

**Tokyo Toy Show 2005**

**Exhibitor's Guide**



October 2004

## **Message for Tokyo Toy Show 2005**

We are pleased to inform you that all the detail of the Tokyo Toy Show 2005 has been finalized and we are now presenting you "Exhibitor's Guide" for the Show for your kind perusal.

Tokyo Toy Show made a new start as a business fair aiming for more active business negotiation, and thanks to your support, we are able to celebrate the third anniversary of the renewed Tokyo Toy Show this year.

As you know, the Tokyo Toy Show 2004 was held in the Taito Hall of Tokyo Trade Center hoping that all the exhibitors would be able to exhibit their products under one roof. Unfortunately, however, the place was not large enough to display the products of all exhibitors and great inconvenience was suffered by the exhibitors.

The Tokyo Toy Show 2005 will be held at the Tokyo Big Sight, instead of at Tokyo Trade Center, Taito Hall. The new venue will allow all the exhibitors to secure desired exhibition spaces and it will also offer transportation convenience for the visitors. We believe that the Tokyo Toy Show 2005 will become more fruitful show than before.

Please read the attached "Exhibitor's Guide" for the Tokyo Toy Show 2005. We invite you to avail yourself of the Show as a venue for business negotiations for the summer vacation sale that starts after the Show and for presenting your new products for the Christmas season. We hope that you will consider exhibiting at the Tokyo Toy Show 2005.

Recently, business situations shows a sign of up-turn, and we hope that you, studios of your business, will secure this turn, devoting yourselves to the development of toys full of dreams and joy and display the result of your works at the Tokyo Toy Show 2005. For our part, we will do our best for the further betterment of Tokyo Toy Show. We are looking forward to your participation in the Show and to greeting you at the Show venue.

**Makoto Yamashina, President**

**Kantaro Tomiyama, Chairman of Toy Fair Committee  
The Japan Toy Association**

## Exhibitor's Guide - Tokyo Toy Show 2005

- Exhibition Title:** Tokyo Toy Show 2005
- Exhibition Theme:** Stimulate Times and Give Power to Market !
- Objective:** To offer a venue for announcing new products to markets both domestic and overseas and make use of it for conducting business negotiations for the Holiday season sale, thereby activating distribution and expanding sales channels.
- Sponsor:** The Japan Toy Association
- Co-sponsor:** Tokyo Metropolitan Government (to be confirmed)
- Supported by:** Ministry of Economy, Trade and Industry (to be confirmed)
- Period:** Tuesday, July 19, to Thursday, July 21, 2005
- Hours:** Tuesday, July 19, and Wednesday, July 20: 09:00 - 17:00 [For Traders only]  
Thursday, July 21: 09:00 - 16:00 [For Traders only]
- Venue:** Tokyo Big Sight  
3-21-1 Ariake, Koto-ku, Tokyo 135-0063, Japan  
Phone +81-3-5530-1111
- Floor Area:** East Exhibition Hall  
East Hall 2 -- 8,350m<sup>2</sup>, East Hall 3 -- 8,670m<sup>2</sup>. Total 17,020m<sup>2</sup>
- Admission:** Free of charge  
As a rule, only bearers of invitation cards issued by the sponsor can enter. However, those without invitation cards can enter if they register at the reception.
- Exhibits:** See annex. Products and software for children listed in the annex as well as products approved by the Japan Toy Association shall be exhibited.
- Requirements on Exhibits:**  
As a rule, the exhibits shall meet one of the following requirements:
- (1) Products that are developed, produced or made produced at own risk and not displayed in other booths.
  - (2) Products that are purchased from other suppliers or sold under consignment contract and not displayed in other booths.
  - (3) Products that do not infringe on intellectual property rights belonging to third parties.

