



Organizer / Society of Automotive Engineers of Japan, Inc.
Exposition Management Coordinator / Taiseisha Ltd.

Eligible applicants

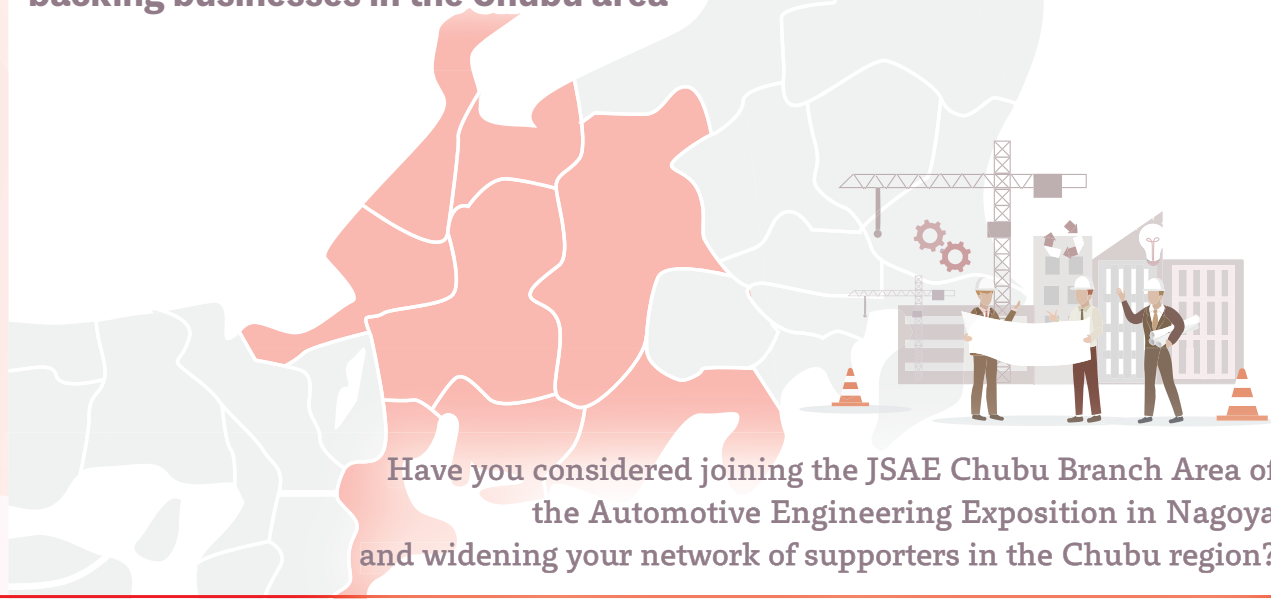
- Companies with headquarters, branches, or factories in the Chubu region
- Companies that can introduce new technologies they possess

2025 NAGOYA Package Plan

Chubu Area Support Pack

For companies developing new technologies in the Chubu region

The Chubu Branch of the JSAE is backing businesses in the Chubu area



Have you considered joining the JSAE Chubu Branch Area of the Automotive Engineering Exposition in Nagoya and widening your network of supporters in the Chubu region?



人とくるまのテクノロジー展 2025 NAGOYA
Automotive Engineering Exposition 2025 NAGOYA

7/16^{WED} 17^{THU} 18^{FRI}
Aichi Sky Expo

7/9^{WED} - 30^{WED}
ONLINE STAGE 2



We have established a new area hosted by the Chubu Branch of the JSAE with the aim of attracting companies active in the central Chubu area of Japan. This is the ideal forum for engineers of participating companies to network with exposition visitors by showcasing their technologies.

Automotive Engineering Exposition 2025 special pack application website

https://aee.expo-info.jsae.or.jp/ja/nagoya/call_for_exhibitors/



Outline

Organizer Society of Automotive Engineers of Japan, Inc.

