

## Exhibit Guidelines

### 1. Exhibit Space Fee JPY 440,000 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 bo
- 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 29, Thu., 2024**

(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 the 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 29, Fri., 2024**

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 If the management office consider our judgement as appropriate, however, application may be withdrawn with payment of prescribed cancellation charge.

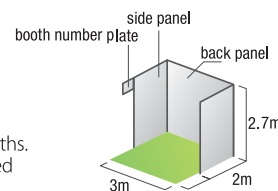
### 8. Basic Booth

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. (optional item)

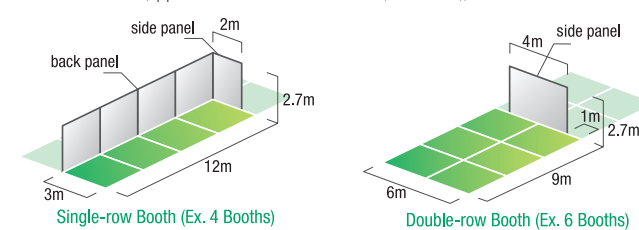
\*Panels will not be provided for Island booths.

\*One of the side panels will not be provided for corner booths.



### 9. Booth Type are available

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 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 trans
- Renovating exhibits and decorations, etc., required by regula
- 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 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 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 29, Fri., 2024	: 100%
2. March 30, Sat., 2024	...	May 31, Fri., 2024	: 70%
3. June 1, Sat., 2024	...	July 19, Fri., 2024	: 50%
4. July 20, Sat., 2024	...	July 26, Fri., 2024	: No Refund

## Application Method

### 1. Application Method

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

Smart Agri Japan 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.29**

### 3. Suspension or Cancellation of Application

The management office 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.

## Upcoming Schedule

**Feb.29 : Application deadline**

**Mar.29 : Payment deadline for exhibit space fee**

**Mid April : Release Exhibitor's Manual and Floor Plan**

**July 22 & 23 : Move - In & Installation**

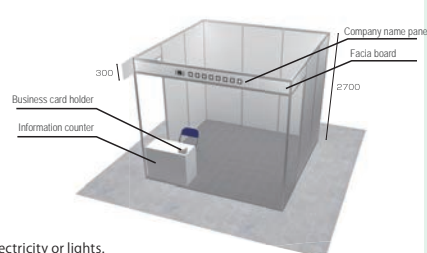
**July 24~26: Smart Agri Japan 2024 at Tokyo Big Sight**

## Package Booth (Separate fee)

### Basic (1 Booth Type)

Rental Price ¥110,000 (Tax included)

- ① Reception counter W900×D450×H750
- ② Business card holder
- ③ Punch Carpet 9m
- ④ Fascia board
- ⑤ Company name panel W1800×H300
- ⑥ Folding chair

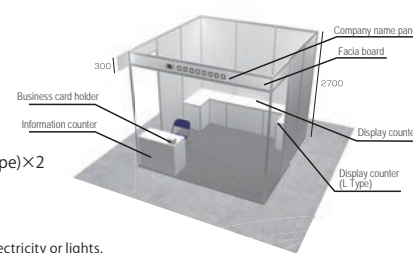


\*The space does not include electricity or lights.  
If electrical plugs or lights are needed please check the exhibitor manual and contact an electric company.

### Standard (1 Booth Type)

Rental Price ¥170,500 (Tax included)

- ① Reception counter W900×D450×H750
- ② Business card holder
- ③ Punch carpet 9m
- ④ Fascia board
- ⑤ Display counter×3 W990×D495×H770×1 W990×D495×H770(L Type)×2
- ⑥ Company name panel W1800×H300
- ⑦ Folding 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 company.

