

TOKYO AUTO SALON 2027 EXHIBITORS GUIDE

15 - 17 JANUARY 2027 in MAKUHARI MESSE



GREETING



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

We would like to express our gratitude to everyone involved, including Chiba Prefecture, Chiba City, Makuhari Messe, and the exhibitors, as well as all attendees, for their cooperation in the successful hosting of TOKYO AUTO SALON 2026, which took place in January 2026 using the entire Makuhari Messe (International Exhibition Halls 1-11, International Conference Hall, Event Hall and Outdoor Arena).

As we enter the 45th year, we are determined to have TOKYO AUTO SALON 2027 that showcases the products and services created by exhibitors to a wider range of industry professionals and car enthusiasts, aiming to provide an attractive environment and new challenges that will benefit exhibitors.

We very much look forward to your participation in TOKYO AUTO SALON 2027.

TOKYO AUTO SALON ASSOCIATION

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About the Show



Show Name

TOKYO AUTO SALON 2027

Dates

15 - 17 January 2027

Venue

Makuhari Messe
2-1 Nakase, Mihama-ku, Chiba City, Chiba
● Int'l Exhibition Halls 1-11 ● Int'l Conference Hall
● Event Hall • Outdoor Arena

Show Hours

- Friday 15 January 9:00~19:00 (Business Day *open to trade & media)
● 9:00~14:00 (Silent Time)
● 14:00~19:00 (open to premium ticket holders)
- Saturday 16 January 9:00~19:00 (open to public)
- Sunday 17 January 9:00~18:00 (open to public)

* Re-entry allowed.

Organizer

TOKYO AUTO SALON ASSOCIATION (TASA)

Supporters *TBC

Chiba Prefecture, Chiba City,
Nippon Auto Parts Aftermarket Committee (NAPAC),
Japan Automobile Manufacturers Association, Inc. (JAMA),
and Japan Automobile Federation (JAF)

Special Partners

Makuhari Messe and SAN-EI Corporation

Admission *good for any one day as shown on the ticket

- Friday 15 January (premium ticket valid for 2pm - 7pm on Friday)
● ¥4,000
- Saturday 16 / Sunday 17 January (general ticket)
● ¥3,000

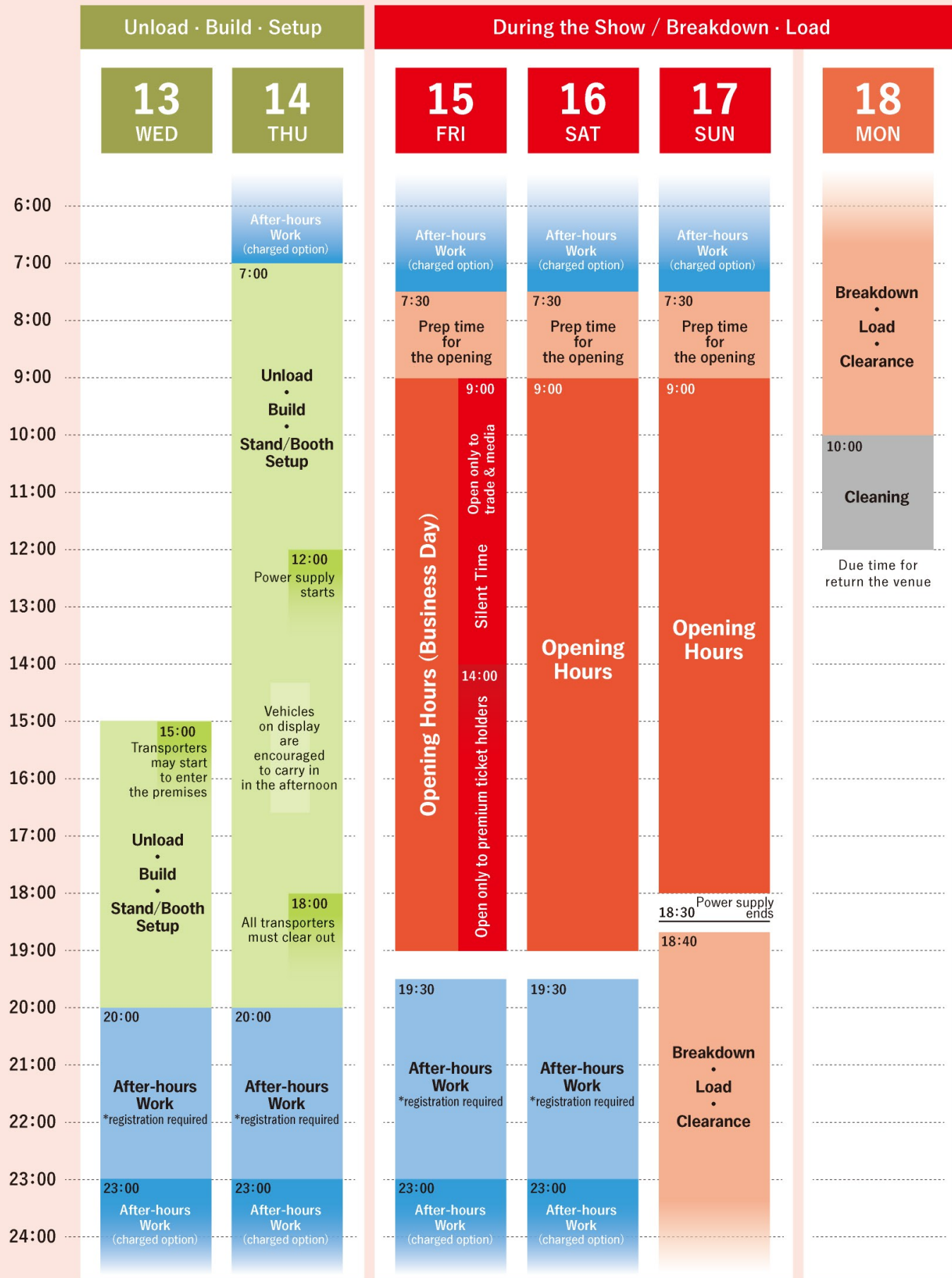
* E-tickets only (iOS/Android smartphone required).
* No paper ticket available.
* Tickets can be booked online in advance only.
* Tickets may be sold onsite, depending on advance ticket sales.

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

* Children 12 and under gets free admission (must be accompanied by a parent or guardian).
* Discount for visitors with disabilities available.
Purchase a ticket online first. 500 yen each will be refunded for yourself and a caregiver at the onsite information desk upon presentation of the ticket(s) and a government-issued disability certificate/booklet.
* Visitors under 18 years of age (i.e. junior high and high school students) are not allowed on Friday between 9am and 2pm. Notwithstanding, primary-school children, pre-school children and infants may enter with a parent or guardian.

Timetable

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



Show Content



Tuned-up and Dressed-up Products on Display

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



Vehicles on Display

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



Display and Sales of Car-related Products

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



Stage Performances Hosted by TOKYO AUTO SALON ASSOCIATION

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



Car-related Events

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



Content Held Outdoors

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



Tokyo International Custom Car Contest

Any vehicle taken part in TOKYO AUTO SALON except purpose-built racing cars/past contest winners are eligible for an entry into the contest. Award winners in each category are commended on the last day of the show.



Prizes to Survey Responders

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



Online Events

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



Promotional Activities



Special TV Program



TV CM



Website

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



Ads on Newspapers

Sport and trade papers: available in early Jan



Ads on Magazines

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



Transport Advert

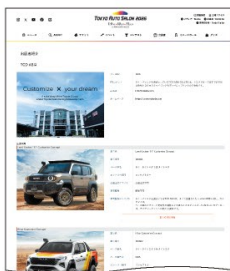
Digital signage: available in late Dec



Other

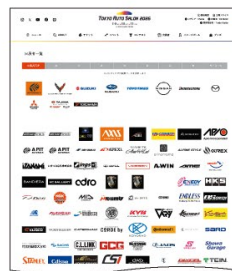
OOH advert: available in early Jan

Exhibitor Benefits (tools and services to support your participation)



Official Website Entry

All exhibitors will appear on the TOKYO AUTO SALON website.



Exhibitors' Logo on the TAS Website

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



Spec boards

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

* Designs subject to change.



Airing Commercial or PV

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

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



Video Shooting

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

* Service details are subject to change.

Online AUTO SALON

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

Subscribers (car enthusiasts): approx. 170,000

Website users: approx. 1.65 million per year

●You can apply for Online Auto Salon together with your participation in TOKYO AUTO SALON 2027.

Fact Sheet on previously held TOKYO AUTO SALON 2026 and Overseas Expansion



TOKYO AUTO SALON 2026

Dates: 9 - 11 January 2026
Venue: Makuhari Messe
• International Exhibition Hall 1 – 11
• International Convention Hall
• Event Hall
• Outdoor Arena

Number of Participants

Fri 9 Jan	Business Day 9:00~19:00 Sunny, then cloudy	73,027 (63,982)
Sat 10 Jan	open to public 9:00~19:00 Sunny	105,034 (102,175)
Sun 11 Jan	open to public 9:00~18:00 Sunny with occasional clouds	94,322 (92,249)
Total		272,383 (258,406)

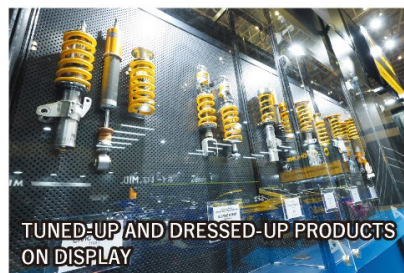
Number of Exhibitors

Number of exhibitors	389 (389)
Number of vehicles on display	856 (857)
Number of booths	4,315 (4,336)
of which	
fee-charging booths	3,955 (3,976)
vehicle display booths	180 (180)

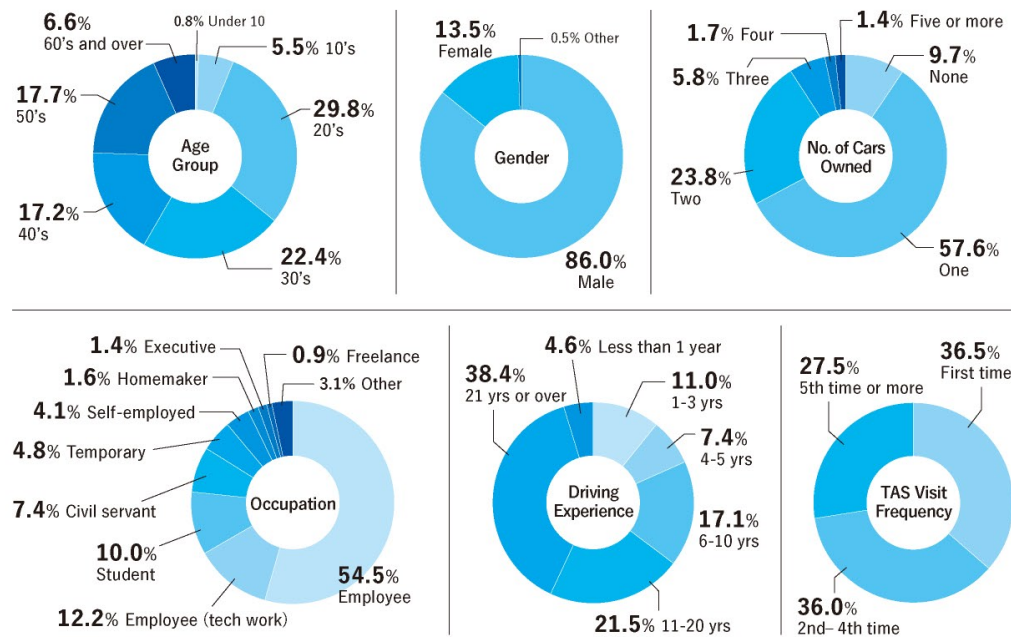
Online Auto Salon

Number of live-streamed views during the three days (Japanese and English)	147,907 (290,708)
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* Figures in parentheses are actual results for 2025.



Visitor Profile



Media Attendance

Category	Total number of media over the three days
Television	No. of titles 36
	No. of visitors 145
Radio	No. of titles 17
	No. of visitors 28
News agency	No. of titles 7
	No. of visitors 18
Newspaper	No. of titles 28
	No. of visitors 69
Industry-specific publication	No. of titles 47
	No. of visitors 98
Automobile-related publication	No. of titles 118
	No. of visitors 329
Magazine	No. of titles 31
	No. of visitors 47
Web	No. of titles 149
	No. of visitors 371
Overseas media	No. of titles 90
	No. of visitors 115
Other	No. of titles 4
	No. of visitors 4
TOTAL	No. of titles 527
	No. of visitors 1224

Overseas Expansion – AUTO SALON Held in Other Countries

TOKYO AUTO SALON has grown in scale each year since its inception, evolving into an event having exhibitors from overseas, incl. American and European automakers, as well as attendees from around the world, not just from Asian countries. Starting in the 2000s, AUTO SALON began to take place internationally, helping to raise global awareness of Japan's custom car market. In 2025, Hong Kong joined the lineup, bringing the total to three host countries, and the event attracted approximately 500,000 visitors. TOKYO AUTO SALON serves as a bridge to international markets and is committed to contributing to the further prosperity of the automotive and custom car industries. We encourage you to participate in overseas AUTO SALONS to seize new business opportunities and expand your horizons.