AUTOMOTIVE ENGINEERING EXPOSITION 2025 NAGOYA

Dates Wed., July 16 - Fri., July 18, 2025
10:00 - 17:00

Venue Aichi Sky Expo (Aichi International Exhibition Center)
Exhibition space: 20,000 m²

Exposition scale Over 350 exhibitors/800 booths (expected)

Registrations Over 30,000 visitors (expected)

Entrance fee Admission free (all visitors must pre-register)

Likely attendees Engineers, researchers, and related people from automakers, parts suppliers, body makers, and manufacturers of measurement instrumentation, information software, and so on/ educational staff and students from universities, schools of technology, and technical high schools/ researchers, engineers, and related people from research institutes

AUTOMOTIVE ENGINEERING EXPOSITION 2025 ONLINE STAGE 2

Dates Opening Wed., July 9 - Wed., July 30, 2025

Venue Online Exposition Website

This exhibition plan provides...

Enjoy a simple and straightforward exhibition experience with booth decorations included in the package.



You can keep exhibition costs low while effectively promoting your company



Exhibition support from the Chubu Branch of the JSAE



PR to Chubu Branch members via email newsletter and posts on the Chubu Branch homepage



Solve your problems with an all-in-one package plan.

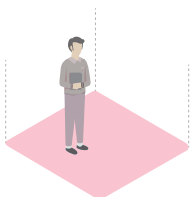
[Uniform price for both JSAE corporate members and Non-members]

Chubu Area Support Pack

Normal price: equivalent to **¥765,000** (including tax)*

discounted to **¥407,000** (including tax)