**Qualification of Exhibitor:**

- (1) Manufacturers, distributors or groups of them both inside and outside of Japan exhibiting products listed in “Exhibits”
- (2) Other parties who are approved by the Japan Toy Association to exhibit products

**Booth Size:**

Width about 2.97m, depth about 2.97m, Total area about **9m<sup>2</sup>**

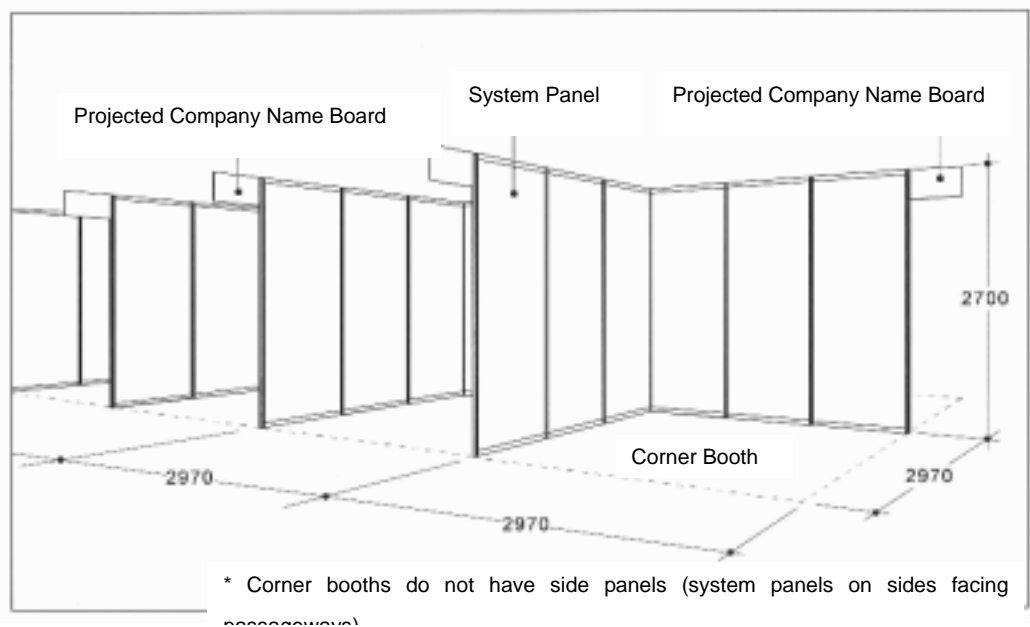
**Basic Facilities:**

Please select Type A or Type B.

In case of Type A, the Japan Toy Association will introduce a decoration company to the exhibitors. The exhibitors are requested to purchase necessary equipment from the decoration company directly.

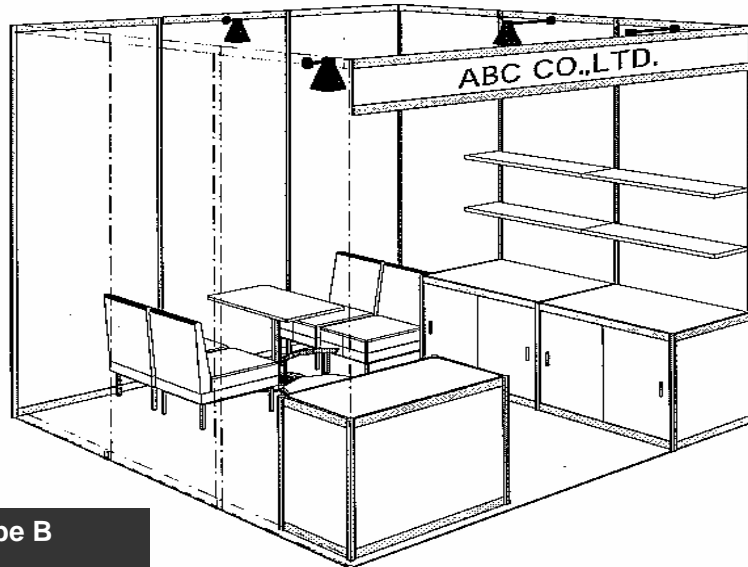
**1) Type A**

- (1) Side walls and rear walls of system panels not facing passageways
- (2) Projected Company Name Board



## 2) Type B

Counter, storage display stand, corner display stand, shelf board units, spotlights, spotlight with arm, cable installation, electricity, punched carpet, counter chair, reception set and projected company name board