TOKYO AUTO SALON KUALA LUMPUR 2025

Dates: 8-10 August 2025
Venue: Malaysia International Trade and Exhibition Centre



BANGKOK AUTO SALON 2025

Dates: 27-31 August 2025
Venue: Bangkok International Trade & Exhibition Centre



TOKYO AUTO SALON Hong Kong 2025

Dates: 11-14 December 2025
Venue: Asia World-Expo



Overseas AUTO SALON in 2026

BANGKOK AUTO SALON 2026	26-30 August 2026
TOKYO AUTO SALON MALAYSIA 2026	2-4 October 2026

*If any additional decisions are made, we will announce them on the Tokyo Auto Salon official website as they are finalized.

Floor Plan of previously held TOKYO AUTO SALON 2026



Exhibitor List [Central]

HALL 4

326POWER
air-J
ALESS/ROZEL
AlphaRexJapan
AUTOONE CAMPER
AWIN
AXIS PARTS
B-DASH
BloomJapan
BodyLine
CARICH
DELTA Direct
DUNLOP
Dynasty
FOREST
GP SPORTSxVITOUR TIRE
Honda/MUGEN
IFUU.co.jp
ignition model

KAZAMA AUTO SERVICE
MAX ORIDO
Minicarshop Route
MISHIMADAIHATSU
NATS. NIHON AUTOMOBILE COLLEGE
Nissan Service Center Co.
Number7 Racing Products / Cleave Wheels
OGUshow
PETRONAS
PORMIDO
ROCKY2
Rowen
Shizuoka Professional College of Automobile Technology Sports
SMILEFACTORYCO.,LTD.
STANLEY ELECTRIC CO., LTD.
STEALTH
STF&3D Print Lab
TREASURE ONE COMPANY., INC
URAS/MGD
Valenti Japan
VERTEX/TandE co.,Ltd

weds co.,LTD.
WING AUTO
WISESQUARE
World Market
Value Progress
welc
HALL 5
1048style
A PIT AUTOBACS
AMJ OVERLAND
AUTOBACS
BLOWx-CRAFTPLUS
ROCKY2
HASSUIDOJO
IMPUL
KUHLJAPAN
MID WHEELS
MONZA JAPAN x KOSEI
odula
OHLINS
OLIVE
PETIT cam
SARD
SEV

SPD Creation
Tokyo Auto Salon 2026 Official Goods Shop
TWS
Value Progress
welc
HALL 6
1048style
A PIT AUTOBACS
KANTO Industrial College
Ken'zCRAFT
KIRIMOJIYA
AME Wheels (KYOHU CORPORATION)
Apio Incorporated
ASTRO PRODUCTS
AUTOGAUGE
BEYOND JAPAN / fusion FROM SPIEGEL
BUANJAPAN x KAZUKIAUTO
CABANA/Speedhack Store
BYD
CABANA/Speedhack Store
CAMSHOP.JP
Chemical Jamm / TAILBACK
Chevrolet Corvette
CRS/ESSEX
D.A.D
DIXCEL
GARAGE ACTIVE
GMG / DOUBLE EIGHT
JDM tours x TAS POP UP STORE
K'S CO.,LTD
K'S SELECT CO.,LTD
KANTO Industrial College
Ken'zCRAFT
KIRIMOJIYA
LEGANCE
M'z SPEED
MDNmadonna
Mio
MIYATOMI/BOOSTAR/DELTA/JPTURBO
RIDE+TECH
ST-garage
STYLE14
TBR
TSD Styling/T-style Auto Sales/TRINITY/CAR EXPERT/FREEDRESS
ZEAL (PRO-STAFF)



Exhibitor List [West]

HALL 1

ALTEED
AutoExe Inc.
BLITZ
EXEDY Corporation
FUJITSUBO
HKS
ings
JAPAN AUTOMOBILE FEDERATION (JAF)
LEG MOTOR SPORT
MAKE UP CO.,LTD.
MITSUBISHI MOTORS
NOGAMI PROJECT Co.,Ltd
NOJ
OGURA CLUTCH/ROOKIE Racing/HAL springs
Project Mu
RE Amemiya
RE Amemiya Overseas Division
Restoration Parts com
Rotary Exhibition 2026

THE KIICHI TOOLS CO., LTD.
TRUST
UP GARAGE
VARIS
Yokohama Rubber
HALL 2
Abe Shokai Co., Ltd.
Automobile technical college sendai
AUTO SERVICE KANKI
Circuit & Dreams CLR
CLEIB
CREWCH
ESB
EURO SPORTS
HASHIMOTO corporation / KW JAPAN
Hyundai
International Information & Engineering College
Kansai SERVICE
KARZ
KEN1 HAYASHIBE Car Illustration
KURUMADOH CUSTOM FACTORY
KW AUTOMOTIVE

Nissan / NISSAN Automobile Technical College
OS GIKEN
RAYS CO.,LTD.
ROHAN IZAWA ART DESIGN
SANCTUARY
SPEED FORME
T.R.A KYOTO
Takahi Co., Ltd.
TIST
TOP SECRET
WORKS
YOKOHAMA WHEEL
HALL 3
AERO OVER / K-Factory
Bridgestone
CARBON FACTORY KEPLA
CSAutoDealer
ELFORD
GAZELLE-PUNCH & TRASH GARAGE
GULLIVER
Kamwaza-Japan

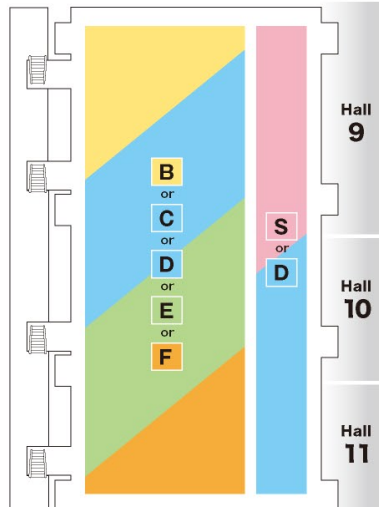
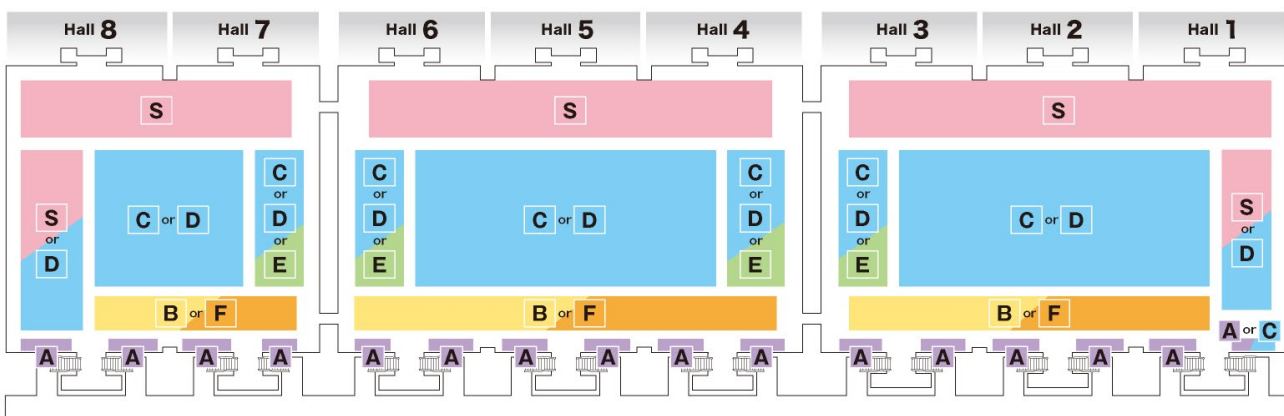
KIMBLADE JAPAN
MARVELOUS
MAZDA / MAZDA SPIRIT RACING
MOONTECH
Msports
<NAPAC Group>
aba
AXELLAUTO
BRIDE
C-WEST
CARBON-izm
CRIMSON,INC.
CUSCO
DTESYSTEM JAPAN / Smart
edirb
ENDLESS
ENKEI
FORTEC
FUCHS
HPI
HPI Co., Ltd.
KAYABA

LAILE
MOMO JAPAN
NAPAC
OKUYAMA
RACING GEAR
rossomodello
TONE ALPHA
TOPY
WinmaX
WorksBell
optionland
ROADHOUSE/KADDIS
STAR
uchiko

Floor Plan of previously held TOKYO AUTO SALON 2026



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



* The assignments are subject to change.

Exhibitor classification

[Member] Those who have participated in TOKYO AUTO SALON for 3 or more times (including this time) out of past 44 shows.
[Associate] Other than those above.

Type of space you may apply for

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

Space assignment

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

Definition of vehicle:

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

*Please note that starting in 2028, we plan to change the layout of the E and F spaces, as well as the total number of exhibition booths. Please be aware that the layout will not be the same as in 2027.

スペースの規格および出展料

SPACE A SPACE A is a stand reserved for product sales

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

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

募集小間数と小間の形状

1unit (1×1)	2units (1×2)	3units (1×3)	4units (1×4)	5units (1×5)
□	□□	□□□	□□□□	□□□□□

SPACE A PRICES

- Member: ¥330,000 (tax included) per unit
- Associate: ¥385,000 (tax included) per unit

SPACE B SPACE B is a stand reserved for vehicle display

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

Electricity NO Decoration NO

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

SPACE B PRICES

- Member: ¥242,000 (tax included) per unit
- Associate: ¥264,000 (tax included) per unit

SPACE C SPACE C is a shell scheme display stand

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

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

SPACE C: arrangements of units

1unit (1×1)	2units (1×2)	3units (1×3)	4units (1×4)	4units (2×2)
□	□□	□□□	□□□□	□□ □□
5units (1×5)	□□□□□			

SPACE C PRICES

- Member: ¥330,000 (tax included) per unit
- Associate: ¥385,000 (tax included) per unit

SPACE D SPACE D is a mid-sized display stand

30 units maximum per exhibitor
3m width x 3m depth Height limit: 3.6m

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

SPACE D: arrangements of units

6units (2×3)	8units (2×4)	9units (3×3)
10units (2×5)	12units (2×6)	18units (3×6)
12units (3×4)	15units (3×5)	
20units (4×5)	24units (4×6)	30units (5×6)

SPACE D PRICES

- Member: ¥253,000 (tax included) per unit
- Associate: ¥319,000 (tax included) per unit

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

2 units maximum per exhibitor
Height limit: 2.7m

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

SPACE E PRICES

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

*Please note that starting in 2028, we plan to change the layout of the space E, as well as the total number of exhibition booths. Please be aware that the layout will not be the same as in 2027.

SPACE F SPACE F is a stand reserved for vehicle display

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

Electricity YES Decoration NO

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

SPACE F PRICES

- 正会員: 1スペース 270,000円 (税込297,000円)
- 準会員: 1スペース 300,000円 (税込330,000円)

*Please note that starting in 2028, we plan to change the layout of the space F, as well as the total number of exhibition booths. Please be aware that the layout will not be the same as in 2027.

SPACE S SPACE S is a large-sized display stand

Height limit: 6m

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

SPACE S: choice of areas(sqm)

1,000m ² or over	800m ²	600m ²
500m ²	450m ²	300m ²

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

SPACE S PRICES

- 正会員: 1m² 45,000円 (税込49,500円)
- 準会員: 1m² 50,000円 (税込55,000円)

Optional plan: Online Auto Salon Membership Fee

Online AUTO SALON

Duration of OAS membership:
1 November 2026 to 31 October 2027

●You can apply for Online Auto Salon together with your participation in TOKYO AUTO SALON 2027.

Online Auto Salon PRICES

- ¥264,000 (tax included) per annum

SPACE A (Sales Stand) 5 units maximum per exhibitor

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

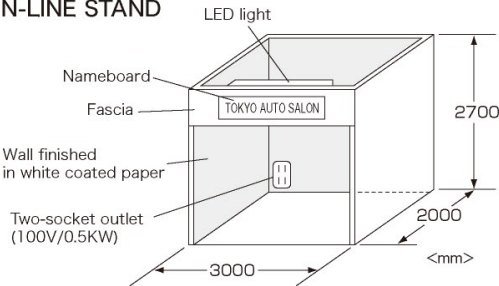
- * No demonstrations whatsoever are allowed in Space A including autograph session, photo session, questionnaire survey or lottery event. TASA deserves the right to halt such violating acts immediately upon detection.
- * All your products, fixing or decor shall be kept within your own stand. Any decor on the fascia (including flags and banners) must not exceed a height of 2.7 metres.
- * No vehicle displays are allowed in Space A.

