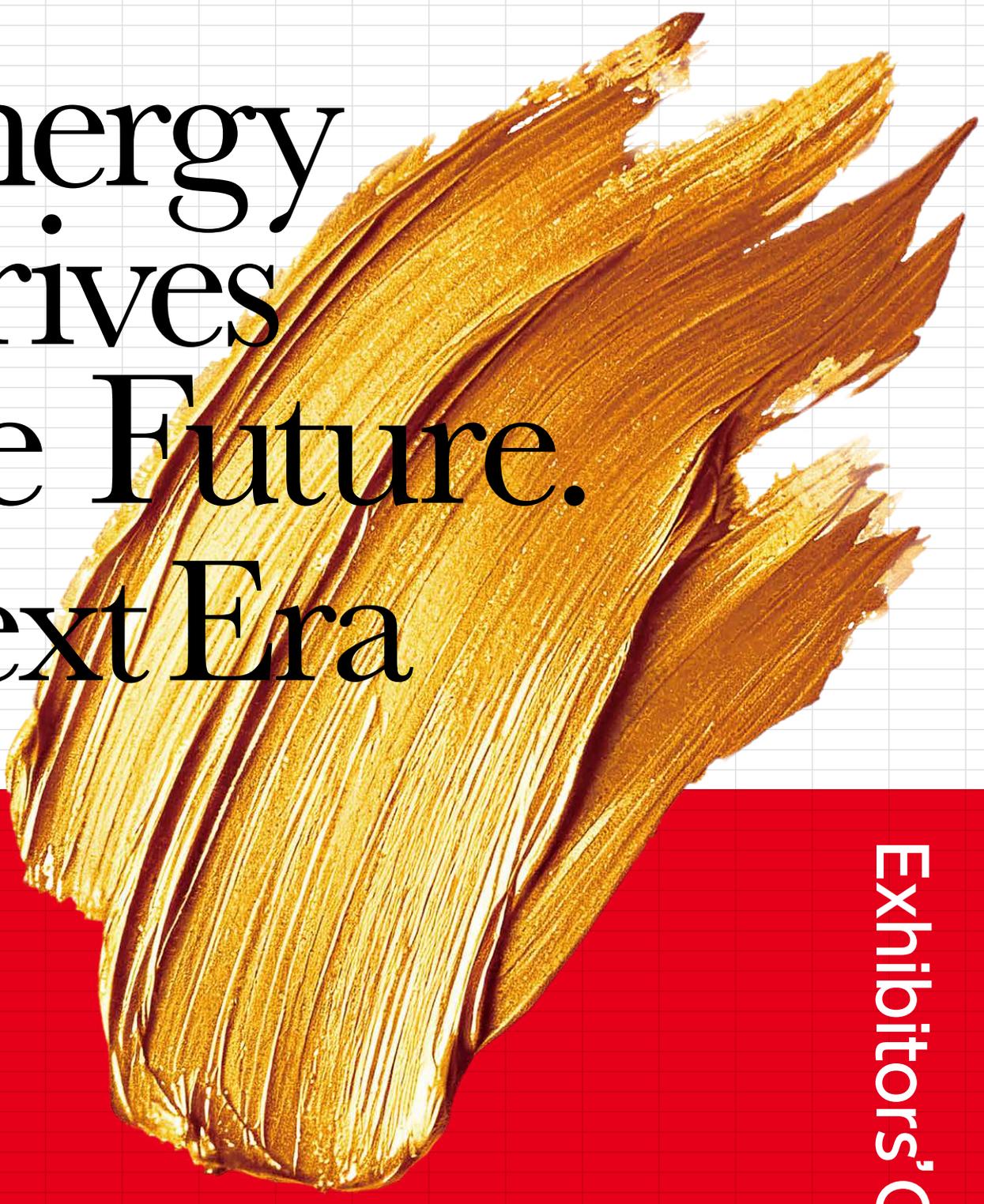


# Energy Drives the Future. Next Era



One of the Largest Cross-Industrial Trade Fairs in Japan 21th 

# MESSE NAGOYA 2026

**11.11** — **13** Port Messe Nagoya  
Wed. Fri. ONLINE 10.26 -11.30

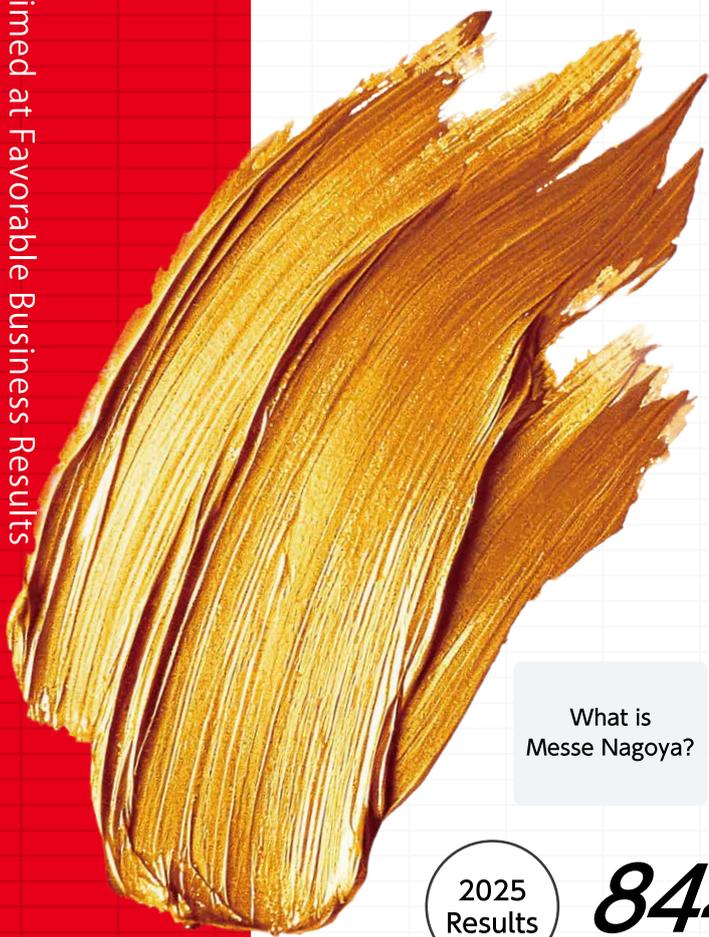
Organizer: Messe Nagoya Executive Committee (Constituent associations: Aichi Prefectural Government, City of Nagoya, and Nagoya Chamber of Commerce & Industry)

Exhibitors' Guide

Start of  
applications  
for exhibition

**April.16**  
10a.m.

Aimed at Favorable Business Results  
One of the Largest Cross-Industrial Trade Fairs in Japan



# Next Era Energy Drives the Future.

After reaching its 20th milestone, Messe Nagoya moves forward with 'Next Era'. While inheriting the values established by our predecessors, we open up new possibilities through flexible thinking and challenges. The driving force is the 'energy' that is created when people meet and connect with each other. Exhibitors, visitors, and organizers come together as one to drive the future of the industry. Messe Nagoya offers a venue full of excitement.

What is  
Messe Nagoya?

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

2025  
Results

**844** Companies and  
Organizations

**50,705** persons

## Exhibition Outline

|            |   |                                |  |
|------------|---|--------------------------------|--|
