

## Official Timeline

Application period

### 1 Considering participation / filing an application

**If you are interested in participating ...**  
Please contact the Executive Secretariat (c/o Japan Food Journal Co., Ltd.) by fax after filling in the Fax form for requesting information materials/Questionnaire.

**If you have decided to exhibit ...**  
Please send the completed and signed Application Form to the Executive Secretariat (c/o Japan Food Journal Co., Ltd.) by post or fax.

\*For details, please refer to the attached Exhibition Regulations.

### How to apply for the exhibition

After confirming the attached Exhibition Regulations, fill in the Exhibition Application Form and then send it to the Executive Secretariat (c/o Japan Food Journal Co., Ltd.) by post or fax.

[Application deadline] **Friday, August 21, 2020**

\*Applications are accepted on a first come, first served basis. Please note, however, that we will stop accepting applications once the number of approved applications has filled the number of available booths – even if this occurs prior to the official application deadline. So, apply as soon as possible.

### Paying the exhibition fee

Once the application has been received and approved, 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.)

### 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 exhibition content to be inappropriate for the purpose of this event.

### Exhibition hall layout and booth location arrangement

The organizer will determine the overall exhibition hall layout so that the exhibition will have the maximum positive impact for exhibitors. In determining the exhibitor booth location arrangement, the organizer takes into account each exhibitor's past activity, the number of booths, the content of each exhibit and the order in which applications were received. Final booth locations will be announced during the exhibitor briefing.

### Fri., Aug. 21 Application deadline

After accepting the application form, we will issue an invoice for the exhibition fee. Please pay the fee by the date specified on the invoice.

\*We will stop accepting applications once the number of approved applications has filled the number of available booths even if this occurs prior to the official application deadline

### Wed., Sept. 9 2 Participation in the exhibitor briefing session (to be held in Niigata)

1p.m. – Doors open 1:30p.m. – Session begins  
Venue: Toki Messe (medium-size meeting room 201)

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

### Mid-Sept. Distribution of invitation tickets to exhibitors

### 3 Distribution of invitation tickets to customers and campaign to attract visitors

### 4 Preparing documents to be submitted

### Early Oct. Deadline for submission of application documents

### Tue., Nov. 10 5 Delivery of materials and booth preparation

### Wed., Nov. 11 ~ Fri., 13 FOOD MESSE in NIIGATA, 2020 & Sixth-Order Industrialization Fair, Niigata, 2020 in session

\*Descriptions 1 to 5 above refer to exhibitors' activities.

### Exhibition fee system

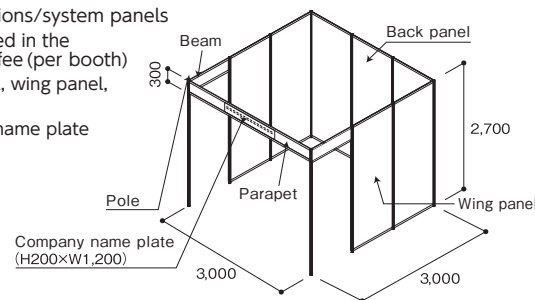
#### Regular booths

3m×3m(9m<sup>2</sup>) per booth **¥120,000** (excluding tax)

● Booth partitions/system panels

● Items included in the basic booth fee (per booth)

- ① Back panel, wing panel, parapet
- ② Company name plate



■ Any items not included in the above should be optional. \*Please consult us separately when it comes to regular-booth participation by organizations (commercial, industrial and others). ■ The Work Execution Secretariat (c/o Shinsen Co., Ltd.) will also respond to requests for decoration of non-regular booths (on a separate price quotation basis). ■ Single (tandem) booth arrangement in the case of three booths or less.

Examples of optional items ● Table: ¥1,000/unit ● Pipe chair: ¥500/unit ● Fluorescent light (40W): ¥3,500/unit ● 100V power supply outlet: ¥9,500/unit (includes primary wiring works charge + fee for 1kW power usage) \*All charges shown here exclude tax. \*Charges shown here are for reference only.