Stand Size	3m width × 2m depth	Height Limit	2.7m
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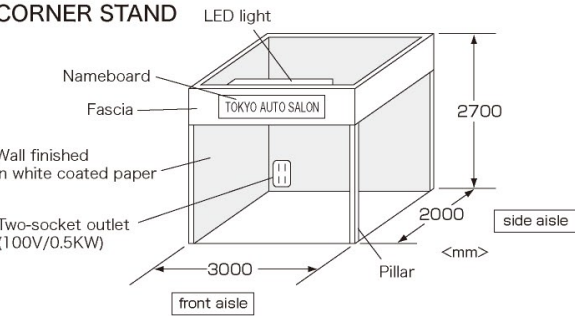
[Standard Layout]

ONE UNIT

IN-LINE STAND



CORNER STAND

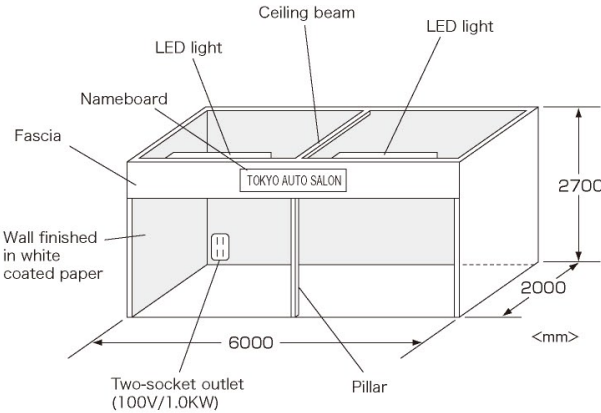


* In corner stands, the aisle-facing side will be a fascia in place of a side wall (open on 2-side).

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

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

TWO or MORE LINKING UNITS



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

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

Space A (2 linking units) comes with:	Back and side walls	finished in white coated paper
	Fascia	300mm in height
	1×Nameboard	Kaku Gothic in black by default
	2×LED light	2×21W
	1×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

- The default font used on the TOKYO AUTO SALON ASSOCIATION-provided nameboard is Kaku Gothic. You may make arrangements for your own nameboard in the font, colour and/or logo of your choice at your own expense. To do so, you are required to appoint your own contractor and register it with us by completing the form attached on the Exhibitors Guidelines.
- No part of the TOKYO AUTO SALON ASSOCIATION-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 Exhibitors Guidelines. Removal of the fascia results in the removal of the nameboard and fluorescent light as well. If you need your own electric work by appointing your own contractor, TOKYO AUTO SALON ASSOCIATION 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 Exhibitors 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 TOKYO AUTO SALON ASSOCIATION.

SPACE A PRICES	Member: ¥330,000 (tax included) per unit / Associate: ¥385,000 (tax included) per unit
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SPACE B (Vehicle Display Stand) 4 units maximum per exhibitor

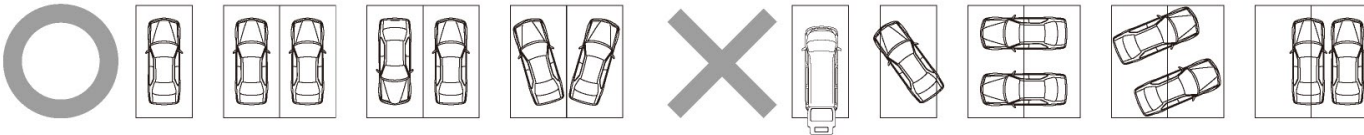
SPACE B IS EXCLUSIVE FOR VEHICLE ON DISPLAY. No demonstration or stand customization permitted.

Vehicle Display	Stand Customization	Electricity	Demonstration
Booth Girls	Display other than Vehicle	Jack-up/Wheel Removal	Sound
Stand Size	3m width × 6m depth	Height Limit	2.7m

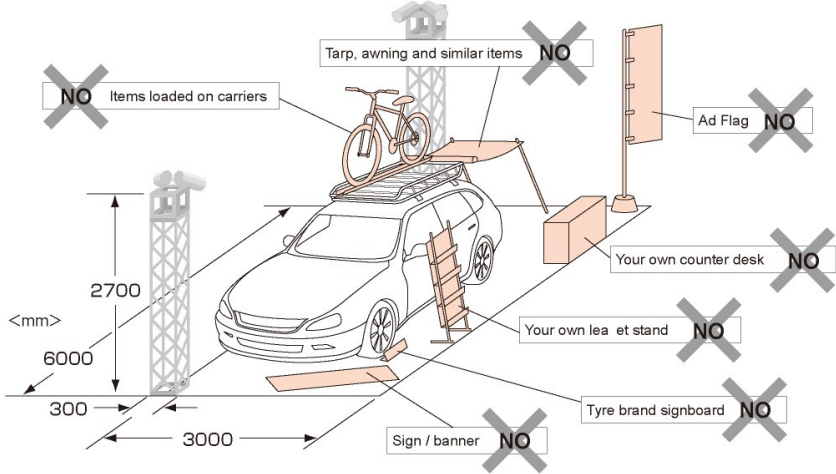
* Space B is for displaying one vehicle per unit only.

- ⚠ Demonstration, stand customization, and stage effect such as sound (including car audio systems), booth girls appearance, screening and lighting (including headlights, neon tubes and LEDs) are strictly prohibited in Space B. If your participation comes with any of the above, you must apply for Space C, D, E or F.
- ⚠ Always keep your vehicle within your own stand. Such is the case with minivan leaving a tailgate open. Otherwise you must apply for Space C, D or F.

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



- No electricity will be supplied in Space B.
- Generating electric power using car batteries to perform demonstrations, such as activating car navigation system and dashboard, is prohibited.
- ⚠ Rule violations have increased over the last years. Such violations not only can cause troubles with other exhibitors, but it may spoil visitors' enjoyment. Always observe the rule.



Space B comes with:	2×Truss pillars	installed in every two units (both in front and rear)
	Needle-punched carpet	laid alternately in shading of grey
	2×Spotlights	one at the front and the other at the rear

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

* Space assignments will be made by TOKYO AUTO SALON ASSOCIATION.

SPACE B PRICES	Member: ¥242,000 (tax included) per unit / Associate: ¥264,000 (tax included) per unit
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We are unfortunately unable to guarantee the assignment of your Space B to adjoin any other Space types you concurrently apply for.

SPACE C (Display Stand) 5 units maximum per exhibitor

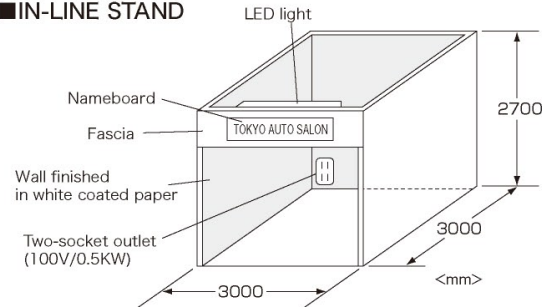
SPACE C IS A 'SHELL SCHEME' STAND.

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

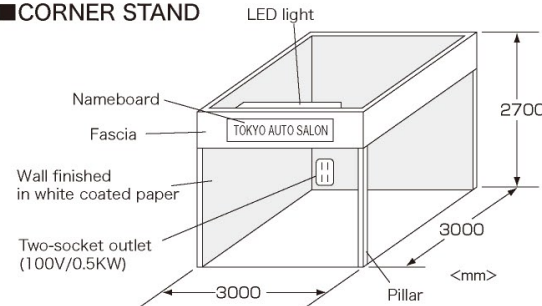
[Standard Layout]

ONE UNIT

IN-LINE STAND



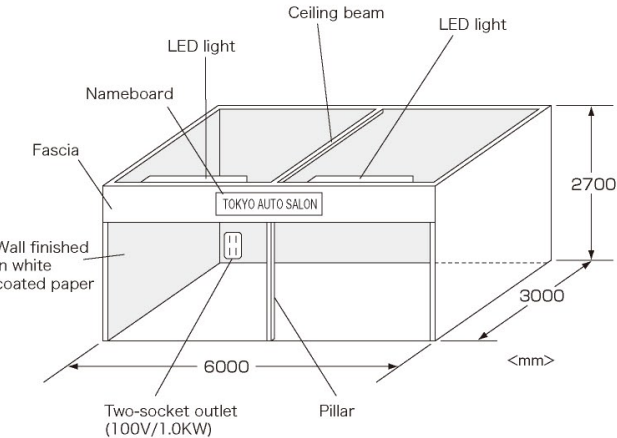
CORNER STAND



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

TWO or MORE LINKING UNITS



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

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

Space A (2 linking units) comes with:	Back and side walls	finished in white coated paper
	Fascia	300mm in height
	1xNameboard	Kaku Gothic in black by default
	2xLED light	2x21W
	1xTwo-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

- The default font used on the TOKYO AUTO SALON ASSOCIATION-provided nameboard is Kaku Gothic. You may make arrangements for your own nameboard in the font, colour and/or logo of your choice at your own expense. To do so, you are required to appoint your own contractor and register it with us by completing the form attached on the Exhibitors Guidelines.
- No part of the TOKYO AUTO SALON ASSOCIATION-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 Exhibitors Guidelines. Removal of the fascia results in the removal of the nameboard and fluorescent light as well. If you need your own electric work by appointing your own contractor, TOKYO AUTO SALON ASSOCIATION 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 Exhibitors 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.
- No decorate the exterior walls of the booth.

default font sample

TOKYO AUTO SALON 2027

* Space assignments will be made by TOKYO AUTO SALON ASSOCIATION.

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

SPACE D (Mid-sized Display Stand) 30 units maximum per exhibitor

SPACE D IS A 'SPACE ONLY' STAND.

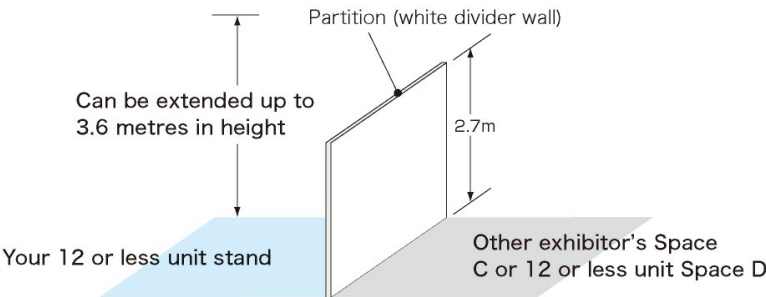
You just get an area of floor, and your stand must be custom-built by yourself.

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

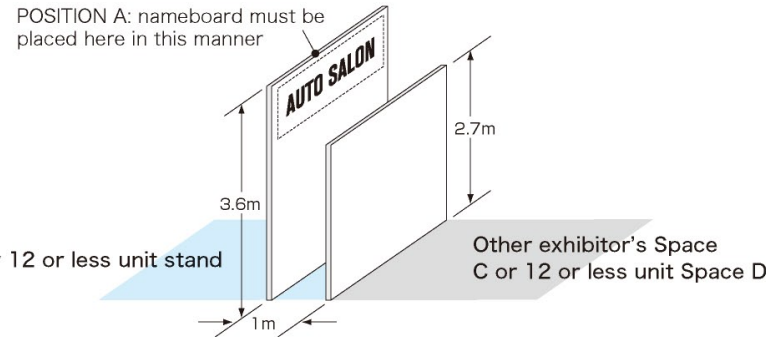
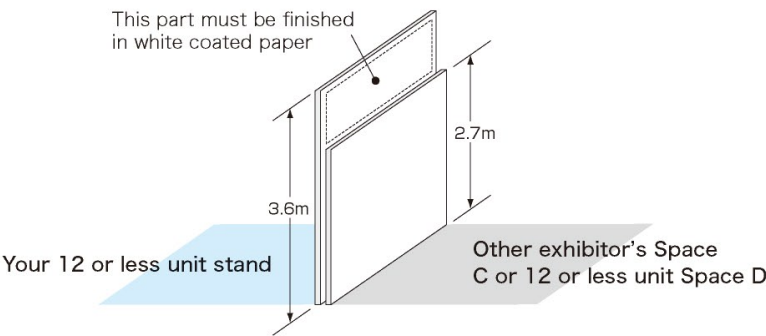
- 15 or more linking units will be an island stand (exposed to aisles on all 4 sides).
- Space D must be a single-storey stand.
- A minimum order quantity is 6 units per booking.

IMPORTANT NOTICE ON A 12 or LESS UNIT STAND

When you book a 12 or less unit stand, your stand may have neighbouring stand (s) which will be other Exhibitor's Space C or 12 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 preexistent partition.