Exhibition space



Booth and fittings



Special Chubu Branch area



Online exposition

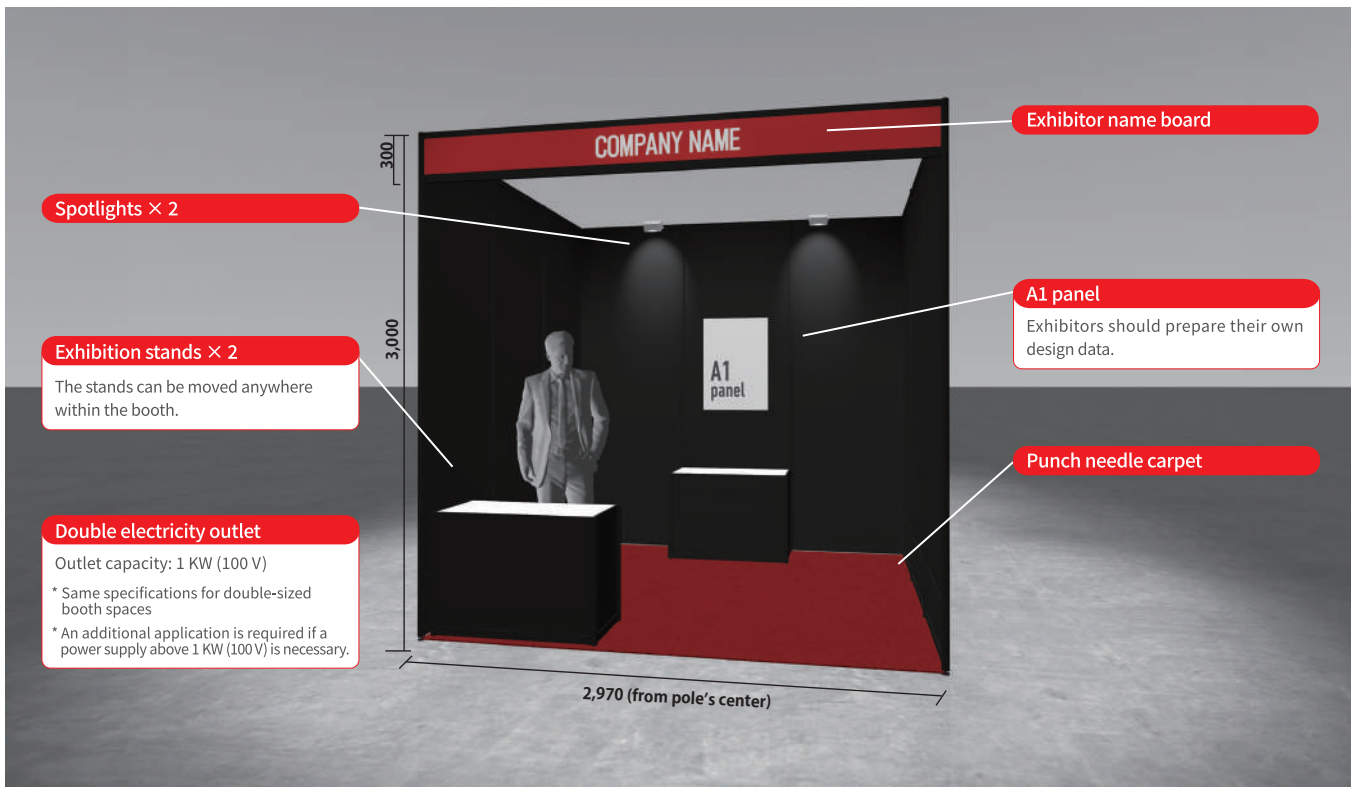
LIGHT PLAN



* Example of normal exhibition cost: [Single exhibition space: ¥330,000] + [unit system booth (including exhibition stands and panel): ¥215,000] + [Online Light Plan: ¥220,000] = Total equivalent to ¥765,000 (price for JSAE corporate members)

Chubu Area Support Pack

Details of basic booth configuration



1 booth W2,970 × D2,970 × H3,000 (mm) 2 booths W5,940 × D2,970 × H3,000 (mm)

Chubu Area Support Pack

The maximum application is a double-sized booth space.

[Uniform Price for JSAE corporate members and Non-members]

1 booth W1980×D1980×H3000_{mm}

¥ 407,000

(including tax)

2 booths W5940×D2970×H3000_{mm}

¥ 814,000

(including tax)

◆ Exhibition booth

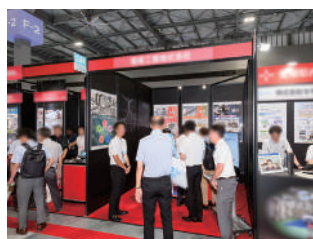
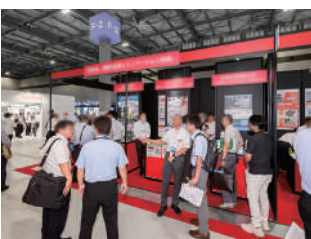
- Basic partition walls
- Needle punch carpet
- Spotlights × 2
- Exhibitor name board × 1
- Exhibition stands (including lockable lower storage compartment) × 2
- Primary electricity supply / usage costs included
- Double electricity outlet (500 W) × 1
- A1 panel

(Exhibitors should prepare their own design data.)

◆ Online exposition

- ◇ Light Plan
- Category area banner [small]
- In-person exposition booth introduction
- Main visual
- Exposition contents (3 products, 3 videos, 3 catalogs)
- Provision of data about visitors to your exhibitor pages
- Visitor questionnaire
- Inquiry form

Reference: Photographs from previous exposition (2024)



Chubu Area Support Pack

Details of online exposition Light Plan

Online exposition: List of exhibitors page

- Category area banner [small]

Exhibitor pages

- In-person exposition booth introduction
- Main visual
- Exposition contents (3 products, 3 videos, 3 catalogs)
- Provision of data about visitors to your exhibitor pages
- Visitor questionnaire
- Inquiry form

UPGRADE

Online exposition plan upgrades

We want to exhibit even more content.

We want to double down on pre-exposition publicity.

In this case, you can upgrade your online exposition plan for an additional fee.

	JSAE corporate member price	Non-member price
Upgrade to STANDARD PLAN	+ ¥330,000	+ ¥385,000
Upgrade to PREMIUM PLAN	+ ¥588,500	+ ¥643,500

(including tax)

Please see the following information for the details of each plan.

https://aee.expo-info.jsae.or.jp/pdf/AEE2025O_PriceList.pdf



Chubu Area Support Pack

FAQ: Notes and restrictions about exhibits

Is it possible to change the color sheeting of the partition walls, the carpeting, or the exhibitor name board (font, etc.)?