**Application Fee:** ¥30,000 per exhibitor

**Exhibition Fee:** Type A: ¥210,000  
Type B: ¥380,000

### Expenses included in Exhibition Fee:

- (1) Booth rental within standard hours
- (2) Basic booth installation fee
- (3) Cost for installing public guidance lights and facilities
- (4) Ceiling lighting charge within standard hours
- (5) Air conditioning charge during the Show
- (6) Overall advertisement and publicity expenses
- (7) Overall planning and operation expenses
- (8) Overall security and safety management expenses
- (9) Expenses related to secretariat activities

### Expenses not included in Exhibition Fee:

Expenses other than those listed in (1) to (9) will be for the account of the exhibitor

**Provisional Telephone:** Services by analog, ISDN, ADSL and high-speed optical fiber line can be used. Installation and communication charges will be for exhibitor's account

**Water Supply and Drainage Works and Water Charge:**

In case water supply and drainage is needed, the Japan Toy Association will introduce a designated contractor. Please contact and apply to the contractor directly. All cost related to water supply and drainage will be for the account of the exhibitor. Water charges will be billed after the Show is finished.

**Standard Show Hours and Moving In and Moving Out:**

Foundation works	Sunday, July 17:	0:00-12:00
Booth decoration	Sunday, July 17:	12:00-20:00
Booth exhibits moving in and display	Monday, July 18:	8:00-20:00
Show day	Tuesday, July 19:	8:00-18:00
Show day	Wednesday, July 20:	8:00-18:00
Show day	Thursday, July 21:	8:00-16:00
Moving out	Thursday, July 21:	16:00-22:00

**Work Charges Outside Standard Hours:**

An overtime work charge of ¥10,000 per 30 minutes will be charged additionally for work performed outside standard hours. Work less than 30 minutes will be counted as 30 minutes. An overtime charge will be billed after the Show.

**Application and Acknowledgment****1) Application for exhibition**

Please fill in the attached application form completely without leaving unfilled columns and send it to the Secretariat of the Japan Toy Association before the application deadline. Application by telephone, FAX or verbal application will not be accepted.

**2) Acknowledgment of exhibition and billing for exhibition fee**

The Japan Toy Association will send an acknowledgment of application and an invoice to an exhibitor in case the application meets the conditions contained in this guide.

**Payment of Exhibition Fee and Other Fee:**

The exhibitors will be requested to pay the application fee and the exhibition fee in full when an application is filed.

**Application Filing Period:**

Applications will be accepted between Friday, October 1, 2004, and Friday, January 14, 2005 (Applications will not be accepted on Saturdays, Sundays, holidays and year-end and New Year holidays).

**Changes After Application:****1) Procedures**

Cancellation of application for exhibition and reduction in applied floor area due to exhibitor's own reason shall be notified by mail or by FAX. Such cancellation or reduction in floor area will become valid when received by the Secretariat of the Japan Toy Association.

**2) Cancellation charge**

A cancellation charge will be invoiced in case of a cancellation or reduction in floor area as mentioned below.

Monday, November 1, 2004 to Friday, January 14, 2005

Full amount of application fee and 50% of exhibition fee

After Saturday, January 15, 2005

Full amount of application fee and full amount of exhibition fee

**3) Nonperformance of Procedures**

In the event an exhibitor fails to comply with 1) and 2) above, the Japan Toy Association will cancel the exhibition contract and will not accept applications of the exhibitor for subsequent shows. All fees and charges paid by the exhibitor will not be refunded to the exhibitor.

**Inability to Exhibit:**

In case an exhibitor, who has completed exhibition procedures, fails to complete decoration and display till specified date and time, the Japan Toy Association will manage the booth instead. The paid exhibition fee and other fees and charges will not be refunded to the exhibitor. The Japan Toy Association will not compensate damage to the exhibitor caused by this measure.

**Allocation of Booth Location:**

- 1) Locations of booths will be allocated by a method decided by the Japan Toy Association.
- 2) The Japan Toy Association will do its best to accommodate wishes of those exhibitors who desire to have specific booths, but will not be able to guarantee it.

**Prohibition of Subleasing of Booth:**

Subleasing of whole or part of an allocated booth to a third party by an exhibitor or exchanging allocated booths between exhibitors will be prohibited regardless of whether subleasing or exchange is for a consideration or gratis.