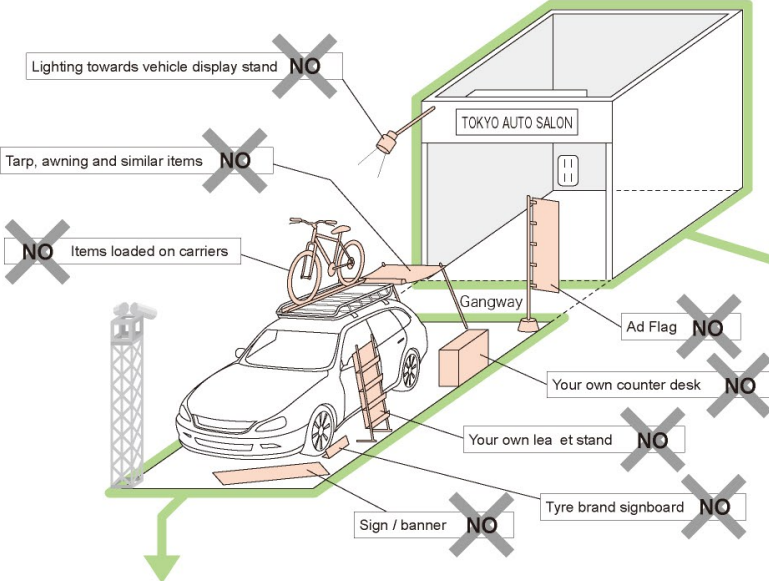
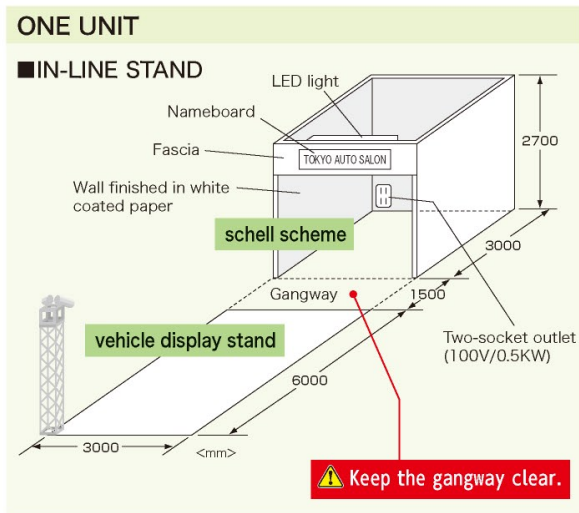
* Space assignments will be made by TOKYO AUTO SALON ASSOCIATION.

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

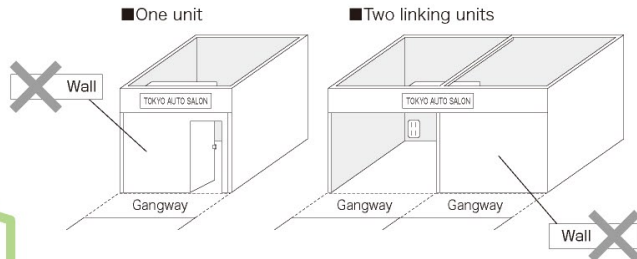
SPACE E (Vehicle Display Stand with Shell Scheme)

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

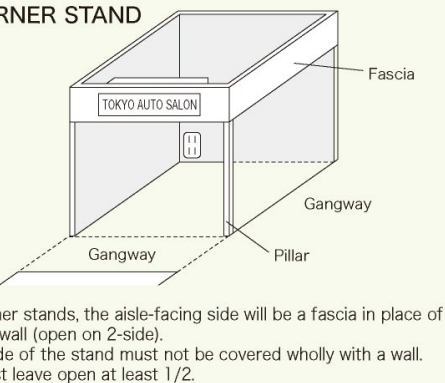
2 units maximum per exhibitor



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



■CORNER STAND



Vehicle Display Stand

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

Stand Size	3m width × 6m depth
Height Limit	2.7m

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

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

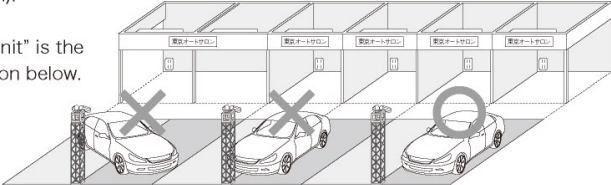
⚠ No decor, fixtures or fittings to customize your stand (including flags, banners and/or counters/desks) allowed.

⚠ Although the truss pillars are strongly anchored in the floor, never attempt to climb up on them for any reason whatsoever. The spotlights positioning will be performed by TASA.

⚠ Do not decorate the truss pillars with anything including flying flags/banners. Do not prop anything against the pillars.

NOTES & CONDITIONS on SPACE E VEHICLE DISPLAY STAND

- Space E VDisplay Stand is for displaying one vehicle per unit only.
- No items other than vehicles may be displayed, or no stand customization allowed in this Vehicle Display Stand. Don't decorate your vehicle excessively.
- For-hire counter, stool and brochure/flyer shelf can be ordered separately (charged option). Your own fixtures or fittings must not be installed in the stand.
- Optional equipment can be ordered separately by completing "Optional Equipment Application for Space B, E and F" on the Exhibitors Guidelines.
- Jacking up the vehicle (in whole or in part) or removing tyres/wheels for demonstration purposes are prohibited.
- No audio equipment (including the use of car audio systems) allowed.
- Whenever you have your vehicle's headlights on, you must avoid the light from falling on or striking your neighbouring stand(s).
- Extra power supply can be ordered separately (charged option).
- No booth girls can be featured.
- Always keep your vehicle within your stand. "One vehicle per unit" is the show policy which is true for 2 or more units. See the illustration below.



Schell Scheme

Stand Size	3m width × 3m depth	Stand Size	3m width × 3m side wall × 2.7m height
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- No part of the TOKYO AUTO SALON ASSOCIATION-provided fixings, including the back wall, can be removed. All your fixing or decor shall be kept within your own Shell Scheme. The Shell Scheme basically is open-front facing the Vehicle Display Stand while the corner stand is open on 2-side.
- No vehicle displays are allowed in the Shell Scheme.
- Installation of lighting directed towards the vehicle display stand is not permitted.

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

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

NOTES & CONDITIONS on SHELL SCHEME

- The default font used on the TOKYO AUTO SALON ASSOCIATION-provided nameboard is Kaku Gothic. You may make arrangements for your own nameboard in the font, colour and/or logo of your choice at your own expense. To do so, you are required to appoint your own contractor and register it with us by completing the form attached on the Exhibitors Guidelines.
- No part of the TOKYO AUTO SALON ASSOCIATION-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 Exhibitors Guidelines. Removal of the fascia results in the removal of the nameboard and fluorescent light as well. If you need your own electric work by appointing your own contractor, TOKYO AUTO SALON ASSOCIATION 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 Exhibitors 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.

default font sample

TOKYO AUTO SALON 2027

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

SPACE E PRICES	Member: ¥517,000 (tax included) per unit / Associate: ¥627,000 (tax included) per unit
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SPACE **F** (Vehicle Display Stand)2 units maximum per exhibitor

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

Vehicle Display

Stand Customization

Electricity

Demonstration

Booth Girls

Display other than Vehicle

Jack-up/ Wheel Removal

Sound

DEPTH

SPACE F > SPACE B

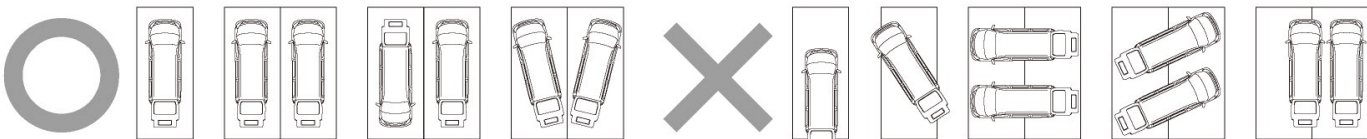
(7m) > (6m)

Stand Size3m width × 7m depth

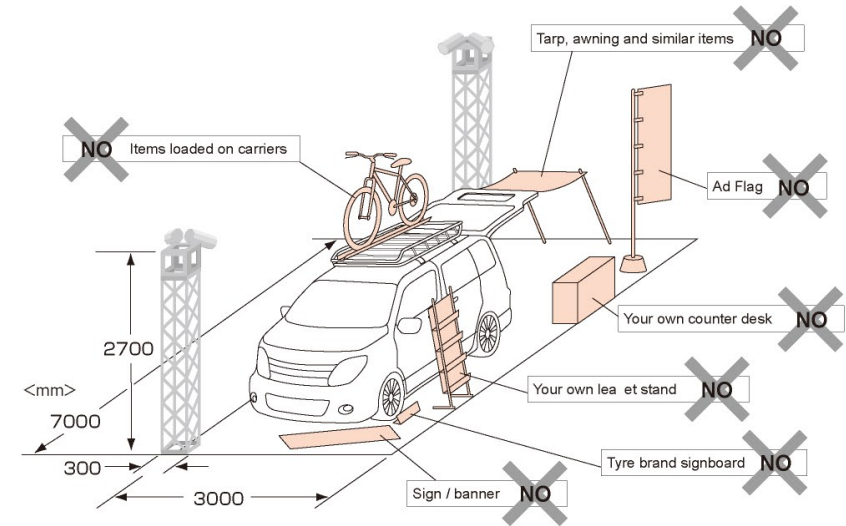
Height Limit2.7m

* Space F is for displaying one vehicle per unit only.

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



- Extra power supply can be ordered separately (charged option).



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

⚠ No decor, fixtures or fittings to customize your stand (including flags, banners and/or counters/desks) allowed.

⚠ Although the truss pillars are strongly anchored in the floor, never attempt to climb up on them for any reason whatsoever. The spotlights positioning will be performed by TASA.

⚠ Do not decorate the truss pillars with anything including flying flags/banners. Do not prop anything against the pillars.

Space F comes with:	2×Truss pillars	installed in every two units (both in front and rear)
	Needle-punched carpet	laid alternately in shading of grey
	2×Spotlights	one at the front and the other at the rear *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.

* Space assignments will be made by TOKYO AUTO SALON ASSOCIATION.

We are unfortunately unable to guarantee the assignment of your Space B to adjoin any other Space types you concurrently apply for.

SPACE **F** PRICES

Member: ¥297,000 (tax included) per unit / Associate: ¥330,000 (tax included) per unit

SPACE **S** (Large-sized Display Stand))One unit per exhibitor

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

Stand Size1,000㎡ and over800㎡600㎡500㎡450㎡300㎡

Height Limit6m

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

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

SPACE **S** PRICES

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

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

Exhibitor Pass, Wristband for load/unload and Transporter Permit				
*Additional orders for passes and wristbands will be accepted. Details will be shown on the Exhibitors Guidelines sent later to successful applicants.				
Number of tickets to be provided.				
Space Type & No. Units	Exhibitor Pass	Wristband	Transporter Permit	
SPACE A	1 to 3 units	7	7	5
	4 to 5 units	12	12	10
SPACE B	1 units	5	5	2
	1 to 3 units	7	7	5
SPACE C	4 to 5 units	12	12	10
	6 to 9 units	25	25	15
SPACE D	10 or more units	35	35	20
	1 unit	5	5	3
SPACE E	1 unit	5	5	2
	up to 300㎡	60	60	50
SPACE F	301㎡ or more	100	100	50

Posters and Flyers

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

■POSTER

will be available digitally in B2 size

■FLYER

will be available digitally in A4 size

Complimentary Ticket			
*Additional orders will be accepted. Details will be shown on the Exhibitors Guidelines sent later to successful applicants. *Details on how to use the e-tickets will be provided together with the e-tickets to be sent in URLs via e-mail. *Smartphone (iOS/Android) required to use an e-ticket.			
Ticket Type	Date and Time	Show Hours	
Premium Ticket	Fri 15 Jan: Business Day ● 9:00 - 14:00: Silent Time ● 14:00 - 19:00: open to premium ticket holders	9am - 7pm	* Good only for Business Day 9am - 7pm on 15 Jan. * Visitors under 18 years of age are not allowed for Silent Time (9am - 2pm). Notwithstanding, kids aged 12 and under may enter with a parent/guardian. * Premium tickets can be used for your business connection (industry insiders). * No entry with a business card even if you are an industry insider.
General Ticket	Sat 16 Jan • Sun 17 Jan open to public	Sat: 9am - 7pm Sun: 9am - 6 pm	* Good for one day either Sat (9am - 7pm) or Sun (9am - 6pm). No entry for Fri. * Kids aged 12 and under must be accompanied by a parent/guardian.

Number of tickets to be provided.

Space Type	Premium Ticket for Fri 15 Jan	General Ticket for Sat 16 Jan	General Ticket for Sun 17 Jan
SPACE A B C E F	15 per unit	5 per unit	5 per unit
SPACE D S	20 per unit /10㎡	5 per unit /10㎡	5 per unit /10㎡

Optional Plan (services offered for a fee) :
Online Auto Salon Membership

Online Auto Salon one application per exhibitor

This is a paid optional service that allows you to email press releases to 800 media members and 170,000 general members. You can publish and update your company’s information on the official Online Auto Salon website.

Duration of Membership 1 November 2026 to 31 October 2027

Application can be made together with your participation in TOKYO AUTO SALON 2027.

●In addition to 800 media outlets with a strong interest in automobiles, the number of general members has exceeded 170,000. You can send press releases to matched media outlets and users with no limit on the number of emails sent.
Online Auto Salon services are currently provided in Japanese language only. No support is available in other languages.

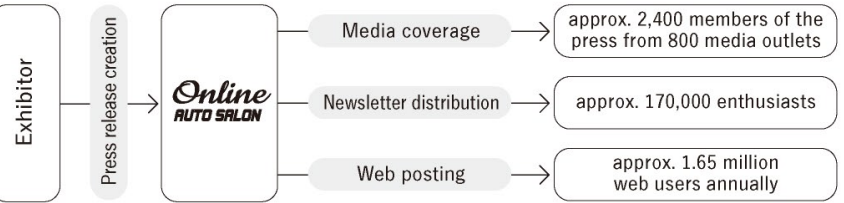
Features

- A press release distribution service tailored to media outlets and users with a strong interest in automobiles.
- Unlimited direct mail distribution to up to 800 media outlets and 170,000 subscribers.
- With the AI assistant, you can easily create press releases.