| Title      | MESSE NAGOYA 2026   | Organizer                      | Messe Nagoya Executive Committee<br>(Aichi Prefectural Government, City of Nagoya and Nagoya Chamber of Commerce & Industry) |
| Dates      | November 11th (Wed.) - 13th (Fri.), 2026                                | Supporters                     | The Chubu Keizai Shimbun; The Chunichi Shimbun   |
| Venue      | Port Messe Nagoya<br>New Exhibition Hall 1<br>(Kinjo Pier, Nagoya Port) | Exhibition Size<br>(Objective) | 800 exhibitors, 950 booths, 50,000 visitors  |
| Open Hours | from 10:00 to 17:00   | Programs                       | Business Seminars, Events, Symposiums, etc.  |
| Admission  | Free  | Online                         | October 26th (Mon.) 10:00 - November 30th (Mon.) 17:00, 2026; See the Messe Nagoya website.                                  |



Chairman, Messe Nagoya  
Executive Committee  
**Ichiro Kashitani**  
Vice Chairman, Nagoya Chamber of  
Commerce & Industry  
Advisor, Toyota Motor Corporation

## Greetings

Messe Nagoya is one of Japan's largest cross-industry trade shows, where the latest products, technologies, and services from various sectors come together in one place. Through encounters with a diverse range of visitors, we create opportunities to expand sales channels and build networks, strongly supporting your business.

