

Exhibitor's Guide - Tokyo Toy Show 2008

October, 2007

Message for Tokyo Toy Show 2008

We wish to take this opportunity to thank you for your continued support of the activities of The Japan Toy Association.

We are pleased to enclose a brochure titled "Exhibitor's Guide".

You can find all the details you will need for the Tokyo Toy Show 2008 in this brochure.

The Tokyo Toy Show 2007, held on June 28-July 1, 2007 at the Tokyo Big Sight, was a great success.

On the business days, in the first half of the session (June 28 and 29), we had 18,325 visitors, an increase of 2,696 from the previous show.

According to the survey results of the questionnaires to the exhibitors, about 90% of them had splendid, considerable or acceptable results.

The visitors on the business days responded with similar results.

In the last half of the session (June 30 and July 1), the "Open to the Public Event" attracted 93,294 users of toys, which comes close to the big 100,000 mark.

We are convinced that we have successfully achieved the objective of the "Open to the Public Event" which was to provide an opportunity for users of toys to play and enjoy various toys through hands-on play.

In order to continue the momentum of the success of the previous three years' shows, the Japan Toy Association will further upgrade the Tokyo Toy Show in quality and quantity.

We are pleased to announce that the Tokyo Toy Show 2008 will be held from June 19 to 22, 2008 at the West Exhibition Hall 1-4 of Tokyo Big Sight.

We will do our best to develop the show and to attract even more visitors than we had at the Tokyo Toy Show 2007, in order to promote stimulating sales discussions on the business days and to encourage the public to reconfirm the enjoyment of toys through direct contact with various toys at the "Open to the Public Event"

We are convinced that the Tokyo Toy Show 2008 will provide you with a very effective opportunity for business negotiations for upcoming summer vacation sales in late July and August and to introduce your new products for Christmas and the year-end sales season, in Japan as well as in the world.

Please read the enclosed "Exhibitor's Guide" for more information on the Show.

We look forward to receiving your reply for advance booking of your space in the Tokyo Toy Show 2008.

Yours Sincerely,

**Takeo Takasu, Chairman
The Japan Toy Association**

**Hidehiro Kamishita, Chairman
Committee of the Tokyo Toy Show 2008,
The Japan Toy Association**

Exhibitor's Guide - Tokyo Toy Show 2008

- Exhibition Title:** Tokyo Toy Show 2008
- Subtitle:** International Tokyo Toy Show 2008
- Objective:** To provide a venue for announcing new products to markets inside and outside of Japan and for conducting business negotiations for the Christmas and the year-end sales season, thereby activating distribution and expanding sales channels.
“The Open to the Public Event” will be held to encourage the public to reconfirm the pleasure of toys through hands-on play.
- Organizer:** The Japan Toy Association
- Co-Organizer:** Tokyo Metropolitan Government (to be confirmed)
- Supported by:** Ministry of Economy, Trade and Industry (to be confirmed)
- Show Period:** Thursday, June 19, to Sunday, June 22, 2008
- Show Hours:** Thursday, June 19, and Friday, June 20: 9:30 - 18:00 [Business discussions only]
Saturday, June 21: 09:00 - 17:00 [Open to the public]
Sunday, June 22: 09:00 - 16:00 [Open to the public]
- Show Venue:** Tokyo Big Sight
3-21-1 Ariake, Koto-ku, Tokyo 135-0063, Japan
Phone 03-5530-1111 (+81-3-5530-1111)
- Show Floor Footprint:** West Exhibition Building, Tokyo Big Sight
8,880m² in West 1 Hall, 8,880m² in West 2 Hall, 4,680 m² in West 3 Hall,
6,840 m² in West 4 Hall, Total 29,280m²
- Entrance:** Free of charge
On June 19 and 20, bearers of invitation cards issued by the organizer can enter.
Business people can enter after completing registration, if they do not have invitation card.
Foreign visitors can get registration in advance on the website of the JTA to make sure of their entrance.
- Exhibition Products:** See attached table.
Products and software for children classified in the table, as well as products approved by the Japan Toy Association may be exhibited.

Refrain from Private Exhibition:

Exhibitors are requested to refrain from holding a private exhibition approximately one month before the Show and during the Show.

