

Aimed at Favorable Business Results

One of the Largest



Cross-Industrial Trade Fairs in Japan

2024 Results **778** Companies and Organizations

52,742 persons

What is Messe Nagoya?

Messe Nagoya started in 2006 as a project that inherits the philosophy of the Aichi Expo held in 2005. Messe Nagoya is a place to gain new customers once a year when visitors from all over Japan gather in Nagoya, one of the leading manufacturing centers in Japan.

Exhibition Outline						
Title	MESSE NAGOYA 2025	Supporters	Supporters The Chubu Keizai Shimbun The Chunichi Shimbun Exhibition Size 800 exhibitors, 1,000 booths, 50,000 visitors Programs Business Seminars, Symposiums, etc. October 27th (Mon.) 10:00 Online November 28th (Fri.) 17:00, 2025			
Dates	November 5th (Wed.) - 7th (Fri.), 2025					
Venue	Port Messe Nagoya Exhibition Hall 1 (Kinjo Pier, Nagoya Port)					
Open Hours	from 10:00 to 17:00	Programs				
Admission	Free	Online				
Organizer	Messe Nagoya Executive Committee (Aichi Prefectural Government, City of Nagoya and Nagoya Chamber of Commerce & Industry)	See the Messe Nagoya website.				



Chairman Messe Nagoya Executive Committee

Jun KARUBE

Vice Chairman, Nagoya Chamber of Commerce & Industry Advisor, Toyota Motor Corporation Greetings

Messe Nagoya is one of the largest cross-industry trade fairs in Japan. It cuts across industrial and business boundaries to bring together the latest products, technologies, and services of various exhibitors and help them expand their sales channels and build connections.

The catchphrase for this 20th event is "Next Era - The power to connect, move the future"

While there are moves within Japan to completely escape deflation, the future remains uncertain due to worsening hikes in raw material and energy prices, chronic labor shortages, domestic and international political trends, and the global situation.

Now in its 20th year, Messe Nagoya will send out a message for a new era with an eye to the next five years and beyond. It will also create many business opportunities so that the event will be a place filled with possibilities and plenty of new encounters for exhibitors and visitors. We look forward to your participation as exhibitors.

Messe Nagoya Executive Committee (Aichi Prefectural Government, City of Nagoya and Nagoya Chamber of Commerce & Industry)

■2025 Exhibition Schedule

or or e	
Start of exhibition applications	
Payment Bill for exhibition fees is to be sent, August 29th (Fri.) Payment deadline for exhibition fees	
Briefing session for exhibitors (online video)	
Online feature usage period	
Offline exhibition held	

If you wish to exhibit, please contact us by email at the address below. Email:messenagoya@nagoya-cci.or.jp

■ Results of Messe Nagoya Offline Exhibition 2024

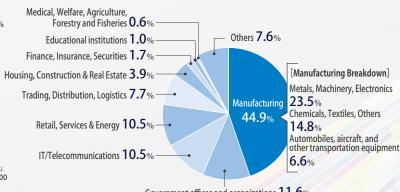
Exhibitors

778 Companies and Organizations





Category of Exhibitors

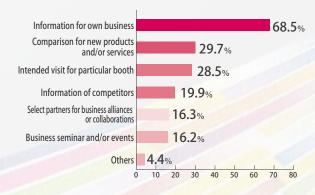


Government offices and organizations 11.6%

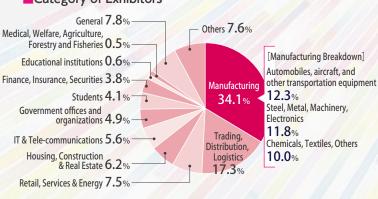
Visitors

52,742 *Visitors*

■Purpose of Visit *Multiple answers allowed



Category of Exhibitors



Extensive information dissemination and exchange opportunities

Exhibition at the glittering small factory corner

An exhibition area that brings together small and medium-sized enterprises with unique shining technologies from the three Tokai prefectures in the manufacturing sector. (Paid) *Application conditions and procedures will be announced once your participation has been confirmed. Exhibitors must be from Aichi Prefecture or nearby.

Exhibitor exchange meeting

We will promote exchanges between exhibitors and provide opportunities to realize new alliances and acquire new customers.