### Option only for single-booth participants Two-side-open booths (square booths) can be offered

**¥20,000** (excluding tax) \*Availability limited

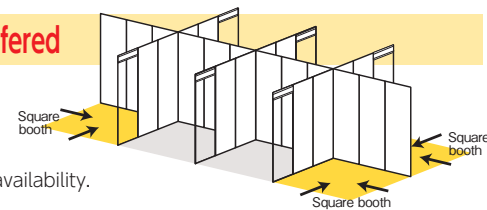
● Targets: One-booth (either regular booth or food product/ingredient booth) participants

■ If you apply for this offer, you may be able to use a two-side-open booth (square booth).

■ Please note, however, that we may not be able to meet your expectations because of limited availability.

\*The organizer will determine these booth locations based on the Exhibition Regulations.

\*Once all these booths have been fixed, after the event we will send to each exhibitor an invoice for the booth fee, booth construction and other related costs all together.



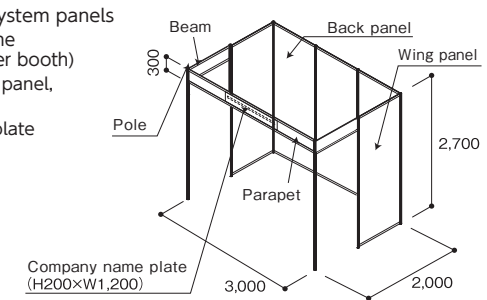
#### Special booths for food product/ingredient exhibitors

3m×2m(6m<sup>2</sup>) per booth **¥90,000** (excluding tax)

● Booth partitions/system panels

● Items included in the basic booth fee (per booth)

- ① Back panel, wing panel, parapet
- ② Company name plate



**FOOD MESSE**  
in NIIGATA, 2020

<http://foodmesse.jp>

Executive Secretariat (c/o Japan Food Journal Co., Ltd.)

Japan Food Journal Business Support Headquarters, Yabuhara Bldg. 6F, 2-14-4, Hatchobori, Chuo-ku, Tokyo 104-0032

Dial-in: +81-(0)3-5843-6527 Phone: +81-(0)3-3537-1077

(Inquiries accepted: 9:30 a.m. ~ 5:30 p.m. on weekdays)

Fax: +81-(0)3-3537-1088 E-mail: [info@foodmesse.jp](mailto:info@foodmesse.jp)



# Exhibition Guide

## The 12th FOOD MESSE in NIIGATA, 2020

**Period** Wednesday, November 11 ~ Friday, November 13, 2020

**Venue** Toki Messe Niigata Convention Center (Exhibition Hall / Main Hall)

### Concurrent Events

The 7th

**Sixth-Order Industrialization Fair, Niigata, 2020**

The 6th

**“Food from Niigata” Export Business Meetings, 2020 (Planned)**

**All the booths were sold out for 2017, 2018 and 2019 in a row!**

**Be quick to apply for the exhibition.**

**Application Deadline Friday, August 21, 2020**

Organizer: **FOOD MESSE in NIIGATA Executive Council / Niigata City**

Managed by: Japan Food Journal Co., Ltd.; Shinsen Co., Ltd.; Kashiyo Co., Ltd.; and World Forum on Food and Flowers Organizing Committee

Food Messe <http://foodmesse.jp>









# A hot encounter - producers of original products or with unique production methods meet buyers seeking products that can differentiate them from the competition.

## Don't miss a great chance for two-way sales expansion - from across Japan to Niigata and vice versa.

### Features of FOOD MESSE

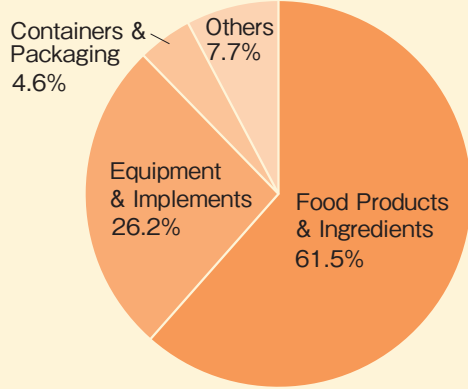
- Unique and highly motivated small businesses participate as exhibitors.
- Numerous buyers visit, who seek differentiation and do not stick to lot sizes.
- Many exhibits of kitchen equipment adapted to regional characteristics contribute to enhancing regional industrial strength.
- The Japan Food Journal - with much experience and knowledge about food-related exhibitions and business meetings through its newspaper and the FABEX exhibition - extends its support across the board.