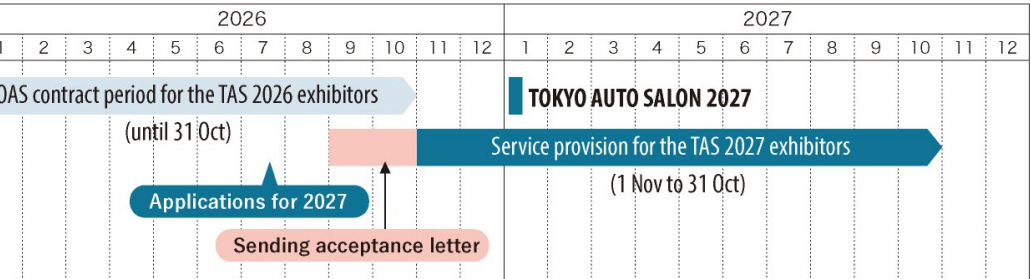
加入のメリット

- Effortlessly reach media and TOKYO AUTO SALON attendees.
- Affordable monthly cost of just ¥20,000 with unlimited usage.
- No need to prepare your own distribution list.
- All distributed releases are also published on the TOKYO AUTO SALON website.
- Boost your visibility through linked exposure, such as logo placement on the TAS website, in conjunction with exhibiting at TOKYO AUTO SALON.

How to utilize this service



Duration of service availability



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

- Online Auto Salon is a subscription-based service. As this is an annual contract, no refunds will be given even if you make a cancellation before the contract expires.
- Even those who were Online Auto Salon members last year are required to complete the renewal process to continue using it. Apply together with your TOKYO AUTO SALON 2027 application. The Online Auto Salon application is linked to the TOKYO AUTO SALON exhibition application, and membership becomes valid once the exhibition application is accepted. Even if your TOKYO AUTO SALON exhibition application is not accepted, you may still apply for Online Auto Salon membership independently.
- Successful applicants of the 2027 show will receive all the info to access to the Online Auto Salon service.
- Any questions about using Online Auto Salon contact the Online Auto Salon Management Office at <online@tokyoautosalon.jp>.
- Contracts can be made on an annual basis only. Payments must be made in a lump sum only (monthly payments are not accepted).

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

TOKYO AUTO SALON 2027
Steps towards Exhibiting

All applications for the 2027 show must be made online through TOKYO AUTO SALON official website. The official website also is where TOKYO AUTO SALON ASSOCIATION 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.

6 June	Late June	TOKYO AUTO SALON 2027 – Exhibitors Guide sent to prospective Exhibitors. <i>Booklet in paper format (hardcopy) is available in Japanese version only.</i>
7 July	Wed 1 July at 5pm	Registrations open. * All applications must be made online. * No applications made after the deadline accepted. * No changes to the application details accepted either.
8 August	Tue 18 Aug at 5pm	Registrations (for the onsite show & Online Auto salon) close. * Results, either accepted or waitlisted for cancellation, will be emailed. * Your application is officially confirmed and legally binding for you upon issuance of the Acceptance Letter.
9 September	Early - mid Sept	Acceptane Letter is sent to you.
	Tue 15 Sept	Cancellation fee of 50 percent starts applying.
	Wed 30 Sept	Cancellation fee of 100 percent starts applying. 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.
	Early Oct	Exhibitors Guidelines will be available on the website Exhibitor page.
10 October	Mid Oct	Invoice for your participation is sent to you. * Invoices are sent via email.
	Mid Oct	Floor Plan & Exhibitor List are sent to you.
11 November	Early Nov	Start arranging for paperwork. A list of the paperwork you must complete during this period: • Registration of your vehicle(s) to be displayed; • Prize(s) you can offer to survey responders; • Registration of your contractor(s); • Order for extra passes/tickets; • Exhibitor’s information to be published on the website; • Applying for power supply; • Applying for anchor placement; • Applying for equipment rental; and • Any other optional services.
	Mon 30 Nov	Due date for payment.
	Early Dec	A set of items for exhibitors are sent to you.
12 December	Mid Dec	Deadline for the paperwork.
1 January	15 - 17 Jan	TOKYO AUTO SALON 2027 takes place.

To Participate in TOKYO AUTO SALON

- ①Exhibits must be limited to products and services that are consistent with the purpose of this exhibition. Specifically, all exhibits must consist of products and/or services related to automobiles. If the Secretariat determines that any exhibited product, service, display method, decoration, or other presentation is inconsistent with the purpose of the exhibition, or is in violation of any applicable law, regulation, public order, or accepted standards of decency, the Secretariat reserves the right to order the immediate removal of such exhibit at any time, whether before or during the exhibition. Should the Secretariat determine that the removal of the exhibit alone is insufficient to ensure the proper operation of the exhibition, the Secretariat may, at its sole discretion, require the exhibitor to cancel or discontinue its participation in the exhibition in whole or in part.
- ②Exhibitors must comply with all applicable laws and regulations and must not, for any reason whatsoever, engage in any act that may cause inconvenience, disturbance, nuisance, or harm to other exhibitors, event personnel, visitors, or local residents.
- ③The following items must not be exhibited, displayed, distributed, or otherwise brought into the exhibition venue: Flammable, explosive, or radioactive hazardous materials; Toxic or deleterious substances; Narcotics and other controlled substances; Articles that infringe upon any intellectual property rights; Articles whose import, export, sale, possession, or distribution is prohibited by applicable laws or regulations; and Open flames or any equipment utilizing open flames.
- ④Exhibits relating to inventions or creations that have not yet been filed for industrial property rights may be eligible for protection under Article 30, Paragraph 3 of the Patent Act, Article 11, Paragraph 1 of the Utility Model Act, Article 4, Paragraph 2 of the Design Act, and Article 9, Paragraph 1 of the Trademark Act of Japan.
**Any application for such protection must be submitted by the exhibitor at its own responsibility and expense.*
- ⑤Exhibitors wishing to display foreign goods must complete all necessary customs clearance procedures and ensure that such goods have been duly imported as domestic goods prior to exhibition. Any goods intended to be consumed, processed, distributed, or otherwise used within the exhibition venue must be domestic goods and may not remain under customs control.
- ⑥All vehicles exhibited at the exhibition, with the exception of those expressly authorized by the Secretariat (including competition-use vehicles), must conform to the applicable Vehicle Safety Standards. The Secretariat may, at its sole discretion, order the immediate removal of any non-compliant vehicle, regardless of whether such non-compliance is identified before or during the exhibition period. Any vehicle specially authorized by the Secretariat that is not licensed for road use must be transported to and from the venue exclusively by carrier vehicle. Such vehicles must be loaded and unloaded only at locations designated by the Secretariat within the venue.
- ⑦Compliance with the Road Traffic Act and all applicable traffic laws and regulations is mandatory. Any conduct that violates or may violate such laws and regulations is strictly prohibited, whether within or outside the exhibition venue. Such prohibited conduct includes, but is not limited to, unnecessary engine revving, driving with decorative lighting illuminated, unnecessary use of horns or other audible warning devices, and operating or viewing a mobile phone, or similar device while driving.
- ⑧Photography and Videography
 - Photography and videography during move-in, move-out, and outside official exhibition hours are, in principle, prohibited. Posting such content on social media platforms, including personal accounts, is also prohibited. As an exception, photography, videography, and social media posting are permitted only within the exhibitor's own booth, provided that no other exhibitor booths or exhibits are visible in the images or footage.
 - During the exhibition period, photography and videography must, in principle, be limited to the exhibitor's own booth. Exhibitors wishing to photograph or film the exhibition hall, venue scenery, or other areas of the venue must obtain prior confirmation from the Secretariat. In addition, any photographs or video footage taken outside the exhibitor's own booth may not be sold, licensed, monetized, or otherwise used for commercial purposes.
- ⑨Schedule

All exhibitors must comply with the exhibition schedule and are required to plan and manage their work so that all installation, preparation, dismantling, and related activities are completed within the designated time periods. If, due to unavoidable circumstances, work cannot be completed within the prescribed time, the exhibitor must notify the Secretariat in advance and obtain approval before continuing such work. The use of overtime periods, including chargeable overtime periods, for social media posting, live streaming, filming, photography, or any other publicity or promotional activities is strictly prohibited.
- ⑩All exhibitors must familiarize themselves with and comply with the Exhibitor Manual and Exhibitor Guidelines issued by the Secretariat upon acceptance of their application. Should any issue arise that is not specifically addressed in these Rules and Regulations, the Secretariat must have the authority to determine the appropriate course of action. Exhibitors must be deemed to have agreed in advance to comply with such decisions, which must be made in the interests of maintaining the safety, integrity, and proper operation of the exhibition, as well as the collective interests of all exhibitors.
- ⑪Any applicant or exhibitor that is the subject of bankruptcy, civil rehabilitation, corporate reorganization, or any other insolvency-related proceedings, or that has been subjected to suspension of current account transactions by a financial institution, must be disqualified from participation in the exhibition. The foregoing must also apply where the Secretariat reasonably determines that an applicant or exhibitor is in, or is deemed to be in, any of the above circumstances.
- ⑫Any person or entity that constitutes, belongs to, is affiliated with, or is associated with any Anti-Social Force, including organized crime groups, organized crime group members, affiliated entities, or corporate extortionists, must be ineligible to exhibit or otherwise participate in the exhibition.

The Secretariat must bear no liability whatsoever for any loss or damage suffered by an exhibitor as a result of the application of any provision of these Regulations, and must have no obligation to provide any compensation or indemnification.

Prohibition of Counterfeit, Imitation, and Infringing Goods

The exhibition, sale, distribution, screening, display, or any other use of counterfeit or imitation goods, or any products that infringe the intellectual property rights of a third party, including patents, trademarks, design rights, copyrights, and equivalent rights in any jurisdiction, is strictly prohibited. Where the Secretariat reasonably determines that an exhibit or other item is likely to infringe such rights, the Secretariat may order its immediate removal and take such other action as it considers appropriate. Any dispute concerning the intellectual property rights associated with an exhibit must be the sole responsibility of the exhibitor.

Display Vehicles

Looking back on the history of TOKYO AUTO SALON, there was a time in its early years when it was viewed by some as merely an exhibition of so-called "modified vehicles" and was not always regarded favorably by the public. In recent years, however, terms such as "custom cars," "tuning cars," and "dress-up cars" have become widely accepted, and vehicle customization has gained recognition as a legitimate and established segment of automotive culture. This progress has been made possible through the continued efforts of exhibitors and industry professionals who have worked to promote and develop a positive custom car culture. Nevertheless, the Secretariat has recently received comments and concerns regarding certain exhibited vehicles whose modifications appear inconsistent with these efforts. Such vehicles not only run counter to the direction in which the industry has evolved, but may also create a negative public perception and adversely affect exhibitors who promote responsible vehicle customization, as well as the industry as a whole. Accordingly, all exhibitors are requested to reaffirm the principle that, except for competition-use vehicles and other vehicles specifically approved by the Secretariat, display vehicles should be built in compliance with applicable vehicle safety standards for road use. Vehicles that do not conform to this principle should not be exhibited. In the same spirit, exhibitors are requested to refrain from displaying vehicles that evoke the image of illegal street racing groups, as well as vehicles featuring excessively extreme van customization, lowrider modifications, hydraulic suspension systems, or similar modifications that may be deemed inconsistent with the objectives and image of the exhibition.

Management of Exhibits and Booth Decorations

- ①All exhibits, decorations, fixtures, and related materials must be managed exclusively within the exhibitor's assigned booth space at all times. Under no circumstances may any exhibit, decoration, fixture, or evidence of installation work (including, but not limited to, anchor holes, pit markings, or similar traces) extend beyond or be placed outside the assigned booth area.
- ②All exhibits and decorative installations within the booth must be maintained and managed solely at the responsibility of the exhibitor or its designated booth contractor.
- ③All booth decorations, structures, and installations must be designed, constructed, and maintained in a safe and structurally sound manner.
- ④Upon completion of booth construction and decoration, the booth manager or designated contractor must inspect the booth to confirm compliance with all applicable regulations and verify that no safety concerns exist.
- ⑤If the Secretariat determines, based on visual inspection or other reasonable assessment, that any exhibit, structure, or decorative installation may present a safety concern or fail to comply with applicable regulations, the Secretariat may require confirmation, modification, reinforcement, or corrective action by the booth manager or designated contractor.

Health and Safety Requirements During Move-In and Move-Out

- Exhibitors and contractors must pay particular attention to the following health and safety requirements during move-in and move-out operations and must take all necessary measures to prevent accidents, injuries, and occupational hazards.
- ①The wearing of safety helmets must be mandatory where required by the nature of the work being performed.
- ②Appropriate fall-protection equipment, including safety harnesses, must be used when performing work at height.
- ③Ladders, stepladders, rolling towers, and other access equipment must be used properly and in accordance with applicable safety standards.
- ④Qualified and properly certified personnel must be assigned to hazardous or specialized operations, and such operations must be conducted in accordance with applicable laws, regulations, and safety requirements.
- ⑤Personnel must wear clothing and personal protective equipment appropriate to the work being performed.
- ⑥All applicable occupational health and safety laws, regulations, and requirements must be strictly observed.