## "Technology × Agriculture" will change -Exploring the Next Generation of Agricultural Technology-



## Guide to Exhibit

# Smart Agri Japan 2024

— Smart Agriculture Equipment & Technology Exhibition —

**July.24<sup>th</sup> WED** >>> **26<sup>th</sup> FRI**

**Tokyo Big Sight, South 1-2 Hall**

**Smart Agri Japan 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/saj**

Organizer : Smart Agri Japan Steering Committee

Co-Organizer : Japan Greenhouse Horticulture Association / ATEX Co., Ltd.

Concurrent Exhibition : Greenhouse Horticulture and Plant Factory Exhibition / Conference 2024  
Aquaponics and Land-based Aquaculture Equipment Exhibition 2024

**www.gpec.jp/saj/**



## 1 Business show to promote "Smart Agriculture" including automation technology and AI/IoT utilization

The exhibition will combine smart technology and the latest solutions that will open up the future of agriculture. A wide variety of exhibitors that contribute to smarter agriculture, such as robots, drones, AI technology, cloud services, big data utilization, and cultivation management systems, will gather in one place. As we face major changes such as a declining agricultural population, environmental responsiveness, and further productivity improvements, this is an excellent opportunity to disseminate key technologies and information that will help build the agriculture of the future.



## 2 Establishment of a steering committee of industry experts

This year, a new steering committee has been established with the participation of industry experts. Experts from companies, ventures, and organizations that are leading the smart agriculture industry will gather to plan seminars and other activities that will serve as the core of attracting visitors. In addition to exhibits by companies, the latest information on issues facing agricultural producers will be provided through seminars and other events.

## 3 Complementary Effects with Concurrent Exhibitions

Concurrent Exhibitions is a specialized exhibition dedicated to horticulture and plant factories. It is a place where the latest technology and information is provided and where industry experts and companies interact with each other. By holding both exhibitions at the same time, you will be able to obtain information from both the smart agriculture and horticulture/plant factory fields at the same time, increasing the business benefits for your company.

## Concurrent Exhibitions



Exhibition for smart products, technologies and services for horticulture and plant factories.



## South1-2Hall

Tokyo Big Sight



Specialized exhibition gathering materials, technologies and services for horticulture and plant factories.



A specialized exhibition gathering products, technologies, and services focused on the theme of 'circularity' in aquaponics and land-based aquaculture.

※Venue map is subject to change depending on future conditions.

## Show outline

Show term :	July 24 Wed. to 26 Fri., 2024 10:00-17:00
Venue :	Tokyo Big Sight, South Hall 1-2 (10,000sqm)
Organizer :	Smart Agri Japan Steering Committee
Co-Organizer :	Japan Greenhouse Horticulture Association / ATEX Co., Ltd.
Exhibition scale :	40 companies and associations (Expected)
Admission Fee :	Free (Pre-registration or bring an invitation ticket)
Number of visitors :	35,000 professionals (Expected)
Concurrent Exhibition :	Greenhouse Horticulture and Plant Factory Exhibition / Conference 2024 Aquaponics and Land-based Aquaculture Equipment Exhibition2024



## Exhibits Category



Smart agriculture



Robots, drones, and assist suits for horticulture and fruit trees



Cultivation and growth management systems



Support for farm entry and management



## Visitors Target



Agricultural producers, Plant factory operators, Prospective farmers



Agricultural organization



Governments & Other public offices / Local governments



Corporation



## Promotional Option



### Exhibitor's Presentation

A special stage will be set up 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, chairs, table, microphone

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

### Floor Map Advertisement

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

Advertising Fee : JPY 165,000

Size : 40mm×20mm







Submit to : Smart Agri Japan 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

We hereby apply for exhibit space at the above exhibition. We agree to be bound by exhibition rules on the reverse side of this form and regulations as defined in the Exhibitor's Manual and memos issued prior to the exhibition.