Promotion of visits

- Organizer-planed seminars are held every day.
- Advertising using various media



■ Exhibitors' categories

We will promote cross-industry exchanges by arranging booths by exhibition category rather than by industry. Please select the exhibition category you want to appeal to visitors.

Manufacturing

Carbon neutrality and the environment

Digitalization (DX, AI, and IoT)

Business support and industry-academia collaboration

■ Online Features Overview Usage period:10.27[Mon.]~11.28[Fri.]

Online Booth

Many visitors check out the online booth to do their research before coming to the exhibition.

~Just fill out the form and your online booth will be created~

You can promote your products and services at an online booth.

By utilizing features such as business card exchange, smooth interaction between exhibitors and visitors will be achieved.



Once you have exchanged business cards with a visitor, you can exchange messages.

It is also possible to post materials such as catalogs and company introduction videos.



Exhibitor Online booth image

Register your main image and logo to promote your company!

You can introduce up to five items of information about the products and services you will be exhibiting, along with images and videos.

Messe Nagoya official App

Free to use

~Providing an app that makes it easy to manage visitor information~

By simply logging in to the app on an iOS or Android device and scanning the QR code on your visitor ID, you can obtain registered information (company name/organization name, name, contact information, etc.).

You can also enter your impressions and comments when replacing the item.

All business card data can be downloaded as a CSV file from the exhibitor's personal page.









■Exhibition Regulations

- 1 Application to Exhibition and Conclusion of Contract Exhibitors who wish to exhibit at Messe Nagoya (hereafter "this exhibition"), are required to fill out the exhibition appli-cation form on the Messe Nagoya official website and apply to the Messe Nagoya Executive Committee (hereafter the "organizer") by the following deadline.
- ▶ Application start : April 17th (Thu.), 2025, 10:00 ▶ Application deadline: May 30th (Fri.), 2025, 17:00 Applications will close when the prescribed number of booths has been filled.

booths has been filled.

②The exhibition contract between the exhibitor and the organizer shall be concluded when the organizer approves the exhibition application and sends the exhibition approval email to the exhibitor.

Exhibitors cannot change the exhibition category, etc. after the contract is concluded.

③If the organizer determines that the number of booth applications exceeds the capacity of the venue, the organizer may not accept applications.

④The organizer may not accept the exhibitor's application if there is a major issue in the application, or if the content of the exhibition's judged to be unsuitable for the purpose of holding this exhibition. The organizer shall not be liable for any damages arising as a result.

⑤If the organizer deems that the exhibitor's chosen exhibit area is not suitable for the content of the exhibition, the organizer reserves the right to request the exhibitor to change his/her exhibit area. If the exhibitor does not comply with the organizer's request, the organizer reserves the right to refuse the exhibitor's application. Exhibitors are not allowed to change their exhibit areas after the application has been approved.

fils been approved.

If the organizer determines that an exhibitor's application deviates from the original purpose of the business exchange exhibition, such as high-pressure sales of exhibits, excessive discounts, and unreasonable price display, the organizer may not second the applications.

not accept the application.

2 Exhibitors canceling of booths after concluding the exhibition contract or reducing the number of booths Cancellation by the exhibition cortact or reducing the number of booths Cancellation by the exhibition or reduction of the number of booths after the exhibition contract is concluded will not be accepted unless the exhibitor notifies the organizer in writing and the organizer approves it.

If the organizer approves the cancellation of the exhibitor's exhibition or the reduction of the number of booths, the exhibitor shall pay the cancellation fee as follows.

[Cancellation fee]

▶ From June 1st (Sat.) to June 30th (Mon.), 2025:50% of the exhibition fee

▶ On and after July 1st (Mon.), 2025:100% of the exhibition fee

3 Cancellation of the Contract

ICancellation of the Contract

The organizer may cancel the exhibition contract after giving advance notice if the exhibitor falls under any of the following. When all or part of the exhibition fee is not paid by the due date specified in Article 5.

The exhibition regulations (hereafter "these regulations") set by the organizer and the "exhibitors' guide" (hereafter "the guide"), the regulations and guide collectively referred to as "these regulations, etc.", given at the exhibitor briefing session are violated.

When the organizers determine that the purpose and method of the joint exhibit are significantly deviating from the original purpose of this Exhibition.

When the organizers deem that the relationship of mutual trust between them and the Exhibitors has been lost.