Construction and Decoration Requirements

If the Secretariat determines that any booth construction, decoration, display, installation, or exhibit violates the requirements set forth herein, the Secretariat may, regardless of the reason or circumstances, require such construction, decoration, display, installation, or exhibit to be modified, corrected, or removed, even during the exhibition period. Failure to comply with such instructions may result in the suspension or termination of the exhibitor's participation in the exhibition. Any and all costs, expenses, losses, or liabilities arising from such modification, correction, removal, suspension, or termination must be borne solely by the exhibitor.

- ①All exhibits, decorations, equipment, and related materials must be displayed and installed entirely within the exhibitor's assigned booth space. All supporting materials, including framing members used for panel installation, must be contained within the booth. Lighting and audio equipment, as well as presenters, MCs, and other performers, are considered part of the booth display and are subject to the same space restrictions.
Maximum height limits are as follows:
●Space A / B / C / E / F : 2.7 m
●Space D : 3.6 m
●Space S : 6.0 m
All exhibits and display elements must remain within the applicable height limits.
- ②Large Structures and Displays: For any wall-like structure, display, or sign exceeding 3 metres in both height and width, floor plans and elevation drawings must be submitted to the Secretariat. The Secretariat may require design modifications or additional evacuation routes depending on the proposed structure.
- ③Particular care must be taken to ensure visitor safety. Brackets, angle frames, and other supporting materials used to secure exhibits or decorations must not protrude into aisles or public walkways.
a) When displaying items with protruding parts, such as exhaust hangers or mounting brackets, exhibitors must carefully consider their placement and installation method. Protruding parts should be removed or minimized wherever possible.
b) Lighting fixtures installed at a height or position where visitors may come into contact with them must be protected with covers or other appropriate safety measures.
**Lighting fixtures used to illuminate sign graphics facing an aisle may extend beyond the booth boundary only where permitted under the applicable regulations. Such fixtures must not exceed the prescribed height limits. Please refer to the Exhibitor Guidelines for details.*
- ④To register a booth contractor, all exhibitors (except those exhibiting in vehicle display-only spaces) must complete the registration process through the "Booth Contractor Registration" section of the Exhibitor Guidelines. Exhibitors who will construct or install their booths using their own personnel must also complete the registration using their company name.
- ⑤Balloon Installations: For the purposes of these Guidelines, "balloons" refer to large advertising balloons. The installation of such balloons is permitted only under the following conditions. Balloons incorporating video displays or used as projection surfaces are prohibited. The use of any other airborne objects is strictly prohibited.
a) Balloon installations must comply with the following height limits:
●C and D Areas: minimum 7 m, maximum 10 m
●S Area: minimum 9 m, maximum 13 m (the maximum height may be limited to 10 m depending on venue beam clearance)
No items other than tethering wires may be installed between the minimum balloon height and the maximum permitted booth structure height. Hanging banners and similar items are prohibited.
b) Balloons may be installed only above the exhibitor's assigned booth space and must be contained within an area measuring no more than 18 m × 18 m in projected area. The balloon must remain at least 1 m inside the booth boundary at all times. As air conditioning is in operation during the exhibition, exhibitors must ensure that balloon movement does not cause the balloon to extend beyond the permitted area.
c) Due to fire safety and venue facility requirements, consultation with the Secretariat is required if the total balloon area within a booth exceeds 150 m². The Secretariat and venue management will review the proposal and advise accordingly.
**Prior approval by the Secretariat does not guarantee approval by the fire authorities. Fire authorities may deny approval or require corrective measures.
*If required by the fire authorities, smoke detectors and/or fire extinguishers must be installed in accordance with their instructions.
Unauthorized balloon installations may be ordered removed immediately by the fire authorities.
d) Any high-pressure helium cylinders stored within a booth must be properly secured against tipping or falling.
e) Balloon installations are not permitted in Space A, B, E, or F.
f) The distribution of small balloons and the use of balloon decorations may be permitted provided they do not float. Balloons filled with helium or any other lighter-than-air gas are strictly prohibited, regardless of whether they are tethered or fixed in place.

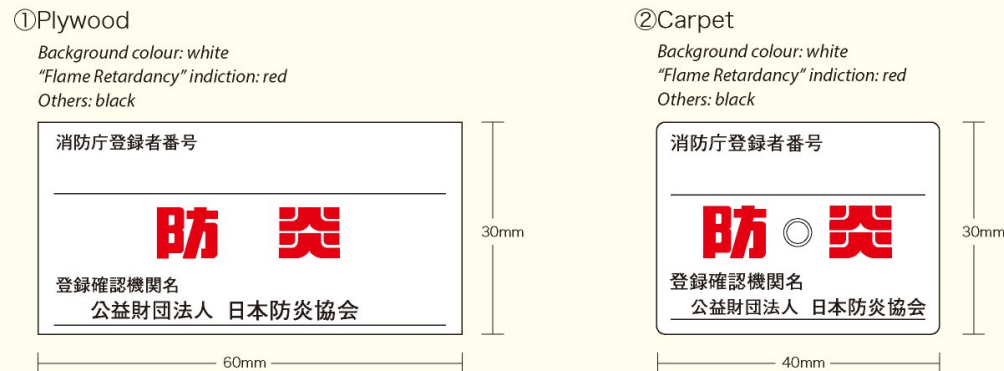
Exhibitors wishing to rent balloons should apply through the "Balloon Rental Application" section of the Exhibitor Guidelines.
- ⑥Prohibition of Decorations in Common Areas and Venue Facilities: Advertisements, decorations, or promotional materials may not be attached to venue facilities, common areas, or shared structures. The projection of logos or other images onto venue walls, ceilings, walkways, or other facility surfaces using lighting equipment is also prohibited.
- ⑦Non-Compliant Construction or Installations: If the Secretariat determines that any construction, installation, or decoration violates these Guidelines, whether before or during the exhibition period, the exhibitor must immediately take corrective action upon notification by the Secretariat.

Fire Safety Requirements

Flame-Retardant Requirements for Decorative Materials

- Pursuant to Article 8-3 of the Japanese Fire Service Act, all designated materials used within the exhibition venue must have certified flame-retardant properties. Any material that does not meet the required flame-retardant standards may be ordered removed.
- Fire inspections may be conducted by the local fire authority during the exhibition period. Exhibitors are required to comply fully with the following requirements and must promptly implement any corrective measures ordered by the fire authority.
- ①Plywood panels, carpets, curtains, banners, flags, drapes, and other decorative materials used within booths must be flame-retardant and bear an official flame-retardant certification label.
- ②All plywood and fiberboard used for booth construction or display purposes must be certified flame-retardant products, regardless of thickness. (Only materials bearing a flame-retardant certification label on the reverse side and the manufacturer's red certification stamp must be permitted.)
All carpets must likewise be certified flame-retardant products bearing the required certification label. Surface treatment or spray-applied flame-retardant agents alone must not be deemed sufficient unless officially certified.
- ③Where thick fabrics, pleated paper materials, or similar decorative coverings are applied to flame-retardant plywood, such coverings must also be flame-retardant. This requirement must not apply to thin fabric or paper materials that are fully adhered to the entire surface of flame-retardant plywood.
- ④Garage tiles and similar flooring materials brought into the venue must be certified flame-retardant products. Exhibitors must ensure that flame-retardant labels are affixed or that documentary proof of certification is available for inspection. All flooring materials must be installed entirely within the exhibitor's assigned booth space and must not extend beyond booth boundaries.

Flame-Retardant Certification Label



Prohibited Activities

- In accordance with applicable fire prevention regulations, the following activities are prohibited within the exhibition venue:
- ①Smoking.
- ②Use of open flames or flame-producing equipment, including exposed electric heaters, kerosene heaters, alcohol burners, and equipment that generates sparks.
- ③Bringing liquefied petroleum gas (LPG) or combustible compressed gases into the venue. (Helium is excluded from this restriction.)
- ④Bringing hazardous materials into the venue, including flammable liquids, combustible solids, combustible gases, explosives, and similar dangerous substances.
**Examples of hazardous materials include gasoline, kerosene, cooking oil, machine oil, and heavy oil.
Fuel contained in display vehicles must be limited to the minimum quantity necessary.
- ⑤Car waxes, aerosol sprays, oils, and similar products are prohibited.
**Products intended solely for display must be empty, with all contents removed.*
- ⑥If any prohibited item is required for a demonstration or exhibition purpose, prior consultation with the Secretariat is required.
- ⑦Starting or operating vehicle engines is strictly prohibited during exhibition hours, overtime periods, and paid overtime periods from Friday through Sunday.
**This requirement is imposed for safety reasons and must be strictly observed. If the Secretariat determines that an exhibitor's actions create a safety risk, the exhibitor's participation may be suspended, cancelled, or terminated.*

Fuel Cell Vehicles and Electric Vehicles

Fuel cell vehicles (FCVs) and electric vehicles (EVs) may be exhibited for display purposes only. Any onboard fuel must be limited to the minimum quantity necessary. The use of a fuel cell vehicle or electric vehicle as a power source is prohibited in principle. Where such use is unavoidable, prior approval from the Secretariat is required. Approval may not be granted depending on the intended use. Please refer to the Exhibitor Guidelines for detailed application procedures and requirements.

Other Construction Requirements

- ①Ceiling Structures
- Ceiling structures within booths are prohibited in principle, as they may interfere with automatic fire detection systems, fire suppression equipment (including water monitors), and the visibility of emergency exits. However, the Secretariat may permit the installation of a ceiling or roof where it is essential to explain the functions of exhibits requiring light shielding, soundproofing, thermal insulation, dust protection, or similar measures, where special presentation effects are necessary, or where minimal ceiling screening is required beneath visitor circulation stairways for aesthetic purposes. Where a ceiling structure is approved, exhibitors must submit an application in advance and use only flame-retardant fabric materials, such as blackout curtains, covering the minimum area necessary. The ceiling structure must be open on at least two sides. Any drop wall installed along an open side must extend no more than 30 cm below the ceiling.
- *Double ceilings (a ceiling installed above another ceiling) are strictly prohibited.
- Containers used as booth structures that allow personnel access or require electrical wiring must also be regarded as ceiling structures and are subject to the same approval requirements.
- *All suspended structures, including suspended ceilings attached to or supported by the venue building structure, are strictly prohibited.
- ②Two-Story Booth Structures
- Two-story booth structures are permitted only in Space S and require prior approval by the Secretariat.
- Definition

A two-story booth structure is defined as a structure with an upper level intended for occupancy and a floor height of 2.1 m or more. A structure with a floor height of less than 2.1 m must also be deemed a two-story structure if the space below is used as a passageway, display area, waiting room, or any other occupied space.
- Two-story booth structures must comply with the following requirements:
- Columns and beams must be constructed of non-combustible materials, such as structural steel, and must provide adequate structural strength.
- At least two stairways, each with a minimum width of 90 cm, must be provided.
- The total floor area of the upper level, including stairs, ramps, and other attached structures, must not exceed 500 m².
- Guardrails with a minimum height of 1.1 m must be installed on the upper level, stairways, and ramps to prevent falls.
- Emergency lighting must be provided for evacuation.
- Structures of three or more stories are prohibited. Ceiling structures above the second floor are also prohibited.
- Exhibitors must control occupancy appropriately. Where visitors are permitted to access the upper level, evacuation attendants must be assigned, and occupancy must not exceed 1.5 persons per square metre.
- All required fire protection equipment must be installed.
- ③Application for Ceiling and Two-Story Booth Structures
- a) Exhibitors eligible to install ceiling or two-story booth structures must submit floor plans, elevations, and cross-sectional drawings clearly indicating the location, dimensions, and materials of the proposed structure prior to installation. The plans will be reviewed by the fire authority, which may require structural modifications or the installation of fire safety equipment, such as smoke detectors and fire extinguishers. Approved drawings bearing the official approval stamp will be returned to the exhibitor. All instructions issued by the fire authority must be strictly followed.
- b) The Secretariat will review the approved drawings together with the required application documents. Please note that fire authority approval does not exempt exhibitors from complying with the decoration requirements set forth in the Exhibitor Guidelines. Design modifications may still be required by the Secretariat.
- c) Applications will be submitted collectively by the Secretariat to the Mihama Fire Department. Applications received after the specified deadline will not be accepted.
- Important

Ceiling or two-story booth structures installed without prior approval may be ordered removed immediately by the fire authority. Information on the consultation and application procedures is provided in the Exhibitor Guidelines.
- Two-story booth structures are not permitted in Space D. Where a raised stage or similar structure is installed, the overall height, including all equipment and personnel on the stage, must not exceed 3.6 m. **The height of the raised platform itself must not exceed 1.8 m.** The space beneath a raised stage may be used only as a storage area with limited access for loading and unloading materials. It must not be accessible to visitors or staff and must not be used as a display area, staff lounge, or for any other occupied purpose.
- ④Booth structures and exhibits must be securely installed and fastened to prevent tipping, falling, or displacement in the event of an earthquake or other external forces. **The aisle-facing side of wall panels, including the reverse side, must be properly finished so that structural members and construction materials are not exposed, ensuring both safety and an acceptable appearance.** Non-compliant or incomplete booth construction or decoration may be required to be removed or dismantled. Exhibitors are therefore advised to exercise due care during the planning and design of their booths. If there is any uncertainty regarding the applicable requirements, exhibitors are encouraged to consult the Secretariat in advance by submitting the relevant drawings or plans for review.
- ⑤Exhibitors must be fully responsible for any damage caused to venue facilities, standard booth structures, other exhibitors' booth installations, exhibits, or other property, regardless of the cause.
- ⑥Fire extinguishers, indoor fire hydrants, water monitors, automatic fire detection systems, emergency alarms, exit signs, and other fire safety equipment must not be concealed by booth decorations or exhibits. No displays, structures, equipment, or other items may be placed in a manner that obstructs access to or operation of such equipment.
- ⑦Changes to booth installations or decorations during the exhibition period are prohibited in principle, except where required by the Secretariat as a corrective measure.
- ⑧Exhibits, decorations, equipment, and all other materials must not be suspended from, attached to, leaned against, or otherwise secured to the existing structure of the venue, including the ceiling, columns, walls, or other building elements.
- ⑨Exhibitors are encouraged to use reusable panels and equipment wherever possible, minimize waste generation, and promote the efficient use of resources.
- ⑩If an exhibitor fails to comply with these regulations or with a corrective notice issued by the Secretariat, the Secretariat may remove the non-compliant installation or take any other action it deems necessary. In such cases, the exhibitor must have no right to object to or make any claim against the Secretariat. Any costs incurred as a result of such action must be borne by the exhibitor.
- ⑪Vehicles may be moved into or out of the venue only during the designated move-in and move-out periods.

