

Greenhouse Horticulture & Plant Factory Exhibition / Conference

Guide to Exhibit

GPEC in Aichi

NIPPON Agriculture for The Future



2021.7.14. Wed. → 16. Fri.

Aichi Sky Expo, Hall B

www.gpec.jp



Organizer : Japan Greenhouse Horticulture Association

Sponsors : Ministry of Agriculture, Forestry and Fisheries / Ministry of Economy, Trade and Industry / Aichi Prefectural Government
Central Union of Agricultural Co-operatives / National Federation of Agricultural Cooperative Associations / The Norinchukin Bank
National Chamber of Agriculture / National Agricultural Insurance Association / Japan Finance Corporation (Applying)

Co-Organizer : ATEX Co., Ltd.

Cooperators : Embassies of the Netherlands, Israel and Korea, and associations related to agriculture. (Applying)

YOU CAN'T AFFORD to miss GPEC2021, the great business chance in Aichi, JAPAN !

The unique trade show specialized in greenhouse, horticulture & plant factory technologies.

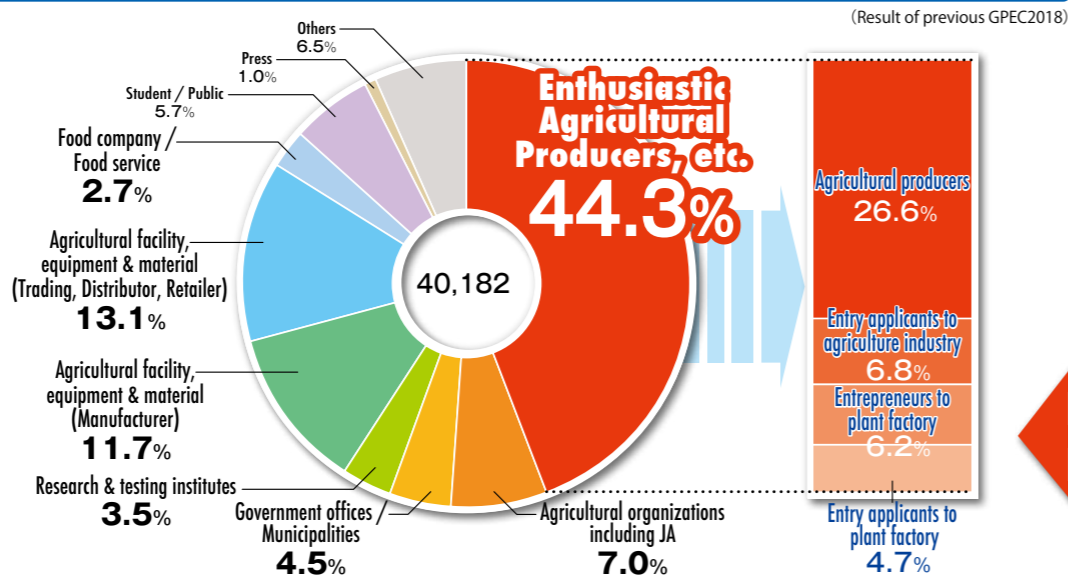
Your advantages of exhibiting at GPEC

- The perfect opportunities to meet Japanese agricultural producers** and organizations gathering throughout the country. Collect the needs and impressions on your products from expected customers.
- Useful to find reliable business partners.** The manufacturers, distributors and retailers visit GPEC to look for something innovative, then you can find your agents and collaborators certainly and smoothly.
- Fruitful to catch the fresh information of the government policy** and the industry trend. The organizer, the JGHA is officially recognized by the Ministry of Agriculture, Forestry and Fisheries, therefore good contact with cooperative organizations shall be realized through GPEC.

The **NIPPON (Japanese) Agriculture is changing** through the balance of supply and demand. **Join us at GPEC**, and access to big potential Asian Markets as well as Japanese.

