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

### POWER SUPPLY IN SPACE B

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

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

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

## Silent Time

**TASA introduces "Silent Time" on Friday 15 January between 9:00am and 2:00pm (hours reserved for trade visitors and media) to offer a good environment for trade visitors and media to do their job smoothly. Any event, performance or demonstration with the use of sound is strongly discouraged during this period.**

## Demonstration

- ① "Demonstration" as defined here includes flyer/novelty distribution, presentation on showpiece, autograph session, photo session, lottery event, questionnaire survey or whatever action is necessary for the exhibition programme. Whenever giving a demonstration, the Exhibitor shall take a proper care of traffic control and public safety.
- ② The Exhibitor shall not give demonstrations on the shared/public space such as aisles. Doing so could cause not only trouble to other Exhibitors but conflict with the Fire Defense Law.
- ③ If the Exhibitor's demonstration creates congestion that blocks the flow of traffic, the Exhibitor shall eliminate the congestion by drawing the crowd into the Exhibitor's own stand. Do not guide them to form a queue on the outside or alongside of the Exhibitor's stand.
- ④ TASA deserves the right to take necessary actions against any demonstration that could put public order, safety and security at risk. If the Exhibitor's remedial measure to solve such problems is deemed to be insufficient, TASA may order restriction or discontinuation of such the demonstration.
- ⑤ No demonstration whatsoever is permitted in the other stands than the display stands.  
\* Nevertheless, only minimal demonstration, such as flyer distribution in a low-key way, is allowed in the Spaces B and F.
- ⑥ The Exhibitor shall take preventive measures against any demonstration associated with the production of intense sound, heat, dust, gas, oscillation or whatever could impact on human senses in order to ensure public safety, avoid bothering other Exhibitors, and avoid having harmful effect on the venue.
- ⑦ Use of cannon or smoke generator, or any glitzy stage effect similar to these are prohibited.
- ⑧ Use of horn is prohibited under any and all circumstances.
- ⑨ Band performance is prohibited.
- ⑩ **Please be sensible in featuring booth girls. For ethics and compliance reasons, do not dress the girls scantily. Showing tattoos, including fake, temporary and stickers, is prohibited.**



### Volume Regulation

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

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

#### ① CONTROLLING THE VOLUME LEVEL OF SOUND EQUIPMENT

##### a) **Any loudspeaker shall be kept within the Exhibitor's stand facing inwards.**

b) When the Exhibitor receives complaints from visitors or other Exhibitors about volume level, the Exhibitor shall immediately turn it down as instructed by TASA.

\* If the Exhibitor neglects the second correction order from TASA, we may order the immediate cessation of use of the sound equipment and, on top of that, the Exhibitor's application for the next show onwards may be denied.

c) Any demonstration associated with the production of sound is highly encouraged to avoid conflicting with a similar demonstration given by the neighbouring Exhibitors. Both parties are called upon to adjust the schedule when and how to give each other's demonstration in order to bring the best possible result.

#### ② CONTROLLING THE VOLUME LEVEL OF OTHER EQUIPMENT

When the Exhibitor receives complaints from visitors or other Exhibitors about sound generated by any other equipment, showpiece or article of any kind than the sound equipment, the Exhibitor shall immediately turn it down as instructed by TASA.

③ In Space B and F, all actions that generate sound (including the use of car audio systems) are strictly prohibited.

④ Use of horn is prohibited under any and all circumstances.

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

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

### Safeguarding Transit Workers' Health and Safety

The Exhibitor and his contractor(s) shall pay adequate attention to the following to ensure the safety and health of workers who engage in carry-in (unload/build) and carry-out (breakdown/load) duties.

① The workers shall wear helmet;

② The workers shall wear safety belt (life safety rope) when working at height;

③ The workers shall use stepladder or transfer platform (rolling tower) properly;

④ The Exhibitor shall assign qualified personnel for dangerous or hazardous work;

⑤ The workers shall be appropriately attired; and

⑥ The Exhibitor, contractors and workers shall comply with applicable laws and regulations relevant to the safety and health.

### Taking Care of Your Showpiece and Property

① TASA provides a high level of security service to guarantee the safety and security of the entire venue.

② During the course of the transit and the show, the Exhibitor shall protect his own property, showpiece or article of any kind from being stolen or damaged at the Exhibitor's own responsibility and expense. To prevent any theft or damage, the Exhibitor shall take necessary measures on his own responsibility (including in-car device and any item inside the vehicle on display). The vehicle(s) must be locked during the night.

③ TASA assumes no liability whatsoever for any accident including theft or damage of the Exhibitor's property, showpiece or article of any kind, except for cases due to grounds attributable to TASA. The Exhibitor, therefore, shall devise effective accident prevention schemes, such as buying insurance, to protect his property, showpiece or article of any kind during the course of the transit and the show.

④ TASA provides no deposit or luggage keeping service to prevent loss or damage to the Exhibitor's property. For the same reason, we do not receive any delivery for the Exhibitor either. The Exhibitor shall arrange any delivery to be addressed to himself with the hall number, stand number and contact information (mobile phone number) clearly indicated on a delivery slip, and receive it directly in the Exhibitor's own stand.

