

# Japan International SME Exhibition 2012 Application Form

## 1 Agreement on the Exhibition Regulations

We agree to abide by the Exhibition Regulations, and apply to exhibit at Japan International SME Exhibition 2012.

Name of company / organization: \_\_\_\_\_ Date: 2012/ /  
Signature: \_\_\_\_\_

## 2 Delegate

Please fill in the applicable items/pages by PC or in block letters using an indelible pen.

Items marked with an asterisk (\*) will appear in published materials and on website.

(*)Name of company /organization			
(*) Responsible Person	First name :	Last name :	
(*)Department/ Job Title		(*)Phone	
(*)Address			
	Postal code :	Country :	
(*)URL	http://		

All documents and invoices will be forwarded to the contact person.

Contact person	First name :	Last name :	
Department/ Job Title		Phone	
Address			
	Postal code :	Country :	
	E-mail :	Fax :	

## 3 Please check only one applicable category. If you are in the APEC Small & Medium Enterprises, choose the number of booth requirements.

Category	Booth Requirements	
Overseas Information	1	
MOU Support Agency	1	
APEC Small & Medium Enterprises	1 · 2	1booth(9m <sup>2</sup> ) 2booths(18 m <sup>2</sup> )
(if you choose 2 booths, please write the reason)		

## 4 Do you have a plan to sample drink and/ or food?

Sampling might need the plumbing system fee (it will be charged after a judgment of health center)

Yes	·	No
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**5 Exhibits** Items marked with an asterisk (\*) will appear in published materials and website.

**(1) (\*) Theme**

(15 words or less) Do not use a line break.

(English)
(Japanese)

**(2) (\*) Description of company / organization and/or exhibits**

(150 words or less) Do not use a line break.

(English)
(Japanese)

**6 We are looking for** (e.g. Japanese Buyer, business partnership, Agency )

(5 words or less)

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**7 10 Keywords for exhibitor search engine “Matching Navi”**

“Matching Navi” is a searching system on the website that a visitor can find a specific exhibitor by putting a word. (i.e. category, country, product etc.)

1		2		3		4		5	
6		7		8		9		10	

# EXHIBITION REGULATIONS

Please read the following Exhibition Regulations carefully before applying for an exhibition space. All applicants agree to adhere to and be bound by the Exhibition Regulations contained herein upon formal approval of their application as detailed below.

## 1. Organizer / Secretariat Office

The term "Organizer" is used here to refer to SME Support, JAPAN that host of JISMEE 2012. The term "Secretariat Office" is used to refer to a group of organizations comprising Organizer's agents, set up by Organizer for the management of JISMEE 2012.

## 2. Validity of Application and Regulations

By submitting the application to Secretariat Office with the required fields completed and information attached, the submitter shall be treated as an applicant. When Secretariat Office accepts the applicant's application, the applicant will be considered as having agreed to all exhibition regulations. The regulations shall take effect, and the applicant bears the responsibility to abide by these regulations. Secretariat Office reserves the right to reject any exhibitor's application that is deemed unsuitable even after having acknowledged positive screening results. The grounds for declining an application will not be announced. Any losses suffered by applicants or related parties due to inability to exhibit will not be compensated.

## 3. Cancellation

Cancellation after agreeing to participate is unacceptable in principle. If an alteration has to be made regarding the description in the application forms, exhibitors are to contact Secretariat Office and report its reason in writing by Aug. 31 (Fri.).

## 4. Items / Services Provided by Organizer at No Cost

- ① Booth with basic specifications (1 booth: 4.5m(W)x2m(D)x2.7m(H), system panels, company sign, punch carpet)
- ② Construction and maintenance fees for shared facilities
- ③ Site usage fees within designated time, lighting/ventilation fees and exhibitor badges.
- ④ Construction/maintenance fees for the construction work of shared facilities
- ⑤ Fees associated with services for visitors (fees to make guide signs and direction boards)
- ⑥ Fees for planning, operation, security management and on-site security
- ⑦ Advertising fees (website, posters, direct mail included)

## 5. Payment for Optional Items

Payment for the items below shall be made separately by exhibitors either through application to Secretariat Office or self-procurement.