2The organizer can cancel the contract without prior notice and is not obliged to notify the same to the exhibitor in the follow-

ing cases:
a A bill or check issued by the exhibitor has been dishonored, and/or the exhibitor is subjected to disposition by suspen-

sion of business.

The exhibitor is subjected to an order of provisional seizure or disposition, compulsory execution, foreclosure sale, special liquidation, bankruptcy, civil rehabilitation or corporate reorganization proceedings and/or relevant procedures. The exhibitor is found to be a member of a gang, violent group or anti-social force, and/or the exhibitor is engaged with them.

with them.

I The exhibitor, or a third party acting for the exhibitor, interferes with the activities of the organizer, cooperating companies designated by the organizer (hereafter "cooperating companies"), or other exhibitors by conducting the companies designated by the organizer (hereafter "cooperating companies"), or other exhibitors by conducting the following acts:

- Time-consuming interactions such as long telephone calls or similar excessive acts

- Imposition of undue obligations and intimidation

- Siff the exhibition contract is canceled according to either of the previous two articles, the organizer shall not return the paid exhibition fee to the exhibitor.

4 Joint Exhibition

paid exhibition fee to the exhibitor.

3 Joint Exhibition

When exhibitors apply for a joint exhibition (hereafter, these exhibitors are referred to as a "joint exhibitor"), the joint exhibitor shall appoint a person in charge of the exhibition application at the representative company or organization (hereafter, the "joint exhibitor representative") to serve as a coordinator and contact point. If a joint exhibitor representative is not appointed, the organizer will not treat the exhibitors as a joint exhibitor.

3 Co-exhibitors may apply for joint exhibiting is three is a business relationship between the exhibitors, such as public support organizations such as local governments or chambers of commerce, exhibiting as a group company, or exhibiting with companies in a business partnership.

3 The organizers may review the application details to determine the appropriateness of the joint exhibit. Based on the review results, the organizers may decline to accept the Exhibitor's application or may cancel the Exhibition Agreement in accordance with Article 1, Clause 1, C.

3 The joint exhibitor representative shall inform the organizer of all the names of the constituent companies of the joint exhibitor by May 30th, 2025. During the exhibition period, employees of the exhibitors, including the joint exhibitor representative of the co-exhibitors, must be present in the booth.

5 The organizer and cooperating companies shall contact only the joint exhibitor representative regarding various measures such as matters related to the exhibition and acceptance of various applications, in order to prevent erroneous correspondence.

1 It is the responsibility of the joint exhibitor representative to contact co-exhibitors, and the organizer assumes no responsibility whatsoever.

5 If the joint exhibitor shall notify the organizer of its intention in writing, and must be approved by the organizer in order to be accepted.

approved, the cancellation fee paid by the joint exhibitor hall be as described in Article 2.

5 Payment of Exhibition Fee and Related Fees

DEXIDITION FEE AND RELATED FEES DEXhibitors shall pay the exhibitor fee, which is listed separately, to the organizer after the exhibition contract is concluded. For this purpose, the organizer shall send an invoice to the exhibitor regarding the exhibitor fee, and the exhibitor shall pay the invoice by transferring the amount to the following bank account designated by the organizer by the payment deadline. deadline. Exhibitors shall be responsible for paying the transfer fee.

Deadline forpayment August 29th (Thu.), 2025

Bank of Mitsubishi UFJ, Ltd., Tsurumai Branch (Branch No. 267) Bank Account No.: 3631700 Account Account name: MESSE NAGOYA EXECUTIVE COMMITTEE Information

②If an exhibitor wishes to pay the exhibition fee that applies to members of the Nagoya Chamber of Commerce among the exhibition fees listed separately, the organizer shall accept this only when it is confirmed that the exhibitor has submitted the membership application form to the Nagoya Chamber of Commerce by the end of June 2025.

6 Allocation of Booths

[3.Allocation of Booths]

①After the exhibition contract is concluded, the organizer will decide the overall configuration and layout of the venue and allocate booths to exhibitors by comprehensively considering such factors as the exhibition category, number of booths, industrial category, type of exhibits displayed, and booth configuration of each exhibitor as well as the layout of the venue, and will inform exhibitors of the decision made. Exhibitors shall accept the booth location designated by the organizer.
②The organizer may alter the allocation of booths for purposes such as streamlining visitor traffic or improving the effectiveness of the exhibition, etc., and the exhibitors shall accept the change.

ness of the exhibition, etc., and the exhibitors shall accept the change. In this case, the exhibitors may not file a petition of objection or seek indemnity, liability, or the like with regard to the allocation of booths or any changes thereto.