Anchor Installation

- ①Exhibitors wishing to install anchors must submit an application through the Exhibitor Guidelines under "Anchor Installation Application" and provide a drawing indicating the anchor locations. Approval may be denied due to the venue's structural conditions or other operational requirements.
- ②Anchor installation is permitted only on the condition that the floor is restored to its original condition immediately after the exhibition. Anchors must not exceed 80 mm in length and 16 mm in diameter. After removal, any anchor head protruding above the floor surface must be cut flush using a grinder. Hammering anchors into the floor, gas cutting, or pulling anchors out is strictly prohibited. In addition to the exhibitor's obligation to restore the floor, a repair fee of JPY 1,650 (tax included) per anchor will be charged.
- ③Prohibited Practices
- a) Driving concrete nails or dry pit pins into the floor.
- b) Drilling holes in window frames, walls, or columns.
- c) Installing anchors into pit covers or welding base plates or other fixtures to steel pit covers.
- ④**During the move-in period, Murayama Co., Ltd. will inspect each booth to verify the number of installed anchors. Exhibitors are requested to complete all anchor work within the designated working hours (by 8:00 p.m. on Thursday 14 January). If completion within the designated hours is unavoidable, please consult the Secretariat in advance.**

Restoration of the Venue

If an exhibitor installs any structures or causes any damage to the venue or its facilities, the exhibitor must restore the affected area to its original condition no later than 10:00 a.m. on Monday 18 January. If the restoration is incomplete or is not completed by the specified deadline and the Secretariat arranges for the restoration work, all costs incurred must be charged to the exhibitor.

Waste Disposal

- ①All exhibits, booth decorations, used materials, and all waste generated within or around the booth must be removed from the venue by the exhibitor at the exhibitor's own responsibility and expense.
- ②Any costs incurred for the disposal of abandoned materials or waste will be charged directly to the exhibitor by the cleaning contractor after the exhibition. Payment must be made promptly upon receipt of the invoice.
- *Any materials left at the venue after 10:00 a.m. on Monday, January 18 will be treated as abandoned waste and disposed of accordingly.

Electrical Services

Electrical work involves significant safety risks, including fire and electric shock. All secondary-side electrical work must be carried out only by a licensed electrical contractor duly registered with the relevant prefectural governor or the Minister of Economy, Trade and Industry.

- Exhibition Hall Lighting
- The average illumination provided by the exhibition hall's standard overhead lighting is approximately 200 lux.
- Application for Electrical Supply
- Exhibitors requiring electrical service must submit the prescribed "Application for Electrical Supply" form provided in the Exhibitor Guidelines. Submission is mandatory for exhibitors in Space A, C, D, E, F, and S. Applications received after the specified deadline cannot be included in the power distribution plan, and electrical service cannot be guaranteed.
- Installation of Circuit Breakers
- Primary electrical supply (main distribution) will be installed by the Secretariat to one location within each booth, normally at the rear wall. As a general rule, only one circuit breaker will be provided per booth, regardless of the number of booth units.
- *If you have a preferred power supply location, please indicate it on the "Application for Electrical Supply" form.
- Electrical Capacity and Charges
- ①Space A, C, E, and F
- The Secretariat will provide, at no charge, primary electrical supply up to 0.5 kW (single-phase, 100 V) per booth. Any power requirement exceeding the basic allocation will be charged at JPY 9,900 (tax included) per additional 1.0 kW for the primary electrical supply. All secondary-side electrical work must be arranged and paid for by the exhibitor.
- ②Space D and S
- No basic electrical supply is provided. Primary electrical supply will be charged at JPY 9,900 (tax included) per 1.0 kW. All secondary-side electrical work must be arranged and paid for by the exhibitor.
- *Electrical requirements of less than 1.0 kW will be rounded up to 1.0 kW for billing purposes.
- Electrical Usage Fees and Payment
- ①Electrical Usage Fee
- An electrical usage fee of JPY 4,180 (tax included) per 1.0 kW will be charged for the exhibition period.
- ②Payment
- Invoices for the electrical usage fee and the primary electrical supply installation fee will be issued by Iida Electric Industry Co., Ltd. after the exhibition. Payment must be made by the due date specified on the invoice.
- *Electrical requirements of less than 1.0 kW will be rounded up to 1.0 kW for billing purposes.
- Electrical Maintenance During the Exhibition
- Electrical maintenance personnel will be stationed at the Secretariat Office throughout the exhibition. In the event of any electrical accident or malfunction within your booth, please contact the nearest Secretariat Office immediately.

■Available Power Supply

The following power supplies are available:
a) AC Single-Phase, 100 V, 50 Hz b) AC Single-Phase, 200 V, 50 Hz c) AC Three-Phase, 200 V, 50 Hz

■Electrical Installation Requirements

- ①All personnel performing electrical work must carry a valid electrical worker's license in accordance with applicable laws and regulations while on duty.
- ②All secondary-side electrical work within the booth must be completed before the exhibition opens. Electrical wiring work during the exhibition is not permitted.
- ③Neon lighting is prohibited. However, low-voltage neon tubes are permitted if fully enclosed in acrylic covers and installed at a height of 2 m or above.
- ④For 100 V lighting circuits and similar installations, equipment rated at 15 A or more must be connected to an individual branch circuit. Other equipment must be connected so that each branch circuit does not exceed 15 A. Earth leakage circuit breakers (ELCBs) must be installed on all main and branch circuits of the distribution panel.
- ⑤All electrical work must be carried out with due care to prevent fire, electric shock, injury, property damage, and other hazards. Particular attention must be given to the location and protection of lighting fixtures or other equipment installed within reach of visitors.

■Power Supply Schedule

Electrical power will be supplied, in principle, from 12:00 p.m. (scheduled) on Thursday 14 January, until 6:30 p.m. on Sunday 17 January. Please note that the start of power supply may be delayed for safety or operational reasons.

■Protective Devices

The Secretariat must not be liable for any loss of or damage to exhibits, equipment, display systems, or other devices resulting from power outages, voltage fluctuations, power abnormalities, or other electrical failures, regardless of the cause. Each exhibitor is responsible for providing appropriate protective devices and taking all necessary precautions to prevent damage or accidents.

■Lighting on Booth Walls Facing the Aisles

For Space A, C, and E, exhibitors occupying standard booths may install Secretariat-designated lighting fixtures on the parapet only. The Secretariat will provide and install the lighting fixtures. Applications must be submitted using the "Parapet Lighting Application" form in the Exhibitor Guidelines.
For Space D and S, lighting fixtures installed on exterior booth walls facing the aisles must be mounted flush against the wall (including arm spotlights) at a height of 3 m or higher above the floor.

■Power Supply for Space B

In Space B, electrical power is provided only for the lighting fixtures installed by the Secretariat. Temporary work power outlets will be provided at designated locations during move-in and move-out periods (approximately one outlet for every several booth spaces). These outlets will not be available during exhibition opening hours.

Note

Work power distribution panels and maintenance power outlets within the exhibition hall are not available during the exhibition period.
**During move-in and move-out periods, exhibitors may use the work power distribution panels provided throughout the exhibition hall.*

Precautions Regarding Electrical Work

No work may be carried out directly on the venue facilities or building structure, except for approved anchor installation and removal performed in accordance with an approved anchor work application. All work within the utility pits must be carried out exclusively by contractors designated by the Secretariat. Utility pits installed beneath the exhibition hall floor contain electrical wiring and utility services, including electricity, city gas, compressed air, and water supply. These pits accommodate wiring and piping that have been pre-approved through the official application process. Accordingly, no person or contractor other than those designated by the Secretariat is permitted to perform any work within the utility pits.

Silent Time

From 9:00 a.m. to 2:00 p.m. on Friday 15 January, the exhibition will observe Silent Time. During this period, exhibitors are requested to refrain, as far as practicable, from conducting music-based events, live demonstrations, stage performances, or other activities involving amplified sound. Your cooperation is appreciated in creating an environment conducive to business meetings, interviews, and media coverage.
**High school and junior high school students are not permitted to enter the exhibition during Silent Time. Elementary school children, preschool children, and infants may enter only when accompanied by a parent or legal guardian.*

Overtime Work

Move-in and move-out operations should, in principle, be completed within the designated working hours. Move-in and move-out during the exhibition period are strictly prohibited. If work must be carried out outside the designated hours, an overtime work application must be submitted in advance. Overtime work by exhibitors without prior approval will not be permitted.

- ①Video recording, live streaming, or other broadcasts during overtime hours are strictly prohibited.
- ②Work related to booth installation, as well as rehearsals for press conferences, is permitted during approved overtime hours.
- ③After a press conference, exhibitors may reconfigure their booths for the public opening, provided that all work is completed entirely within the booth. The movement of vehicles, equipment, materials, or any other move-in or move-out operations is not permitted.
- ④Small items that can be carried by hand may be moved. Access is limited to the designated personnel entrance only. Loading dock shutters will not be opened for such purposes.

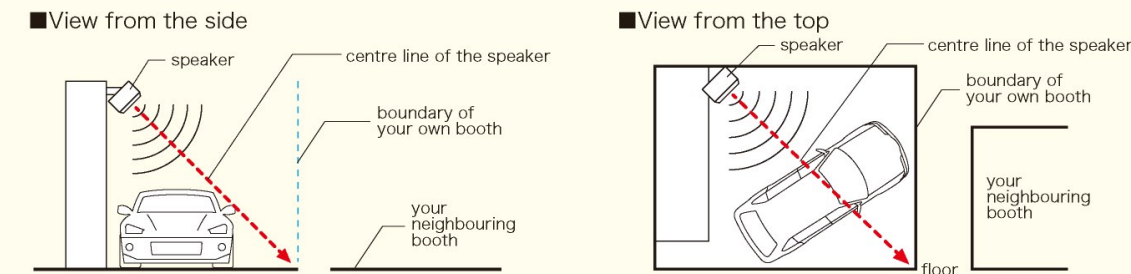
Demonstrations and Promotional Activities

- ①For the purposes of these Guidelines, "demonstrations" include, but are not limited to, the distribution of brochures or promotional items, product presentations, autograph sessions, prize drawings, surveys, and all other promotional activities conducted by exhibitors. Exhibitors are responsible for crowd control and visitor safety at all times.
- ②Demonstrations or promotional activities in aisles or other common areas are strictly prohibited, as they may obstruct neighboring booths and violate fire safety regulations.
- ③**If demonstrations attract crowds, all attendees must be accommodated within the exhibitor's booth.** Queueing or crowd management in the aisles is prohibited.
- ④Where the Secretariat determines that a demonstration may adversely affect venue operations, public order, or safety, it may require the exhibitor to take corrective measures. If adequate measures are not taken, the Secretariat may restrict or suspend the demonstration.
- ⑤Demonstrations may be conducted only within the exhibitor's booth.
**In Space B and F, demonstrations are prohibited except for the limited distribution of brochures or similar materials.*
- ⑥Demonstrations that generate excessive noise, heat, dust, gas, vibration, or other disturbances must incorporate appropriate safety measures and must not adversely affect visitors, other exhibitors, or the venue.
- ⑦The use of air cannons, smoke machines, or similar special effects is prohibited.
- ⑧Demonstrations or testing of vehicle horns or other audible warning devices are prohibited.
- ⑨Live band performances are prohibited.
- ⑩**Campaign staff costumes should not be excessively revealing and should be appropriate for a public exhibition. Tattoos or tattoo-style body art should be presented in a manner that avoids misunderstanding or offense. Photography sessions, autograph sessions, or similar events involving campaign staff are prohibited in Space A, B, E (excluding booth spaces), and F.**
- ⑪Exhibitors must ensure that visitors gathering around campaign staff remain within the booth and do not overflow into aisles or other common areas.
- ⑫If visitors overflow from the booth into the aisles, the exhibitor must immediately disperse the crowd and restore unobstructed passage.
- ⑬Nitrogen gas brought into the venue for demonstrations must be properly secured to prevent cylinders from tipping over.
- ⑭Demonstrations or performances involving drones or any other airborne devices are prohibited.
- ⑮The distribution of food or beverages, including free samples, is prohibited.
- ⑯The display, demonstration, or sale of live animals is prohibited.