⑤ If the Exhibitor has his property stolen, report it to TASA immediately and at the same time file a claim to police under the jurisdiction. An insurance claim shall be made by the Exhibitor himself after the police made a crime scene investigation.

### Accident Prevention and Liability

① The Exhibitor shall be responsible for the security and safety of the Exhibitor's onsite works at all times, from the time of carry-in (unload/build) until carry-out (breakdown/load), to prevent the occurrence of accidents.

② For safety and operational reasons, TASA deserves the right to order the Exhibitor to take all necessary measures on the Exhibitor's own responsibility, such as suspension, discontinuation or restriction of the Exhibitor's onsite works, to prevent the occurrence of accidents.

③ TASA assumes no liability whatsoever for any accident, except for cases due to grounds attributable to TASA.

④ The Exhibitor shall be liable for the occurrence of accidents caused by fallen or collapsed showpiece, decor, fixtures or fittings placed within the Exhibitor's own stand. The Exhibitor shall always take every possible measure to ensure public safety. If an accident or injury occurs, the Exhibitor shall immediately secure the protection and safety of all, and at the same time report it to TASA.

⑤ The Exhibitor shall observe all terms and conditions set forth in the "Exhibitors Guide" and the "Exhibitors Guidelines" (referred to as "the relevant regulations").

⑥ In the event that the Exhibitor not just neglect or breach any of the relevant regulations but defy correction order issued by TASA, we may remove such the Exhibitor's showpiece or take other necessary action against such neglect or breach. The Exhibitor shall take on the expenses associated with such measures. In any of these cases, the Exhibitor shall waive any objections against TASA, or any claim for compensation.

⑦ The Tokyo District Court shall be the exclusive agreed court with jurisdiction in the first instance for all disputes arising from the Exhibition Agreement made between the Exhibitor and TASA (the Agreement is made upon the issuance of an Acceptance Letter).

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

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

### Insurance and Risk of Loss or Damage

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

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

### Cancellation Policy

① The Exhibitor's request for the cancellation of his participation is unacceptable without TASA's consent.

② **For whatever reason, any cancellation made on and after Tuesday 1 September is subject to a cancellation fee of 50 percent of the participation fee (plus tax) and, on top of that, any cancellation made on and after Thursday 1 October is subject to a cancellation fee of 100 percent of the participation fee (plus tax).**

### Payment Arrangement

① **The Exhibitor agrees to pay a participation fee no later than Friday 20 November 2020.** Failure to do so will result in revocation of the Exhibitor's participation. Such the revocation will incur a predetermined cancellation fee.

② Those who apply for extra service, fixture and/or equipment for-hire to be used in their own stand, such as extra power supply or phone line installation, agree to make payment on invoice. The payment shall be made no later than Friday 26 February 2021.

③ The Exhibitor shall be responsible for all cost incurred relating to transit (unload/load), build (installation), breakdown (deinstallation), display, demonstration or whatever action is necessary to execute his exhibition duty. The insurance fee to cover all risks on the Exhibitor's property, exhibits or article of any kind, injury, and compensation shall all be borne by the Exhibitor.

④ The Exhibitor shall pay all cost and expense incurred in rectification of problem or inadequacy, or in withdrawal from the show to follow correction orders made by law, ministries concerned or TASA. In no event shall TASA indemnify the Exhibitor for any of such cost or expense.

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

#### CHANGES IN THE TERMS AND CONDITIONS

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

## How to Apply

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

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

**⚠ Regardless of Space types, we no longer accept any application sent by postal mail (hardcopy).**

### NOTES ON APPLICATION

- \* Please read the regulations and guidelines shown on the website before you apply.
- \* If you wish to be registered as a single business entity but to participate in the show under two or more brandings, you are required to apply for each and every one of them.
- \* Upon completion of your application, an automatic reply will be sent to you shortly to notify that your application has been received. Please retain the e-mail.
- \* Your e-mail address to be registered must be anything other than webmail (free mail) or mobile career dependent mail.

Please fill in each item as described below.

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

#### [Recommended Browsers]

Microsoft Internet Explorer 11.0 or later;  
Microsoft Edge latest version;  
Mozilla Firefox latest version;  
Google Chrome latest version; or  
Safari latest version

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

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

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

## Registration Timeline

Registration is open between **Monday 20 July at 10:00** and **Friday 31 July 2020 at 17:00 (JST)**.

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

## Payment

Please pay your participation fee by bank transfer to any of the following account no later than **Friday 20 November 2020**.

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

■ **Beneficiary bank:**

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

**ALL BANK CHARGES MUST BE PAID BY YOU.**

## Cancellation Fee

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

- Cancellation made on and after **Tuesday 1 September 2020: 50 percent** of the participation fee
- Cancellation made on and after **Thursday 1 October 2020: 100 percent** of the participation fee

## IMPORTANT NOTICE

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



# TOKYO AUTO SALON 2021

EXHIBITORS  
GUIDE 出展案内

For enquiries, please contact

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please contact

**Tokyo Auto Salon Association**

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

