

# FOOD MESSE in NIIGATA, 2023 Sixth-Order Industrialization Fair, Niigata, 2023 “The Future of Rice from Niigata” Fair, 2023

## Exhibition Application Form (Contract)

Application deadline: Thursday, August 31, 2023

Period: Wednesday, November 8 ~ Friday, November 10, 2023  
Venue: Toki Messe Niigata Convention Center [Exhibition Hall]

Our company/organization hereby applies to participate in the exhibition and agrees to abide by the exhibition regulations stated on the back of this application form and any other additional regulations as stipulated by the organizer.

### ① Corporate applicant/Representative [must be completed]

Date of Application (Date) \_\_\_\_\_, (Month) \_\_\_\_\_, 2023

|  |  |          |      |         |
|--|--|----------|------|---------|
| Corporate applicant  | Name   |          |      |         |
|  | Head office address  | Zip code |      |         |
| Representative responsible for application   | Position/Department  |          | Name |         |
|  | Address/Contact details  | Zip code |      |         |
|  |  | Phone:   | Fax: | E-mail: |
| Contact for exhibition-related work<br>(Addressee for invoice and other documents) | <input type="checkbox"/> Same as Representative <input type="checkbox"/> Different from Representative (Please complete the following) |          |      |         |
|  | Position/Department  |          | Name |         |
|  | Address/Contact details  | Zip code |      |         |
|  |  | Phone:   | Fax: | E-mail: |

### ② Booth arrangement and the number of booths required [must be completed]

\*Please consult us separately when it comes to regular-booth participation by organizations (commercial, industrial and others). \*Booths dedicated to special events will be available only for businesses related to rice.

| FOOD MESSE in NIIGATA  | Exhibition Fee                             | Number of booths required | Total booth fee (excl. tax) | The booth fee (per booth) includes the costs for the following                     |
|--|--|---------------------------|-----------------------------|--|
| <input type="checkbox"/> Regular booths<br>9m per booth  | ¥120,000 (excl. tax)<br>¥132,000 incl. tax | × booths =                | ¥                           | Back panel, wing panel, parapet, company name plate (1 pc.), and common sink usage |
| <input type="checkbox"/> Special booths for food products/ingredients exhibitors<br>6m per booth                       | ¥90,000 (excl. tax)<br>¥99,000 incl. tax   | × booths =                | ¥                           |  |
| <input type="checkbox"/> Booths dedicated to <Special Event><br>“The Future of Rice from Niigata” Fair<br>6m per booth | ¥90,000 (excl. tax)<br>¥99,000 incl. tax   | × booths =                | ¥                           |  |

Option for “one-booth” exhibitors ONLY (fee charged; availability limited)  
2-side-open square booth  Apply for one ¥20,000 (excl. tax) ¥22,000 incl. tax

\*The organizer will determine booth locations based on the Exhibition Regulations.  
\*After the event, we will send to each exhibitor an invoice for the booth fee, booth construction and other related costs all together.

| Sixth-Order Industrialization Fair, Niigata             | Exhibition Fee                           | Number of booths required | Total booth fee | The booth fee (per booth) includes the costs for the following                |
|---|--|---------------------------|-----------------|---|
| <input type="checkbox"/> Special booths<br>4m per booth | ¥50,000 (excl. tax)<br>¥55,000 incl. tax | × booths =                | ¥               | Back panel, table for exhibits, company name plate (1 pc.), common sink usage |

\*Please note that the booth fee does not include utilities-related construction costs and charges for their use, or installation costs and charges for use of rental equipment, optional décor, etc.  
\*For details about exhibition fee payment, please refer to the Exhibition Regulations on the back of this application.