Limitations on Exhibited Products:

The exhibited products shall be in one of the following categories:

- (1) Products with exhibitors own brand and not displayed in other booths.
- (2) Products 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:

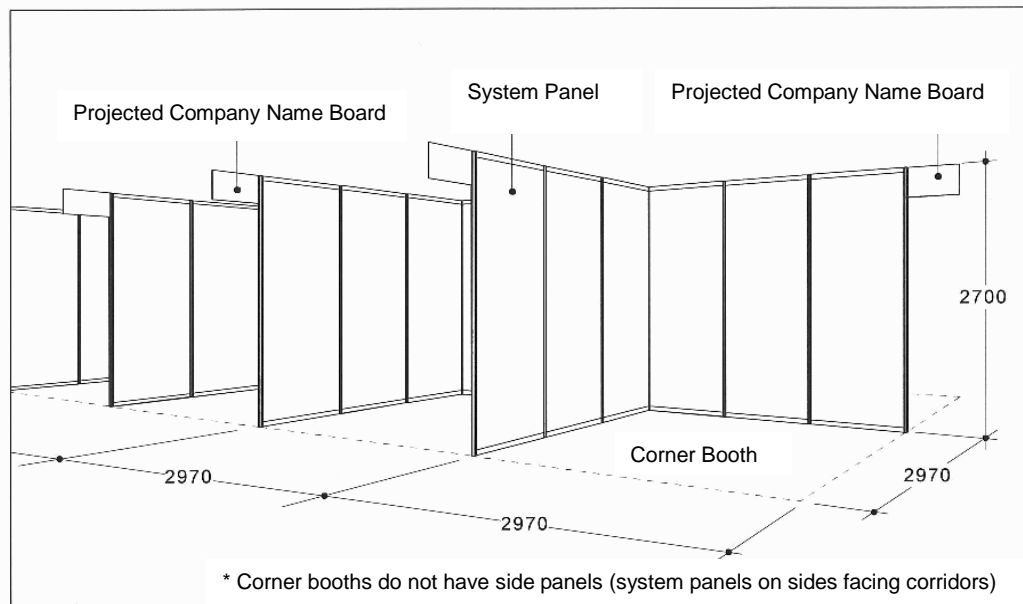
- (1) Member of the Japan Toy Association
- (2) Manufacturers, distributors or groups of them inside and outside Japan exhibiting products listed in the table of “Exhibition Products”
- (3) Other parties approved by the Japan Toy Association to exhibit products

Booth Size:

Width: approximately 2.97m, Depth: approximately 2.97m,
Area: approximately 9m²

Basic Facilities:

- (1) Side walls and rear walls of system panels not facing corridors
- (2) Projected Company Name Board (described in Japanese and English)



Application Fee: ¥31,500 (tax included) per exhibitor

Exhibition Fee: Per one exhibition stand:
¥273,000 (tax included)
¥231,000 (tax included), for exhibition as a part of a National Pavilion
Business days only (Thursday, June 19 and Friday, June 20)
¥157,500 (tax included), foreign exhibitors only

Expenses included in Exhibition Fee:

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

Expenses not included in Exhibition Fee:

Expenses other than those listed in (1) to (10) will be for the account of the exhibitor, for example;

- Shipping cost of exhibits and promotional materials
- Floor engineering works such as setting a punched-hole carpet
- Cost of electrical construction
- Cost of equipments such as parapet or display shelf, which are not supplied as "Basic Facilities"

Expenses of electric work and electricity use:

When an exhibitor needs electric power in the booth, the Japan Toy Association will undertake the primary engineering work to supply mains electricity to each booth.

Please implement on exhibitor's side the secondary engineering work for interconnection and decoration in the booth.

①Expense for engineering work for mains electricity

Exhibitors will be charged according to the following tariff.

It costs ¥8,400 (tax included) up to 1kw of applied electric power, then it is calculated by adding the amount of ¥4,200 (tax included) multiplied by every added 0.5 kw.

②Rates for electricity usage

The rates are calculated by multiplying ¥2,100 (tax included) by 1 kw based on electric energy during the show.

Provisional Telephone: Services by analog, INS64, ADSL and high-speed optical fiber line can be used. Installation and communication charges will be for the exhibitor's account.

Approval from a local health department:

Any sampling of food and drink at the venue may be required to get approval in advance from the local health department by a designated form.

Water Supply and Drainage Works and Water Charge:

In case water supply and drainage are needed, The Japan Toy Association will introduce a designated contractor.

Please contact the contractor directly after filing an application.

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 Out of Equipment:

Booth decoration	Tuesday, June 17: 12:00-20:00
Booth product moving in and display	Wednesday, June 18: 8:00-20:00
Show day	Thursday, June 19: 8:00-19:00
Show day	Friday, June 20: 8:00-19:00
Show day	Saturday, June 21: 8:00-18:00
Show day	Sunday, June 22: 8:00-16:00
Moving out	Sunday, June 22: 16:00-22:00

Work Charges Outside Standard Hours:

An overtime work charge of ¥10,500 (tax included) per 30 minutes will be charged additionally for work performed outside above standard hours.

