

# FOOD MESSE in NIIGATA, 2026 Sixth-Order Industrialization Fair, Niigata, 2026

**Exhibition Application Form (Contract)**  
Application deadline : Friday, August 28 2026

Period: Wednesday, November 11 - Friday, November 13, 2026 Venue: Toki Messe Niigata Convention Center "Exhibition Hall"  
Our company/organization hereby applies for exhibition as stated below.

## 1 Exhibition Application (Please read the terms on the back carefully and make sure to check the box.)

- Our company/organization agrees to comply with the exhibition regulations stated on the back of this application form, as well as any additional provisions set by the organizer.
- Our company/organization hereby declares that we have confirmed " 13. Pledge of Exclusion of Anti Social Forces" in the Exhibition Regulations and do not fall into any of the listed situations.

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

		Date of Application	(Date)	(Month)	, 2026
Corporate applicant	Name	Representative's name		Authorized Signature	
	Head office address	Zip code	Print Name		
Primary Contact	Position/ Department	Name			
	Address/ Contact details	Zip code			
	Phone:	Email:			
Exhibition Contact (Billing/Mailing Contact)	<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:	Email:			

## 3 Booth arrangement and the number of booths required [must be completed] \*Please refer to the exhibition regulations on the back for payment methods of the exhibition fee.

FOOD MESSE in NIIGATA	Exhibition Fee (excl. tax)	Number of booths required	Total booth fee (excl. tax)	The booth fee (per booth) includes the costs for the following
<input type="checkbox"/> Special booths for food products/ingredients exhibitors [6sqm per booth]	JPY95,000 (excl. tax)	× booths =	JPY	Back panel, wing panel, parapet, company name board (1pc.), and access to shared sinks *1
<input type="checkbox"/> Regular booths [9sqm per booth]	JPY135,000 (excl. tax)	× booths =	JPY	

We apply to exhibit in "The Future of Rice from Niigata" Zone  
\*Booths in this zone will be available only for businesses related to rice. There will be no extra charge for exhibiting in this zone.

\*1 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.

You can apply for corner booth option ( fee charged; availability limited) only if you are a "single-booth" or "double-booth" applicant

We apply for a " 2-side-open (corner) booth" JPY30,000 (excl. tax)

Sixth-Order Industrialization Fair, Niigata	Exhibition Fee (excl. tax)	Number of booths required	Total booth fee (excl. tax)	The booth fee (per booth) includes the costs for the following
<input type="checkbox"/> Special booths [4sqm per booth]	JPY50,000 (excl. tax)*2	× booths =	JPY	Back panel, Table for exhibits, company name board (1pc.), and common sink usage *1

\*2 A booth fee of JPY55,000 (excl. tax) will apply if you are a four-time-or-more exhibitor. The number of previous participations will be counted starting from 2025

\*1 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.

## 4 Exhibitor information [must be completed] Your exhibitor information will be used on 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	
Exhibit Category	<input type="checkbox"/> Food /ingredients <input type="checkbox"/> Equipment/Tools <input type="checkbox"/> Containers / Packaging / Hygiene supplies <input type="checkbox"/> Digital solutions / Services ( )		
Planned Exhibits			
Address	<input type="checkbox"/> Same as the Representative's address <input type="checkbox"/> Same address as the contact for exhibition-related work *Even if the TEL provided in item 2 is a mobile number, it will be listed as exhibition contact information. If you prefer a different number to be listed, please provide it below.		
	<input type="checkbox"/> Other address, if any (Please enter in the right-hand blank)	Zip code	Phone:
URL	Select one <input type="checkbox"/> http:// <input type="checkbox"/> https://		
Is water supply and drainage planned for your booth?	<input type="checkbox"/> Yes <input type="checkbox"/> No	Do you require LP gas supply for your booth?	<input type="checkbox"/> Yes <input type="checkbox"/> No

\*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 no zone is selected, you may be assigned to a zone deemed appropriate by the organizer at its discretion.

## 5 Concurrent event \*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

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.
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## 6 Remarks

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Send Exhibition Application to

**FOOD MESSE in NIIGATA, 2026 Executive Secretariat**

Japan Food Journal Business Support Headquarters, Urban-net Irifune Bldg. 4F, 3-2-10, Irifune, Chuo-ku, Tokyo 104-0042

E-mail: fmn-office@foodmesse.jp Fax: +81-(0)3-3537-1088 Phone: +81-(0)3-3537-1077 (9:30a.m.~5:30p.m. on weekdays)

For Office Use Only	Date Accepted	Accepted Number	Accepted By	Approved By	Remarks
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# [Exhibition Regulations]

## 1 Application for Exhibition and Agreement to 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 obligation to disclose the reasons, 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 shall not be liable for any resulting damages or costs incurred by the exhibitor or related parties.

## 2 Exhibitor Eligibility

This is a B2B trade fair exclusively for the food industry. Exhibits unrelated to this sector will not be accepted. The organizer reserves the right to reject applications featuring exhibits unrelated to the food industry. Additionally, the participation of any approved exhibitor may be canceled at any time if their application documents 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.

## 3 Application Deadline

Application deadline : Friday, August 28, 2026

\*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.

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

## 4 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.

## 5 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 charges. Applicable Japanese Consumption Tax (10%) will be added to the invoice.)

Bank transfer deadline: Thursday, September 10, 2026

## 6 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.

## 7 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 Friday, August 28, 2026	50% of the exhibition fee
On or after Saturday, August 29, 2026	100% of the exhibition fee

## 8 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.

## 9 About the Exhibitor Briefing

To ensure this exhibition provides a productive and effective business development opportunity for your company, we will host an Exhibitor Briefing (online) to discuss the event's planning and operation as follows:

### Exhibitor Briefing (Available Online Only)

Scheduled for 1:00p.m. (JST) Fri, September 11, 2026

The briefing will include the announcement of booth locations, essential details regarding exhibitor guidelines and applications, and a seminar on maximizing your exhibition results.

All exhibitors are required to review the Exhibitor Briefing Video and the Complete Set of Exhibition Materials sent via email to ensure all preparations are in order.

## 10 On-Site Sales Policy

During the exhibition period, any form of sales activity within the exhibition hall is strictly prohibited. This policy applies regardless of the payment method (including cash, credit cards, electronic money, QR code payments, etc.).

## 11 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.

## 12 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 the negligence 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).

## 13 Pledge of Exclusion of Anti-Social Forces

In accordance with Niigata Prefecture's Organized Crime Exclusion Ordinances, the following personnel shall not be allowed to participate in this exhibition:

- (1) An organized crime group member
- (2) A person who has a socially unacceptable relationship with an organized crime group member (hereinafter referred to as a close associate)
- (3) A person who has joined an antisocial organization or group that includes an organized crime group member or close associate
- (4) An exhibition applicant of a company virtually run or partly managed by a person to whom any of the above items (1) to (3) apply (hereinafter also referred to as an organized crime group member)
- (5) A person who is engaged in the exhibit booth for a company virtually run or partly managed by an organized crime group member
- (6) A person who is confirmed to share the same livelihood with an organized crime group member
- (7) A person who hires and/or uses people despite knowing they are organized crime group members