Since these items are part of an all-in-one package plan, it is not possible to change the color sheeting of the partition walls, the carpeting, or the font used on the exhibitor name board for different exhibitors.

Can we order or bring in additional presentation panels to be hung on the partition walls?

Additional panels may be hung in the black areas on the partition walls. Extra panels may be ordered as an option for an additional fee. You may also bring in your own panels. However, all presentation panels and the like must be attached by hanging from the partition chains or by using double-sided tape. Only fabric double-sided tape may be used. Please note that exhibitors will be charged extra if sheets or tape adhesive residue is left on the partition walls.

Is the exhibition stand fixed? Can it be moved or additional stands used?

The exhibition stand is not fixed. It can be placed in any position providing it remains inside the booth. If an exhibitor wishes to move the stand, the exhibitor must make sure it remains inside the booth.

Can we remove anything we don't need from the booth configuration set?

The exhibition stand can be removed from the booth configuration set. In this case, please contact the exposition Administrator in advance. Please note that removing items from the booth configuration set will not result in a reduction in the package cost.

Are ladders available for rent?

Ladders may be borrowed for an additional fee during either the set-up or removal days. To rent a ladder, please contact the Construction Office (hito-kuruma2025nagoya@murayama.co.jp).

AV Equipment

Application deadline: Friday, May 30

(including tax)

<p>1 LCD Display</p>  <p>32 inches ¥85,800</p>	<p>2 LCD Display</p>  <p>42 inches ¥93,500</p>	<p>3 LCD Display</p>  <p>50 inches ¥118,470</p>	<p>4 LCD Display</p>  <p>60 inches ¥140,800</p>
<p>5 Monitor Floor Stand</p>  <p>A: For 37-46 inches ¥14,300</p> <p>B: 60 inches ¥16,500</p>	<p>6 DVD Player</p>  <p>¥13,200</p>	<p>7 Digital Signage Player</p>  <p>¥19,800</p>	

*All items must be placed inside the exhibitor's booth.

- * Although these monitors are intended to be placed on a flat desk surface, they may also be installed on a stand or attached to a partition wall. To attach a monitor to a partition wall, please contact the Construction Office of Murayama Inc. to arrange the installation work.
- * This equipment can be attached to PCs or the like via an HDMI port.
- * Laptops and other equipment are also available for leasing. Please inquire for details.
- * Electric outlets and the like are not included. Please fill in the Application for Light Fixtures and Power Supply.
- * A separate signage player will be required when outputting via a USB.
- * These monitors can play the following video data formats directly: MP4, WMV, and MOV (please supply the USB memory). Please note that some data formats are not supported. In this case, a separate signage player will be required.

Preparation of presentation panels

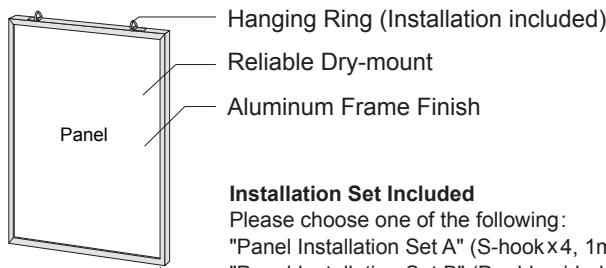
Application deadline: Friday, May 30

These are an important tool for communicating information about exhibitors and their activities to visitors in an easy-to-understand format based on explanations of the exhibits.

The Construction Office provides a smooth and seamless service covering consultation, preparation, and set-up.

[Complete ready-to-print data is provided by exhibitor]

- Size (see chart at right)
- Finished in Aluminum Frame (includes hanging rings)
- Dry-mount (Oil-based ink or laminated finish)



A1-size	¥21,780
A2-size	¥17,050
B1-size	¥27,500
B2-size	¥19,800

(including tax)

* Custom sizes also available.