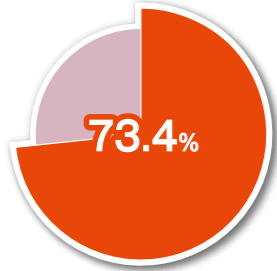
Target Professional Visitors

Visitor Categories

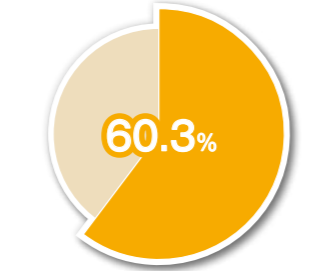


Visitors' Reaction

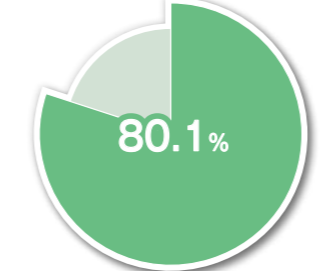
Stayed Long Time
(3 hours to more than 2 days)



Visited Many Booths
(11 to more than 31 booths)



Repeat Visit Intention
(Possibly to firmly visit 2020)



BUSINESS MATCHING

Sub-Menu for your promotion

Exhibitor's Presentation

A special stage is available in the hall for various presentation such as the introduction of services and new products. Appeal to the audience strongly so that it's easy to lead visitors to your booths after the presentation ends.

Fee : JPY 55,000 per 30 min (including tax)

- Seating capacity : 80 persons
- Attached equipment : projector, screen, chairs, speech table, desktop microphone



* If you need other equipment or facilities, please contact to show management office.

Official Guidebook Advertising

The official guidebook will be handed to all visitors free of charge. It contains information of the exhibits, seminars and events of GPEC2021.

Advertising Fee

Type	Color	Fee (including tax)
Back Cover	4	JPY 297,000
Inside Front Cover	4	JPY 275,000
Inside Front Cover Opposite	4	JPY 253,000
Inside Back Cover	4	JPY 253,000
Inside Back Cover Opposite	4	JPY 231,000
Inside Pages	1	JPY 88,000

Final advertising material needs to be submitted June 11, 2021.
Advertising Size : 297mm × 210mm
Please submit your advert in finished form, at the correct size and ready to go to the printer.
We accept adverts in either of the following formats :
* An EPS or PDF file with all images (including logos) embedded, and fonts converted to outline.

Exhibit Category

Main units for facilities



Greenhouse & sunlight type plant factories



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 / Pollinators



ICT for agriculture



Environmental controller / Various sensors / Measuring systems



Fertilizers / Agricultural Chemical Materials / Natural Enemy Insect Materials / IPM

SPECIAL FEATURE



Distribution, processing and selling



Leasing / Financing / Support of producers

Others



Labor saving technologies



Against for meteorological disaster and heat stroke



Security



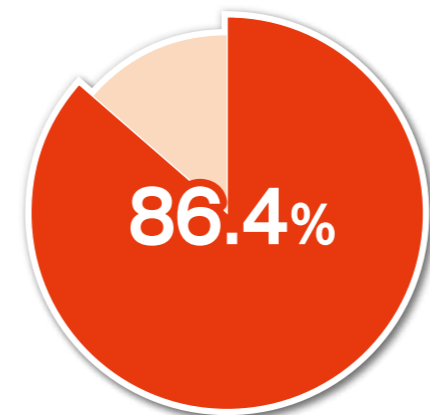
Government / organizations / Embassies



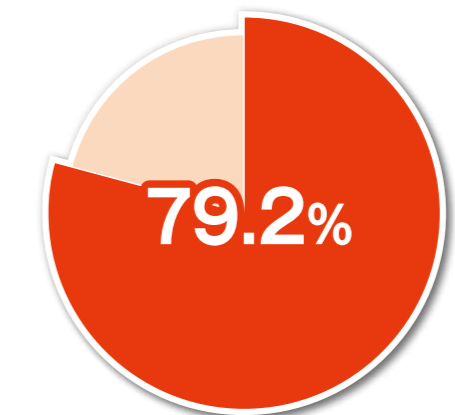
Media

Exhibitors' Outstanding Reaction

Business Matching with Visitors



Business Matching with other Exhibitors



(Result of previous GPEC2018)



GPEC2021 Show Outline

Show period : July 14 Wed. to 16 Fri., 2021 10:00-17:00
Venue : Aichi Sky Expo, Hall B (10,000sqm)
Organizer : Japan Greenhouse Horticulture Association
Co-Organizer : ATEX Co., Ltd.
Exhibition scale : 165 companies & associations (Expected)
Admission Fee : Japanese Yen 1,000
*Consumption tax included, Bearers of the invitation ticket and advanced registrants are not charged.
Number of visitors : 28,000 professionals (Expected)



