

- TOKYO AUTO SALON (TAS) 2027 takes place on 15 - 17 January at Makuhari Messe.
- Those wishing to participate in the 2027 show must read and understand Exhibitor Guide 2027 before apply.
- Applications for participation must be made online, on the TAS website “Exhibitor page”, between 1 July and 18 August.
- No applications made after the deadline or other than online accepted.
- Overseas exhibitors are welcomed though TAS unfortunately does not offer bilingual environment in the participation procedure. Our English support is limited to the Exhibitor Guide (a booklet for those considering participation) and the online application form. Announcements and updates, mostly made by e-mail, as well as procedures and practices after you complete the application form will all be conducted in Japanese only. Most importantly, a manual “Exhibitors Guidelines” to be sent to successful applicants, which all exhibitors must read and understand, is available in Japanese version only. As this manual comprehensively covers everything related to your participation, including procedures, practices and regulations, understanding its contents is essential for participation. TAS is such a mega event with many detailed regulations where exhibitors will have a lot of work to do (in Japanese) towards the participation. Therefore, it is vital for overseas applicants to have a representative with Japanese proficiency or at least a full-time Japanese interpreter. We are unable to respond to any enquiries re practices related to participation, such as re-explaining the contents of the Exhibitors Guidelines, in languages other than Japanese. No telephone enquiry service can be provided.
- Submission of application does not guarantee your participation. Application will NOT be confirmed on a first-come-first-served basis. All applications made by the deadline will be fairly considered by the organizer. Such being the case, you may be waitlisted for cancellation depending on the situation.
- Important note regarding being on the waiting list for cancellation:
Cancellations (i.e. space(s) become vacant) will be notified to those on the waiting list when they occur. We are unable to provide information as to whether cancellation will really occur or when they might happen, incl. the likelihood of them, as cancellations occur only when existing exhibitors cancelled their participation or reduced their booth unit(s). Also, updates can be provided only when there is a cancellation that matches the space type and the number of booth units you have applied for. A cancellation therefore may sometimes occur at the very last minute, or not occur at all. We are unable to respond to individual enquiries regarding the occurrence of cancellations. Kindly understand in advance.
- TOKYO AUTO SALON does not provide a letter of invitation for visa purposes.