

Exhibit Guidelines

- 1. Exhibit Space Fee (Special rate fee overseas exhibitors only.)**
Japanese Yen 312,120 per booth
1 Unit Booth · 9sqm. (3m(w)×3m(d)×2.7m(h))
(8% Japanese consumption tax are included)
- 2. Corner booth reservation**
When applying for exhibition space, corner booths can be reserved for an additional fee. Japanese Yen 54,000 (including tax)
· The above mentioned fee applies regardless of the number of booths.
· If an application is made for four or more booths, then in principle, at least one corner booth will be allocated. Without the above mentioned fee.
· If the type of booth is not specified in the application, arrangements will be made based on the number of booths, order of application, etc.
- 3. Application Deadline**
February 28, Fri., 2014 (Applications will be closed prior to the deadline once all booths are booked.)

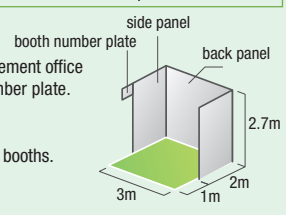
- 4. Application to Exhibit**
Please complete the attached exhibition application form and send it to the following address: GPEC Show Management Office (Within ATEX Co., Ltd.)
4F. Daido Seimei Kasumigaseki Bldg., 1-4-2, Kasumigaseki, Chiyoda-ku, Tokyo 100-0013, Japan
- 5. Withholding or Rejection of Application**
In case the show management office judges the exhibit inappropriate for this exhibition, the show management office may withhold or revoke the application.

- 6. Payment of Exhibit Space Fee**
After the approval of the contents of the application form, the show management office will send you an invoice. Please pay your exhibit space fee by **March 31, Mon., 2014**
Japanese yen cash remittance only. (Bank charges must be paid by applicants. Chargeable JPY 5,000 for each bank remittance.)

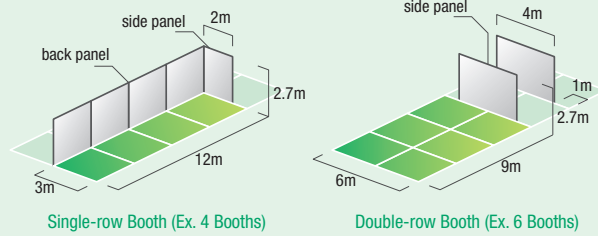
- 7. Cancellation**
Once an application is accepted no withdrawal is allowed as a general rule. If the show management office deems it legitimate, however, application may be withdrawn with payment of prescribed cancellation charge.

Date of Cancellation (in writing)	Cancellation Charge
Before March 31, Mon., 2014	50% of Total Exhibit Space Fee
After April 1, Tue., 2014	100% of Total Exhibit Space Fee

- 8. Basic Booth**
A basic booth is shown on the right. The show management office will provide a back panel, side panels and booth number plate.
Carpet will not be provided for booths.
Panels will not be provided for Island booths.
One of the side panels will not be provided for corner booths.



- 9. Booth Type are available**
Three booth types (Refer to application form):
- Single-row booths, double-row-booths, (applicable for 4 booths or more),
Island booths (applicable for 12 booths or more (scheduled))



- 10. Booth Allotment**
The Organizer and show management office decides booth allocation taking into consideration the exhibits, number of booths and demonstration plans, etc.

- 11. Not Included in the Exhibit Fee:**
 - Booth decoration and operation expenses.
 - Installation and usage of telephone and utilities.
 - Official program advertising fee.
 - Damage insurance for the exhibits, etc.
 - Expense for injuries arising during exhibition or while transporting equipment.
 - Renovating exhibits and decorations, etc., required by regulations and exhibition rules.
 - Other expenses not included in the basic booth.

- 12. Other Rules**
Other details and regulations will be explained in the Exhibitors' Manual which will be sent to applicants later.

For exhibit applications and further information, please contact:
GPEC Show Management Office
Within ATEX Co., Ltd.
4F. Daido Seimei Kasumigaseki Bldg.,
1-4-2, Kasumigaseki, Chiyoda-ku, Tokyo 100-0013, JAPAN
Tel: +81-3-3503-7611 Fax: +81-3-3503-7620 E-Mail: ofc@gpec.jp