[Preparation based on new panel design data]

Data delivery deadline: Friday, June 13

- Basic Design Fee: **¥18,700** (including tax) per panel
* Graph Production, Photo Editing, Data Conversion, etc.
- Please contact us regarding new illustration production, etc.

* Exhibitors may take home the prepared panels after the end of the exposition. In this case, a separate packaging fee will be charged. Please inquire about this service before the set-up period. Murayama Inc. does not have the capacity to store any panels.

*All items must be placed inside the exhibitor's booth.

Procedure from submitting an exhibition application to finalizing participation

- ▼ Submission of exhibition application via the official website
- ▼ Application checked by the exposition Administrator
- ▼ Notification of acceptance from the exposition Administrator
- ▼ Participation finalized
- ▼ Exhibition preparation

*This plan is designed to back up companies that have headquarters, branches, or factories in the Chubu region. Applications may be rejected if the Administrator judges that an applicant does not fulfill these criteria.

*Applications under this plan may be closed without prior notice.

Procedure from exhibition preparation to the opening of the exposition

March	12 <small>[Wed.]</small>	ONLINE STAGE 2: Explanatory meeting for exhibitors (release of on-demand video)
	26 <small>[Wed.]</small>	NAGOYA exposition: Explanatory meeting for exhibitors (release of on-demand video) ONLINE STAGE 2: Uploading of documents to exhibitor pages scheduled to start Optional items and equipment rental: applications open
April		
May	End of month	Scheduled date for shipping of items to exhibitors (Direct Mail, exhibitor badge folders, carry in / removal work vehicle passes, etc.) Optional items and equipment rental: application deadline
June		
July	9 <small>[Wed.]</small>	AUTOMOTIVE ENGINEERING EXPOSITION 2025 ONLINE STAGE 2 Opening
	14 <small>[Mon.]</small>	AUTOMOTIVE ENGINEERING EXPOSITION 2025 NAGOYA: Set up day 1
	15 <small>[Tue.]</small>	Set up day 2
	16 <small>[Wed.]</small>	AUTOMOTIVE ENGINEERING EXPOSITION 2025 NAGOYA: Day 1
	17 <small>[Thu.]</small>	Day 2
	18 <small>[Fri.]</small>	Final day, disassembly and removal
	30 <small>[Wed.]</small>	AUTOMOTIVE ENGINEERING EXPOSITION 2025 ONLINE STAGE 2 Closes

Exhibition fee payment

Payment deadline for exhibition fees

Friday, May 30, 2025

The Exposition Management Coordinator will send the invoice for the exhibition fees after issuing an electronic invoice. Please transfer the exhibition fees to the designated bank by the payment deadline. Fees will only be accepted by bank transfer. You are responsible for any bank transfer fees that occur.

Deadline	Cancellation fee
February 22, 2025 (Sat) – March 3, 2025 (Tue)	50% of exhibition fees
March 26, 2025 (Wed) onwards	100% of exhibition fees

The exposition Administrator must be notified in writing before an exhibitor withdraws from the exposition or reduces the floor area of its booth. The cancellation/change fees shown on the right shall occur based on the Exhibitors' Agreement.

ATTENTION ▲

This exhibition guidance only applies to the Chubu Area Support Pack.

Exhibitors are expected to confirm the Exhibitor's Agreement before submitting an application, as well as the explanatory videos and Exhibitor's Manual that are released once participation in the expositions is finalized for the basic rules, precautions, prohibited actions, and the like covering the expositions.

Inquiries about exhibition packages

【Exposition Management Coordinator】

Taiseisha Ltd. Shintomi Mihama Bldg., 6F, 1-15-3 Shintomi, Chuo-ku, Tokyo 104-0041 Japan

✉ exhib-expo@taiseisha.co.jp

Inquiries about rental equipment and the like

【Construction Office】

Murayama Inc. Toyosu Foresia, 3-2-24, Toyosu, Koto-ku, Tokyo

✉ hito-kuruma2025nagoya@murayama.co.jp