### Feature 1 Ever-increasing number of exhibitor booths

◎ Transition of No. of booths and exhibitors

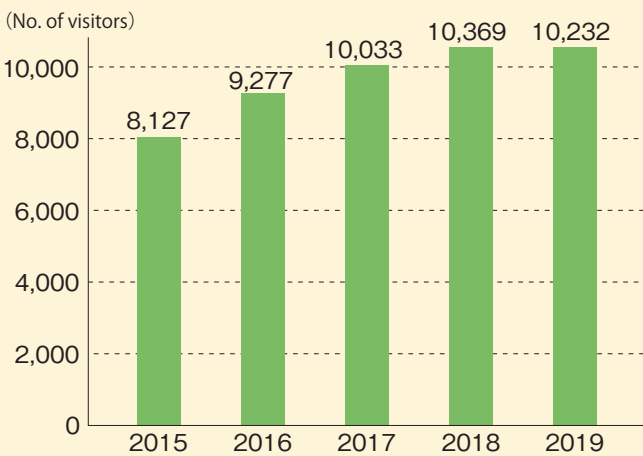


◎ Breakdown of exhibitors by type of industry (2019)

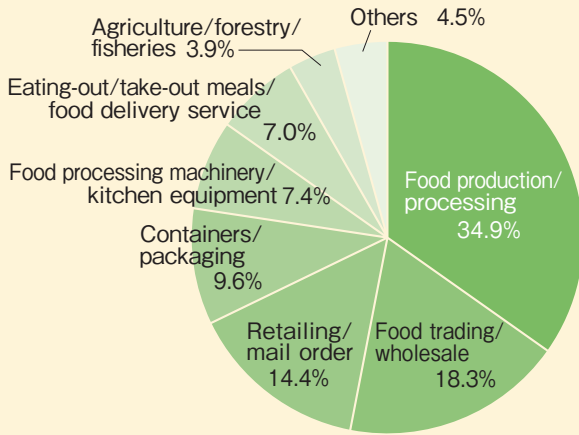


### Feature 2 A diverse range of visitors that only this international food trade fair could attract.

◎ Transition of No. of visitors



◎ Breakdown of visitors by type of industry (2019)



### Voices from exhibitors

As this was our first participation in this event in Niigata, we were initially somewhat nervous, but everyone on the organization side was so friendly that we were able to enjoy the time. / Food manufacturer (Miyagi Pref.)

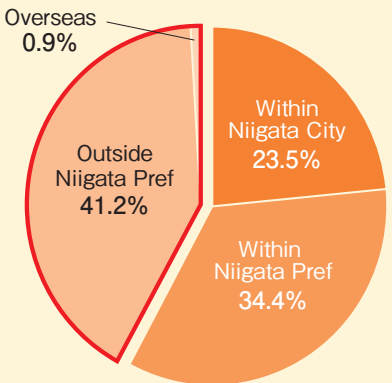
Although there were no contracts concluded at the exhibition site, later we were rewarded with inquiries from potential customers in remote areas, which are now developing into concrete business deals. The event was an opportunity for us to see a variety of state-of-the-art equipment firsthand. We'd like to participate in the event next year again. / Food manufacturer (Niigata Pref.)

We made our presence in this event for the purpose of market research, as a venue for us to listen to numerous buyers' opinions. We were able to achieve satisfactory results. We'd like to reflect these positive results in the improvement of our products and for their successful market launch. / Commerce & industry organization (Niigata Pref.)

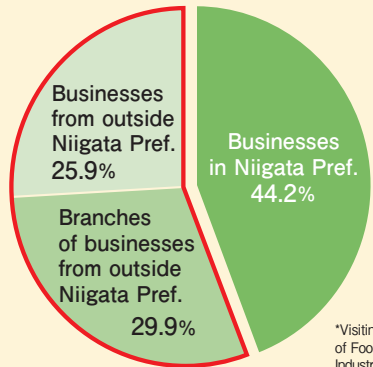
### Feature 3

### The event scale has expanded nationwide in terms of exhibitors and visitors.

◎ Breakdown of exhibitors by region (2019)



◎ Breakdown of corporate buyers by region (2019)



**Businesses in Niigata Pref.**  
Businesses and organizations with head offices in Niigata Pref.

**Branches of businesses from outside Niigata Pref.**  
Businesses and organizations with head offices outside Niigata Pref.; buyers come to the fair from their branches in Niigata Pref.

