



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

#### Eligible applicants

- Prefectural, regional, or city-based industry bodies working to support manufacturing in Japan
- Intermediary groups for countries or regions outside Japan, such as embassies and trade bodies

2025 NAGOYA Package Plan

# Group Pack

*Welcome!*  
*Group Exhibitors!*

Hidden technologies and possibilities  
From local regions, from outside Japan



**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



# Welcome! Group 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 m<sup>2</sup>

**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

Are you trying to deal with challenges like these?

Regional manufacturers of top-class technologies and products wanting to become more widely known



Groups lacking the know-how to produce an exhibition booth



Potential exhibitors lacking opportunities to break into the Japanese market



Potential exhibitors looking to attract Japanese businesses to their country



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

[price for JSAE corporate members]

## The Group Pack is the ideal solution.

Normal 2booths price: equivalent to **¥1,085,700** (including tax)\*

discounted to **¥704,000**~ (including tax)

\* Example of normal exhibition cost: [Double booth space: ¥660,000] + [Unit system booth: ¥205,700] + [Online Light Plan: ¥220,000]  
= Total equivalent to ¥1,085,700

This Group package plan includes  
**Exhibition space and a unit system booth!**



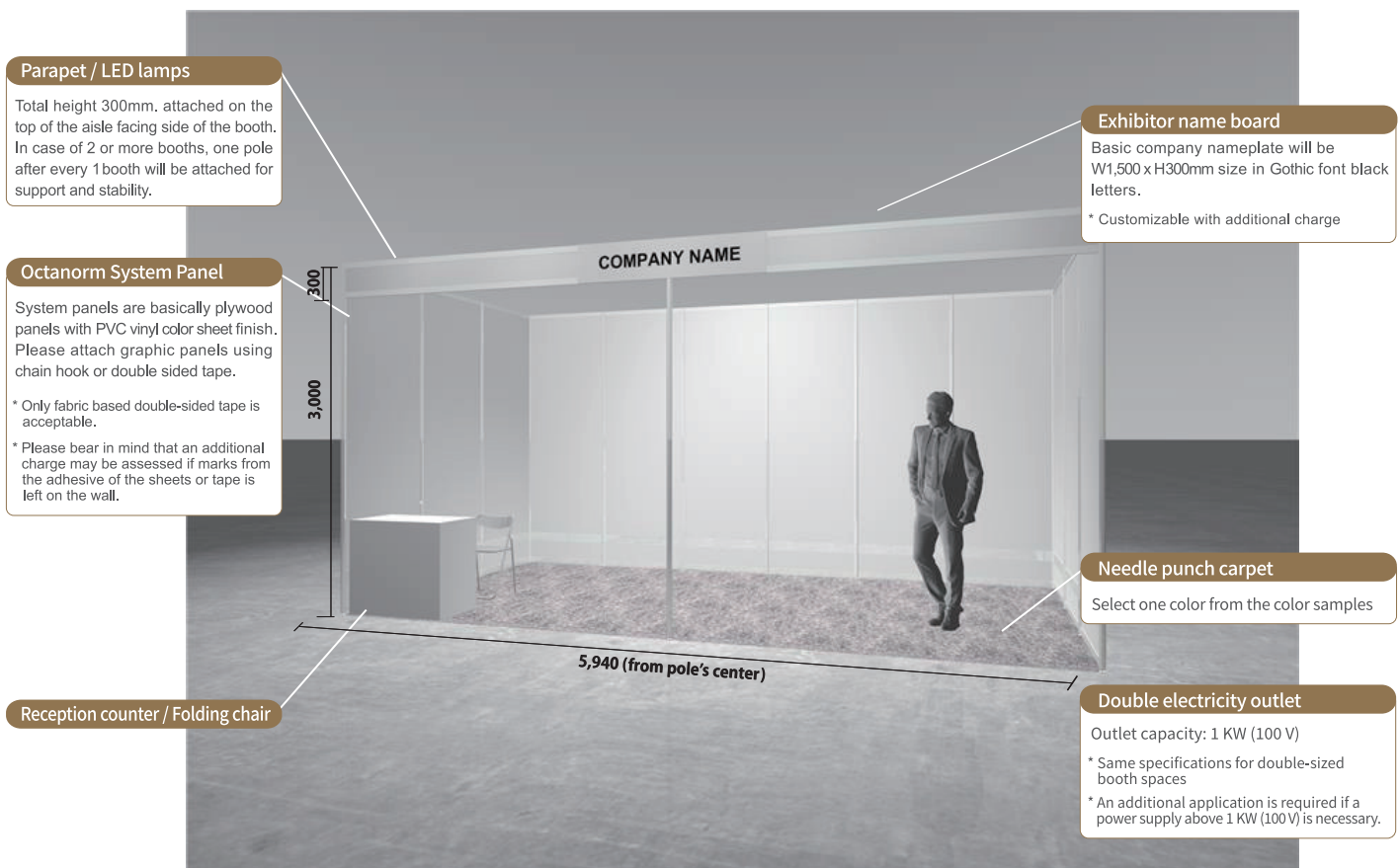
- Use this packaged plan to reduce the workload of the group administrative staff.
- Enjoy the optimum design and operation plan according to your scale and budget.
- Attract greater attention by exhibiting in an exclusive area.
- Use the Online Plan part of the package to publicize your group.