### 1. Applicant <Please type only.>

Deadline: February 29, Thu., 2024

Date	Month / Day / Year	Do you have co-exhibitors?	<input type="checkbox"/> Yes <input type="checkbox"/> No
Company Name			
Company Address	Country ( )		
TEL	Country Code ( )	FAX	Country Code ( )
Contact	Name	Position	
	Department/Section		
	URL: E-mail		
<input type="checkbox"/> Please tick. For further communication with our company, please contact our representative / agent. [All documents and invoices will be sent to them.]			
Agent Name			
Agent Address	Country ( )		
TEL	Country Code ( )	FAX	Country Code ( )
Contact	Name	Position	
	Department/Section		
	E-mail		

\*Please fill out accurate information as they are basic information to be used in an official guide book, etc.

### 2. Space Required & Exhibit Fee (Special rate for overseas exhibitor only.)

Date of Payment

Deadline : March 29, Fri., 2024

◆ 1 Unit Booth : 9sqm, 3m(w) x 3m(d) x 2.7m(h)

① Unit Price (9m <sup>2</sup> , Tax included)	② Number of Booth Space Required	③ Corner Reservation (Tax included)	④ Total Exhibit Space Fee (① x ② + ③)
Japanese Yen 440,000	Booth(s)	<input type="checkbox"/> Yes add JPY 110,000	JPY

\*Corner Reservation Fee is not necessary for the booth with 4 and/or more units.

\*Bank Charge is to be paid by the applicant additionally. Chargeable JPY 10,000 for each bank remittance.

### 3. Booth Type Requested (Please tick your booth type.)

<input type="checkbox"/> Single-row booths	<input type="checkbox"/> Double-row booths (Applicable for 4 booths or more)	<input type="checkbox"/> Island (Space) booths (more than 12)	<input type="checkbox"/>  *There is any possibility that we may adjust the size of the space/booth, if necessary.
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### 4. Utility Requirements (If you have any plan to use utilities, please circle yes. This is not an official application.)

Water supply and drainage	Compressed Air	Anchor Bolt	Food & Beverage Sampling	Mount a ceiling or roof
Yes No	Yes No	Yes No	Yes No	Yes No

### 5. Exhibits Category (Please tick only one main field below. And, attach the brochures describing your company and products.)

- ☐ ① Smart agriculture ☐ ② Robots, drones, and assist suits for horticulture and fruit trees
- ☐ ③ Cultivation and growth management systems ☐ ④ Support for farm entry and management
- ☐ ⑤ Others

\*Exhibits prohibited by Japanese law can not be displayed in this exhibition.

### 6. Message to Visitors

(Please write about your product, technology etc. within 15 words in English or 20 letters in Japanese.)


### 7. Co-Exhibitors

(The name of co-exhibitors will be placed in the exhibitors list on the website and program etc.)

1.
2.
3.

### 8. Authorised Signature\* Attention: Once your application is approved by Show Management, the cancellation fee shall be charged for your withdrawal.

Authorised Person	Title	Signature (mandatory)

\*The signer must be authorised to sign on behalf of the applicant mentioned above.

Be sure to read general regulations on the back. Please take the copy of this application paper as a duplicate of your company.

Management office Use Only	Date	No.	Confirmed 1	Confirmed 2	Approved	Remarks

#### [Handling the Personal Data]

As an organizer, we will carefully handle the lodged personal data. You can always ask us to delete your registration information.



## [GENERAL REGULATIONS]

### 1. Application Deadline

February 29, Thu., 2024

(Acceptance of applications will be closed once all exhibition spaces are occupied, even if before February 29.)

### 2. Payment of Exhibit Space Fee

Upon receipt of the application form, an invoice of the exhibit space fee will be sent to you after obtaining approval of the management office. The total fee must be paid by Japanese Yen only. No check is accepted. (Bank charges must be paid by applicants. Chargeable JPY 10,000 for each bank remittance.)

### 3. Payment Deadline

March 29, Thu., 2024

If the exhibit space fee is not paid before the deadline, the Show management office may cancel the exhibit application.

### 4. Exhibition Contract

The exhibition contract will go into effect upon approval of the application form by the Show management office. The approved application form will then serve as the exhibition contract.