In an era of uncertainty, we believe that the 'energy' generated through human interaction is what drives the future forward, which is why our slogan this time is 'Next Era: energy drives the Future.'

We hope that this exhibition will serve as a place for new encounters and value creation for both exhibitors and visitors, and we will continue to create fruitful business opportunities. We look forward to your participation as exhibitors.

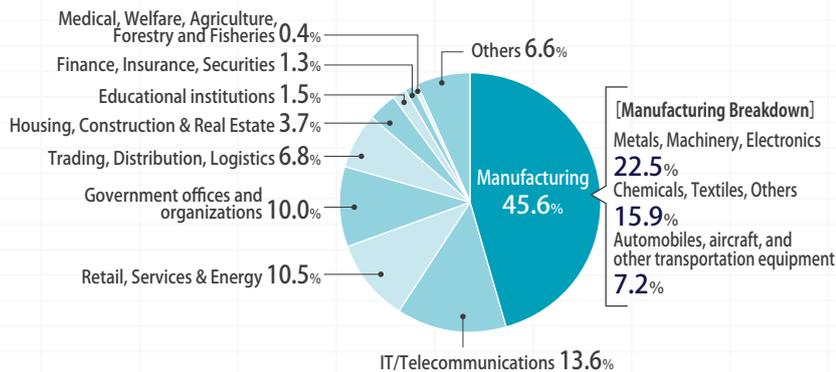
Messe Nagoya Executive Committee (Aichi Prefectural Government, City of Nagoya and Nagoya Chamber of Commerce & Industry)

# Exhibitors **844** Companies and Organizations

## ■ Purpose of Participation ※Multiple answers allowed

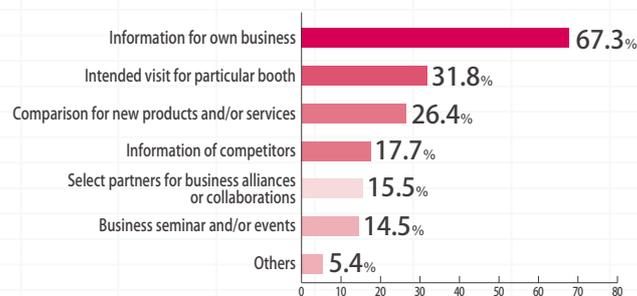


## ■ Category of Exhibitors

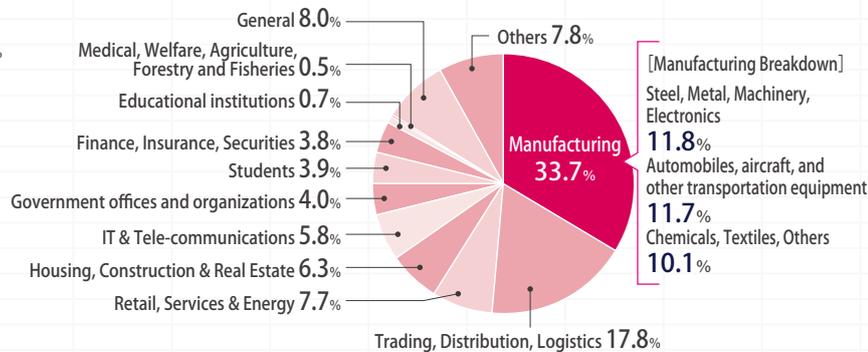


# Visitors **50,705** persons

## ■ Purpose of Visit ※Multiple answers allowed

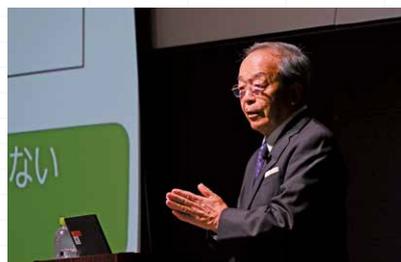


## ■ Category of Exhibitors



## Extensive information dissemination and exchange opportunities

■ Organizer-planned seminars are held every day.