**Prohibition of Sale of Exhibits:**

Sale of exhibits and other items at the booths and providing services involving transfer of money will be prohibited.

**Display of Foreign-Made Goods:**

When foreign-made goods are displayed as exhibits or used for decoration purposes, display or use them after clearing them through customs and converting them into domestic cargo. (Bonding of imported cargo will not be undertaken at the show ground)

**Management of Booth and Storage of Exhibits:**

- 1) During the Show, the Japan Toy Association will post personnel to manage the Show facilities in good order. The exhibitors, however, shall be responsible for management of their own booths.
- 2) The exhibitors shall always station their personnel at their booths to attend to visitors coming to their booths. The exhibitors shall be fully responsible for ensuring safety of visitors and for management of their exhibits.
- 3) The Japan Toy Association will not be responsible for theft or loss of exhibits in the booths and for accidents caused by a force majeure beyond its control. It is recommended that the exhibitors insure their products for loss of or damage to them.

**Limitations on Decorations Inside Booth:**

The following decorations in the booths will be prohibited. If prohibited decorations are found, the exhibitors will be asked to remove them.

- 1) Decorations that damage the dignity of the venue as a whole.
- 2) Displays that offend against public order and decency or that defame and slander other parties.
- 3) Decorations that do not conform to the height limitation specified in the exhibitor's manual and to other conditions separately set by the Japan Toy Association.
- 4) Decorations that do not conform to the restrictions imposed by the fair ground.
- 5) Decorations that do not conform to laws and regulations.

**Cancellation of Show:** Should the Japan Toy Association be incapacitated to hold the Show due to a calamity, a fire or other force majeure beyond its control, the Association will refund the exhibitors amounts that are remaining after deducting necessary expenses. The Japan Toy Association, however, will not be responsible for damage to the exhibitors caused by the cancellation of the Show.

**Violation of Exhibition Rules:**

- 1) Should an exhibitor violate the conditions set in this guide or regulations to be established in the future, the Japan Toy Association will forthwith ask the contravening exhibitor to restore to a normal state. Any expense to the exhibitor as a result of this request shall be paid by the exhibitor.
- 2) In the event an exhibitor refuses to correct the situation, the Japan Toy Association will forthwith cancel the exhibition contract and will demand the exhibitor to remove the exhibits and decorations belonging to the exhibitor from the show site. All expenses incurred as a result of this shall be paid solely by the exhibitor. The Japan Toy Association will not refund the exhibition fee and other fees and charges already paid by the exhibitor.



**Change in Exhibition Rules:**

- 1) The conditions contained in this guide were decided at the board of directors meeting of the Japan Toy Association held on September 15, 2004.
- 2) Any new situation not taken up in this guide shall be studied, discussed and decided on each occasion at a board of directors meeting of the Japan Toy Association.
- 3) The conditions contained in this guide are subject to changes in the future. The exhibitors will receive communication from the Japan Toy Association each time a change is made.

**Language and Currency of Show:**

The official language in operating the Show will be Japanese language and expenses shall be settled in Japanese currency.

**Payment of Expenses:**

Please pay the exhibition fee and other fees and charges in Japanese currency to the following bank account of the Association on or before the date specified by the Association. Bank charges for transfer of fund shall be for the exhibitors' account. The Japan Toy Association will not issue receipts for transfers of fund to its bank account.

Ordinary Bank Account No. 0620447 of The Japan Toy Association  
at Oshiage Branch of The Bank of Tokyo-Mitsubishi, Ltd.

**Confirmation of Exhibition Rules:**

The exhibition applicants are requested to read this guide carefully and observe the conditions for exhibition when applying for booth/s.

Exhibitor's Guide - Tokyo Toy Show 2005

Issued on September 15, 2004

**The Japan Toy Association**

5<sup>th</sup> Floor , Nippon Bunkayohin Anzenshikenjyo Bldg.,  
4-22-4 Higashi-komagata, Sumida-ku, Tokyo 130-8611, Japan

Phone: +81-3-3829-2513

FAX: +81-3-3829-2510

URL: <http://www.toys.or.jp>

E-mail: toyfair@toys.or.jp

### <Annex> Classification of Exhibits by Type

Please fill in quantities of exhibits by type (approximate quantities) in your application form according to the following type classifications.