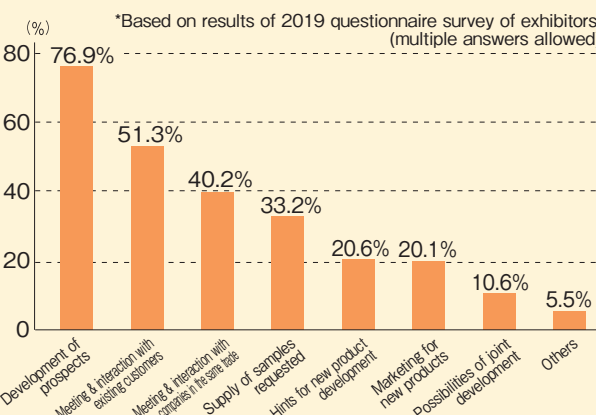
**Businesses from outside Niigata Pref.**  
Businesses and organizations with head offices outside Niigata Pref.; buyers come to the fair from outside Niigata Pref.

\*Visiting buyers were sampled using the Food Industry Almanac, the List of Food Manufacturers and the Guide to Japan's Food and Distribution Industries, which were then analyzed in terms of the number of businesses.

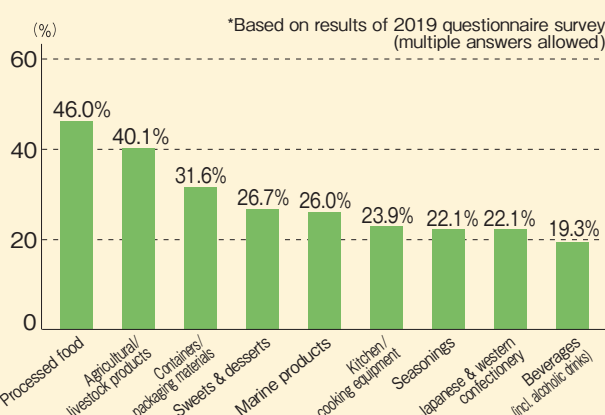
### Feature 4

### Both exhibitors and visiting buyers have clear objectives.

◎ Exhibitors' benefits by type of achievement



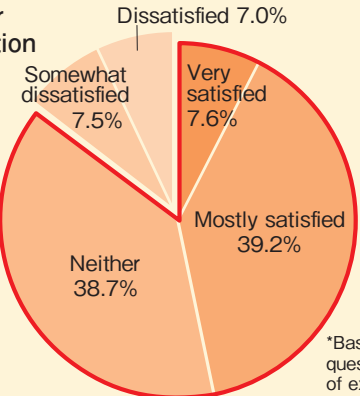
◎ Exhibit items that interest buyers



### Feature 5

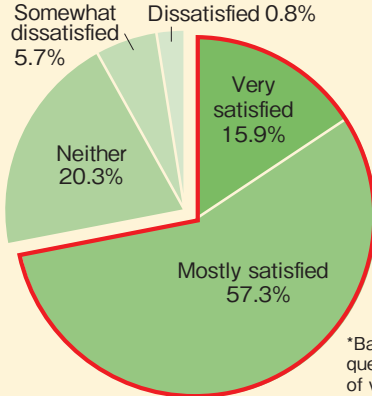
### Exhibitor and visitor satisfaction levels.

◎ Exhibitor satisfaction level



\*Based on 2019 questionnaire survey of exhibitors

◎ Visitor satisfaction level



\*Based on 2019 questionnaire survey of visitors

### Voices from visitors

As this exhibition takes place nowhere else but in Niigata, we expect as many exhibitors of local specialties from Niigata Prefecture and the Hokuriku region as possible. / Food trading firm (Tokyo)

We visited this exhibition also because of our interest in seminars. The seminars we attended were substantial and rewarding. In the future, we hope to see more and more fruitful booths and intriguing seminars. / Food manufacturing/processing company (Niigata Pref.)

We may be lacking in experience in participating in this kind of exhibition, but we'd like to see more appealing product explanations and booth decorations. / Food mail-order business (Gifu Pref.)