(a) After the determination of the booth allocation, the organizer may after booth positions without the approval of any exhibitor for an unexpected reason such as guidance from the local fire department or health center or cancellation of some exhibitor's exhibition. Exhibitors shall accept the change.

Prohibition Against the Transfer,

Subleasing, Exchange of Booths, etc.
Exhibitors must refrain from the following actions:
①Transferring or lending all or part of the assigned booth to a third party, whether for a fee or free of charge.
②Exhibitors exchanging items with each other.
③A representative of a joint exhibitor soliciting other joint exhibitors for commercial purposes.

Elimingration Procedures and Handling of Foreign Cargo
(If exhibitors need immigration procedures in Japan for the
purpose of exhibition, exhibitors shall undertake responsibility for such procedures, and the organizer shall not take any
responsibility for such procedures and expenses.
In addition, the organizer will not issue documents, such as
guarantee invitations required for issuance of an exhibitors' visa.
(2) The organizer will not request in-bond authorization for a
bonded exhibition area for the exhibits, so the exhibitor must
do all the procedures for exhibiting foreign cargo as it is.

9 Restrictions on Conduct within the Venue

Exhibitors on Conduct within the Venue
①Exhibitors shall exhibit and promote their exhibits only in the booths designated by the organizer, and shall not exhibit or promote their exhibits in an aisle, rest area, outside the exhibition hall, or any other place than their own exhibition space.
②Exhibitors can demonstrate exhibits in the booth designated by the organizer. However, exhibitors shall not be able to perform demonstrations, etc. using sounds, lights, heat, odors, or items that are considered a nuisance or dangerous to visitors and other exhibitors.

to visitors and other exhibitors.

3The organizer may request the exhibitor to cease the performance, etc. in the preceding paragraph, and in such cases, the exhibitor shall comply with the request and cease the

the exhibitor shall comply with the request and cease the performance, etc.

①Exhibitors shall be responsible for ensuring that the passage-way near their booth does not become crowded during demonstrations etc.

⑤Exhibitors shall comply with these regulations, etc., and if an exhibitor does not comply with these regulations, etc. and does not comply with the organizer's request, the organizer may cancel the exhibition contract pursuant to Article 3. In that case, the organizer shall not refund the exhibition fee paid to the exhibitor.

10Precautions and Regulations for Online booths

Exhibitors shall bear all the expenses required for exhibiting, such as equipment and settings (hardware, software, communication environment, etc.) as well as the production of contents to be exhibited.

of contents to be exhibited.
②Exhibitors may not post or act on content that infringes or may infringe the rights of third parties (intellectual property rights, portrait rights, etc.). In addition, when creating content using music, video software, etc., the exhibitor shall obtain a use permission from the parties concerned.
③The copyright on the content posted on the exhibition booth by each exhibitor belongs to the exhibitor, and the exhibitor agrees that the organizer can freely use the content.

**IICarry-in and Carry-out of Exhibits, and Construction and Removal of Fittings

▶ Carry-in and construction: November 3rd(Mon.) -4th(Tue.), 2025

▶ Carry-out of exhibits and removal: November 7th, 2025 (after closing)

①Exhibitors shall carry in cargo and do construction work necessary for the exhibition on November 3rd(Mon.) -4th (Tue.), 2025.

necessary for the exhibition on November 3rd(won.) -4m (Tue.), 2025.

②Exhibitors shall remove and carry out the exhibits as required when moving out of the booth after the closing of this exhibition on November 7th, 2025 (after closing).

③Exhibitors shall restore the assigned exhibitor booths to their original state and return them to the organizer after carrying out and removing their exhibits. If an exhibitor does not restore a booth to its original condition, the organizer will do so and charge the cost to the exhibitor.

③If an exhibitor leaves any article, the exhibitor relinquishes ownership of this article and the organizer may dispose of it at his discretion. Exhibitors shall be responsible for any disposal costs incurred therefor.