### Eligible applicants

- Prefectural, regional, or city-based industry bodies working to support manufacturing in Japan
- Intermediary groups for countries or regions outside Japan, such as embassies and trade bodies

## Group Pack

# Details of basic booth configuration and auxiliary items



2booths W5,940 × D2,970 × H3,000 (mm)

## Group Pack

### Exhibition booth

- Built-in partition panels (back and sides)
- Built-in parapet
- Needle punch carpet
- LED lamps × 2 (double-sized booths: 4 lamps)
- Double electricity outlet (1 KW) × 1
- Exhibitor name board × 1
- Reception counter × 1
- Folding chair × 1

### Online exposition \* Each Group will be awarded access to one online plan.

#### [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

◎symbol: Fixed number of auxiliary items provided for all sizes of booth.

The maximum application is a double-sized booth space.

#### JSAE corporate member price

2booths **¥ 704,000** (including tax)

More than 3booths **We will inquire about each company's desired number of booths and booth design, and then propose a price.**

#### Non-member price

2booths **¥ 924,000** (including tax)


More than 3booths **We will inquire about each company's desired number of booths and booth design, and then propose a price.**

\* JSAE Corporate members: Members that have paid the annual membership fee of the Society of Automotive Engineers of Japan, Inc. (¥11,000) × 10 memberships = ¥110,000 (minimum of 10 membership fees). The special corporate member's price only applies to corporate memberships valid on the date that the exhibition is held. Applications for new members should be submitted to the Exposition Office (Taiseisha Ltd.).

# Group Pack

## Examples of optional item customization


The following images show examples of how the items in the package can be customized with items from the option menu.



Fee breakdown

	Item	Unit price	Volume	(including tax) Amount
<b>Basic configuration</b>	Group Pack (double-sized booth, JSAE corporate members)	@704,000	1	704,000
<b>Option</b>	Partition wall color	@12,100	12	145,200
<b>Option</b>	Exhibition stand	@11,000	6	66,000
<b>Option</b>	Spot lights	@3,850	10	38,500

**Fee total : ¥953,700**  
(including tax)



Fee breakdown

	Item	Unit price	Volume	(including tax) Amount
<b>Basic configuration</b>	Group Pack (double-sized booth, JSAE corporate members)	@704,000	2	1,408,000

+

**Option** We will submit an illustrated proposal based on the requirements of each applicant. Please contact the exposition Administrator for the details and costs of the plans.

**Fee total** (including tax) **Basic configuration** + **Option**

### 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 <b>STANDARD PLAN</b>	+ ¥330,000	+ ¥385,000
Upgrade to <b>PREMIUM PLAN</b>	+ ¥588,500	+ ¥643,500

(including tax)

