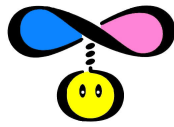


Exhibitor's Guide - Tokyo Toy Show 2010



October, 2009

Message for Tokyo Toy Show 2010

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 an “Exhibitor’s Guide” where you can find all of the details you will need for the Tokyo Toy Show 2010.

We are pleased to announce that the Tokyo Toy Show 2009 will be held from July 15 to July 18, 2010 in the West Exhibition Hall 1-4 at Tokyo Big Sight.

In order to continue the momentum of the success of the previous shows, the Japan Toy Association will do its best to further upgrade the show in quality and quantity and to hopefully attract even more visitors than we had at the previous show.

As mentioned in the brochure, the show had unprecedented coverage in the media, thus drawing overwhelming attention from society.

The show has prominently increased its function as a major source for dispatching information concerning toys and hobby products.

We are convinced that the Tokyo Toy Show 2010 will provide you with an effective and unique opportunity for business negotiations for upcoming summer vacation sales, introducing new products for the year-end sales season, and for closer contact with toy users.

Please read the enclosed “Exhibitor’s Guide” for more information about the show.

We look forward to receiving your reply for advance booking of your space in the Tokyo Toy Show 2010.

Yours Sincerely,

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

**Masanobu Todokoro, Chairman
Committee of the Tokyo Toy Show 2010,
The Japan Toy Association**

Exhibitor's Guide - Tokyo Toy Show 2010

- Exhibition Title:** Tokyo Toy Show 2010
- Subtitle:** International Tokyo Toy Show 2010
- 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, July 15, to Sunday, July 18, 2010
- Show Hours:** Thursday, July 15, and Friday, July 16: 9:30 - 18:00 [Business discussions only]
Saturday, July 17: 09:00 - 17:00 [Open to the public]
Sunday, July 18: 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 July 15 and 16, 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:

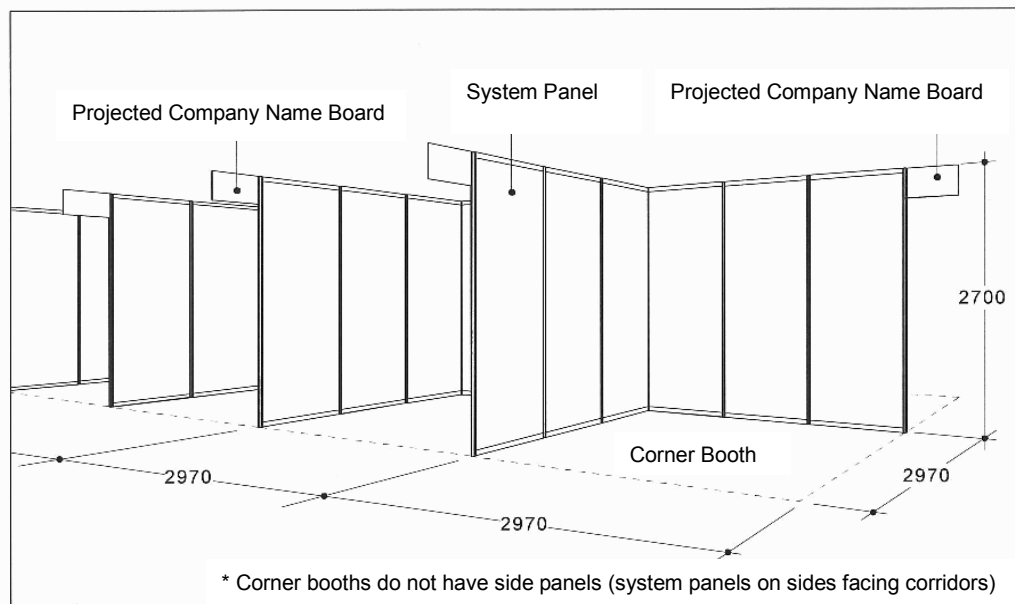
- (1) Member of the Japan Toy Association
- (2) Manufacturers, distributors or groups of them inside and outside Japan exhibiting products listed in the table of “Exhibition Products”
- (3) Other parties approved by the Japan Toy Association to exhibit products

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, July 15 and Friday, July 16)
¥157,500 (tax included), foreign exhibitors only

Expenses included in Exhibition Fee:

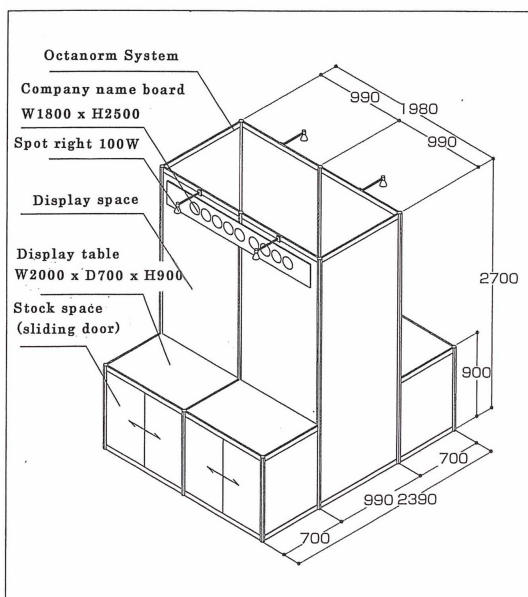
- (1) Booth rental within standard hours
- (2) Cost for placing the exhibitor’s information on the official directory
- (3) Basic booth installation fee
- (4) Cost for installing public guidance lights and facilities
- (5) Ceiling lighting charge within standard hours
- (6) Air conditioning charge during 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”

Community Booth: (This service is offered to a new exhibitor only.)