■ Exhibitor exchange meeting

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



## Promotion of visits

■ Advertising using various media



## 2026 Exhibition Schedule

|  |   |
|--|---|
| April 16th (Thu.)                          | Start of exhibition applications<br>Application deadline : May 29th (Fri.)                              |
| Early July                                 | Payment Bill for exhibition fees is to be sent, August 31st (Fri.) Payment deadline for exhibition fees |
| September 1st (Mon.)                       | Briefing session for exhibitors (online video)  |
| September 30th (Wed.)                      | Deadline for submission of various application forms  |
| October 26th (Mon.) ~ November 30th (Fri.) | Online feature usage period   |
| November 11th (Wed.) ~ 13th (Fri.)         | Offline exhibition held   |

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

## Exhibitors' categories

1. Manufacturing

2. Carbon neutrality and the environment

3. Digitalization (DX, AI, and IoT)

4. Business support and industry-academia collaboration

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.

## Online Features Overview Usage period:10.26[Sun.]~11.30[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.



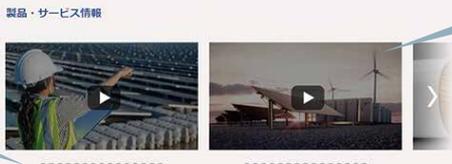
Once you have exchanged business cards with a visitor, you can exchange messages.



Register your main image and logo to promote your company!



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



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



Exhibitor Online booth image

## Messe Nagoya official App

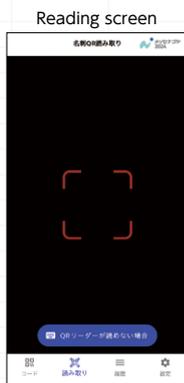
Free to use

~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 ※Reference translation. The Japanese version prevails.

## 1 Application to Exhibition and Conclusion of Contract

① Exhibitors who wish to exhibit at Messe Nagoya (hereafter "this exhibition"), are required to fill out the exhibition application form on the Messe Nagoya official website and apply to the Messe Nagoya Executive Committee (hereafter the "organizer") by the following deadline.

This application is considered an application for participation in the physical exhibition (including the application for the use of an online account, which is necessarily associated with participation).

- ▶ Application start: April 16th (Thur.), 2026, 10:00
  - ▶ Application deadline: May 30th (Fri), 2026, 17:00
- Applications will close when the prescribed number of booths has been filled.

② The exhibition contract between the exhibitor and the organizer shall be concluded when the organizer accepts the exhibitor's application and sends an exhibition acceptance email to the exhibitor. Exhibitors cannot change the exhibition category, etc. after the contract is concluded.

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

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

⑤ If 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.

⑥ 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 accept the application.

## 2 Exhibitors canceling of booths after concluding the exhibition contract or reducing the number of booths

Cancellation by the exhibitor 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 May 30th (Sat.) to June 30th (Tue.), 2026: 50% of the exhibition fee
- ▶ On and after July 1st (Mon.), 2026: 100% of the exhibition fee

## 3 Cancellation of the Contract

① 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.

② The organizer can cancel the contract without prior notice and is not obliged to notify the same to the exhibitor in the following cases:

- A bill or check issued by the exhibitor has been dishonored, and/or the exhibitor is subjected to disposition by suspension 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.
- 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 following acts:
  - Time-consuming interactions such as long telephone calls or similar excessive acts
  - Imposition of undue obligations and intimidation

③ If the exhibition contract is canceled according to either of the previous articles, the organizer shall not return the paid exhibition fee to the exhibitor.

## 4 Joint Exhibition

① 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.

② Co-exhibitors may apply for joint exhibiting if there 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.

④ The joint exhibitor representative shall strictly observe the following matters.

- The joint exhibitor representative shall inform the organizer of all the names of the constituent companies of the joint exhibition by May 29th, 2026. During the exhibition period, employees of the exhibitors, including the joint exhibitor representative of the co-exhibitors, must be present in the booth.
- 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. It is the responsibility of the joint exhibitor representative to contact co-exhibitors, and the organizer assumes no responsibility whatsoever.
- If the joint exhibitor intends to reduce the number of its member exhibitors after the exhibition contract is concluded, the joint exhibitor shall notify the organizer of its intention in writing, and must be approved by the organizer in order to be accepted.