①The organizer shall manage and operate the entire venue as the manager of this exhibition; however, the organizer shall not be liable for any damage to the exhibits or valuables caused by theit, loss, injury, fire, or other natural disasters.
②Exhibitors shall be responsible for managing each exhibit and valuables, etc., and shall bear the costs related to management thereof.

iBContinuous Presence at Each Booth, and Closing Time
During the exhibition, exhibitors and/or their agents shall wear the exhibitor ID designated by the organizer and retain at least one resident attendant at the booth to accept visitors and manage exhibitions until the closing time on the last operational day of Messe Nagoya.

②Exhibitors shall not remove any exhibits or do any removal work during the exhibition period before the closing time.

work during the exhibition period before the closing time.

If an Exhibitor violates any of the preceding paragraphs, the organizers may refuse to accept the Exhibitor's application for future exhibitions.

Business DealingsThe organizer assumes no liability for the business dealings made during and related to the exhibition between the exhibitors, visitors or other bodies. The applicable liability shall be attributed to or between the parties

shall be attributed to or between the parties.

BCompensation for Damages

Olf an exhibitor or his/her agent damages other exhibitors' booths, the organizer's operating equipment or the equipment of the exhibition hall or causes personal injury, etc., the repair or compensation shall be the responsibility of the exhibitor; the organizer is not responsible.

Exhibitor; the organizer is not responsible.

Exhibitors shall take appropriate measures such as insuring as necessary for the protection and against theft of exhibits during transportation and exhibition.

The organizers shall not be liable for any accidental typographical errors or omissions in the media materials and data of this exhibition.

16 Firefighting and Safety
Exhibitors shall strictly comply with the laws and regulations in Japan related to firefighting and safety/hygiene applicable to the venue.

Cancellation or Postponement of the Exhibition

"The organizer may cancel the exhibition if it is judged that it is difficult to hold the exhibition due to force majeure such as

is difficult to hold the exhibition due to force majeure such as a natural disaster.
* Force majeure means war, riot, rebellion, internal turmoil, terrorism, fire, explosion, flood, theft, damage caused by harm, strike, restricted access, weather, injunction by a third party, national defense, and emergency related to public health, and any cause beyond the control of the organizer, such as a situation, actions or regulations of a national or local public entity.
In such a case, the organizer will refund the exhibitor the exhibition fee at the following rate (however, the balance will be refunded after deduction of the expenses incurred by the organizer for the preparation and holding of this exhibition). However, the organizer will not compensate the exhibitor for

However, the organizer will not compensate the exhibitor for the expenses required for exhibiting or for the damage caused by the cancellation.

[Refund rate of paid exhibition fee due to cancellation]

▶Until the end of August 2025: Full refund ▶Until the end of September 2025: 50% refund

▶ After October 1,2025: No refund

The organizer may postpone the exhibition due to the reasons set forth in the preceding paragraph. In that case, the organizer will not refund the exhibitor's paid exhibition fee to the exhibitor.

**BLegal Protection, etc.

The organizer shall not be held responsible for any troubles related to imitation of ideas or business negotiations at this exhibition

exhibitors. Exhibitors are responsible for protecting intellectual property rights regarding patents, special know-how, etc.

Protection of Personal Information

EIFTCTECTION OF PERSONAL Information
The organizer may disclose exhibitors' information to a cooperating company when requested by the cooperating company for various administrative communications regarding exhibition procedures and when necessary for the convenience of the exhibitor such as various billing operations, and exhibitors shall accept this.
Exhibitors shall comply with the Personal Information Protection Law and other laws and regulations when acquiring personal information through exhibitions, etc., and shall acquire it legally and appropriately.

personal minimation through exhibitions, etc., and shall acquire it legally and appropriately. In that case, the exhibitor shall make sure to publicly announce the purpose of use or notify the concerned people of it and utilize personal information within the scope of the purpose of use. In addition, when the exhibitor provides the acquired personal information to a third party, consent must be obtained from the subject (provider) of the personal information.

Information.

20 Compliance with Laws and Regulations
Exhibitors shall comply with laws and regulations as part of
the exhibition contract.
In addition, it is the exhibitor's responsibility to make the
set-up/removal companies involved in the exhibition comply
with laws and regulations.
If the exhibitor does not comply with the laws or regulations,
or if the exhibitor does not follow the organizer's guidance or
request, the organizer may cancel the exhibition contract in
accordance with Article 3 regardless of the reason, and the
organizer shall not be liable for any damages caused to the
exhibitor in this case.