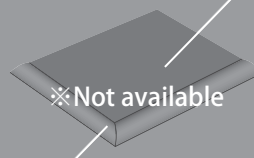
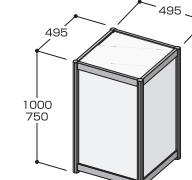
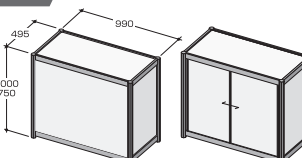
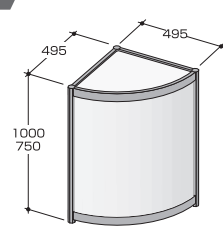
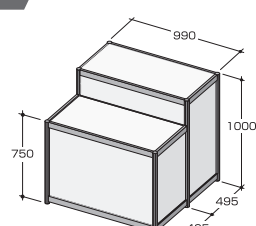
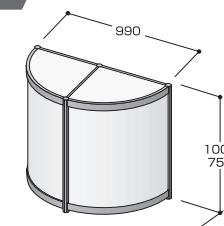
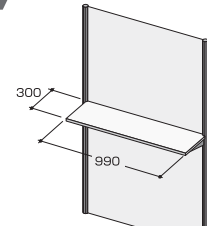
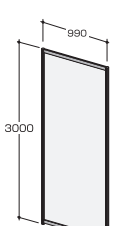
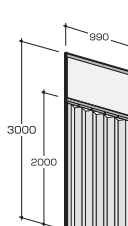
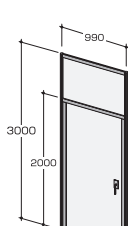
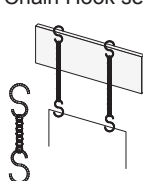
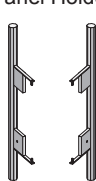
Please see the following information for the details of each plan.  
[https://aee.expo-info.jsae.or.jp/pdf/AEE2025O\\_PriceList.pdf](https://aee.expo-info.jsae.or.jp/pdf/AEE2025O_PriceList.pdf)



# Optional Furnishing List

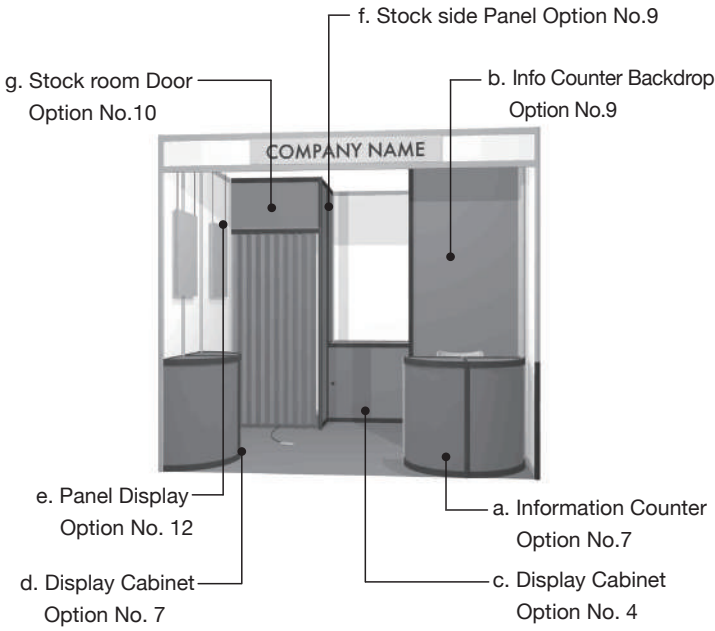
Application deadline: Friday, May 30

(including tax)

<p><b>1</b> Punch Needle Carpet (with edges)</p>  <p>※ Not available</p> <p>* Refer to page 80 for color catalogue</p> <p>¥30,250 / 1Booth</p>	<p><b>2</b> Wall Panel Color</p> <p>Changing Wall Panel color using PVC Vinyl sheet</p> <p>* Refer to page 10 for color catalogue. * A separate quotation will be sent later. Cost will change depending upon the volume.</p> <p>¥12,100 / 1Pce.</p>	<p><b>3</b> Display Cabinet</p>  <p>¥7,700</p>	<p><b>4</b> Display Cabinet</p>  <p>Display Cabinet With sliding doors</p> <p>¥11,000    ¥15,400</p>	
<p><b>5</b> Display Cabinet</p>  <p>¥12,100</p>	<p><b>6</b> Display Cabinet</p>  <p>¥22,000</p>	<p><b>7</b> Display Cabinet</p>  <p>¥23,100</p>	<p><b>8</b> Display Shelf</p>  <p>¥3,300</p>	
<p><b>9</b> System Wall Panel</p>  <p>¥8,250</p>	<p><b>10</b> Folding Door</p>  <p>¥17,600</p>	<p><b>11</b> Swing Door</p>  <p>¥23,100</p>	<p><b>12</b> Chain Hook set</p>  <p>¥550</p>	<p><b>13</b> Panel Holder</p>  <p>¥1,100</p>

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

## Image: using optional furniture items



System panels are basically plywood panels with PVC vinyl color sheet finish.

Please attach graphic panels using chain hook or double sided tape.

\* Only fabric based double-sided tape is acceptable.