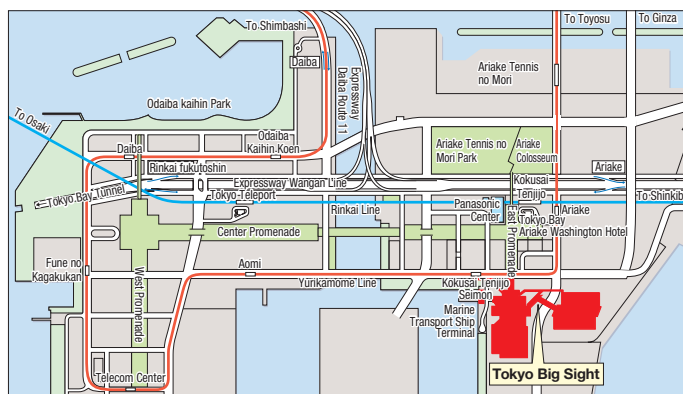
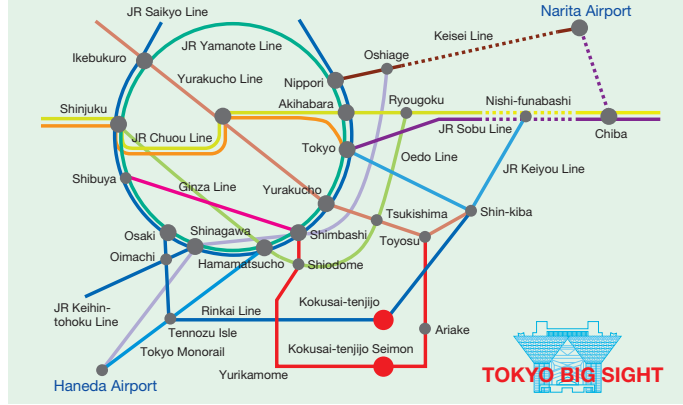
www.gpec.jp

Schedule

- February 28, 2014** Application deadline
- March 31, 2014** Payment deadline for exhibit space fee
- Late April, 2014** Distribution of Exhibitor's Manual and floor plan
- Mid May, 2014** Distribution of the Promotion kit for exhibitors
- July 21-22** Installation
- July 23-25, 2014** GPEC 2014 in Tokyo Big Sight

Access

Tokyo Big Sight East Exhibition Hall
3-10-1 Ariake, Koto-ku, Tokyo 135-0063, JAPAN
Tel: +81-3-5530-1111



RINKAI LINE approx. 7-minutes' walk from Kokusai-tenjiyo Station
Osaki Sta.(JR) 13 mins. Kokusai-tenjiyo Sta. 5 mins. Shin-kiba Sta.(JR,Subway)

YURIKAMOME approx. 3-minutes' walk from Kokusai-tenjiyo-Seimon Station
Shimbashi Sta.(JR,Subways) 22 mins. Kokusai-tenjiyo Seimon Sta. 8 mins. Toyosu Sta.(Subway)

CITY BUS
Tokyo Sta.(Yaesu Exit,JR) about 40 mins. Tokyo Big Sight
Monzen-Nakacho Sta.(Subway) about 40 mins. Tokyo Big Sight

Toei BUS
Tokyo Sta.(Yaesu Exit,Marunouchi South Exit,JR) about 40 mins. Tokyo Big Sight
Monzen-Nakacho Sta.(Subway) about 30 mins. Tokyo Big Sight

Km flower BUS
Hamamatsucho Sta.(JR,Monorail) about 40 mins. Tokyo Big Sight

AIRPORT BUS (Limousine Bus · Keihin Kyuko Bus)
Haneda Airport about 25 mins. Tokyo Big Sight (Limousine Bus, Keihin Kyuko Bus)
Tokyo City Air Terminal about 20 mins. Tokyo Big Sight (Limousine Bus) (One Way)
*Some buses only run during events. Please check in advance.

EXPRESS BUS (Keihin Kyuko Bus)
Yokohama Sta.(East Exit,JR) about 50 mins. Tokyo Big Sight (Keihin Kyuko Bus)

Water Bus approx. 2-minutes' walk from Ariake Terminal (Tokyo Big Sight)
Hinode Pier (about 7minutes' walk from JR Hamamatsucho Station) about 25 mins. Tokyo Big Sight
*It suspends on Monday & Tuesday. (Holiday is operated.)

GPEC

Plant Your Technology in Japan!
— For Making The Best Planting Environment —



Greenhouse Horticulture & Plant Factory Exhibition / Conference

2014.7.23 Wed. ▶ 25 Fri.

10:00 ▶ 17:00
Tokyo Big Sight

Organizer : Japan Greenhouse Horticulture Association

Sponsors: Ministry of Agriculture, Forestry and Fisheries / Ministry of Economy, Trade and Industry
Central Union of Agricultural Co-operatives / National Federation of Agricultural Cooperative Associations
National Chamber of Agriculture / National Agricultural Insurance Association / The Norinchukin Bank
Co-Organizer: ATEX Co., Ltd.

www.gpec.jp

Greenhouse Horticulture & Plant Factory Exhibition / Conference is...

A trade show specializing in greenhouse and plant factory technologies.

Business opportunity that comes **once** every **2** years!

Show Outline

- Show period:** July 23 Wed. to 25 Fri., 2014 10:00-17:00
- Venue:** Tokyo Big Sight, East Hall 4 (8,670m²)
- Organizer:** Japan Greenhouse Horticulture Association
- Co-Organizer:** ATEX Co., Ltd.
- Exhibition scale:** 230 companies
- Admission Fee:** Japanese Yen 1,000
*Consumption tax included, Bearers of the invitation ticket and advanced registration are not charged.
- Number of visitors:** 38,000 professionals *expected

Merits of GPEC

1. Opportunities in Japan Market

GPEC is the only trade show in Japan specializing in greenhouse and plant factory technologies. Your perfect opportunities to meet Japanese agricultural producers and organization gathering throughout the country are at GPEC.