☑Safe and Smooth Operation of the Exhibition Considering respective situations of the organizer, visitors and other exhibitors, an exhibitor shall cooperate to carry out safe and smooth operation of Messe Nagoya.

22 Others

Exhibitors shall be obliged to appropriately confirm with the organizer any matters not stipulated in these regulations, etc., and shall comply with the organizer's responses or requests.

*If any violation of these regulations is found, your application for future exhibits may not be accepted.

About Exhibition booth fees *There are no online-only exhibits.

- ※1 Exhibitor 1 online account (use fee 11,000 yen) is required.
- *A representative company or organization that serves as a joint exhibition coordination desk also needs an online account.
- *The exhibition fee includes a package for attracting visitors (pamphlets and envelopes/posters to attract visitors). The exhibition booth fees do not include fees for booth decoration, rental equipment, charges for electricity, water, gas, etc. *The booth locations and fees for package decoration and rental equipment, and charges for electricity, water, gas, etc. will be

10 a.m. ^

■ Invoice sending : Early July (Planned) Payment deadline: August 29th (Fri.)

announced at the briefing session (online video starting from September 1st).

Booth name and recruiting booth	Basic Booth *For an odd number of booths of 7 booths or more, there is no setting *The maximum number of booths is 12 booths.		Concrete slab floor booth (vacant space only) **An even number of 6, or more booths. **The maximum number of booths is 12 booths.					
General Exhibitions	■ Fees (tax included/1 booth) JPY 242,000 + Online System Fee JPY 11,000 (tax included/1 company)		■ Fees (tax included/1 booth) JPY 220,000 + ■ Online System Fee JPY 11,000 (tax included/1 company)					
Members of the Nagoya Chamber of Commerce & Industry	■ Fees (tax included/1 booth) JPY 154,000 + Online System Fee JPY 11,000 (tax included/1 company)		■ Fees (tax included/1 booth) JPY 143,000 + ■ Online System Fee JPY 11,000 (tax included/1 company)					
Allocated booth(s) / Booth Configuration	Allocated booth(s)	Booth Configuration	Allocated booth(s)	Booth Configuration				
	1~3 or 5 booth(s)	In a Row						
	4 or 6 booths	In a Row or Without Rear Walls	6 or 8 or 10 booths	Without Rear Walls				
	8 or10 booths	Without Rear Walls		Island booths				
	12 booths	Island booths	12 booths					
	Booth size (external dimensions) Width, depth, and wall height 3m×3m×2.7m (core-to-core dimensions 2.97m) Protruding company name board 45cm wide × 60cm high		■Booth size (external dimensions)					
Basic Facilities / Booth size (external dimensions)			Width 3m X depth 3m					
	Back wall	artition 2.7m	3.0m 3.0m					

Application example of basic booth In the case of one company and three booths ■ Exhibition fee ■ Online System Fee JPY $242,000 \times 3$ booths + JPY $11,000 \times 1$ company JPY 737,000 (Tax Included) In the case of joint exhibition (representative company + 10 companies) with 5 booths (general) ■ Online System Fee JPY $242,000 \times 5$ booths + JPY $11,000 \times 11$ companies JPY 1,331,000 (Tax Included) Click here for booth *It is possible to simulate the booth fee from the website. fee simulation⇒

Booth Configurations

▶ Basic Booth

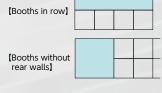
Exhibitors may freely add original decoration within their own booths at their own expense within the scope defined in the Exhibitors' Manual. However, the basic equipment (partitions, back walls, company name boards) constructed by the secretariat cannot be removed.

will you wish to hold your display using four or six booths, you must choose either booths in a row or booths without rear walls and note your selection in the application form.

▶ Island booths

If you apply for 12 booths basic booths or concrete slab floor booths -the booth configuration will be an island booth facing the aisle on all

In principle, although it will be an island booth, please understand that we may not be able to comply with your request depending on the appli-cation category and all the layout of the entire venue.



[Twelve-booth example]



Messe Nagoya Executive Committee

(c/o Nagoya Chamber of Commerce & Industry)

2-10-19, Sakae, Naka-ku, Nagoya, 460-8422, JAPAN TEL:052-223-5708 FAX:052-231-5703 E-mail messenagoya@nagoya-cci.or.jp

https://www.messenagoya.jp