A new exhibitor who applies the Tokyo Toy Show for the first time can choose this service “Community Booth” with reasonable fee.



- **Booth Size:**
Width: approximately 2m, Depth: approximately 0.7m
- **Basic Facilities:**
 - (1) Exhibition table and wall of system panels (with stock space)
 - (2) Company name sign board (described in Japanese and English)
 - (3) Two sets of spotlight with arm (100W each)
- **Application Fee:** ¥31,500 (tax included) per exhibitor
- **Exhibition Fee: Per one Community Booth:**
¥168,000 (tax included)
- **Expenses included in Exhibition Fee:**
Same with normal booth as above (1) – (10)

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.

① Expense 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.

② Rates 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.

Standard Show Hours and Moving In and Out of Equipment:

Booth decoration	Tuesday, July 13: 8:00-20:00
Booth product moving in and display	Wednesday, July 14: 8:00-20:00
Show day	Thursday, July 15: 8:00-19:00
Show day	Friday, July 16: 8:00-20:00
Show day	Saturday, July 17: 8:00-18:00
Show day	Sunday, July 18: 8:00-16:00
Moving out	Sunday, July 18: 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 Thursday, October 1, 2009, and Friday, December 25, 2009.
(After December 25, 2009, please directly contact the secretariat of the JTA.)

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 of floor footprint. The following rate will be applied;

Thursday, October 1, 2009 to Friday, December 25, 2009

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

After Saturday, December 26, 2009

Full amount 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, July 17 and Sunday, July 18, 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.

Only those 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. (The show ground will not be bonded.)

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.

Violation of an Intellectual Property Right:

When the Japan Toy Association is informed of the violation of an intellectual property right, it is entitled to pull the suspected product or promotional item from the booth after consultation between related parties; the exhibitor, the owner of the intellectual property right and the JTA.

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 29, 2009.
- 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.

Exhibitor's Guide - Tokyo Toy Show 2010

Issued on October 1, 2009

The Japan Toy Association

5th Floor, Nippon Bunkayohin Anzenshikenjyo Bldg.,
4-22-4 Higashi-komagata Sumida, Tokyo 130-8611, Japan

Phone: 03-3829-2513 +81-3-3829-2513

FAX: 03-3829-2510 +81-3-3829-2510

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

E-mail: toyshow2010@toys.or.jp

Application Form for Booth/s at Tokyo Toy Show 2010

Deadline for Application: December 25, 2009

After the deadline date, please contact the secretariat of JTA.

To: The Japan Toy Association

We have read and agree to the conditions set in the Exhibitor's Guide for Tokyo Toy Show 2010 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	Organization and Title		TEL	
	Name and Signature		FAX	
Bank of account	bank	branch	E-mail	
	account current • saving account No.		Remarks	

3-1. Booth Type (Tick the desired booth type)

unit area	number of booth applied	total area	abstract
9m ²		m ²	

Please check the applicable box below:

- I will exhibit for entire four days (July 15 to July 18, 2010.)
 I will exhibit for only first two days (Business Days, July 15 and 16, 2010.)

3-2. Community Booth (Only for a new exhibitor who applies the Tokyo Toy Show for the first time)

unit area	number of booth applied	※in case less than 4 exhibitors apply this "Community Booth," this service itself may be cancelled.
1face		

4. Product Classification (Please see 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 Exhibit Products									

Notes 1: Please attach one copy each of an exhibit catalog and company profile or corresponding documents.

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.

【Handling of Personal Data】

The Japan Toy Association utilizes personal data provided by exhibitors only for the registration procedures and information services related to the exhibition. And the Japan Toy Association does not disclose exhibitor's personal data to third parties except when the exhibitor has given a prior consent to the disclosure. However, please note that the Japan Toy Association may entrust exhibitor's personal data with an outsourcing company with which the Association has concluded a nondisclosure contract for the purpose of confirmation, contact and other procedures.

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

<Annex> Classification of Products by Type

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

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

Classification		Classification	
Games	101 Ordinary games	Hobbies	618 Scale plastic models
	102 Jigsaw puzzles		645 Character plastic models
	103 Electronic games		619 Hobby radio-controlled toys
	104 Video games		620 Model trains
	131 Simulation card games		621 Guns
	132 Party jokes		622 Craft hobby
Boy Toys	205 Boy characters		623 Hobby toys
	207 Mini cars		646 Throttle racing
	208 Rail toys		647 Books
	209 Toy hobbies	648 Other hobbies	
	233 Other boy toys	Seasonal and Miscellaneous Toys	726 Fireworks
Girl Toys	310 Dress-up dolls		749 Seasonal festival toys
	311 Playing house		750 Summer toys
	312 Girl hobbies		727 Small toys
	334 Girl collections		728 Sports
	335 Girl characters		751 Auto vending machines
	313 Toy dolls		752 Amusement
	316 Life fashions		753 Batteries
	336 Other girl toys		754 Merchandise coupons
Basic Toys	406 Action toys	725 Other seasonal toys	
	414 Preschool	730 Miscellaneous toys	
	415 Baby	Children's Sundry Goods	855 Interior
	429 Transportation toys		856 House ware
	437 Musical		857 Stationery
	438 Infant characters		858 Gift supplies
	439 Blocks		859 Characters
	440 Wooden toys and building blocks		860 Variety
	441 Books		861 Season
	442 Play toys		862 Christmas goods
	443 Other basic toys		863 Fashion sundries
Stuffed Toys and Dolls	517 Stuffed toys		864 Apparel
	524 Dolls		865 Beauty care
	544 Other stuffed toys and dolls	866 Other sundry goods	
		Media	967 Audio and video
			968 Computers
			971 Other media