Work less than 30 minutes will be counted as 30 minutes.

An overtime charge will be billed after the Show.

Application and Registration:**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) Acceptance of exhibition and billing for exhibition fee

The Japan Toy Association will send an acknowledgment of application registration and an invoice to exhibitors who meet the conditions contained in this guide.

Payment of Exhibition Fee and Other Charges:

The exhibitors will be requested to pay the exhibition fee and other charges in full based on the invoice issued by the Secretariat of The Japan Toy Association.

For foreign exhibitors, only bank transfer is admitted.

Any other payment such as credit card is not admitted.

Application Filing Period:

Applications will be accepted between Monday, October 1, 2007, and Thursday, December 27, 2007.

Changes After Application:

1) Procedures

Cancellation of application for exhibition and reduction in supplied floor footprint for the exhibitor's own reasons should be notified by mail or by FAX. Such cancellation or reduction in floor footprint will become valid when received by the Secretariat of the Association.

2) Cancellation charge

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

Monday, October 1, 2007 to Thursday, December 27, 2007

Full amount of exhibition application fee and 50% of exhibition fee

After Friday, December 28, 2007

Full amounts of exhibition application fee and exhibition fee

3) Nonperformance of Procedures

In the event an exhibitor fails to comply with 1) and 2) above, the Association will cancel the exhibition contract and will not accept applications of the exhibitor for subsequent shows.

No fees and charges paid by the exhibitor will be refunded.

Inability to Exhibit:

In case an exhibitor who has completed exhibition procedures fails to complete the decoration and display before the 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.

The Japan Toy Association will not compensate for damage to the exhibitor caused through this cancellation or reduction in floor footprint.

Allocation of Booth Location:

1) Locations of booths will be allocated by a method decided by The Japan Toy Association.

2) The Association will do its best to accommodate the 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 all or part of an allocated booth to a third party by an exhibitor or exchanging allocated booths between exhibitors is prohibited regardless of whether subleasing or exchange is for a consideration or gratis.

Prohibition of Sales of Exhibited Products:

At the Open to the Public Event on Saturday, June 21 and Sunday, June 22, exhibitors may sell their products as long as they maintain the spirit of the Open to the Public Event.

The Japan Toy Association is not responsible for any claims concerning the sales of the products. Complaints raised against products sold shall be dealt with by each exhibitor.

Foreign exhibitors who have their branch or agent in Japan which deals with claims for their products may sell their merchandise.

Each exhibitor is responsible for security and transactions of currency at his/her own booths.

The Japan Toy Association bears no responsibility for loss, in the case of damage from theft etc.

Display of Foreign-Made Goods:

When displaying foreign-made goods or using them for decoration purposes, please display them after clearing them through customs and converting them into domestic cargo on the exhibitor's side. (Bonding of imported cargo will not be undertaken at the show ground.)

Management of Booth and Storage of Exhibition Products:

1) During the Show, The Japan Toy Association will post personnel to manage the Show facilities in good order.

The exhibitors are responsible for managing their booths.

2) Exhibitors must station personnel at their booths at all times to attend to visitors. Exhibitors are fully responsible for ensuring the safety of visitors and for managing their exhibition products.

3) The Japan Toy Association is not responsible for theft or loss of exhibition products in the booths or for accidents caused by a force majeure beyond its control.

Exhibitors are recommended to insure their products against loss or damage.

Limitations on Decorations Inside Booth:

The following decorations in the booths are prohibited.

If prohibited decorations are found, the exhibitors will be asked to remove them.

1) Decorations that are detrimental to 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 guide and to other conditions 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 prevented from holding the Show due to a calamity, 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 is not responsible for damage to the exhibitors caused by cancellation.

Violation of Exhibition Regulation:

1) Should an exhibitor violate the conditions set in this guide or new rules to be established in the future, the Association will forthwith ask the contravening exhibitor to comply.

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 ask the exhibitor to remove the products 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 Association will not refund the exhibition fee and other fees and charges already paid by the exhibitor.

Change in Exhibition Regulation:

1) The conditions contained in this guide were decided at a board meeting of the Association held on September 20, 2007.

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 Association.

3) The conditions contained in this guide are subject to changes in the future.

The exhibitors will be notified by the Association each time a change is made.

Language and Currency of Show:

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

Every bank charges (either local or recipients) for transfer of fund shall be for the senders' (exhibitors') account.

The 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 Conditions:

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

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