### ③ Exhibitor information [must be completed] Your exhibitor information will be used in our official website, official guidebook and the event site map.

|                                |  |          |   |
|--------------------------------|--|----------|---|
| Exhibitor Name                 |  |          | *If no exhibitor name is given in the left blank space, the Executive Secretariat will enter the above-mentioned Corporate Applicant name on your behalf. |
| Co-exhibitor(s)                | <input type="checkbox"/> Yes <input type="checkbox"/> No   |          | *For co-exhibitor information, we will send you a separate form to be completed.  |
| Exhibition Zone Classification | <input type="checkbox"/> Food products/ingredients <input type="checkbox"/> Equipment/implements <input type="checkbox"/> Containers/packaging <input type="checkbox"/> Information/services, etc. ( ) |          |   |
| Planned Exhibits               |  |          |   |
| Address                        | <input type="checkbox"/> Same as the Representative's address <input type="checkbox"/> Same address as the contact for exhibition-related work   |          |   |
|                                | <input type="checkbox"/> Other address, if any<br>(Please enter in the right-hand blank.)  | Zip code |   |
| URL                            | Please choose between the following <input type="checkbox"/> http:// <input type="checkbox"/> https://   |          |   |

\*Please note that due to limitations on the number of booths, equipment and décor available, exhibition zoning may be changed prior to the event. If entry of your intended zone is omitted, you may be assigned to a zone deemed appropriate by the organizer at its discretion.

### ④ Concurrent event

\*Of applicants for FOOD MESSE in NIIGATA and “The Future of Rice from Niigata” Fair, those food-related businesses that address sixth-order industrialization or agriculture-commerce-industry collaboration are requested to fill in the following without fail

|   |   |
|---|---|
| Sixth-Order Industrialization Grand Prize Contest   | Do you wish to participate in the Sixth-Order Industrialization Grand Prize Contest? <input type="checkbox"/> Yes <input type="checkbox"/> No |
| *Entry applicants will be limited to those food-related businesses moving forward with sixth-order industrialization or agriculture-commerce-industry collaboration. *Exhibitors in the Sixth-Order Industrialization Fair, Niigata, will be automatically entered in the contest. *We will give notification about details of entry targets and method separately. |   |

### ⑤ Seminars on a “delivery” basis (For details, please refer to page 10 of the Exhibition Guide.)

|  |
|--|
| <input type="checkbox"/> We wish to hold such a seminar.<br><input type="checkbox"/> We'd like to consider holding one.<br><input type="checkbox"/> We'd like to know more details.<br>(*Please enter your opinion or request herein.) |
|--|

### ⑥ Other message if any

|  |
|--|
|  |
|--|

Handling of personal information | The organizer and executive secretariat of this exhibition will receive and manage personal information contained in the application form. Personal information will ONLY be used to create information materials required for event operations; to provide exhibitors and visitors with necessary information; and to introduce to visitors all products and services handled by the organizer.



**FOOD MESSE in NIIGATA, 2023 Executive Secretariat (c/o Japan Food Journal Co., Ltd.)**  
<https://foodmesse.jp> Japan Food Journal Business Support Headquarters, Yabuhara Bldg. 6F, 2-14-4, Hatchobori, Chuo-ku, Tokyo 104-0032  
 Phone: +81-(0)3-3537-1077 (Inquiries accepted: 9:30 a.m.~ 5:30 p.m., weekdays) Fax: +81-(0)3-3537-1088 E-mail: contact@foodmesse.jp

|                       |               |                 |             |             |         |
|-----------------------|---------------|-----------------|-------------|-------------|---------|
| Space for Secretariat | Date Accepted | Accepted Number | Accepted By | Accepted By | Remarks |
|-----------------------|---------------|-----------------|-------------|-------------|---------|

# [ Exhibition Regulations ]

## ■ Application for Exhibition and Execution of Regulations

The application process for the exhibition is deemed to have been officially completed when the applicant has signed the application form after entering all the necessary information in it, and the organizer has approved it. At that point, the exhibitor is regarded as having agreed with the "Exhibition Regulations" and will be obliged to abide by all the regulations and rules (as in the Application Form, Exhibition Essentials, etc.) stipulated by the organizer. Should it become clear that the exhibitor has violated any of the regulations or rules, the organizer, without officially announcing the ground for its judgment, shall reserve the right to cancel the exhibitor's participation at any time and order the exhibitor to withdraw or modify its booth(s), exhibits and/or decorations. In that case, the organizer shall not refund the exhibition fee and compensate for related costs (damages sustained by the exhibitor and/or its parties concerned).