Example: General games: 101, 10 each. Baby: 415, 20 each. Small toys: 727, 5 each

Classification		Classification	
Games	1 0 1 General games	Hobbies	6 1 8 Scale plastic models
	1 0 2 Jigsaw puzzles		6 4 5 Character plastic models
	1 0 3 Electronic games		6 1 9 Radio-controlled toys
	1 0 4 TV games		6 2 0 Railway models
	1 3 1 Simulation card games		6 2 1 Guns
	1 3 2 Party jokes		6 2 2 Craft hobbies
Boy Toys	2 0 5 Boy's characters		6 2 3 Hobby related goods
	2 0 7 Mini cars		6 4 6 Throttle racing
	2 0 8 Rail toys		6 4 7 Books
	2 0 9 Toy hobbies	6 4 8 Other hobbies	
	2 3 3 Other boy toys	Seasonal goods and Others	7 2 6 Fireworks
Girl Toys	3 1 0 Dress-up dolls		7 4 9 Seasonal festival goods
	3 1 1 Housekeeping toys		7 5 0 Summer goods
	3 1 2 Girl's hobbies		7 2 7 Small toys
	3 3 4 Girl's collections		7 2 8 Sports goods
	3 3 5 Girl's characters		7 5 1 Vending machines
	3 1 3 Toy dolls		7 5 2 Amusement
	3 1 6 Life fashions		7 5 3 Batteries
	3 3 6 Other girl's toys		7 5 4 Merchandise coupons
Basic Toys	4 0 6 Action toys	7 2 5 Other seasonal goods	
	4 1 4 Preschool toys	7 3 0 Others	
	4 1 5 Baby toys	Children's Sundry Goods	8 5 5 Interior
	4 2 9 Ride-on toys		8 5 6 Housewares
	4 3 7 Musical toys		8 5 7 Stationery
	4 3 8 Infant's character toys		8 5 8 Gift supplies
	4 3 9 Blocks		8 5 9 Character goods
	4 4 0 Wooden toys and building blocks		8 6 0 Variety goods
	4 4 1 Books		8 6 1 Seasonal goods
	4 4 2 Playground toys		8 6 2 Christmas goods
4 4 3 Other basic toy related	8 6 3 Fashion sundries		
Stuffed Toys and Dolls	5 1 7 Stuffed toys		8 6 4 Apparel
	5 2 4 Dolls	8 6 5 Beauty care goods	
	5 4 4 Other stuffed toy and doll related	8 6 6 Other sundry goods	
		Media	9 6 7 Audio and video
			9 6 8 Computers
			9 7 1 Other media

# Application Form for Booth/s at Tokyo Toy Show 2005

Deadline for Application: January 14, 2005

## To: The Japan Toy Association

We have read and agree to the conditions set in the Exhibitor's Guide for Tokyo Toy Show 2005 and apply for booth/s as follows.

### 1. Applicant (Please print. Company representative please affix signature)

Date of Application:

Company Name in Full			
Head Office Address			
Name of Representative	Title		TEL
	Name and Signature		FAX
URL	http://		

### 2. Name and Address of Contact Person

Company Name in Full			
Address			
Name of Contact Person	Department and Title		TEL
	Name and Signature		FAX
E-mail		Remarks	

### 3. Booth Type (Tick the desired booth type)

Type-A	Type-B

### 4. Exhibits (Please refer to the annex to the exhibitor's guide. If the following spaces are not enough, please write remaining items on a sheet of paper in the same form as this column and attach the sheet to this form.)

Classification No.									
Quantity of Exhibits									
Classification No.									
Quantity of Exhibits									

- Notes: 1: Please attach one copy each of a catalog containing exhibits and company profile or corresponding document.  
 2: Please make copy of this application form and keep it in your files.  
 3: Please FAX a notification to the Association each time a change is made in the foregoing items.

This column for the Association	Date Received	Received No.	Stamp of Person Received	Stamp of Director	Committee	Remarks