Construction and decoration fees in Exhibitor's Booth

- ① Installation, removal and booth operation fees in exhibitor's booth
  - ② Primary side electricity lines, secondary side electricity work, and electricity usage fees
  - ③ Fees for plumbing installation, construction and usage incurred in the provision of food/drink tasting
  - ④ Fees for installation and removal of exhibitor's exhibits
  - ⑤ Fees for installation and usage of temporary phone, ISDN / ADSL / Optical High Speed Communication
  - ⑥ Fees for earth-connecting work and installation and usage of antenna.
  - ⑦ Insurance for exhibiting items and personal insurance
  - ⑧ Payment for any damage caused to facility equipment or other exhibitors property
  - ⑨ Removal fees for any garbage or materials left behind on site
  - ⑩ Personal website creation, announcement/advertisement/promotion fees
  - ⑪ Other expenses not included in the general exhibition fees
- Optional fees must be paid fully until the designated deadline by the exhibitors and their representatives. In the event that payment cannot be made by the deadline, Secretariat Office may charge a late fee. Bank transfer fees shall be paid by the exhibitor. Optional fees shall be paid by cash transfer, and any surcharges incurred shall be the responsibility of the sender. In principle, any money transferred to pay for optional fees will not be returned.

## 6. Booth Layout

Each exhibitor's booth position will be determined by Organizer and Secretariat Office in consideration of exhibiting contents. However, even if the booth layout is altered due to changes in exhibiting conditions, exhibitors may not object or seek compensation from Secretariat Office or Organizer. All decisions are at the discretion of Secretariat Office and Organizer.

## 7. Construction, Decoration, and Materials in Exhibitor's Booth

Exhibitors shall abide by safety regulations instituted by national and local governments, and the exhibition facility, and follow the exhibition procedures set by Secretariat Office. Materials for booth decoration must comply with the Fire Service Act.

The maximum height of exhibits and decoration in the booth is 2.7m. If the height is unavoidably higher than this limit due to extenuating circumstances, the exhibitor must contact Secretariat Office. If the height of the exhibition is over this limit

without notice to Secretariat Office, Secretariat Office shall reserve the right to order the exhibitor to change the exhibiting items or withdraw from the exhibition.

Actions that disrupt others are forbidden, such as the use of strong light, heat, smell, or loud noise. If any exhibitor's actions are deemed to be a significant bother to others, Secretariat Office can change or cancel their exhibition. Please refer to the exhibitor's manual, which is handed out after exhibit entry is decided, for details regarding these regulations and the Fire Service Act.

## **8 . Prohibition of Subletting, Selling, Transferring, Exchanging Booths**

Exhibitors and booth applicants are forbidden from subletting, selling, transferring, or exchanging a part or all of their exhibiting area. It is forbidden for any company or individual who is not an exhibitor to use or exhibit in the booth without approval from Secretariat Office.

## **9 . Exhibitor's Actions**

Exhibitors should act with integrity, in a manner appropriate for an exhibitor.

Individuals stationed in the booth must always wear the exhibitor's badge provided by Secretariat Office. At least one person must stay in the booth during the exhibiting time.

## **10. Operation of Exhibition**

In order to ensure the exhibition runs smoothly, Secretariat Office can enact new regulations and amend present ones. Furthermore, Secretariat Office can add new regulations not appearing in the present "Exhibition Regulations", adding and amending as needed.

In the event that any exhibitor does not abide by these regulations, or those in the exhibitor manual, or is deemed unsuitable by Secretariat Office, Secretariat Office reserves the right to remove their exhibition at any time, even before or during the exhibition. Should this occur, Secretariat Office can dispose of their exhibiting space. The exhibitor's and related party's damage and loss incurred in such case shall not be compensated.

## **11. Supervision and Exemption of Responsibility for Display Items**

Throughout the entire exhibit from preparation to removal, a security company will be contracted by Secretariat Office to patrol the site. However, patrols will not extend to individual booths.

Supervision of display items is the sole responsibility of the exhibitor. Organizer and Secretariat Office shall not bear any liability for any damage, theft, loss or destruction of display items.

## **12. Insurance**

Purchasing of insurance for the duration of the exhibition (from

the time of installation to the time of removal )in order to protect valuable items should be carried out by the individual exhibitor.

In particular booth security and insurance should be arranged by the individual exhibitor, in the event of any damage to exhibit items, Organizer and Secretariat Office shall not bear any liability.

## **13. Compensation**

In the event that the exhibitor or one of its representatives causes damage to another company's booth, Secretariat Office's operation facilities, site facilities, or other individuals, compensation is the sole responsibility of the exhibitor, and Organizer and Secretariat Office shall not bear any liability. In the event that the exhibition cannot be held due to natural disaster or other unavoidable cause, Secretariat Office reserves the right to cancel all or part of the exhibition. In such case, any incurred damage shall not be compensated by Organizer and Secretariat Office.