### 5. Cancellation

In case of cancellation, applicants should submit a request to the Show management office for approval by written notice. The following cancellation fee is charged.

In the event that the applicants have not yet remitted the proper amount as noted above, the applicants must remit it immediately. If the applicants have already remitted more than the amount noted above, the excess amount will be refunded by the management office.

Date of Cancellation	Cancellation Charge
Before March 29, Fri., 2024	50% of Total Exhibit Space Fee
After March 30, Sat., 2024	100% of Total Exhibit Space Fee

### 6. Exhibit Space Fee Includes :

- \*Booth space.
- \*Construction and maintenance fee of the common facilities.
- \*Invitations fees. (There will be a standard number of invitation tickets.)
- \*Expenses for making official website, signboard for the common facilities etc.
- \*Operating expenses of Management.

### 7. Not Included in the Exhibit Space Fee :

- \*Booth decoration and operation expenses.
- \*Installation and usage fee of electricity and utilities.
- \*Damage insurance for the exhibits, etc.
- \*Expenses for injuries arising during exhibition or while transporting equipment, etc.
- \*Renovating exhibits and decorations, etc., required by regulations and exhibition rules.
- \*Other expenses not included in the basic booth.

### 8. Booth Allotment

The management office reserves the right to decide booth allocation taking the following into consideration: the overall zoning plan, the type and scale of exhibits, demonstration plans and application date, etc.

### 9. Prohibition of Reselling or Renting Booth

The applicants can not rent, resell, exchange, or sell the booth allotted for the show, without obtaining permission from the management office.

### 10. Sharing a Booth by Two or More Exhibitors

If two or more companies share a booth, the representative of these exhibitors should make an application and inform the management office of the names of other exhibitors as co-exhibitors.

### 11. Use of the Exhibition Space

Exhibits prohibited by Japanese law can not be displayed in this exhibition.  
The management office do not take any responsibility regarding the trouble made by this.

- (1)The applicants should exhibit the products which fulfill the purposes of this exhibition and which are specified on the reverse side on this page.
- (2)The applicants should make demonstrations or any other PR activities within their own booths.
- (3)The management office reserves the right to put restrictions on the exhibits of which sound, handling methods, materials or any other things are deemed unsuitable or to prohibit or remove the exhibits which are deemed unsuitable for the exhibition purposes from the management office's viewpoint. This right will extend to persons, articles, printed materials and any other things which the Show management office deems unsuitable. In case of the abovementioned restriction or removal, the Show management office will not be responsible for any payment.

### 12. Installation and Removal of Exhibition Materials

- (1)Transportation and installation of exhibiting materials must be carried out during the specific period designated by the management office. The facilities within the booth must be installed before 4 p.m. on the last day of installation period. The management office reserves the right to dispose of the booth in whatever manner the management office thinks appropriate, if the applicants do not install the exhibiting materials by the above time and date. If this happens, the applicants must pay the designated cancellation charge (100% of the exhibit space fee) to the management office.
- (2)If the applicants must remove, move, or transport the exhibiting materials during the period of the show, the applicants must obtain permission of the management office before commencement of such activities.
- (3)The exhibiting materials must be removed from the booths by the stated time and date. The exhibiting materials left within the booth after this time and date will be removed by the management office at the applicants' expense.

### 13. Custody and Protection of Exhibits

The management office will take security measures such as hiring security guards for custody and protection of exhibits at the site; however, will not be liable for damages or any other compensation for fire, theft, loss, damage or any other accident.

### 14. Damage Compensation

The applicants must be responsible for any or all damages caused by the carelessness of himself or his agents to exhibition, facilities, materials, building, or people.

### 15. Letters of Guarantee/Acquisition of Visa

In any circumstance, the management office shall not issue the letter of guarantee/written reasons for invitation in the form specified by the Ministry of Foreign Affairs of Japan. Also, if overseas applicants for the show require a visa, please create and process the documents including the letter of guarantee/written reasons for invitation on your own responsibility. The management office shall not be take responsible for any damages incurred as a result of a failure to participate in the show because the visa is not issued.