\* Please bear in mind that an additional charge may be assessed if marks from the adhesive of the sheets or tape is left on the wall.

# Equipment rental

Application deadline: Friday, May 30

(including tax)

<p><b>L1</b> Meeting Set</p>  <p>¥13,970</p>	<p><b>L2</b> Sofa Set</p>  <p>¥16,500</p>	<p><b>L3</b> High Counter Set</p>  <p>¥20,900</p>	<p><b>L4</b> High Counter</p>  <p>White Black</p> <p>600φ×H1,000</p> <p>¥9,460</p>
<p><b>L5</b> Information Counter</p>  <p>W900×D450×H930</p> <p>¥13,970</p>	<p><b>L6</b> Folding Chair</p>  <p>¥825</p>	<p><b>L7</b> Café Chair</p>  <p>A Red B Navy Blue C Beige</p> <p>¥4,895</p>	<p><b>L8</b> Counter Chair</p>  <p>¥4,895</p>
<p><b>L9</b> Business Card Holder</p>  <p>¥2,090</p>	<p><b>L10</b> Catalogue Stand A</p>  <p>A4x6-stage/ A4×12-stage/ B4×12-stage</p> <p>¥7,590</p>	<p><b>L11</b> Catalogue Stand B</p>  <p>A4x4-stage</p> <p>¥16,940</p>	<p><b>L12</b> Pole Partition</p>  <p>Pole Chain</p> <p>¥1,650 ¥330/m</p>
<p><b>L13</b> Glass showcase</p>  <p>W1,500×D600×H920</p> <p>¥22,000</p>	<p><b>L14*</b></p>  <p>LED Light Panel A1 ¥27,500 A2 ¥22,000 A3 ¥16,500</p> <p>Graphic Film A1 ¥16,500 A2 ¥14,850 A3 ¥10,780</p>	<p><b>L15</b> Panel Stand</p>  <p>¥7,590</p>	<p><b>L16</b> Easel</p>  <p>¥6,600</p>
<p><b>L17</b> White Cloth</p>  <p>W1,400×L2,400</p> <p>¥1,650</p>	<p><b>L18</b> Table</p>  <p>W1,800/1,500/1,200/900×D600 W1,800/1,500×D450 [H700]</p> <p>¥4,950</p>	<p><b>L19*</b> Rental Plant</p>  <p>A B</p> <p>¥2,750 ¥6,160</p>	<p><b>L20</b> Steel Rack</p>  <p>W900×D450×H1,800</p> <p>¥8,470</p>

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

\* Electric outlets and the like are not included with items L13 and L14. Please fill in the Application for Light Fixtures and Power Supply.

\* Materials may be prepared for item L14 for an additional fee.

\* Separate transportation costs apply for item L19 (rental pot plants).

\* Depending on availability, an additional transportation fee may be charged for items ordered during the preparation period or the exposition.

## AV Equipment

Application deadline: Friday, May 30

(including tax)

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

\*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.

## Additional lights and electrical accessories

Application deadline: Friday, May 30

### Primary electrical wiring installation and additional power supply capacity

#### Primary power line installation fee / Electricity fee

- Primary power line installation Fee : ¥15,950 per kilowatt (including tax)
- Electricity fee : ¥2,860 per kilowatt (including tax)

#### Power Ratings

- 100V/200V 60Hz single phase AC with double core wire (ELB 30mmA)
- 200V/60Hz three-phase AC with triple core wire (ELB 30mmA)

### Options

(including tax)

LED Scent lamp	¥3,740
100W Spotlight	¥3,850
100W Arm Spotlight	¥4,180
300W Halogen Light	¥8,250
Equivalent to 60W LED	¥9,900
AC Outlet (100V 15A grounded)	¥3,300
AC Outlet (200V)	¥6,600

\* Additional branch circuit installation may be required depending on the total power capacity required and whether 24-hour power supply is necessary.

