

## Exhibit Guidelines

### 1. Exhibit Space Fee JPY 473,000 per booth

1 Unit Booth - 9sqm. (3m(w)×3m(d))  
(10% Japanese consumption tax is included)  
Please note that bank Charge (JPY 10,000) is going to be charged for each bank remittance.

### 2. Corner booth reservation ; JPY 110,000 (tax included)

When you're applying for exhibition space, the corner booths can be reserved for an additional fee.

- The abovementioned 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 additional fee.
- If the type of booth is not specified in the application form, arrangements will be made based on the number of booths, order of application, etc.

### 3. Application Deadline

February 27, Fri, 2026

(Application will be closed prior to the deadline once if all booths are booked.)

### 4. Application to Exhibit

Please fill out the items on 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 consider the application as invalid.

### 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 fulfill the payment of your exhibit space fee by March 31, Tue, 2026

\*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 If the management office consider our judgement as appropriate, however, application may be withdrawn with payment of prescribed cancellation charge.

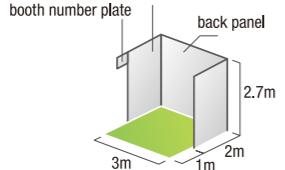
### 8. Basic Booth

A basic booth is shown on the right. A back and side panels will be provided in advance.

\*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.



## Application Method

### 1. Application Method

Please fill out the exhibition application form and submit it to the secretariat below.

GPEC Management Office Within ATEX CO.,Ltd.  
4F,Daido Seimei Kasumigaseki Bldg.,1-4-2,Kasumigaseki,Chiyoda-ku,Tokyo  
100-0013,JAPAN E-mail:ofc@gpec.jp

### 2. Application deadline

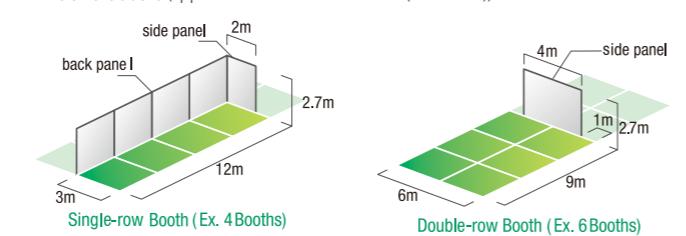
Application deadline → Feb.27

### 3. Suspension or Cancellation of Application

The secretariat reserves the right to withhold or refuse acceptance of an exhibit if it is determined that the contents of the exhibit are not in line with the purpose of the exhibition.

### 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))



### 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.
- 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 Exhibitor's Manual will be sent to applicants who already applied.

### 13. Alteration and Cancellation of the Show

The organizer and management office reserve the right to postpone indefinitely or cancel the show if the exhibition has become unable to be opened on account of force majeure (earthquakes, disasters, war, terrorism, epidemics diseases or infectious diseases, other disturbances, etc.) In these cases, the organizer and management office will refund the exhibit fee based on the following rate. If the applicant has not paid the fee at the time of alteration or cancellation, the applicant will pay the difference between the exhibit space fee and the refund amount based on the following rate.

#### Refund rate of the exhibit fee

1. Application date	...	March 31, Tue, 2026	: 100%
2. April 1, Wed, 2026	...	May 29, Fri, 2026	: 70%
3. May 30, Sat, 2026	...	July 10, Fri, 2026	: 50%
4. July 11, Sat, 2026	...	July 17, Fri, 2026	: 0%

## Upcoming Schedule

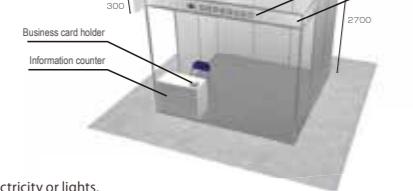
Feb.27 :	Application deadline
Mar.31 :	Payment deadline for exhibit space fee
Mid April :	Release Exhibitor's Manual and Floor Plan
July 13 & 14 :	Move - In & Installation
July 15~17:	GPEC 2026 at Tokyo Big Sight

## Package Booth (Separate fee)

### Basic (1Booth Type)

Rental Price ¥110,000 (Tax included)

- ①Information counter W900×D450×H750
- ②Business card holder
- ③Punch Carpet 9m<sup>2</sup>
- ④Fascia board
- ⑤Company name panel W1800×H200
- ⑥Folding chair



※The space does not include electricity or lights.  
If electrical plugs or lights are needed please check the exhibitor manual and contact an electric contractor.