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

## 5 Payment of Exhibition Fee and Related Fees

① Exhibitors shall pay the exhibition 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 exhibition 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. Exhibitors shall be responsible for paying the transfer fee.

| Deadline for payment     | August 31st (Mon.), 2026  |
|--------------------------|---|
| Bank Account Information | Bank of Mitsubishi UFJ, Ltd., Tsurumi Branch (Branch No. 267)<br>Account No.: 3631700<br>Account name: MESSE NAGOYA EXECUTIVE COMMITTEE |

② If 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 2026.

## 6 Allocation of Booths

① After 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.

② The 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. 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.

③ After the determination of the booth allocation, the organizer may alter 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.

## 7 Prohibition Against the Transfer, Subleasing, Exchange of Booths, etc.

Exhibitors must refrain from the following actions:

- Transferring or lending all or part of the assigned booth to a third party, whether for a fee or free of charge.
- Exhibitors exchanging items with each other.
- A representative of a joint exhibitor soliciting other joint exhibitors for commercial purposes.

## 8 Immigration Procedures and Handling of Foreign Cargo

① 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

① Exhibitors 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.

② Exhibitors 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.

③ The 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 performance, etc.

④ Exhibitors shall be responsible for ensuring that the passage-way near their booth does not become crowded during demonstrations, etc.

⑤ Exhibitors 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 exhibited exhibition fee paid to the exhibitor.

## 10 Precautions and Regulations for Online booths

① 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.

② Exhibitors shall not post content or engage in activities that infringe or may infringe the rights of third parties (such as intellectual property rights or portrait rights). In addition, if exhibitors create content using music, video software, or similar materials, they must obtain permission for use from the relevant parties themselves.

③ The copyrights and other rights of the content posted by each exhibitor in their online booth belong to the respective exhibitor, and the exhibitor agrees that the organizer may freely use such content.

## 11 Carry-in and Carry-out of Exhibits, and Construction and Removal of Fittings

- ▶ Carry-in and construction: November 9th (Mon.) - 10th (Tue.), 2026
- ▶ Carry-out of exhibits and removal: November 13th (Fri.), 2026 (after closing)

① Exhibitors shall carry out all necessary move-in and setup for their exhibition on the above-mentioned move-in and installation dates.

② Exhibitors shall carry out the removal and withdrawal of exhibits and other items from their booths on the above-specified move-out and removal dates after the close of the exhibition.

③ Exhibitors 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.

④ If 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.

⑤ Other matters, such as the method of transporting exhibition items in and out, are determined according to the provisions of the "Guidelines." If an exhibitor or a company commissioned by

the exhibitor parks or stops a vehicle on public roads around the venue and carries out loading and unloading of materials on the street, or engages in any other actions prohibited by the organizer, the organizer may, at its discretion, refuse the exhibitor's application for future events.

## 12 Management and Security of Exhibits

① The 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 theft, loss, injury, fire, or other natural disasters.

② Exhibitors shall be responsible for managing each exhibit and valuables, etc., and shall bear the costs related to management thereof.

## 13 Continuous Presence at Each Booth, and Closing Time

① 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 the exhibition.

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

③ If an Exhibitor violates any of the preceding paragraphs, the organizers may refuse to accept the Exhibitor's application for future exhibitions.

## 14 Business Dealings

The 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.

## 15 Compensation for Damages

① If 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.

② Exhibitors shall take appropriate measures such as insuring as necessary for the protection and against theft of exhibits during transportation and exhibition.

③ 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.

## 17 Cancellation or Postponement of the Exhibition

① The organizer may cancel the exhibition if it is judged that it 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 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 2026: Full refund
- ▶ Until the end of September 2026: 50% refund
- ▶ After October 1, 2026: No refund

② 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.

## 18 Legal Protection, etc.

The organizer shall not be held responsible for any troubles related to imitation of ideas or business negotiations at this exhibition. Exhibitors are responsible for protecting intellectual property rights regarding patents, special know-how, etc.

## 19 Protection of Personal Information

① 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.

② 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. 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.

## 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.

## 21 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.