Rental of audio-visual equipment-related items

Additional lights and electrical accessories



# Preparation of presentation panels

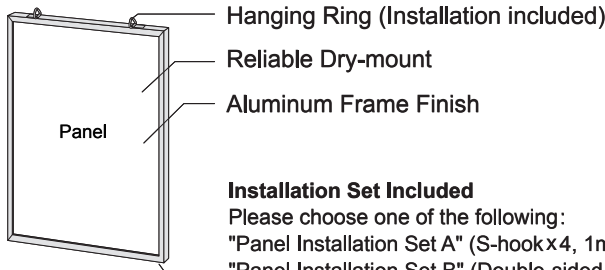
Application deadline: Friday, May 30

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

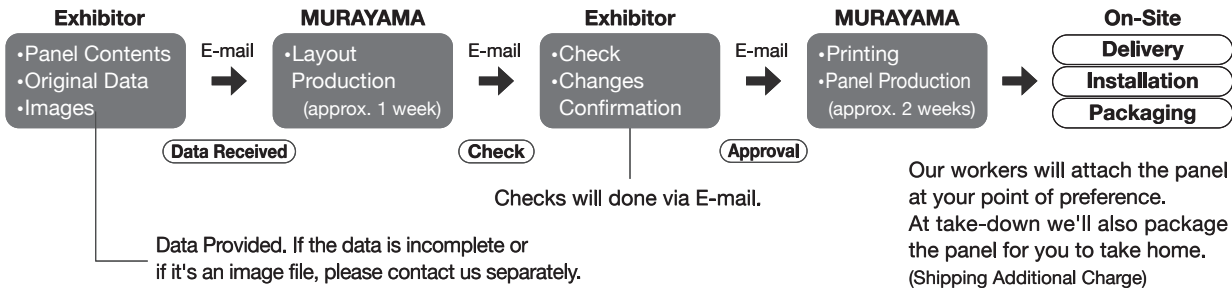
(including tax)  
\* Custom sizes also available.

## [Preparation based on new panel design data] Data delivery deadline: Friday, June 13

- Panel Information Data Production ...
- 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.