### 16. Alteration and Cancellation of the Show

The 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 alternation 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 29, Fri., 2024 | : | 100% |
| 2. March 30, Sat., 2024 | ~ | May 31, Fri., 2024   | : | 70%  |
| 3. June 1, Sat., 2024   | ~ | July 19, Fri., 2024  | : | 50%  |
| 4. July 20, Sat., 2024  | ~ | July 26, Fri., 2024  | : | 0%   |





# Smart Agri Japan Application Form for Promotional Option

Submit to Smart Agri Japan Management Office  
Acceptance of the application form just by E-mail.

E-mail : ofc@gpec.jp

## Applicant

		Date(D/M/Y)      /      /	
Company Name			
Company Address	〒	TEL	
		FAX	
Contact	Dept. / Position	Name	
	E-mail :		

## 1. Exhibitor's Presentation

30min / session (capacity : Maximum 80 persons)

Deadline : March 29, 2024

Number of Sessions Required ㉑		Unit Price *including tax ㉒		Total Fee ( ㉑ × ㉒ )				
Sessions		¥88,000		¥				
Please check the desirable date & time, and write the number from 1 to 3. The timetable and details shall be fixed by the management later.								
Date \ Time	10:30-11:00	11:15-11:45	12:00-12:30	12:45-13:15	13:30-14:00	14:15-14:45	15:00-15:30	15:45-16:15
7/24(Wed.)								
7/25(Thu.)								
7/26(Fri.)								

## 2. Floor Map Advertisement

Deadline : May 31, 2024

Number of Advertisement A	Unit Price *including tax B	Total Fee ( A × B )
space	¥165,000	¥

Management office Use Only	Date	No.	Confirmed 1	Confirmed 2	Approved	Remarks

<Regarding the Personal Data>

As an organizer, we will carefully handle the lodged personal data. Please ask us to delete your registration information if you want.



# Promotional Option

## ① Exhibitor's Presentation

～The good opportunity for appealing attractive point of your company's product and technology to visitors～

### 【Outline】

- Term : July 24(Wed) to 26(Fri) in 2024
  - Venue : Smart Agri Japan special seminar venue.
  - Formation : Theater (with chairs)
  - Presentation time : For 30 mins
  - Price : JPY 88,000 (Tax included)
  - Seating capacity : 80 persons
  - Attached equipment : projector, screen, chairs, table, microphone
- \* If you need other equipments or facilities, please contact to management office.



※ A special stage will be set up for various presentation such as the introduction of services and new products.  
You can make strong appeal to the audience.  
It might be easy to get the opportunities that will lead visitors to your booths after the seminar.

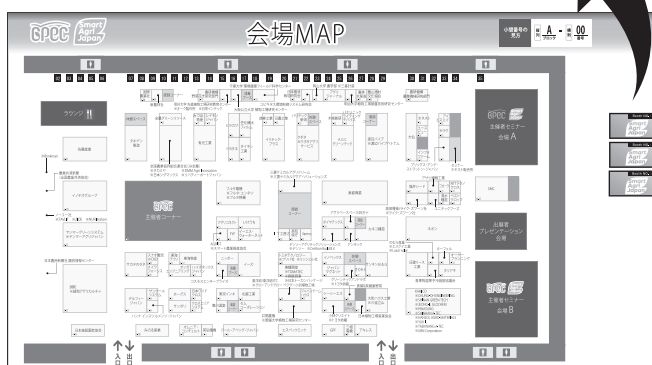
## ② Floor Map Advertisement

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

### 【Outline】

- Advertising fee : JPY165,000 (Tax included)
- Size : 40mm× 20mm

Data will have to be sent to us  
edited by Adobe Illustrator.



※Sample