Sound Level Regulations

When demonstrations or other activities generate sound, exhibitors must ensure that emergency announcements remain clearly audible and that sound levels can be adjusted promptly in response to requests from the Secretariat or complaints from visitors or neighboring exhibitors. When using sound equipment, the following requirements must apply:

- ①Sound Equipment
 - a) **All speakers must be directed inward toward the booth.**
The center line of each speaker's sound projection must remain within the exhibitor's booth boundaries.



- b) If neighboring exhibitors or visitors complain about the sound level, exhibitors must immediately reduce the volume upon instruction from the Secretariat.
**Failure to comply after two warnings from the Secretariat may result in suspension of the use of sound equipment and/or disqualification from exhibiting in future exhibitions.*
- c) Stage events should be scheduled and coordinated with neighboring exhibitors to minimize disruption.
- ②Other Noise Sources
The above requirements also apply to noise generated by exhibits or equipment other than audio/visual systems. If complaints are received, exhibitors must immediately reduce the noise level upon instruction from the Secretariat.
- ③Space B and F (Vehicle Display Only) and Vehicle Display Areas in Space E
The use of sound equipment is prohibited in these areas. No sound effects or audio presentations, including those using in-vehicle audio systems, are permitted.
- ④The use of vehicle horns or other audible warning devices is prohibited.
- ⑤Bells, megaphones, loudhailers, and other noise-generating devices must not be used in a manner that disturbs neighboring exhibitors.

Note

In recent years, excessive sound levels from demonstrations have made emergency announcements difficult to hear. Exhibitors are requested to conduct demonstrations at reasonable sound levels and to cooperate in maintaining a safe and comfortable exhibition environment.

Booth Staffing

Exhibitors must ensure that their booth is staffed at all times during exhibition hours. Booth personnel are responsible for assisting visitors, maintaining safety, and supervising all exhibits and booth property. At the close of each exhibition day, the exhibitor's representative must confirm that the booth is secure before leaving the venue.

Management of Personnel and Exhibits

- ①Exhibitors must maintain a record of all personnel associated with their booth, including booth staff, move-in/move-out personnel, and contractors, prior to the opening of the exhibition. Such information must be provided upon request by the relevant public authorities, including public health authorities.
- ②The Secretariat will exercise reasonable care in maintaining the security and operation of the exhibition venue.
- ③Exhibitors are solely responsible, at their own expense, for the supervision and protection of their exhibits and all other property during move-in, move-out, and throughout the exhibition. Appropriate measures must be taken to prevent theft, and booth staff must remain present during exhibition hours. Exhibitors are also responsible for securing vehicles and any property left inside them.
- ④Except where caused by the negligence of the Secretariat, the Secretariat must not be liable for any loss, theft, or damage to exhibits or other property, including losses arising from natural disasters or other events beyond its reasonable control. Exhibitors are strongly advised to obtain appropriate insurance covering transportation, move-in, move-out, storage, and the exhibition period.
- ⑤To prevent loss or theft, the Secretariat will not accept or store any packages or other property on behalf of exhibitors. Courier deliveries during the exhibition will not be accepted by the Secretariat. All shipments must be delivered directly to the exhibitor's booth and addressed as follows:

Makuhari Messe TOKYO AUTO SALON 2027 International Exhibition Hall No. ○ Booth No. ○○○ 2-1 Nakase, Mihama-ku, Chiba-shi, Chiba 261-8550, Japan Exhibitor Name: ○○○○ Attention: ○○○○	<i>*Please include the on-site contact number (mobile phone, etc.) in the remarks section of the shipping label.</i> On-site Contact: ○○○-○○○○-○○○○
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- ⑥Exhibitors requiring additional overnight security for their booth should consult the Secretariat in advance. Please note that, whether before or during the exhibition, security outside exhibition hours may only be provided by security personnel designated by the Secretariat.
- ⑦In the event of theft, exhibitors must immediately report the incident to the nearest Secretariat Office and file a report with the competent police authority. After the police investigation has been completed, exhibitors should proceed with the necessary insurance claim procedures.

Infection Prevention Measures

As seasonal viral infections such as influenza, COVID-19, and the common cold are more prevalent during this period, we kindly ask for your cooperation in helping prevent the spread of infectious diseases.

- ①If you have symptoms such as fever, cough, sneezing, body aches, or diarrhea, please consult a medical institution before coming to the venue and follow the instructions provided by the medical professional. Depending on the circumstances, you may be denied entry to the venue.
- ②Wearing a face mask is recommended as a preventive measure against infection.
- ③Please practice frequent handwashing and gargling.
- ④Alcohol-based hand sanitizer will be available throughout the venue.
- ⑤Admission restrictions may be implemented depending on the circumstances.
- ⑥The venue will be ventilated through the use of the air conditioning system and, where appropriate, by opening doors and windows.
- ⑦If you feel unwell while at the venue, please do not hesitate to inform the nearest staff member immediately.

Registration of Personnel Information

To help maintain a safe and secure environment, all exhibitors are requested to manage information for all personnel entering the venue from the standpoint of security and crime prevention. Each exhibitor is required to prepare and maintain a record of:
●personnel who will enter the venue using Exhibitor Passes, and
●personnel who will wear Move-in/Move-out Wristbands, prior to the opening of the event. Please note that exhibitors are responsible for any omissions or inaccuracies in the registered information. Submission of this information to the Secretariat in advance is not required. Please refer to the Exhibitor Guidelines for the required management procedures and registration format.

Accident Prevention and Liability

- ①Exhibitors must exercise the utmost care when moving exhibits in and out of the venue, displaying exhibits, and conducting demonstrations, and must take every precaution to prevent accidents.
- ②Whenever the Secretariat considers it necessary for safety management or the proper operation of the exhibition, it may instruct exhibitors to suspend or restrict their activities or to take any other measures necessary to prevent accidents at the exhibitor's expense.
- ③Except where the Secretariat is directly responsible, the Secretariat assumes no liability for any accidents that may occur.
- ④Exhibitors are responsible for any accidents occurring within their booth, including the collapse or falling of exhibits or decorations. Please ensure that all exhibits and decorations are installed securely. In the event of an accident, exhibitors must first secure the safety of all persons involved and immediately notify the Secretariat.
- ⑤Exhibitors must comply with both the Exhibition Guide and the Exhibitor Guidelines.
- ⑥If an exhibitor violates the Exhibition Guide or the Exhibitor Guidelines and fails to comply with a correction notice issued by the Secretariat, the Secretariat may remove the non-compliant items or take any other necessary corrective action at the exhibitor's expense. In such cases, the exhibitor may not object to or make any claim against the Secretariat.
- ⑦Any dispute arising from the Exhibition Agreement will be subject to the exclusive jurisdiction of the Tokyo District Court as the court of first instance.

Changes to or Cancellation of the Exhibition

- ①The Secretariat reserves the right to change the exhibition schedule or to cancel or suspend the exhibition due to natural disasters, force majeure, or any other circumstances beyond its reasonable control.
- ②In such cases, the Secretariat assumes no liability for any loss or damage incurred by exhibitors or any other parties as a result of such changes, cancellation, or suspension.

Event Insurance

Throughout the move-in, exhibition, and move-out periods, the Secretariat will assign security personnel to maintain order within the venue and help safeguard exhibits. However, the Secretariat assumes no liability for any of the incidents listed below. Exhibitors are therefore strongly advised to obtain appropriate insurance coverage and establish adequate measures to protect themselves against unforeseen circumstances.

- Third-party liability claims for which the exhibitor is responsible.
- Loss of or damage to exhibits, booth structures, equipment, merchandise, or other property resulting from fire, theft, damage, or other causes.
- Injury to the exhibitor or the exhibitor's personnel.
- Financial losses arising from the cancellation or postponement of the exhibition due to unforeseen circumstances.
- Any other incidents not attributable to the organizer.

Cancellation by Exhibitors

- ①A request to cancel an exhibition application will not be accepted unless approved by the Secretariat.
- ②**Regardless of the reason for cancellation, the following cancellation charges will apply:**
 - Cancellations made on or after **Tuesday 15 September** : 50 percent of the total exhibition fee (excluding tax).
 - Cancellations made on or after **Wednesday 30 September** : 100 percent of the total exhibition fee (excluding tax).

Payment of Fees

- ①**The exhibition fee must be paid by Monday 30 November, the payment deadline specified by the Secretariat.** If payment is not received by the deadline, the application will be deemed cancelled, and the exhibitor's participation will be cancelled. The applicable cancellation fee will be charged.
- ②Exhibitors applying for electricity, telephone services, or any other optional services must complete the prescribed application procedures. The applicable charges will be invoiced after the exhibition, and payment must be made by the end of February.
- ③All costs associated with the transportation, move-in, display, demonstration, and removal of exhibits, as well as any other activities undertaken by the exhibitor, are the sole responsibility of the exhibitor. Insurance premiums covering exhibits, exhibitors, liability, or any related risks are also the responsibility of the exhibitor.
- ④Any costs arising from corrective actions required by applicable laws and regulations, relevant government authorities, or the Secretariat, including costs associated with the suspension or cancellation of an exhibit, must be borne by the exhibitor. The exhibitor may not make any claim for compensation against the Secretariat in connection with such measures.

For more detailed exhibition regulations, please refer to the Exhibitor Guidelines, which will be issued after your exhibition application has been accepted.

Amendment of the Regulations

The Secretariat reserves the right to amend any part of these exhibition regulations whenever it considers such amendments necessary. Any revisions will be included in the Exhibitor Guidelines issued after the exhibitor's application has been accepted.

How to Apply

1 All applications must be made online through TOKYO AUTO SALON official website.
www.tokyoautosalon.jp/2027/

NOTES ON APPLICATION

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

Please fill in each item as described below.

Name of the Applicant	This must be the official corporate name (juridical person duly registered).
Name of the Exhibitor	This must be the name to be officially registered as a TOKYO AUTO SALON Exhibitor. It will be shown on official printed materials of TOKYO AUTO SALON, the floor plan, information boards on the premises and the TOKYO AUTO SALON 2027 website.
Person Responsible for Participation	This must be the name of the person responsible for your participation. A regular staff member belonging to the applicant company only. "Acceptance Letter" will be addressed to this person.
Billing Address	This must be where the participation fee, an additional purchase of Exhibitor pass/complimentary ticket, or whatever cost money will be billed to.
Point of Contact with TASA	This must be a liaison officer with TOKYO AUTO SALON ASSOCIATION hence an exclusive point of contact for all enquiries made by TOKYO AUTO SALON ASSOCIATION. *Notifications from TOKYO AUTO SALON ASSOCIATION will be sent via email in HTML format. Please register an email address where you can receive these messages.
Delivery Address	This is where all the show-related materials, such as passes and complimentary tickets, are sent to.
What You Showcase • Online Auto Salon	This is where you enter what you will showcase in the 2025 show, desired space and whether or not to apply for Online Auto Salon.

[Recommended Browsers]	Microsoft Edge latest version; Mozilla Firefox latest version; Google Chrome latest version; or Safari latest version	*Older browsers, incompatible browsers or any browser that does not support JavaScript, cookie, SSL and style sheet may not work properly.
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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 TOKYO AUTO SALON ASSOCIATION.
Your application is officially confirmed and legally binding for you upon issuance of an Acceptance Letter.

When to Apply

Registration is open between **Wednesday 1 July at 17:00** and **Tuesday 18 August 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 **Monday 30 November 2026.**

- **Beneficiary name:** TOKYO AUTO SALON ASSOCIATION
- **Beneficiary bank** (please make a remittance to any of the following bank) :

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

ALL BANK CHARGES MUST BE PAID BY YOU.

Invoice Registration Number
SAN-EI CORPORATION T6011101007349

Cancellation Fee

For whatever reason, any cancellation made after the predetermined dates below are subject to a cancellation fee.
*** Any cancellation made on and before Monday 14 September 2026 will not incur cancellation fee.**

Cancellations made on or after <u>Tuesday 15 September 2026</u> :	50 percent of the total exhibition fee (excluding tax)
Cancellations made on or after <u>Wednesday 30 September 2026</u> :	100 percent of the total exhibition fee (excluding tax)

Refunds

If the 2027 show is cancelled based on the criteria for determining cancellation, the participation fee will be fully refunded. Though, the Exhibitors are not entitled to any other compensation, monetary or otherwise, from TOKYO AUTO SALON.

IMPORTANT NOTICE

- In any of the cases in each of the items below, TOKYO AUTO SALON ASSOCIATION 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 TOKYO AUTO SALON ASSOCIATION deems your line of business or your showpiece goes against the show's policy; and/or
 3. If your participation is deemed inappropriate by TOKYO AUTO SALON ASSOCIATION for whatever reason.
- Any cancellation made after the predetermined date or failure of payment by the due date may result in your application for TOKYO AUTO SALON ASSOCIATION being denied in the next show onwards.



For enquiries, please contact

TOKYO AUTO SALON ASSOCIATION

E-mail **info@tokyoautosalon.jp**

Website

www.tokyoautosalon.jp