



Exhibition Guide



The 17th
Major International General Food Trade Fair

FOOD MESSE

in NIIGATA, 2025

Period : Wed, November 12
- Fri, November 14, 2025

Venue : Toki Messe Niigata Convention Center
[Exhibition Hall]

Concurrent Events

The 12th **Sixth-Order Industrialization Fair,
Niigata, 2025**

The 10th **Sixth-Order Industrialization
Grand Prize Contest** (Hosted by Japan Food Journal Co., Ltd.)



Application Deadline

Fri, August 29

Organizer : FOOD MESSE in NIIGATA Executive Council

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

Food Messe

Search

<https://foodmesse.jp>



Official Timeline

Application period

If you are considering participation ...

A briefing session will be available to make this event better known to those interested in participation. So please join the briefing. (Optional)

Briefing/seminars for prospective exhibitors

Timeline : 1p.m. - Doors open / 1:30 p.m. - Session begins
Venue : Toki Messe Niigata Convention Center
Small-sized conference rooms 306 & 307
*The session will also be webcast.

- Features of FOOD MESSE in NIIGATA
- Benefits and expected effects of participation
- Exhibition Essentials and how to exhibit
- Services available for exhibitors
- Preparations to make your participation a success (seminar)

Free to attend!



Register here

Wed, Jun. 4

If you have decided to exhibit ...

1 Application

After confirming the "Exhibition Regulations" on the back of the Exhibition Application Form, fill out the form and send it to the Executive Secretariat by e-mail or fax.

Fri, Aug. 29 Application deadline

*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, be quick to apply.

Wed, Sep. 10

2 Participation in the exhibitor briefing session

Timeline : 1 p.m. - Doors open / 1:30 p.m. - Session begins
Venue : Toki Messe Niigata Convention Center (medium-sized conference room 201)
*The session will also be webcast.

Agenda : Announcement of booth location arrangement; Explanation of key points regarding Exhibition Essentials and application; Seminar on effective use of this exhibition. 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.

Period to prepare for participation

Mid-Sep. Distribution of invitations ("Visitor Guide") to exhibitors

3 Distributing invitations ("Visitor Guide") to customers and campaign to attract visitors

4 Preparing and submitting required documents

Fri, Oct. 10 Deadline for submission of application documents

Tue, Nov. 11 5 Delivery of materials and booth preparation

Wed, Nov. 12 - Fri, Nov. 14 FOOD MESSE in NIIGATA, 2025 and Sixth-Order Industrialization Fair, Niigata, 2025 in session

Fri, Nov. 14 6 Removal and carrying-out

*Descriptions 1 to 6 above refer to exhibitors' activities.

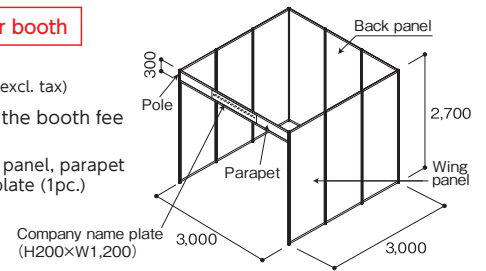
Exhibition fee system

Regular booths

3m×3m (9m) per booth

¥135,000 (excl. tax)

- Items included in the booth fee (per booth) :
① Back panel, wing panel, parapet
② Company name plate (1pc.)

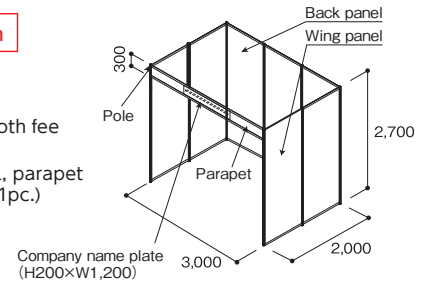


Special booths for food product/ingredient exhibitors

3m×2m (6m) per booth

¥95,000 (excl. tax)

- Items included in the booth fee (per booth) :
① Back panel, wing panel, parapet
② Company name plate (1pc.)



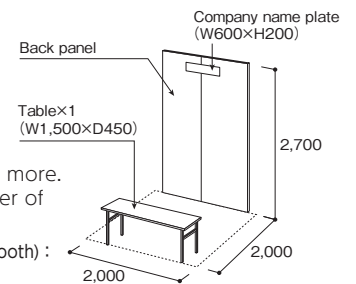
Special booths for Sixth-Order Industrialization Fair

2m×2m (4m) per booth

¥50,000 (excl. tax)

A booth fee of ¥55,000 (excl. tax) will apply to exhibitors who are participating for the fourth time or more. *We will begin counting the number of times from the year 2024 on.

- Items included in the booth fee (per booth) :
① Back panel ② Table for exhibits
③ Company name plate (1pc.)



■ Equipment not included above can be rented for a fee. Applications will be accepted after the exhibitor briefing session via the rental equipment application form. For details on available equipment, please contact the secretariat.

Examples of rental items

- Table : ¥1,000 (excl. tax)
- Pipe chair : ¥500 (excl. tax)
- Fluorescent light (40W) : ¥3,500 (excl. tax)
- Electric charge : ¥8,000 (excl. tax) per 1kW
- 100V double outlet : ¥4,000 (excl. tax) per up to 1.5kW

*Charges shown here are subject to change.

■ Booth decorations are also available to increase appeal to buyers. For details, please contact the Secretariat.

Option only for single-/double-booth participation

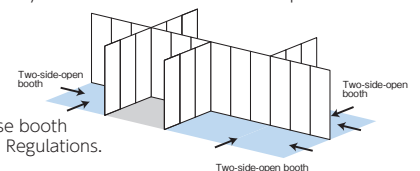
Two-side-open booths (corner booths) can be offered

Charges ¥30,000 (excl. tax) *Availability limited

● Targets: Single-/double-booth exhibitors in the [regular booth] or [food product/ingredient booth] categories.

- If you apply for this offer, you may be able to use a two-side-open booth (corner booth).
- Please note, however, that we may not be able to meet your expectations fully because of limited availability.

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



FOOD MESSE in NIIGATA, 2025
Executive Secretariat
(c/o Japan Food Journal Co., Ltd.)

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