Upcoming Schedule

Feb. 26 : Application deadline
Mar. 31 : Payment deadline for exhibit space fee
Mid-April : Distribution of the Exhibitor's Manual and Floor Plan
July 12 & 13 : Move-In & Installation
July 14 to 16 : GPEC2021 at Aichi Sky Expo

Statistics of previous GPEC2018

• Period : July 11 Wed. to 13 Fri., 2018
• Venue : Tokyo Big Sight, East Hall 1&2 (17,020sqm)
• Exhibitors : 235 *including Co-Exhibitors
• Number of Visitors : 40,182 professionals

Exhibit Guidelines

1. Exhibit Space Fee (Special rate for overseas exhibitors only.)

Japanese Yen 316,800 per booth
 1 Unit Booth - 9sqm. (3m(w)×3m(d))
 (10% Japanese consumption tax are included)
 Bank Charge is to be paid by the applicant additionally. Chargeable JPY 10,000 for each bank remittance.

2. Corner Booth Reservation

When applying for exhibition space, the corner booths can be reserved for an additional fee.
Japanese Yen 110,000 (including tax)
 · The above mentioned fee applies regardless of the number of booths.
 · If an application is made for 4 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 26, 2021 (Application 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 by E-mail to GPEC Management Office.
 E-mail : ofc@gpec.jp

5. Withholding or Rejection of Application

In case the management office judges the exhibit inappropriate for this exhibition, the 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 management office will send you an invoice. Please pay your exhibit space fee by **March 31, 2021**
 *Japanese yen cash remittance only.
 *Bank charges must be paid by applicants. Chargeable JPY 10,000 for each bank remittance.

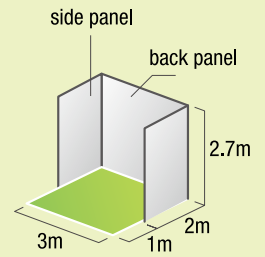
7. Cancellation

Once an application is accepted, no withdrawal is allowed as a general rule. If the 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, 2021	50% of Total Exhibit Space Fee
After April 1, 2021	100% of Total Exhibit Space Fee

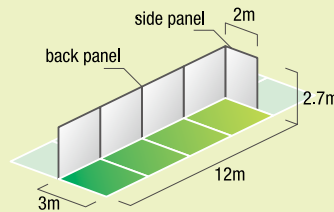
8. Basic Booth

A basic booth is shown on the right.
 The management office will provide a back panel, side panels.
 *Carpet will not be provided for booths.(option item)
 *Panels will not be provided for Island booths.
 *One of the side panels will not be provided for corner booths.

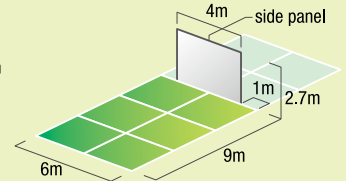


9. Booth Type

Available three types of booth (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))



Single-row Booths (Ex. 4 Booths)



Double-row Booths (Ex. 6 Booths)

10. Booth Allotment

The organizer and 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 electricity and utilities.
- Official guidebook 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.

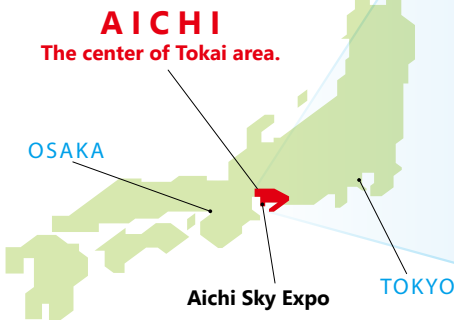
12. Other Rules

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

Access to Venue

Just adjoining to a "Mecca" for horticulture

Get your new customers from Tokai area in GPEC2021!



AICHI SKY EXPO
 5-10-1, Centrair, Tokoname-shi, Aichi, JAPAN
<https://www.aichiskyexpo.com/english/access/>

*Upcoming GPEC venue is changed due to the Olympic Games Tokyo 2021.

For exhibit applications and further information, please contact:

GPEC Management Office within ATEX Co., Ltd.

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