### Standard (1Booth Type)

Rental Price ¥150,700 (Tax included)

- ①Information counter W900×D450×H750
- ②Business card holder
- ③Punch carpet 9m<sup>2</sup>
- ④Fascia board
- ⑤Display counter×3 W990×D495×H750×1 W990×D495×H750(L Type)×2
- ⑥Company name panel W1800×H200
- ⑦Folding chair

※The space does not include electricity or lights.  
If electrical plugs or lights are needed please check the exhibitor manual and contact an electric contractor.



## GPEC Management Office Within ATEX Co., Ltd.

4F,Daido Seimei Kasumigaseki Bldg.,1-4-2,Kasumigaseki,Chiyoda-ku,Tokyo 100-0013,JAPAN  
E-Mail: ofc@gpec.jp

[www.gpec.jp/english](http://www.gpec.jp/english)

## Guide to Exhibit

# Cultivating the Future with Breakthrough Horticultural Innovation



# GPEC

2026 July 15<sup>th</sup> WED > 17<sup>th</sup> FRI Tokyo Big Sight, South 1-2 Hall

Organizer: **JGHA** Japan Greenhouse Horticulture Association

Sponsors : Ministry of Agriculture, Forestry and Fisheries / Ministry of Economy, Trade and Industry / Central Union of Agricultural Cooperatives / 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)

[www.gpec.jp/english](http://www.gpec.jp/english)

# GPEC is the trade show specialized in greenhouse and horticulture and plant factory technologies.

## Your advantages of exhibiting at GPEC

### 1 Japan's Only Trade Show for Greenhouses & Plant Factories

GPEC is Japan's sole exhibition specializing in protected horticulture and plant factories. Held biennially, it serves as a key hub where leading suppliers and growers connect to exchange solutions and drive industry growth. GPEC2026 will continue showcasing advanced horticultural technologies to domestic and international markets.

### 2 Strong Attendance from Growers & New Market Entrants

Hosted by the Japan Greenhouse Horticulture Association, GPEC attracts a highly targeted audience of growers, held in July during their off-season. With rising interest in primary industries, the co-located Aquaponics & Land-based Aquaculture Exhibition also brings newcomers and corporate innovators exploring agricultural business opportunities.

### 3 A Proven Platform for Productive Business Matching

Expert seminars and consultation programs attract visitors with clear purchasing goals, ensuring efficient engagement with equipment end users. GPEC provides a high-value environment for active discussions and on-site decisions, maximizing exhibitors' business outcomes.

## Exhibits Category

### Main units for facilities



Greenhouse & sunlight type plant factories

### Incidental facilities, equipment



For greenhouse horticulture



For plant factories (sunlight type & artificial lighting type)

### Equipment & materials for production control



Covering materials / Shading materials



Seedlings / Systems for raising seedlings / Raising materials / Pollinators



Fertilizers / Agricultural chemical materials / Natural enemy insect materials / IPM



Environmental controller / Various sensors / Measuring systems

### Distribution/Processing/Packing



Distribution / Processing



Packing



Smart agriculture equipment & systems



Smart energy



Agricultural risk management equipment & materials



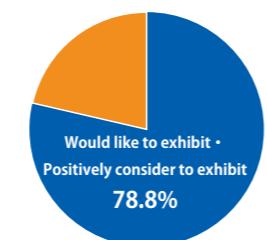
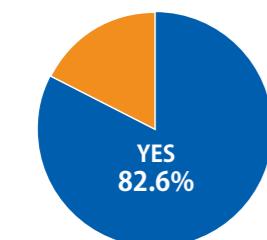
Labor management system