## [Panel Production Process]

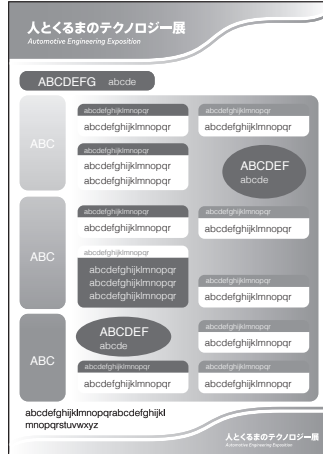


## [Examples] These layouts and designs for reference only. Proposals that meet your needs will be provided.

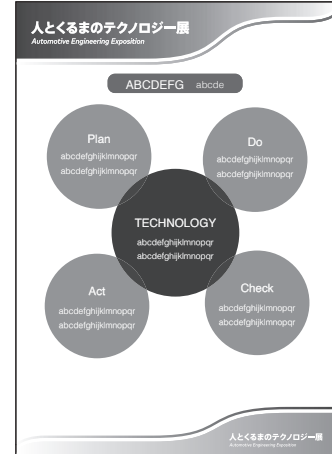
### Product Explanation Style



### Graph Style



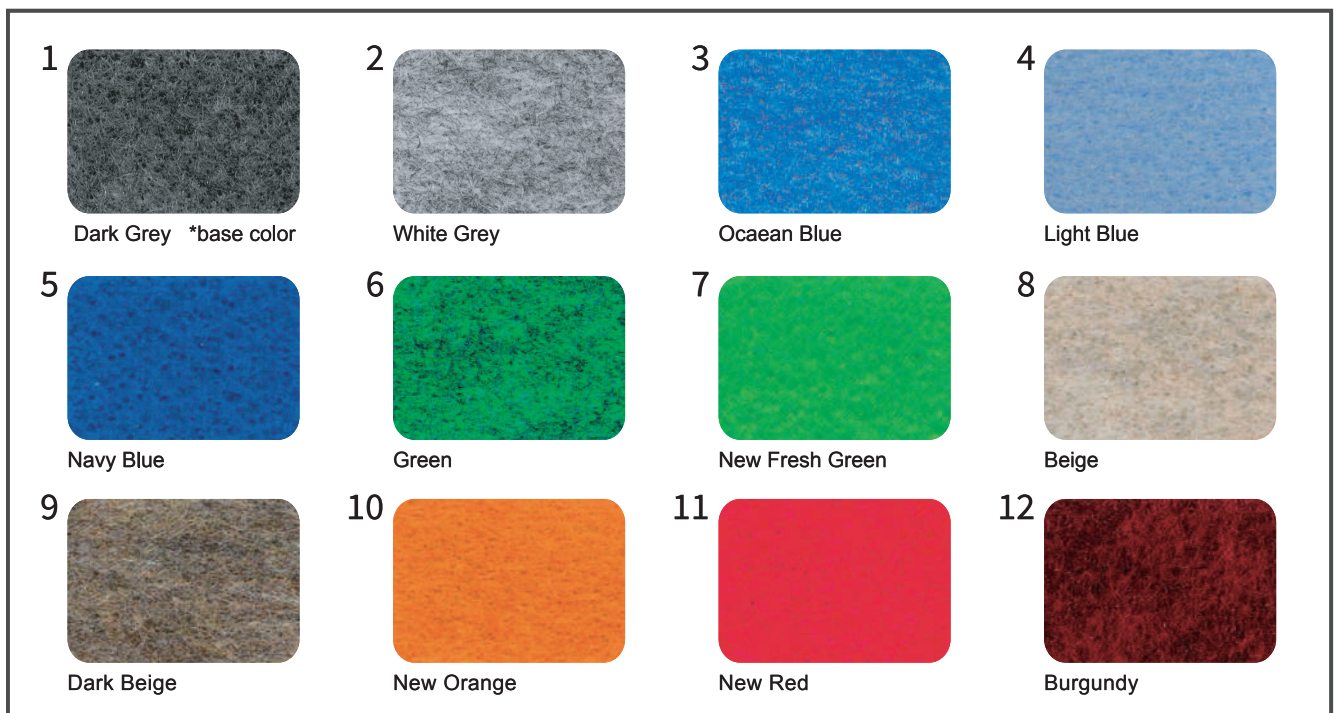
### Background Image Style



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

Explanation Panel

Flooring Color Sample [12-Color Punch Carpet]



\* Please note the printed colors above vary slightly from actual colors.

Wall Color Sample [14 System Wall Colors] ※Separately charged



\* Please note the printed colors above vary slightly from actual colors.

Color Booth Image

● With "color" it's possible to give your company and/or products a stronger impression and deeper impact.

● Blue Booth

Image created:  
Pure  
Precise  
Mechanical  
Knowledgeable  
etc.



● Red Booth

Image created:  
Energetic  
Enthusiastic  
Reliable  
Sensual  
etc.



# Schedule

## 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 intended to support prefectural, regional, and city-based industry bodies working to support manufacturing in Japan, as well as intermediary groups for countries or regions outside Japan, such as embassies and trade bodies. 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

<b>March</b>	<b>12</b> <small>[Wed.]</small> ONLINE STAGE 2: Explanatory meeting for exhibitors (release of on-demand video)
<b>April</b>	<b>26</b> <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
<b>May</b>	<b>End of month</b> 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
<b>June</b>	
<b>July</b>	<b>9</b> <small>[Wed.]</small> AUTOMOTIVE ENGINEERING EXPOSITION 2025 ONLINE STAGE 2 Opening <b>14</b> <small>[Mon.]</small> AUTOMOTIVE ENGINEERING EXPOSITION 2025 NAGOYA: Set up day 1 <b>15</b> <small>[Tue.]</small> Set up day 2 <b>16</b> <small>[Wed.]</small> AUTOMOTIVE ENGINEERING EXPOSITION 2025 NAGOYA: Day 1 <b>17</b> <small>[Thu.]</small> Day 2 <b>18</b> <small>[Fri.]</small> Final day, disassembly and removal <b>30</b> <small>[Wed.]</small> AUTOMOTIVE ENGINEERING EXPOSITION 2025 ONLINE STAGE 2 Closes

## Exhibition fee payment

### 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 Group 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.



Automotive Engineering Exposition 2025 special pack application website

[https://aee.expo-info.jsae.or.jp/ja/nagoya/call\\_for\\_exhibitors/](https://aee.expo-info.jsae.or.jp/ja/nagoya/call_for_exhibitors/)

Inquiries about rental equipment and the like

✉ [exhib-expo@taiseisha.co.jp](mailto:exhib-expo@taiseisha.co.jp)

⋮ **【Exposition Management Coordinator】**  
⋮ Taiseisha Ltd.  
⋮ Shintomi Mihama Bldg., 6F, 1-15-3 Shintomi,  
⋮ Chuo-ku, Tokyo 104-0041 Japan

Inquiries regarding booth and equipment rental, etc.

✉ [hito-kuruma2025nagoya@murayama.co.jp](mailto:hito-kuruma2025nagoya@murayama.co.jp)

⋮ **【Construction Office】**  
⋮ Murayama Inc.  
⋮ Toyosu Foresia, 3-2-24, Toyosu, Koto-ku, Tokyo