

Exhibition Application to Acceptance Flow

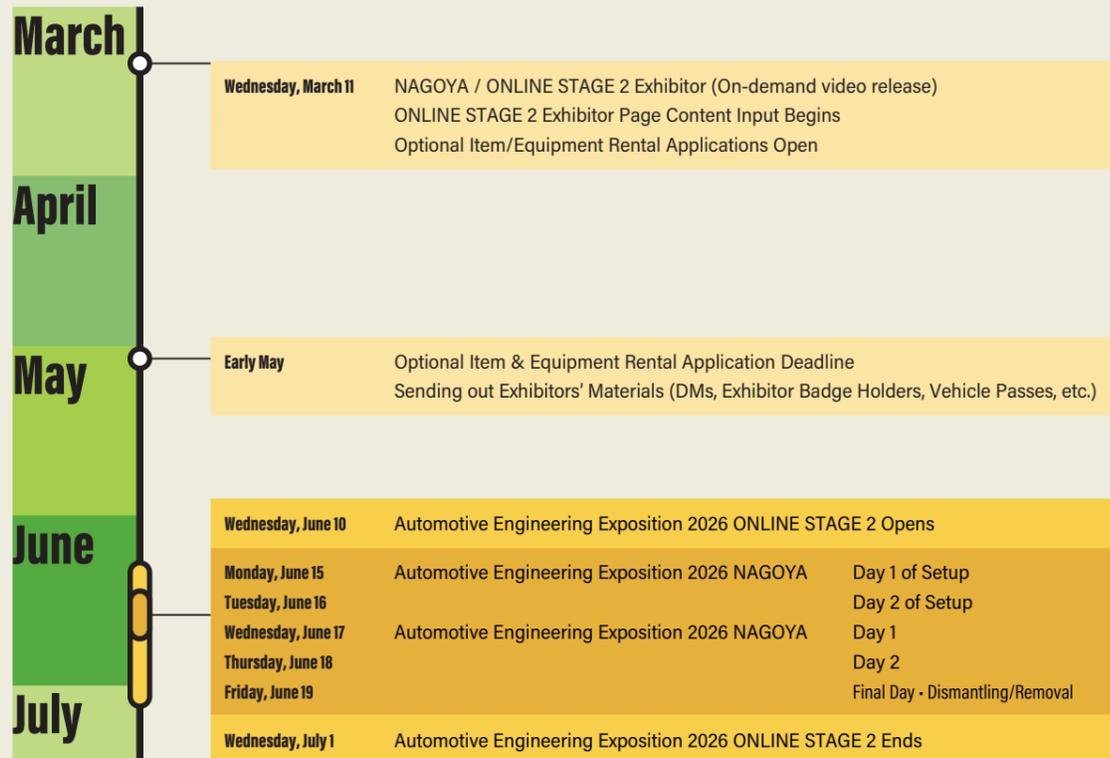


* This plan is designed to support startups, university research labs, and similar entities. However, the organizer reserves the right to decline their applications if not met with the initial criteria.
* Applications may be closed without prior notice.

**Automotive Engineering Exposition 2026
SPECIAL PACK APPLICATION WEBSITE**
https://aee.expo-info.jsae.or.jp/en/nagoya/call_for_exhibitors/



Exhibition Preparation to the Event Flow



Regarding Exhibition Fee Invoicing

The Exposition Management Coordinator will send an electronic invoice to a person-in-charge of the exhibitor.
Please transfer the exhibition fee to the designated bank account by the payment deadline. Only bank transfer is accepted, and the exhibitor has an obligation to pay any charges associated with the bank transfer.

Payment deadline for exhibition fees: Friday, May 29, 2026

Deadline	Cancellation fee
Saturday, February 14, 2026 - Tuesday, March 10, 2026	50% of exhibition fees
Wednesday, March 11, 2026 onwards	100% of exhibition fees

Cancellation/alteration in booth size should be notified to the Exposition Office (Taiseisha Ltd.) in writing and charged based on the Exhibitors' Agreement.

ATTENTION !

* This document is intended solely for exhibitors in the Startup/Academia Pack. For basic rules, precautions, prohibited items, and other exhibition-related matters, please be sure to review the Exhibition Terms and Conditions provided at the time of application, as well as the Exhibitor Briefing Video and Exhibition Guide published after your participation is confirmed.

Inquiries Regarding Package Exhibitions

[Exposition Management Coordinator]
Taiseisha Ltd. Shintomi Mihama Bldg., 6F, 1-15-3 Shintomi, Chuo-ku, Tokyo 104-0041 Japan
E-mail: exhib-expo@taiseisha.co.jp

Inquiries Regarding Rental Equipment, etc.

[Construction Office]
Murayama Inc. Toyosu Foresia, 3-2-24, Toyosu, Koto-ku, Tokyo
E-mail: hito-kuruma2026nagoya@murayama.co.jp



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

Eligible applicants

- Startup companies founded within the last ten years
- University researchers, academic venture businesses, educational institutions, etc.

2026 NAGOYA Package Plan

Start-up and Academic Lab Pack

Start-up Company & Academic lab

We are on the hunt for new technologies.

How about giving your new ideas wider exposure?

6/17 WED 18 THU 19 FRI

Aichi Sky Expo

(Aichi International Exhibition Center) registration required

ONLINE STAGE 2 6/10 WED - 7/1 WED

Organizer / Society of Automotive Engineers of Japan, Inc.



人とくるまのテクノロジー展
Automotive Engineering Exposition
2026 NAGOYA



Welcome!

Start-up Company & Academic lab

Start-up and Academic Lab Pack

Package Contents

- Exhibition space
- Booth and fittings
- Greater attention Start-up and Academic lab area
- Technology PR. Presentation stage
- Pre-exposition publicity Online exposition ECONOMY PLAN

1-booth layout



1 booth W1980 x D1500 x H2700 mm

1-booth layout placement image



Outline

Organizer / Society of Automotive Engineers of Japan, Inc.

AUTOMOTIVE ENGINEERING EXPOSITION 2026 NAGOYA

Dates Wed., June 17 - Fri., June 19, 2026
10:00 - 17:00
Venue Aichi Sky Expo (Aichi International Exhibition Center)
Exhibition space 20,000m²
Exposition scale Over 450 exhibitors / 900 booths (expected)
Registrations Over 30,000 visitors (expected)

AUTOMOTIVE ENGINEERING EXPOSITION 2026 ONLINE STAGE 2

Dates Wed., June 10 - Wed., July 1, 2026
Venue Online Exposition Website
Exposition scale Over 600 exhibitors (expected) * Includes both STAGE1 and STAGE2
Registrations Over 130,000 visitors (expected) * Includes both STAGE1 and STAGE2

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

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Normal price: equivalent to **¥706,200**

discounted to **¥209,000**

*Example of Standard Exhibition [Uniform Price for JSAE corporate members and Non-members]
¥ 440,000 [1 booth]
+ ¥ 156,200 [Unit System Booth]
+ ¥ 110,000 [Online ECONOMY Plan]
= ¥706,200 equivalent (Non-member price)
* All prices include tax.

Included Items & Customization

Number of Booths Applied	1-booth	
Included Features	Base wall (black) H2700 + partial color sheet	Color cannot be changed
	No parapet	
	Floor punch carpet (beige)	Color cannot be changed
	LED30W x 2	
	2-outlet power strip x 1	Additional outlets available for a fee
	Electricity capacity: 0.5KW (regardless of booth number)	Additional capacity available for a fee
	Company nameplate x 1	Design cannot be changed
	Display stand (W990-D495-H900) x 2	Fixed to the wall; cannot be moved
Additional Options & Equipment	Reception counter	Can be removed. Please notify us in advance if not required.
	Equipment rental	Available for addition (listed on p.6)
	AV Equipment rental	Available for addition (listed on P.7. Wall mounting not permitted.)
Other	Explanatory panels	Available for addition (listed on p.7. Bringing your own is also permitted.)
	Stepladder rental	Available for rental at the office

Please use this to help solve such problems.

A lack of opportunities to showcase research to industry

Finding partners in product development

Looking for assessments of your developments from industry

Minimal budget for exhibitions

* As this is a package plan, decoration involving contractors is not permitted. Additional equipment and customization requests will be handled as described above. Wall sheet application is not permitted. Panels and posters up to A0 size may be affixed. For brought-in panels, please hang them using chains or attach them using fabric double-sided tape. Please note that if adhesive residue from sheets or tape remains on the walls, additional charges may apply.

Startup Academia Pack Exclusive

Presentation stage

Exhibitors who apply for the Startup & Academia Pack can deliver a 20-minute presentation during the event period on the stage within the special area.

Take advantage of this opportunity to directly convey your proprietary technologies and research achievements to attendees—information that cannot be fully conveyed through your exhibition booth or exhibitor information page.

Promote your company's technology and research achievements in a 20-minute presentation!



Every year, the presentation stage is extremely well received by exhibitors and visitors alike.

This exclusive feature in the Start-Ups and Academia Pack is the ideal chance to make new connections!



▲ Photograph of 2024 presentation stage
The presentations were standing room only!



1 slot: 20 min.
(including Q&A)

Audience data will be delivered by the exposition administrator to each exhibitor at a later date.

Presentation materials

Data format: **PowerPoint data [aspect ratio = 16 : 9]**

Submission deadline: **Wednesday, June 10**

Submit to: **exhib-expo@taiseisha.co.jp**
Submit the presentation materials by email to the exposition Administrator.



* Presentation Stage Setup Image

FAQ: Notes and restrictions about the presentation stage

Q Is use of the presentation stage compulsory?

A The presentation stage is included in the Pack, but it is not compulsory. Please consider using the stage as a good opportunity to communicate information to visitors.

Q When will the presentation schedule be finalized? Can we make requests about the time and date of presentation?

A The presentation schedule is due to be finalized at the beginning of June. However, requests about the time and date of presentations will not be accepted. Thank you for your understanding.

Q May we hand out printed materials to accompany the presentation?

A Pre-prepared materials may be handed out to the audience. Each exhibitor is responsible for handing out their own materials.

Q Will audience data be collected and provided?

A The exposition Administrator will use a QR code reader to obtain audience data in person, which will be delivered in Excel format at a later date.

Q Can we receive extra presentation slots?

A Since the presentation slots are limited, we will send out a notification about additional available slots once the participants have been finalized.

Details of online exposition ECONOMY Plan

- Category area banner [exhibitor name only]
- In-person exposition booth introduction
- Inquiry form

Visitor data provision is not included in the ECONOMY plan.

Online exposition plan upgrades

We want to exhibit even more content.

We want to double down on pre-exposition publicity.

We want visitor data!

	Upgrade to LIGHT PLAN	Upgrade to STANDARD PLAN	Upgrade to PREMIUM PLAN
JSAE corporate member price	+ ¥165,000	+ ¥330,000	+ ¥588,500
Non-member price	+ ¥165,000	+ ¥385,000	+ ¥643,500

* All prices include tax.

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

Please see the following information for the details of each plan.
https://aee.expo-info.jsae.or.jp/pdf/AEE20260_PriceList.pdf

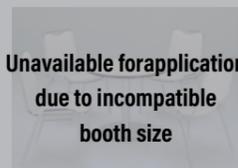
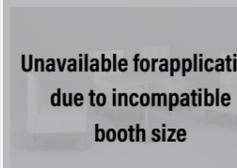
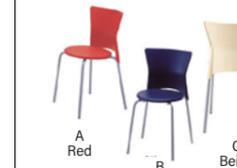


* Image for illustrative purposes only.

Equipment rental

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

Application deadline **Friday, May 1**

L1 Meeting Set  Unavailable for application due to incompatible booth size ¥13,970	L2 Sofa Set  Unavailable for application due to incompatible booth size ¥16,500	L3 High Counter Set  ¥20,900	L4 High Counter  White Black 600φ x H1,000 ¥9,460
L5 Information Counter  W900xD450xH800 ¥13,970	L6 Folding Chair  ¥825	L7 Café Chair  A Red B Navy Blue C Beige ¥4,895	L8 Counter Chair  φ450 x SH600~820 ¥4,895
L9 Business Card Holder  ¥2,090	L10 Catalogue Stand A  A4x6-stage / A4x12-stage / B4x12-stage ¥7,590	L11 Catalogue Stand B  A4x4-stage ¥16,940	L12 Pole Partition  Pole Chain White / Black ¥1,650 ¥330/m
L13* Glass showcase  Unavailable for application due to incompatible booth size W1,500xD600xH920 ¥22,000	L14* LED Light Panel  A1 ¥27,500 A2 ¥22,000 A3 ¥16,500 Graphic Film A1 ¥16,500 A2 ¥14,850 A3 ¥10,780	L15 Panel Stand  ¥7,590	L16 Easel  ¥6,600
L17 White Cloth  W2400xH1400 ¥1,650	L18 Table  W1800/500/1200/900xD600 W1800/W1500xD450 [H700] ¥4,950	L19* Rental Plant  A B ¥2,750 ¥6,160	L20 Steel Rack  W900xD450xH1,800 ¥8,470

* L14 outlets are not included. Please apply via the "Application for Light Fixtures and Power Supply" section within your Exhibitor My Page.

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

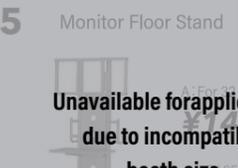
* Separate transportation costs apply for item L19 (rental pot plants).

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

AV Equipment rental

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

Application deadline **Friday, May 1**

1 LCD Display 32 inches  ¥85,800	2 LCD Display 43 inches  ¥93,500	3 LCD Display 50 inches  ¥118,470	4 LCD Display 65 inches  ¥140,800
5 Monitor Floor Stand  Unavailable for application due to incompatible booth size ¥17,300 ¥16,500	6 DVD Player  ¥13,200	7 Digital Signage Player  ¥19,800	

* Outlets are not included. Please apply via the "Application for Light Fixtures and Power Supply" section within your Exhibitor My Page.

* A separate signage player will be required when outputting via a USB.

Preparation of presentation panels

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

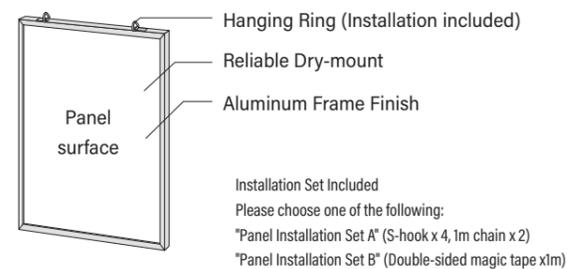
Application deadline **Friday, May 1**

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.

Panel Design

When creating panels using provided data

- 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

* Custom sizes also available.

For new design creation

Data delivery deadline: Friday, May 8

- Basic Design Fee: ¥18,700 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.