## **14. Legal Protection**

Organizer and Secretariat Office shall not bear any liability for any trouble in regards to copying of ideas or business discussions. The contents of the exhibition are open to the general public, thus legal protection of special techniques, etc. is the sole responsibility of the exhibitor.

Should any trouble, lawsuit, or objection arise in regards to booth exhibitions, Organizer and Secretariat Office shall not bear any liability.

## **15. Exhibit Installation and Removal**

Details regarding periods of exhibit installation and facility construction are written in the exhibitor's manual handed out after exhibit entry is decided. Unauthorized installation and removal of display items is forbidden.

Maintenance and cleaning of booth and display items are the responsibility of the exhibitor. Any display items failed to be removed by the specified removal date may be removed by Secretariat Office at the exhibitor's expense. The exhibitor cannot demand compensation for any loss in such case.

## **16. Installation of Exhibit Items**

Please make sure to carry out exhibit installation in accordance with the designated schedule indicated in the exhibitor's manual. Please go through the proper procedures so if this items can be brought in and exhibited smoothly. If this cannot be performed during the designated period, the exhibitor may be asked to refrain from carrying in the items. Organizer and Secretariat Office shall not bear any liability to compensate damages incurred by the exhibitor and related parties in the above circumstance.

## **17. Materials Provided by Exhibitors**

Exhibitors are requested to submit any necessary documents or

application forms by the specified date. Since all materials submitted by exhibitors are for usage at the exhibition, Secretariat Office reserves the right to process, organize, or edit them. All materials received shall not be returned to the exhibitors.

Materials provided by exhibitors are strictly limited to items which have no risk of causing legal issues, e.g. copyright infringement. Should any trouble, lawsuit, or objection arise in regards to these materials, the exhibitor agrees to take full financial and legal responsibility; Secretariat Office shall not bear any liability.

Secretariat Office shall not pay any royalty or licensing fee for items used.

### **18. Sale of Items**

The objective of the exhibition is strictly limited to promoting and encouraging business opportunities: therefore, sale of displayed items or other products, including samples, on the site must be approved by Secretariat Office prior to the exhibition. Sales activities shall be allowed only if permitted by Secretariat Office and the relevant regulations are strictly observed.

### **19. Food and Drink**

Distribution of sealed food or drink samples which do not require secondary processing (e.g. by heating) is permitted. Distribution of food or drink samples on-site is only possible after receiving permission from the Fire Department and Health Office via Secretariat Office. In such case, plumbing installation would be required, and plumbing installation, construction and usage costs would be incurred separately.

Food and drink samples must be developed by the exhibitor's company in principle. Regarding any others, please contact Secretariat Office.

### **20. Adult-oriented Goods**

Exhibition, display, presentation, selling, distribution, and bringing in of any adult-oriented goods, or any products which go against public decency, or any items deemed inappropriate by Secretariat Office, are strictly forbidden.

### **21. Submission of Report**

Your cooperation is requested in submitting an exhibitor's report, which will be distributed on the installation day or the first day of the event. Please submit it on the final day. In addition, please complete and submit an exhibition survey which will be conducted approximately 6 months after the event.

### **22. Acceptance of Exhibition Regulations**

Applicants agree to adhere to and be bound by these Exhibition Regulations upon formal approval of their signed application forms.

In the event of any unsettled conflict among Secretariat Office, applicants, exhibitors, visitors or related parties adjudication shall be entrusted to a Japanese court of law.

### **23. Handling of Personal Information**

Personal information given on the exhibitor's application form will be properly managed, and used toward operation of the exhibition, and as information/reference for the exhibition hosted by SME Support, JAPAN.

Personal Information Manager: Market Cultivation Support Division

, New Business Support Department

TEL : +81-3-3433-8811 ( main switchboard )

### **24. Alcohol, Firearms, Illegal Items**

Exhibitors are forbidden to bring into the site alcohol, firearms and any illegal items based on Japanese law.

### **25. Appearance (Dress Code)**

Exhibitors and staff members are expected to be dressed appropriately while at the site.

### **26. Final Judgment and Decision**

Secretariat Office shall make the final decision regarding any matter not indicated in the Exhibition Regulations.

### **27. Compliance with Japanese Law**

Exhibitors shall strictly observe the Exhibition Regulations as well as Japanese law. Any unsettled dispute pertaining to JISMEE 2012 shall be governed by Japanese law and adjudicated in the Tokyo District Court.

### **28. Visa**

Exhibitors from overseas who need a visa to participate in JISMEE 2012 expected to make visa arrangements on their own. An invitation letter is available upon request to the organizer, SME Support, JAPAN.

### **29. Fees & Taxes**

All fees and taxes shall be in Japanese yen.