2. Find Reliable Business Partners

The manufacturers, distributors, and retailers visit GPEC to look for something new. You can find your sales agents or tie-up partners in Japan.

3. Super Easy to Catch Up the Trend

You can obtain the latest information of the government and trend of the industry through displays and seminars. GPEC also enables you to hear the needs and impression on your products from users.

Exhibits Category


Main units for facilities

 **Greenhouse & sunlight type plant factories**

 **Complete artificial lighting type**


Incidental facilities, equipment

 **For greenhouse horticulture**

 **For plant factories (sunlight type & complete artificial lighting type)**

Facilities, equipment and materials related to greenhouse horticulture and plant factories

 **Seedlings / systems for raising seedlings / raising materials**

 **Fertilizers / agricultural chemical materials**

 **Pollinators / natural enemy insect materials**

 **Harvesting / sorting / transporting / packaging systems / packaging materials**

 **Various sensors / measuring systems**

Others
 **Leasing / Financing Media / Organizations / Others**

Special Feature

- Distribution, processing and maintenance of freshness
- Photovoltaic power generation
- Saving energy and cost
- IT for agriculture
- Safety goods

Target Visitors

Agricultural Producers (Corporations*Individuals)

Agricultural entry applicant (Corporations*Individuals)

Owners plant factory / Entry applicants

Agricultural organizations

Government & other public offices / Local governments

Distribution-related companies

Agriculture-related trading and other companies (Agricultural material companies, etc.)

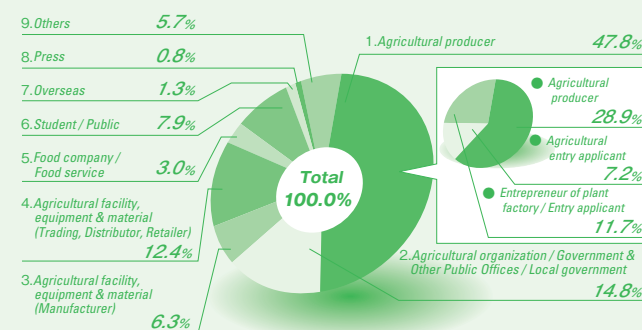
Agriculture-related manufacturers

Food manufacturers / Food-service companies

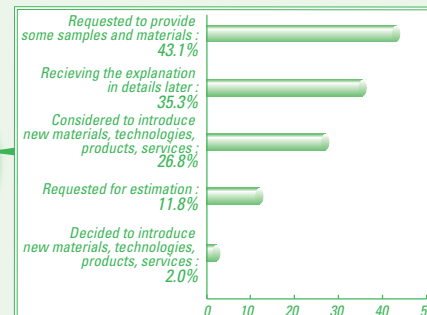
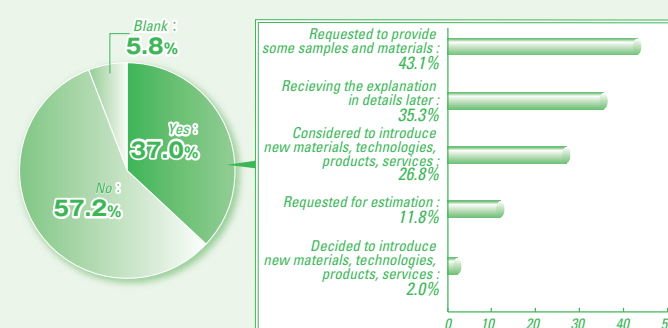
Others / Students

Statistics of GPEC 2012

Visitor Categories Breakdown

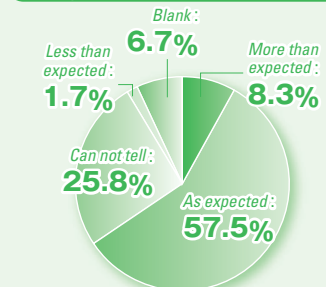


Did visitors have any business talks with exhibitors?

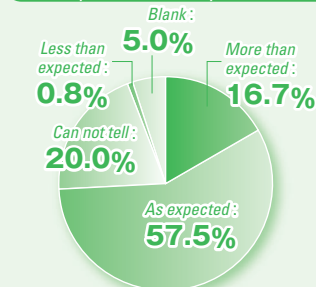


Exhibitors Impression

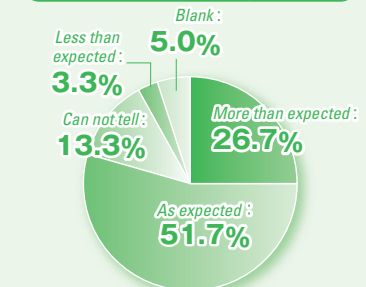
As a place to find new customers:



As a place for sales promotion:



The number of visitors to your booth:



Visitors' responses to your exhibit:

