

# The 39th JAPAN Int'l FRANCHISE SHOW 2022

EXHIBITOR BROCHURE

March 2-4, 2022

Venue : TOKYO BIG SIGHT (Tokyo International Exhibition Center)  
West Hall 3・4

Organizer : Nikkei Inc.

Special Cooperation : Japan Franchise Association



<https://messe.nikkei.co.jp/en/fc/>



## Looking to Expand Your Brand in the Asian Market ?

Reserve your spot at the 39th Annual Japan International Franchise Show,  
one of the largest franchise exhibitions in the world!

Network with distributors, investors, and institutions from all over Japan  
who are interested in overseas brands like yours.

### 【Contact】

NIKKEI MESSE Overseas Contact Office / Overseas Sales Agent  
Congrès Inc.

E-mail: [tradefairs@congre.co.jp](mailto:tradefairs@congre.co.jp)

# Message

The **JAPAN INTERNATIONAL FRANCHISE SHOW** is one of the largest franchise exhibitions in the world and has earned one of the most respected names in the food and beverage franchise sector in Japan.

A large number of distributors, investors, and institutions interested in overseas brands gather for the **JAPAN INTERNATIONAL FRANCHISE SHOW** from all over Japan and Asia. We highly recommend you to participate the show in order to expand your business in Japan. The **JAPAN INTERNATIONAL FRANCHISE SHOW** promises to be an outstanding opportunity for everyone interested in meeting the business challenges of the future.

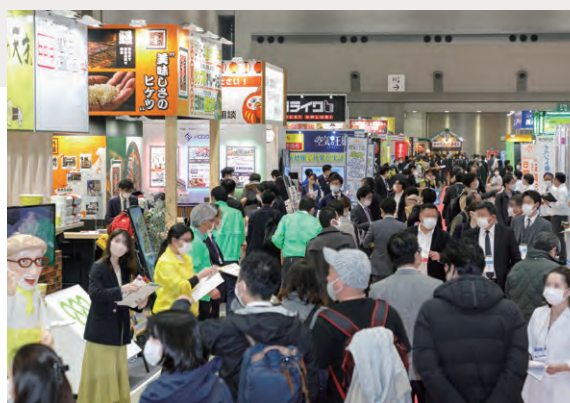
## Outline

Title	The 39th JAPAN INTERNATIONAL FRANCHISE SHOW 2022
Dates	March 2 (Wed.) – 4 (Fri), 2022 10:00 a.m. – 5:00 p.m. (4:30 p.m. on the last day)
Venue	TOKYO BIG SIGHT (Tokyo International Exhibition Center) West Hall 3・4
Organizer	Nikkei Inc.
Special Cooperation	Japan Franchise Association

Number of Exhibitors	200 companies
Number of Booths	400 booths
Number of Visitors	25,000 persons
* expected	

### Nikkei Inc.

Nikkei is a media organization with newspaper publishing at its core.  
Our flagship daily newspaper, The Nikkei, has approximately three million subscribers.  
Nikkei's multi-platform media distribution also includes online, broadcast and magazines.



## Targeted Exhibitors

### ■Franchisor

Corporations that conduct businesses with franchise systems (franchisors) will seek franchisees and promote their business.

#### ●Franchise / Retailing & Service

Convenience store, supermarket, discount store / 100-yen shop, hardware store / DIY store, recycle store / secondhand goods shop, delivery, specialty shop (clothes, food and beverage, audio product, sport, pet, other), Cosmetic, Nursing care service, cleaning service, hair dressing and beauty, exercise machine, printing, leisure service, lease and rental, language school and educational material, other service.

#### ●Franchise / Food service

Fast food (lunch box, noodle, sweet, ice cream etc), restaurant, pub, food delivery, bakery, café, home delivered food, Asian / Western food.

### ■Business Partner Recruitment (excluding franchisor)

Corporations except for the franchisor will seek distributors, exclusive distributors, and business partners.

#### ●Practice support services for establishment of food service

#### ●Business Partner Recruitment (excluding franchisor)

Sales or specified agents recruitment (variety of products / sales agent of service / specified agent, variety of shopkeeper recruitment, other).

### ■Store & Retail DX, Business Support Services

Corporations will promote and expand sales channels of technology, products, services, systems and location strategy for franchise and distribution industry, including food service, retail, and service businesses.

#### ●Introduction of products, facilities and system, services for store.

#### ●Information providing services for store development and locational strategy.

### ■Consulting, Information service, Publication

Corporations dealing with franchise-related consulting, affiliating advisement, information service and publication will seek new clients and conduct corporate PR.

#### ●Franchisor establishment, affiliation, overseas expansion, and others.

### ■International

Expansion of overseas franchises in Japan, recruitment of distributors, business partners, etc.



# Promotional Campaign

## Nikkei Media Group

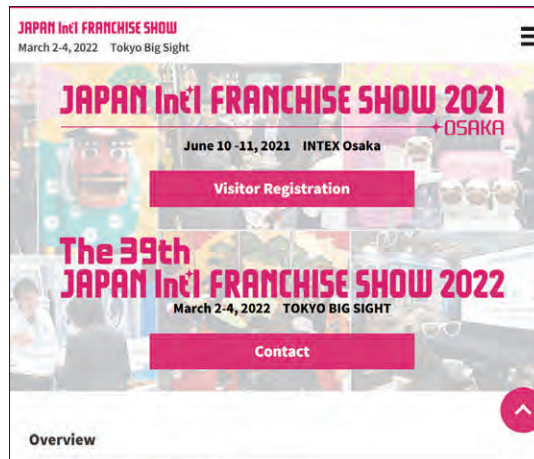
The exhibition will be effectively advertised and promoted through a various mediums of the Nikkei Media Group. Among them are The Nikkei, The Nikkei Business Daily, The Nikkei MJ, NIKKEI.com (the group's news site), TV Tokyo's regular and satellite broadcasting networks.



TV CM

## Official Website

Up-to-date show information as well as the current trends of the industry offered through the official website all year long.  
<http://messe.nikkei.co.jp/en/>



## Direct Mail & E-mail Magazine

Direct mail ads sent to prospective visitors. Promotions through e-mail magazine, sent to pre-registered visitors and visitors to the previous events.

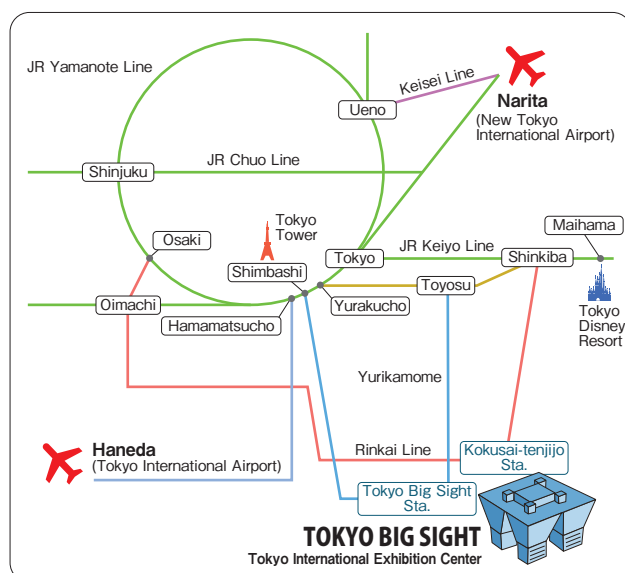
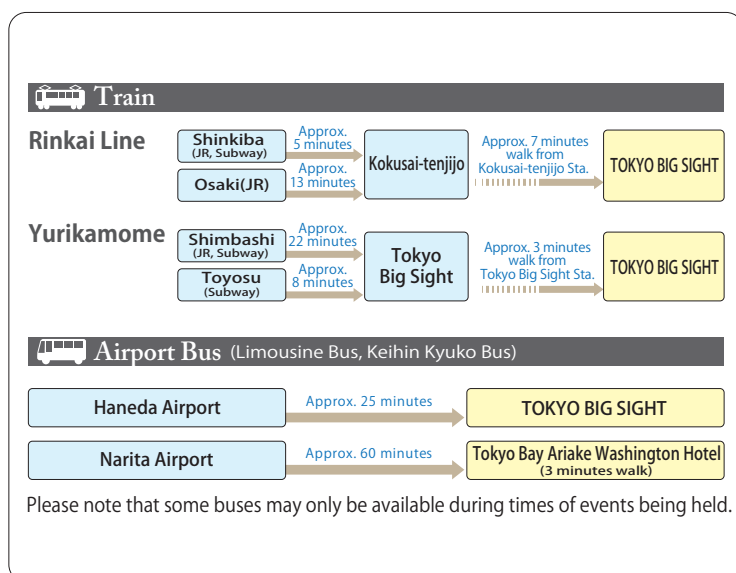


## Seminars

Various seminars will be held on the themes of Japanese and international franchising.

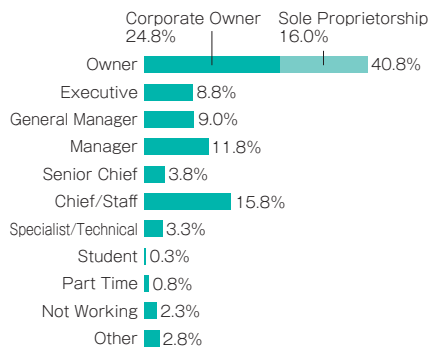


# Access Map

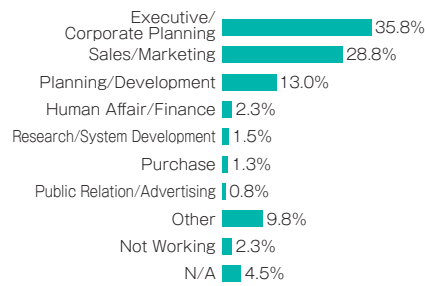


# Results of Visitor Questionnaires (2021)

## Job Title



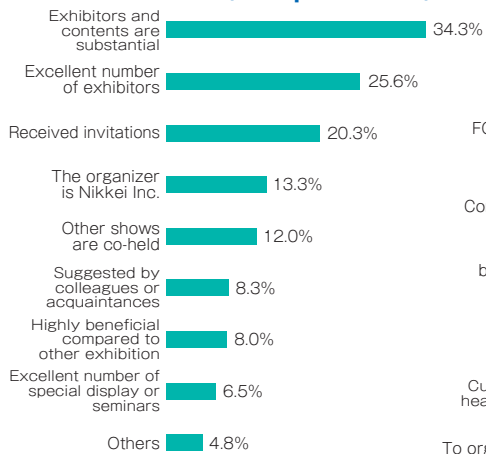
## Job Department



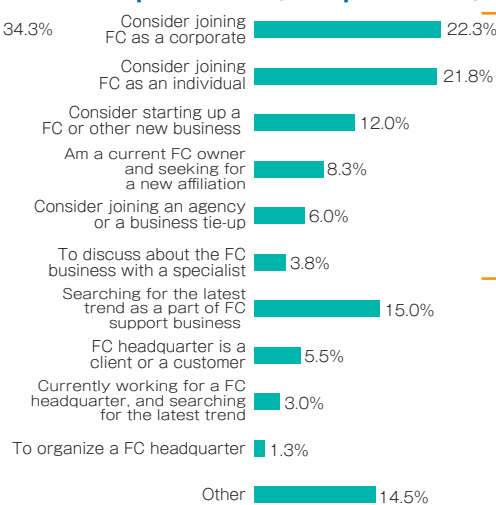
## Type of Industry



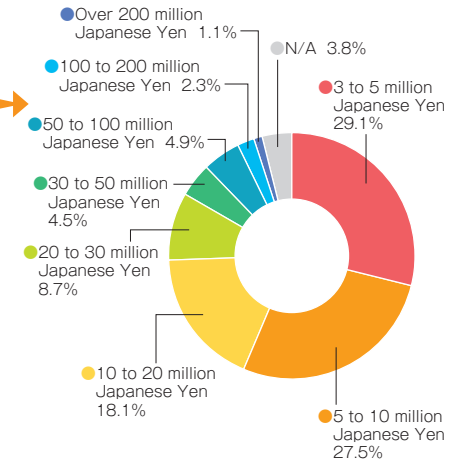
## Reason of Visit (multiple answers)



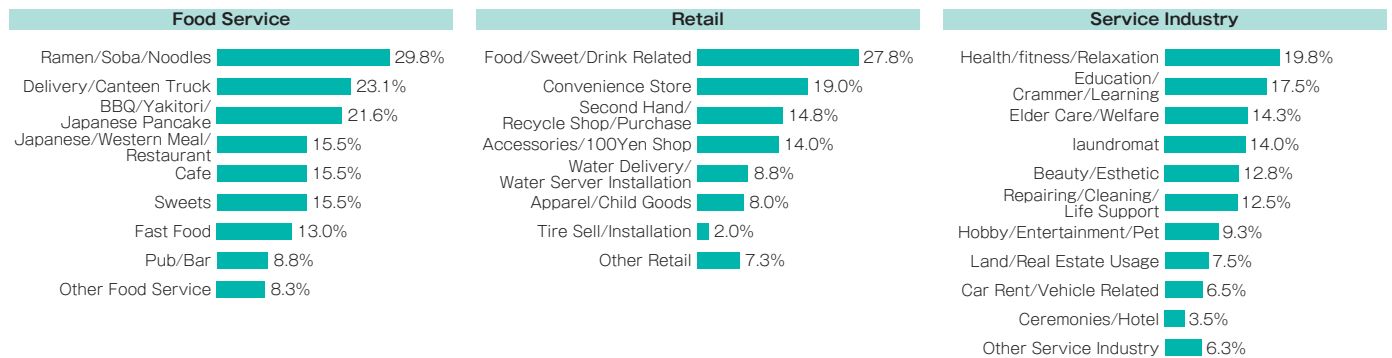
## Purpose of Visit (multiple answers)



## Investment Funds Needed to Start or Diversify a Business

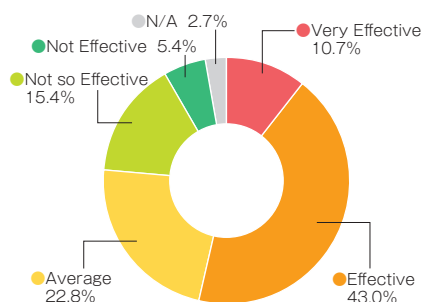


## Field of Interest (multiple answers)

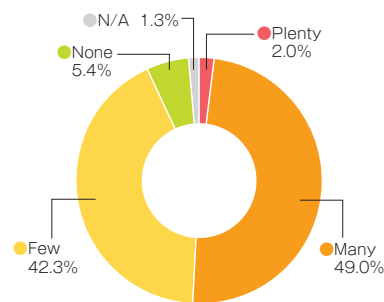


# Results of Exhibitor Questionnaires (2021)

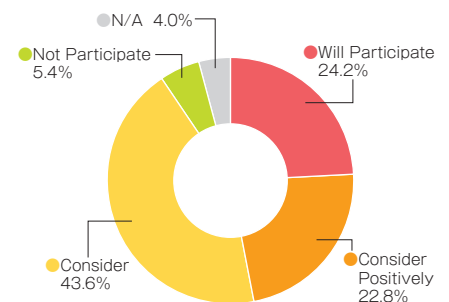
## Exhibiting Impression



## Number of Expected Visitors



## Intention to Participate in the Next Exhibition



# Measures Against the Novel Coronavirus (COVID-19) at NIKKEI MESSE

In compliance with the “Exhibition Industry Guidelines for Preventing the Spread of COVID-19 Infection,”\* NIKKEI MESSE will prepare for the event by taking appropriate measures to prevent infection according to the situation. Details of the said measures will be announced at the Exhibitor Briefing Session based on the infection status at that time.

To ensure the safety of all parties involved, including Exhibitors and Visitors, the Organizer will be implementing the following measures and would appreciate the support and cooperation of all related parties.

\* Following the “Basic Policies for Novel Coronavirus Disease Control by the Government of Japan” and “Analysis of the Response to the Novel Coronavirus (COVID-19) and Recommendation” laid out by the Expert Meeting on the Novel Coronavirus Disease Control, the abovementioned guidelines have been prepared by the Japan Exhibition Association, outlining specific basic measures to be implemented to prevent the spread of COVID-19 infections at exhibitions, trade fairs, and related events.

## Measures to be Taken by the Organizer

Category	Specific Measures
<b>Safety Measures for the Exhibition Venue</b>	<ul style="list-style-type: none"> <li>The layout will be planned to reduce crowding as much as possible.</li> <li>Interval markers will be set at the reception and other areas where congestion and queuing can be anticipated.</li> <li>To prevent droplet and contact infection, reception desks, information desks, etc., will be fitted with measures such as installation of acrylic screens.</li> <li>The Organizer will install disinfectants in the rest areas and lounges in the exhibition hall.</li> <li>To circulate air in the exhibition hall, shutters to loading entrances shall be opened periodically not to interfere with venue operation or safety.</li> </ul>
<b>Safety Measures for Visitors</b>	<ul style="list-style-type: none"> <li>All staff will be asked to check their body temperature and physical condition every morning.</li> <li>Employees of all relevant parties entering the exhibition hall will be instructed to wear a mask at all times and be aware of hand washing and hand disinfection at the venue.</li> <li>Set up thermography or other such equipment to check Visitors' and Exhibitors' temperatures at the venue.</li> <li>The Organizer will announce in advance that Visitors shall wear masks, disinfect their hands, and that temperature checks will be carried out at the venue.</li> <li>A manual for dealing with suspected infection will be prepared and will be dealt with appropriately.</li> <li>Medical staff will be stationed at the venue, starting from the move-in period until the end of the exhibition period, to provide emergency care for any persons feeling unwell.</li> <li>Any person who has been detected of having a temperature of 37.5°C or over or who is reported to be feeling unwell when entering the venue will be refused entry or asked to leave the venue.</li> <li>To reduce direct contact at the reception, visitors will be encouraged to preregister.</li> </ul>
<b>Crowd Control</b>	<ul style="list-style-type: none"> <li>Implement and promote an online Visitor preregistration system to estimate the number of expected Visitors.</li> <li>Confirm the number of Visitors at all times and restrict admission if necessary.</li> <li>Repeat announcements as deemed necessary to remind Visitors to avoid the three Cs (crowding, close contact, close-range conversations).</li> <li>On the last day, ask Visitors to leave the venue as quickly as possible at closing time and commence move-out operations by appropriately avoiding the three Cs.</li> </ul>
<b>Safety Measures for Seminars, Symposiums, Ceremonies, etc.</b>	<ul style="list-style-type: none"> <li>Install splash guards on the speakers' or moderators' podiums or provide spacing of 2 meters or more between the speakers and the front row of the audience.</li> <li>Install seating to keep a distance of at least 1 meter between audience members to provide and maintain appropriate physical distancing.</li> <li>For seminars, keep doors open or hold in open areas to prevent enclosed spaces.</li> <li>Disinfect equipment such as microphones, PCs, pointers used by speakers each time.</li> <li>Notify attendees in advance that for infection prevention they should bring their own writing implements, water, etc.</li> <li>Depending on the circumstances and as deemed necessary, the Organizer will refrain from holding events (such as opening ceremonies, Exhibitor parties, and social gatherings) that have a infection risk.</li> </ul>

## Measures to be Taken by the Exhibitor and Contractors

Category	Specific Measures
<b>Safety Measures for Booth Construction and Booth Interior</b>	<ul style="list-style-type: none"> <li>When designing Exhibitor booths, construction companies should design layouts to avoid congestion (such as reducing walls and securing more space) and avoid designs that make large demands on the on-site construction companies.</li> <li>If the business meeting table is set up for face-to-face interaction, all parties should wear masks and barriers such acrylic panels, or clear plastic sheets should be installed to prevent droplet dispersal.</li> <li>Please ensure that common areas, common stock, doorknobs, etc., that multiple users may touch are regularly disinfected and cleaned.</li> <li>To prevent infection via contact with exhibition materials, they should be frequently disinfected or placed so that Visitors cannot easily touch them.</li> <li>Gloves, masks, face shields, and other items that may be virus-contaminated should be placed in sealed plastic bags and disposed of by the designated cleaning company.</li> </ul>
<b>Safety and Awareness Measures for Clients and Visitors</b>	<ul style="list-style-type: none"> <li>When inviting clients to the exhibition, the Exhibitor should notify them that temperature checks will be carried out at the venue and that masks must be worn.</li> <li>Exhibitors should encourage their clients to pre-book meetings for efficiency and to prevent congestion at their booth.</li> <li>Exhibitors and staff members should refrain from loud conversations and calling out, including during business talks and when giving explanations about their products.</li> <li>Demonstrations and business talk times should be adjusted flexibly in accordance with the flow of Visitors to Exhibitor booths, and measures should be taken to avoid crowding as much as possible.</li> <li>To prevent infection via contact, Exhibitors are encouraged to provide product brochures, company information, and other materials in digital or other formats.</li> <li>If possible, each company should draw up and manage a business negotiation schedule including a daily list of expected clients.</li> <li>Please encourage Visitors to leave the venue as swiftly as possible at closing time.</li> </ul>
<b>Protecting the Safety of In-House and Subcontracting Staff</b>	<ul style="list-style-type: none"> <li>Ensure that all staff are asked to check their body temperature and physical condition every morning, prior to their working shift.</li> <li>Provide protective equipment (masks, face shields, etc.), hand sanitizers, and disinfectants for booth attendants.</li> <li>Ensure that all staff wear masks and wash/sanitize hands frequently.</li> <li>Ensure that all staff thoroughly sanitize hands after going out and after business talks.</li> <li>Upto three weeks, shall each company hold a list of all daily staff members (including outsourced) involved during the show period, post show.</li> <li>Upon move-out, construction companies should not enter the venue until Exhibitors have moved out.</li> </ul>



# Exhibition Rules

## [1. Enforcement of Rules]

Exhibitors (including Co-exhibitors, the same shall apply hereinafter) must abide by the rules and provisions set in this Exhibition Rules, the Exhibitor Service Manual/Order Forms (exhibition procedures) that will be presented by the Organizer, Detailed Exhibition Rules and Submission Documents delivered at the Exhibitor Explanation Meeting, its invoices, various documents and emails, etc. which will be presented individually by the Organizer (hereinafter referred to collectively as "Exhibition Rules") when participating in the following exhibitions held in 2022: "JAPAN SHOP," "ARCHITECTURE + CONSTRUCTION MATERIALS," "RETAILTECH JAPAN," "SECURITY SHOW," "JAPAN INTERNATIONAL FRANCHISE SHOW," and other special exhibitions and related events; hereinafter referred to collectively as the "Exhibition." No agreement or memorandum of understanding other than the Exhibition Rules, etc. may be entered into when Exhibitors participate in the exhibitions. Each Exhibitor shall have the Exhibition Rules, etc. observed by its related parties, such as its directors, officers, shareholders and capital contributors, co-exhibitors, as well as its advertising agents serving as exhibition intermediaries, its exhibition space construction-removal service contractors, its commissioned exhibition operation service contractors and any other related parties to any agreement to be concluded on the Exhibition (including any party to which any of such parties re-outsources its service and any party to which any of such re-outsourcing service contractors outsources the service; the above-mentioned directors and such parties to the agreement are hereinafter referred to collectively as "Exhibitor-related Parties" and the Exhibitor and Exhibitor-related Parties are hereinafter referred to collectively as the "Exhibitor, etc."). If the Organizer determines that an Exhibitor, etc. has violated any of these rules, the Organizer has the right to, at any time (including during the move-in and the exhibition period), refuse the application for exhibition participation, including that for participation in the Organizer's future exhibitions, or revoke its approval for participation, as well as to order the removal of, or make change to, booths, exhibits or decorations, or to revise or suspend the demonstration method, or to order to suspend the provision of relevant services. The Organizer's decision standard and the reasons for such decision will not be disclosed. Even if the approval for Exhibitor's participation is revoked, the Exhibitor shall have to pay to the Organizer such cancellation fee as is set forth in the section [4. Cancellation] in these Exhibition Rules. If the Organizer or any of its related parties has incurred damage in an amount exceeding the said cancellation fee, the Exhibitor shall have to compensate such exceeding damage separately to the Organizer or any of its related parties. The Exhibitor shall not compensate the Exhibitor, etc. for any damage it incurred by the Organizer's refusal of the Exhibitor's exhibition application, by the revocation of participation, or to the removal of, or changes to, booths, exhibits or decorations, or to the revision or suspension of the exhibition demonstration method.

## [2. Precaution for Exhibiting]

2-1. Exhibitors shall be limited to corporations and organizations providing products and/or services that meet the purpose of the exhibition prescribed by the Organizer. The Organizer may withhold the acceptance of the application, or refuse part of the applicant's exhibition or its participation itself if the Organizer determines, according to the participation standards prescribed by the Organizer at its own discretion, that an applying company/organization, its product or service is not appropriate for the exhibition (including but not limited to any circumstance falling under any of the following cases). <Cases in which the Organizer will withhold the acceptance of the application or refuse part of the applicant's exhibition or its participation itself>

-Cases where there is any incomplete or false statement on the application form or other documents submitted by the applicant

-Cases where the Organizer determines that the content of the exhibits fails to meet the purpose of the exhibition

-Cases where the Organizer determines that the Exhibitor has infringed upon a third party's rights (intellectual property rights, likeness rights and so forth) or privacy

-Cases where the Organizer anticipates a complaint from other Exhibitors and visitors, etc.

-Cases where the Exhibitor itself has legally filed for bankruptcy liquidation proceedings or the Exhibitor is the subject of bankruptcy proceedings filed for by other party

-Cases where the Exhibitor has proved to be an anti-social force as set forth in [10. Exclusion of Anti-Social Forces]

-Cases where the Organizer determines that the exhibition is inappropriate

2-2. Exhibitors shall not sell any merchandise or service in a manner that involves payment in the exhibition hall (hereinafter referred to collectively as "Spot Sales"), excepting the sale of certain merchandises or services approved in advance by the Organizer.

2-3. Co-exhibition shall be made only if the number of booths is not less than the number of co-exhibiting company/organization. For example, two companies/organizations cannot co-exhibit in the space allotted for one booth.

2-4. The Organizer may withhold or refuse the participation of an applicant to the exhibition if the applicant is from a country or region that is designated or recommended by the World Health Organization (WHO), the Japanese Ministry of Health, Labour and Welfare, the Japanese Ministry of Foreign Affairs, or any other such organization as having infectious disease outbreaks or epidemics. Applicants from outside the designated countries or regions may also be requested to submit relevant documentation at the discretion of the Organizer.

## [3. Application for Exhibition and Payment of Exhibition Fee]

3-1. The application for exhibition shall be submitted to the Organizer by the Exhibitor by a method specified by the Organizer. The application shall be deemed to be formally accepted by the Organizer when the Organizer dispatches, after receiving the application, an "Exhibition Application Acceptance" notice (by e-mail or post) to the Exhibitor. Any Exhibitor who plans to apply for participation in the Exhibition for the first time must submit the following attachments separately to the Organizer such as its company brochure, product catalog and certified copy of company registration by a method specified by the Organizer. The Organizer may request additional attachments separately for certain exhibitions. The Organizer may, at its sole discretion, withhold or refuse an Exhibitor's application if all the attachments are not submitted. The Organizer shall not return to Exhibitors the application, attachments and all the documents submitted. Exhibitors should retain the copies of such documents as their own records. Exhibitors may entrust any advertising agency approved by the Organizer with providing exhibition intermediary service.

3-2. The Organizer shall issue an invoice for payment of the exhibition fee to the Exhibitor (notwithstanding, unless otherwise stated, the invoice shall be issued to the advertising agency if it provides exhibition intermediary service to the Exhibitor. The same applies hereinafter in this section "3-2.") after the Exhibitor's application has been formally accepted. The Exhibitor shall pay the exhibition fee by bank transfer to the designated bank account by the designated date by the Organizer (The Exhibitor shall bear the remittance fee and the remittance fee.). The Organizer has the right, in its sole discretion, to revoke an acceptance of Exhibitor's application if the exhibition fee is not paid by the date designated by the Organizer (The Organizer has the right to revoke regardless of whether the Exhibitor [excluding the advertising agency] has remitted the exhibition fee to the applicable advertising agency).

3-3. The Organizer reserves the right to cancel or suspend the exhibition, or shorten or postpone the period of the exhibition due to force majeure, including, but not limited to, natural disaster, epidemic, infectious disease, transportation delay, strike, war, civil unrest, terrorism, or other causes beyond the control of the Organizer and for other reasons not attributable to the Organizer. In the case of the cancellation, the exhibition fee paid to the Organizer will be refunded to the Exhibitor (or the advertising agency if it serves as exhibition intermediary) based on the following refund policy: When the exhibition period is shortened or postponed, the Organizer will notify the Exhibitors of the change of exhibition fees, the revised exhibition period and venue, etc.

(Refund policy)

- (i) Until and including Friday, December 31, 2021: 100% of the exhibition fee
- (ii) From Saturday, January 1 to Monday, January 31, 2022 (both dates inclusive): 80% of the exhibition fee
- (iii) From Tuesday, February 1 to Friday, Sunday 27, 2022 (both dates inclusive): 70% of the exhibition fee
- (iv) From Monday, February 28 to Tuesday, March 1, 2022 (move-in and setup period) (both dates inclusive): 50% of the exhibition fee
- (v) From Wednesday, March 2 to Friday, March 4, 2022 (exhibition and move-out period) (both dates inclusive): 0% of the exhibition fee

## [4. Cancellation]

4-1. Proposals from the Exhibitor to cancel or withdraw an exhibit after the Exhibition Application has been processed will not be accepted in principle. If all or part of an exhibit is to be withdrawn or cancelled due to circumstances on the part of the Exhibitor (including the if it serves as an exhibition intermediary), the Exhibitor (or the advertising agency if it serves as exhibition intermediary) shall notify the Organizer of such intention in writing by a method designated by the Organizer and pay the full exhibition fee as the cancellation fee.

4-2. The cancellation fee shall be payable from the date when the Organizer has accepted the Exhibitor's application for exhibition.

4-3. If the amount of damage to the Organizer or its related parties exceeds the cancellation fee, the Exhibitor shall compensate such excess damage separately.

## [5. Allocation of Exhibition Space]

5-1. The Exhibitor's space allocation will be determined according to floor plan/configuration arranged by the Organizer, in the Organizer's sole discretion. The Exhibitor does not have the right to select the location and shall accept all determinations made regarding such without objection. For exhibitors for which a draw is held to determine booth space allocation, the draw shall be held according to the exhibition's rules and the Exhibitor shall accept all determinations regarding such space allocation without objection.

5-2. The Exhibitor shall not, for any reason whatsoever, exchange with, or assign/lease out to, another Exhibitor or a third party all or part of their exhibition space that has been determined by the Organizer or set by booth space allocation draw.

5-3. The Organizer, in its sole discretion, change the floor plan without obtaining the consent of the Exhibitor if the competent police department, fire department, health center or any other authorities instructs or orders, or if some application for the exhibition was cancelled.

## [6. Submission of Documents]

The Exhibitor shall submit all the documents requested by the Organizer such as those prescribed in the Exhibitor Service Manual/Order Forms by the prescribed date in the prescribed manner. In the event of any delay by the Exhibitor, the Organizer or any of its related parties may not accept the application.

## [7. Outlines of Rules on Exhibition]

7-1. The Exhibitor must be solely corporations or organizations described in the application form, and the content of the exhibit shall be as described in the application form. Please note that even their parent companies, subsidiaries or related/affiliated companies, as well as group/partner corporations or organizations, that are not listed in the application form may not be able to exhibit their products and services, and their name may not be able to be displayed in the Exhibitor's booth.

7-2. If any changes occur in the corporation/organization itself, or in the content of the exhibit stated in the application form or products and services listed in the documents attached to the application, the Exhibitor must promptly notify the Organizer of such changes by a method specified by the Organizer of such changes and obtain the Organizer's approval.

7-3. The manner in which decorations and exhibits are to be moved in and out of the exhibition site as well as the exhibition rules and regulations shall be prescribed in the Exhibitor Service Manual/Order Forms, which the Exhibitor, etc. shall comply with.

7-4. The Exhibitor, etc. shall not engage in any exhibits, advertising or Spot Sales activity in locations such as aisles, etc. Such activity is to take place only in the Exhibitor's assigned booth space. The Exhibitor also shall not obstruct the activities of neighboring exhibitors. The Organizer will determine, in its sole discretion, the existence/non-existence of such obstruction, and the Exhibitor shall accept this determination and follow any orders issued by the Organizer.

7-5. The Exhibitor, etc. shall not cause harm to, or disturb other Exhibitors, etc. and visitors, and shall neither use a display with strong light, heat, odor or loud sound, nor present any demonstration causing annoyance to them. If the Organizer determines that any display is causing considerable harm or disturbance to other Exhibitors, etc. and visitors, the Organizer may, in its sole discretion, suspend or change such display as the Organizer sees fit, which the Exhibitor shall obey. Moreover, as dangerous materials are prohibited from being brought into the exhibition hall by local fire prevention regulations, open flames (naked flames), smoke, smoke machines and neon tubes, etc. are prohibited from being brought in for displays and/or performances.

7-6. Exhibitors, etc. are to strictly follow the venue's fire prevention and safety regulations.

7-7. Exhibitors, etc. may not engage in any acts that are harmful or disturbing to other Exhibitors, etc. and visitors (such as forceful sales practices, solicitation, defamation, interfering with other's marketing activities, etc.) during, before or after the exhibition period. If the Organizer determines that any of the Exhibitors has engaged in any of such acts, the Organizer may order, at its sole discretion, the exhibit to be suspended or decide that the future applications for exhibition shall be declined, with which the Exhibitor shall obey.

7-8. The Organizer shall not be responsible in any way for business talks held or the content of contracts entered into between Exhibitors and visitors during, before or after the Exhibition.

7-9. Exhibitors shall not take photographs or shoot videos at the exhibition hall, except at the space authorized by the Organizer or in their own booth.

7-10. Exhibitors planning to sell or serve alcoholic beverages for sampling inside the exhibition venue are prohibited from serving alcohol to minors or vehicle drivers. The Organizer shall not be responsible for any incidents or accidents involving underage drinking or visitors driving under the influence of alcohol owing to the sale or provision of alcoholic beverages by the Exhibitor.

7-11. The Organizer may decide, at its discretion and judgment, to cancel the participation by the Exhibitor, etc. if Exhibitor has breached any of the rules set forth in the immediately-preceding items, or if its exhibition or act is likely to cause other Exhibitors, etc. or visitors to lodge a complaint on such exhibition or act, or is likely to bring about any dispute at the exhibition venue, or has actually brought about any complaint or dispute there. In such event, the Exhibitor, etc. shall obey the instruction by the Organizer.

## [8. Handling of Personal Information]

8-1. Exhibitors that acquire Personal Information through the exhibition, etc. must comply with Act on the Protection of Personal Information and other applicable laws and regulations. The purpose of utilization of Personal Information shall be notified or publicly announced. Especially in the event of intending to provide "Personal Information" to a third party, the Exhibitor must, unless otherwise provided for by the laws and regulations, obtain consent from the person which the Personal Information identifies.

8-2. Exhibitors must lawfully manage and take appropriate control over Personal Information in accordance with "Security Control Measures" as the Act provides.

8-3. If Exhibitors are requested by the person which the Personal Information identifies to disclose, correct, add, delete, discontinue utilization of or erase, or if such person expresses a complaint in the utilization of Personal Information acquired through the exhibition, the Exhibitors must take appropriate action as the laws and regulations provide.

8-4. If any dispute occurs between the Exhibitor and the person who the Personal Information identifies in relation to the usage of Personal Information acquired, handled and/or managed through the exhibition, the Exhibitor shall settle the dispute on its own responsibility. The Organizer will assume no responsibility whatsoever with regard to such dispute.

## [9. Compensation of Damages]

9-1. The Organizer shall not be responsible in any way for any damages caused to any Exhibitor or a third party concerning its life, physical well-being, property, fame or reputation arising caused by the use of the exhibition space, printed matter or the Exhibitor's official website by the Exhibitor.

9-2. The Exhibitor, etc. shall make compensation without delay for any damages to the structures or equipment in the exhibition hall and nearby area or to equipment prepared by the Organizer caused by the Exhibitor, etc. regardless of whether such damages are caused by negligence or intent.

9-3. The Organizer clearly disclaims responsibility for any disputes with other Exhibitors or third parties about the Exhibitor's product or service. The Exhibitor must settle such disputes on its own responsibility. In the event of a dispute arising from the Exhibitor's act, the Organizer incurs any loss or damage arising from such disputes, the Exhibitor shall duly and promptly compensate the Organizer for such loss or damage.

9-4. The Organizer shall not be liable to compensate the Exhibitor, etc. for any damages that are due to changes in the exhibition period or the suspension of the exhibition, either of which is caused by force majeure i.e. terrorism, domestic strife, war, strike, transportation delay, infectious disease, natural disaster or other reasons for which the Organizer is not responsible.

9-5. The Organizer shall not compensate Exhibitors, etc. for any damage caused to them due to typographical errors contained in the floor map, website pages, guidebooks and other types of notices or advertisements.

9-6. The Organizer shall not be responsible in any way for any type of damage caused by the Exhibitor, etc. to other Exhibitors, etc. or visitors owing to the Exhibitor's act, including without limitation, the attachment of physical force, damage to property, fame or reputation, during the course of the exhibition period, including the move-in period. Any dispute with other Exhibitors, etc. or visitors shall be resolved by the Exhibitor at its sole and own responsibility.

## [10. Exclusion of Anti-Social Forces]

10-1. The Exhibitor, etc. shall represent and warrant that they are not currently nor have they in the past been an anti-social force (anti-social force refers to any of the types of persons or organizations specified in Items (i) through (viii) shown below)

(i) An organization that has been subjected to disposition under the Act on the Control of Organizations Which Have Committed Acts of Indiscriminate Mass Murder, or a person belonging to such organization, or a person having dealings with such organization or person, or an organization that is in the same category as the aforementioned type of organization, or a person belonging to such organization, or other person having dealings with such organization or person;

(ii) A person who has concealed, or is suspected to have concealed, crime proceeds or who has provided or received, or is suspected to have provided or received, crime proceeds, as set forth in the Act on Punishment of Organized Crimes and Control of Crime Proceeds, or other person having dealings with such person;

(iii) An organized crime group as defined in Article 2, Item 2 of the Act on Prevention of Unjust Acts by Organized Crime Group Members, its related organization and a member of such group or organization;

(iv) An organization or person such as a racketeer, socially-branded racketeering organization, politically-branded racketeering organization and specially-skilled crime group;

(v) An organization or person that pursues financial gain through making unreasonable demands with the use of a method based on violence, threat, blackmail and fraud;

(vi) A organization or person that pursues financial gain through making unreasonable demands by hinting at being related to any of the types of persons or organizations specified in Items (i) through (v) (hereinafter referred to as "Anti-social Force Entity");

(vii) A corporation and other type of organization whose representative is an Anti-social Force Entity or that is controlled by an Anti-social Force Entity;

(viii) A corporation or organization at which an Anti-social Force Entity serves as director, executive officer, senior officer, corporate auditor, trustee, supervisor or equivalent officer.

10-2. In the event that the Exhibitor has violated the provisions of the preceding paragraph, the Organizer shall have the right to cancel and/or remove the exhibit, which will not constitute a refund for exhibition fees already paid, and the Organizer will not be liable for any damage caused as a result of the cancellation and/or removal.

## [11. Others]

11-1. The Exhibitor agrees that the Exhibition Rules and all the legal relationships based on the Exhibition Rules ("Exhibition Rules, etc.") shall be governed by the laws of Japan, and the Tokyo District Court shall have the exclusive jurisdiction of the first instance regarding any and all disputes that arise concerning the Exhibition Rules, etc.

11-2. The Organizer reserves the right to make revisions or additions to the Exhibition Rules to the extent permitted by law in its sole discretion. The contents and effective date of any such revisions or additions shall be made available promptly in advance to the Exhibitor and shall be effective immediately upon adoption.

## [12. Visas]

12-1. Foreign Exhibitors shall obtain visas on their own as necessary, as the Organizer can neither supply any documentation (invitation letters, etc.) for applying for such visas nor act as a visa guarantor.

12-2. Even if an Exhibitor cannot exhibit because of being unable to enter Japan for any reason, the Organizer shall not compensate for arising damages or refund the exhibition fee.

12-3. Notwithstanding 12-2, if an Exhibitor cancels an exhibit because of lockdown or travel restrictions in the residence area of the Exhibitor or landing restriction or suspension of visa issuance by Japanese government due to spread of the Novel Coronavirus (COVID-19) infection, the exhibition fee paid to the Organizer will be refunded to the Exhibitor (or the advertising agency if it serves as exhibition intermediary) on the same standard set forth in 3-3.

## [13. Exhibitor Definitions]

The types of corporations and organizations that are eligible to participate in the "JAPAN INTERNATIONAL FRANCHISE SHOW" as exhibitors shall in principle be those mentioned below.

(i) Corporations conducting business via a franchise system while engaging in the recruitment of member merchants ("Franchisees") and corporate public relations ("Franchisers"; hereinafter referred to as "Franchiser Head Offices"). The content of the terms "franchise system" and "franchiser" stated here shall be taken to mean the advance disclosure items specified in Article 11, Item 1 of the Small and Medium-sized Retail Business Promotion Act and a corporation that meets the definition of a franchise specified by the Japan Franchise Association.

(ii) Corporations/organizations providing products, equipment, systems, or services to Franchiser Head Offices; consulting services concerning Franchiser Head Office establishment, franchising, or business establishment, etc.; or engaging in an information provision service or publishing business in relation to the franchise business; while engaging in customer development and corporate public relations.

(iii) Corporations and organizations that use a non-franchise system scheme to recruit sales agents, distributors, and business partners for their products and services and to conduct corporate public relations activities, and corporations and organizations that engage in public relations activities and sales network expansion concerning products, services or systems for industries involved in distribution such as the food service, retail and service industries.

# APPLICATION GUIDELINE

## 1 Exhibition Fee (TAX incl.)

Booth Size	Price / booth
1 booth	¥440,000
2 or more booths	¥385,000

1 Booth = 9 square meters (3m wide × 3m depth)

Prices shown on the left do not include any costs associated with displays, carpets, signs, furniture or electrical power. Please use the optional decorating package shown below. Exhibitors may also obtain the necessary furnishings independently.

### Notes

- 1) The height limit for fixtures depends on the booth space.
- 2) Co-exhibitors are required to rent one booth each.
- 3) Registration fee of co-exhibitor information is ¥55,000 per co-exhibitor.

## 2 Application

**Application Deadline:**  
October 15 (Fri.), 2021

Please send the application form by E-mail to the Overseas Sales Agent.

\*Once all available floor space has been taken, no further applications will be accepted.

## 3 Payment

**Payment Deadline :**  
Within three weeks of  
issuance of invoice

Upon receiving the application form, the Overseas Sales Agent will issue an invoice for the exhibition fee. Applicants are not considered to be exhibitors until the payment has been received. The exhibit / optional decorating package booth fee must be paid in full by the exhibitor. Any bank charge accruing from transferring the fees invoiced by the Overseas Sales Agent must be borne by the applicants. The Overseas Sales Agent will charge shortage in cash from the exhibitor in Japanese yen during the exhibition if there is any deficiency in the payment made by the exhibitor.

## 4 Booth Location

Booth locations will be decided in the exhibitor briefing session held ONLINE on December 3 (Fri.), 2021. Exhibitors will draw lots and choose a booth location in the session. If an exhibitor or its representative cannot attend it, the Organizer will allocate the exhibit space.

\*Exhibitor briefing session is conducted in Japanese only.

## 5 Cancellation of Space Booking

If all or part of an exhibit is to be withdrawn or cancelled due to circumstances on the part of the Exhibitor (including Overseas Sales Agent if it serves as an exhibition intermediary), it (Overseas Sales Agent if it serves as exhibition intermediary) shall notify the Organizer of such decision in writing by a method accepted by the latter party and pay the full exhibition fee as the cancellation fee. The cancellation fee shall be incurred from the date when the Organizer has sent a confirmation mail to notify the Exhibitors that it had received their application for exhibition.

If the amount of damage to the Organizer or its related parties exceeds the cancellation fee, the excess amount is charged to Exhibitor separately.

## 6 Exhibition fee refund policy in case of cancellation due to force majeure

If it is determined by the Organizer to suspend or shorten the period of the exhibition due to the occurrence of force majeure such as the outbreak of COVID-19 or any other causes beyond the reasonable control of the Organizer, the exhibition fee will be refunded to the Exhibitor (or Overseas Sales Agent if it serves as exhibition intermediary) as shown on the right. If all or part of an exhibit is cancelled due to the circumstances on the part of the Exhibitor, the standard cancellation fee will be charged. For details, please refer to the Exhibition Rules.

Until Friday, December 31, 2021	100% of the exhibition fee
From Saturday, January 1 to Monday, January 31, 2022	80% of the exhibition fee
From Tuesday, February 1 to Sunday, February 27, 2022	70% of the exhibition fee
From Monday, February 28 to Tuesday, March 1, 2022 (move-in and setup period)	50% of the exhibition fee
From Wednesday, March 2 to Friday, March 4, 2022 (exhibition and move-out period)	0% of the exhibition fee

## Booth configuration and height limit

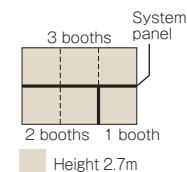
Exhibitors who wish to have an island booth exposed to an aisle on all four sides of the booth will require a minimum of 10 booths. For exhibits using four booths, please select either single-row (1 × 4) or double-row (2 × 2) configuration. \*Applications for five booths are not accepted.

Please be informed that the height limit has changed. In compliance with the "Exhibition Industry Guidelines for Preventing the Spread of COVID-19 Infection," the height limit of exhibition booths has changed. In addition, we ask for the cooperation of Exhibitors and construction companies in ensuring a safe work environment by reducing construction time and labor by avoiding designs that make large demands on on-site construction, such as two-story structures.

\*If the exhibit product(s) exceed the height limit, please contact the Overseas Sales Agent in advance.

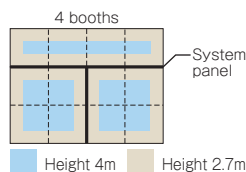
### 3 booths or less

Height limit: 2.7 meters



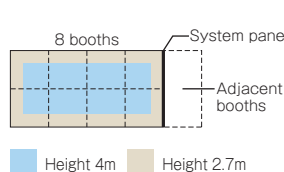
### 4 booths

Height limit of booths set up within 1 meter of adjacent booths, rear walls, or aisles is 2.7 meters. Height limit of other booth configurations is 4 meters.



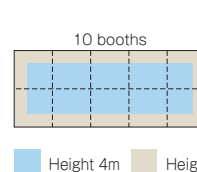
### 6, and 8 booths

Height limit of booths set up within 1 meter of adjacent booths, rear walls, or aisles is 2.7 meters. Height limit of other booth configurations is 4 meters.



### 10 or more booths - island booths

Height limit of booths set up within 1 meter of aisles is 2.7 meters. Height limit of other booth configurations is 4 meters.



\*Any exhibiting vehicle shall also be kept within this limit.

## Optional Package Booth

[ 1 Booth: ¥80,300 (tax incl.) N.B. exhibit fee is not included.]

### Furnishing:

Carpet (color selectable), Fascia, Beam (Ceiling Structure) × 1, Company Name Board × 1, 4 folding chairs, table and white cloth, 3 arm spotlights, outlet (100V-500W), primary wiring (1kW) and power rates (1kW).

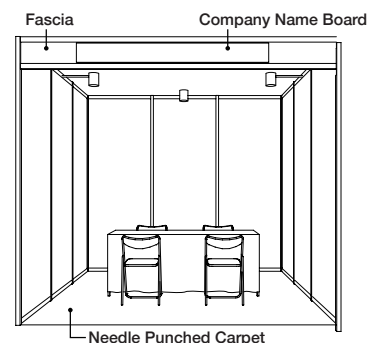
[ 2 Booth: ¥156,860 (tax incl.) N.B. exhibit fee is not included.]

### Furnishing:

Carpet (color selectable), Fascia, Beam (Ceiling Structure) × 1, Company Name Board × 1, 4 folding chairs, 1 round table, 1 reception counter, 6 arm spotlights, 2 outlets (100V-500W), primary wiring (2kW) and power rates (2kW).

\* You can add optional lease fixtures to this package booth.

\* For more details of two or more booths, please contact the NIKKEI MESSE Overseas Sales Agent.



[Contact]

NIKKEI MESSE Overseas Contact Office / Overseas Sales Agent  
Congrès Inc. E-mail: tradefairs@congre.co.jp

# JAPAN Int'l FRANCHISE SHOW 2022

## APPLICATION FORM Please type or print in English using BLOCK LETTERS.

We, the undersigned, hereby make application for exhibit space in JAPAN INTERNATIONAL FRANCHISE SHOW and declare that all obligations, right and duties resulting from this application are to be governed by the Exhibition Rules set forth by the Organizer, which we have read and to which we have agreed.

Exhibitor name: (It will be registered and displayed on the official website and printings.)

Name of Company: (If it is different from the above.)

Address of head office:

Zip code:

Country:

Tel: +

Fax: +

E-mail:

URL: http://

Name of president:

Contact Person: (Please fill in the address, if it is different from the above head office.)

Name

Job titles / Dept.

Address:

Tel: +

Fax: +

E-mail:

Contents of your business (40 words or less):

Description of your exhibits (20 words or less):

### Sampling of Beverage or Foods

☐ Yes, we have sampling of beverage or foods.

☐ Yes, we cook with heat.

Space Requirements: To be completed by an authorized representative of the organization applying to exhibit.

\*10% Japanese Consumption tax included

### Exhibition Fee

#### Raw Space Fee

☐ 1 booth

¥440,000

☐ 2 or more booths

¥385,000 × ( ) booths

= Sub Total ¥ ( ) A

### Group Exhibitor Fee

Additional ¥55,000 per Exhibitor will be required as GROUP EXHIBITOR'S FEE when sharing a booth / pavilion with other exhibitor(s).

Number of Group Exhibitor ( ) × ¥55,000

= Sub Total ¥ ( ) B

¥ ( ) A+B

\*Any bank charge and handling fee (¥3,000) (the fee for carrying out exhibition administrative procedures) are not included.

Will you or contact person in Japan attend the briefing session on December 3 (Fri.), 2021? \*Online/In Japanese only ☐ Yes, please send further information

Contact person in Japan / Representative in Japan (If any):

Company:

Name:

Address:

Tel:

Fax:

E-mail:

Signature:

Date: (mm/dd/yy)