## Exhibitor's Outstanding Reaction

Business Matching with Visitors

As a place for business negotiation

Result of previous GPEC2024



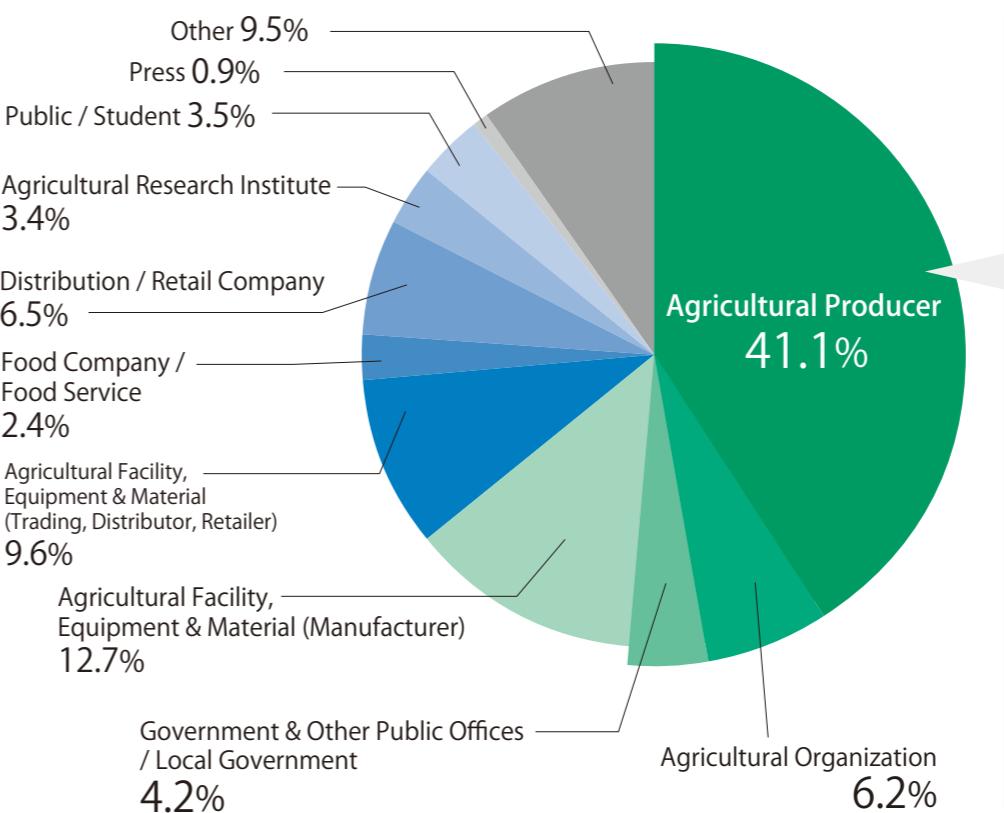
## Business opportunity comes ONCE every 2 years !

## Show Outline

Show term : July 15 Wed. to 17 Fri., 2026 10:00-17:00  
 Venue : Tokyo Big Sight, South Hall 1-2 (10,000sqm)  
 Organizer : Japan Greenhouse Horticulture Association  
 Co-Organizer : ATEX Co., Ltd.  
 Exhibition scale : 200 companies & associations (Expected)  
 Admission Fee : Free (Pre-registration)  
 Number of visitors : 45,000 professionals (Expected)



## Target Visitors



Agricultural Administrator / Producer  
20.1%

Prospective Agricultural Entrant 6.6%

Plant Factory Operator 5.6%

Prospective Entrant into Plant Factory 4.5%

Aquaponics & Aquaculture Business Operator 1.9%

Aquaponics & Aquaculture Business Aspirant 2.4%

## Promotional Option

### Exhibitor's Presentation

A special stage will be set up in the hall for various presentation such as the introduction of services and new products.  
 You can make strong appeal to the audience.

Fee : JPY 88,000 per 30 min (including tax)

- Seating capacity : 80 persons

- Attached equipment : projector, screen, seats, table, microphone

\* If you need other equipments or facilities, please contact to management office.



Your company's advertisement will be posted on the floor map will be distributed at the hall.

Advertising Fee : JPY 165,000

Size : 40mm×20mm