## ■ Exhibitor Eligibility

The exhibition is a trade fair for people from the food industry. As such, the organizer will not accept any exhibits the nature of which has nothing to do with the food industry. In accordance with this principle, the organizer reserves the right to deny the participation of any applicant whose proposed exhibits have nothing to do with the food industry. The organizer also has the right to cancel the participation of a successful applicant at any time if their documents are found to contain false or misleading information. \*As for the Sixth-Order Industrialization Fair, Niigata, exhibitors will be limited to food-related businesses moving forward with sixth-order industrialization or agriculture-commerce-industry collaboration.

## ■ Application Deadline

**Application deadline: Thursday, August 31, 2023**

\*However, the organizer can choose to stop accepting applications prior to the deadline once the number of approved applications equals the number of available booths.

### Please note

1. Before submitting your application form, please make a copy and retain it for your records.
2. In the event that any changes are made to the content of an already submitted application, please contact us immediately in writing.

## ■ Submission of Required Documents

The exhibitor must submit all of the required documents by the designated date. Failure to meet this deadline shall lead the organizer to take appropriate measures including cancellation of the application.

## ■ Payment of the Exhibition Fee

● Once the application process has been completed, the secretariat will issue an invoice. The exhibitor is requested to transfer the exhibition fee to the designated bank account by the transfer deadline specified in the invoice. (Exhibitors are requested to bear all bank transfer fees.)

**Bank transfer deadline: Friday, September 15, 2023**

## ■ Cancellation of your Participation

Your participation in the event may be canceled by the organizer in the following cases:

- If the applicant fails to pay the exhibition fee by the deadline.
- Serious infringement of any items specified in the Exhibition Regulations or the Exhibition Essentials.
- If the organizer considers the applicant to be causing or likely to cause significant trouble to other exhibitors.
- If the organizer considers the applicant's exhibit content to be inappropriate for the purpose of this event.

## ■ Cancellation after Application

Despite completion of the application process, exhibitors that choose to withdraw from the exhibition or cancel their contract will be subject to the following cancellation fees:

|                                       |                            |
|---------------------------------------|----------------------------|
| Up to Thursday, August 31, 2023       | 50% of the exhibition fee  |
| On or after Friday, September 1, 2023 | 100% of the exhibition fee |

## ■ Participation in the Exhibitor Briefing Session

In order to make this exhibition meaningful and effective at cultivating and expanding participants' sales channels, the organizer will hold an exhibitor briefing session with respect to the planning and execution of the exhibition as follows:

**Fri., Sept. 15, 2023 -**

**Venue: Meeting room in Bandaijima Bldg. 6th fl.**

**13:00 - Doors open / 13:30 - Session begins**

**(\*The session will also be webcast.)**

Each exhibitor is requested to make sure that they adjust their schedule to have at least one representative participate in this session in person or online.

## ■ Booth Layout (booth location)

The organizer will determine the overall layout (and location) of booths, taking into account the number of booths, the order in which applications were received, exhibitors' past activity, the content of each exhibit and so forth.

\*Please note, however, that there may be cases where we cannot allow your request.

## ■ Sales of Goods

Sales of goods within the exhibition site is prohibited. However, this rule shall not apply to distribution of paid samples.

## ■ Handling of Personal Information

The organizer and executive secretariat of this exhibition will receive and manage personal information contained in the application form.

Personal information will ONLY be used to create information materials required for event operations and to introduce all products and services handled by the organizer.

## ■ Liability for Damage

- (1) Under no circumstances shall the organizer be liable for injuries or physical damage resulting from use of the exhibition space by the exhibitor, its employees or parties concerned. Nor shall the organizer be liable for injuries or physical damage that may occur within the exhibition site resulting from careless actions of the exhibitor, its employees or parties concerned.
- (2) The exhibitor shall immediately compensate the organizer for any damage to structures and equipment within and around the exhibition site that resulted from careless actions of the exhibitor, its employees or its parties concerned.
- (3) The organizer shall reserve the right to discontinue the exhibition due to natural disasters such as an earthquake, volcanic eruption, tsunami, fire, bad weather and spread of an epidemic as well as political, economic or other turmoil. Also, the organizer shall not offer compensation for any resultant damage sustained by the exhibitor or its parties concerned.
- (4) The organizer shall not refund exhibition fees in the event of any cases mentioned in the foregoing (3).