

Exhibition Application to Acceptance Flow



* This plan is designed for new/returning exhibitors who can meet specified eligibility. 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/

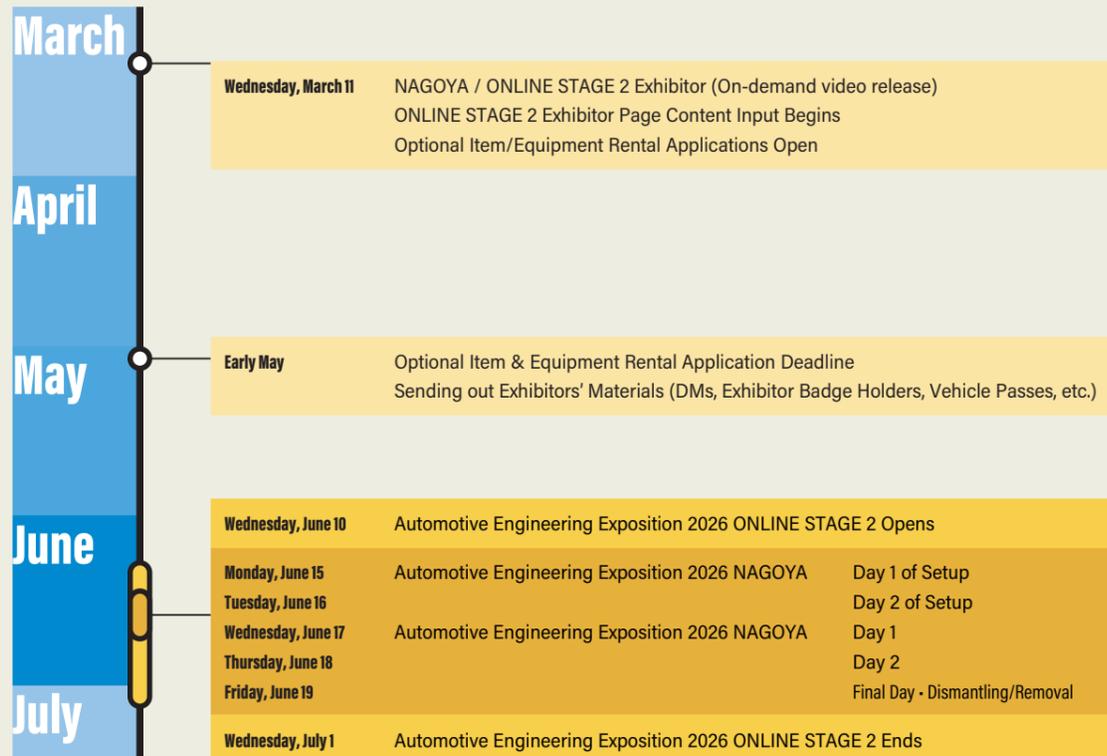


Organizer / Society of Automotive Engineers of Japan, Inc.
Exposition Management Coordinator / Taiseisha Ltd.

Eligible applicants

- New exhibitors for the Automotive Engineering Exposition NAGOYA.
- Companies that have not exhibited at the Nagoya Exhibition from 2022 to 2025.

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 trial packs. 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

2025 NAGOYA Package Plan

Trial Pack

Welcome!

Returning Exhibitors,
New Exhibitors

The Trial Pack is ideal for first-time or returning exhibitors.

Take a step into the future



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

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.



Welcome!

Returning Exhibitors,
New Exhibitors



Trial Pack

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

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



Normal price: equivalent to **¥541,200**

discounted to **¥363,000**

*Example of Standard Exhibition [price for JSAE corporate members]

- ¥ 330,000 [1 booth]
- + ¥ 156,200 [Unit System Booth]
- + ¥ 55,000 [Online ECONOMY Plan]
- = ¥541,200 (Non-member price)

* All prices include tax.



All-inclusive package plan

- Enjoy a simple and straightforward exhibition experience with booth decorations included in the package.
- Reduce your exhibition fees and realize more efficient PR.
- No booth construction required. Just bring your exhibits and start exhibiting immediately.
- Online plans also allow for advance exhibition announcements.

Use this package to deal with your problems such as;

- First-time exhibitor with no experience of the processes
- Exhibited in the past and thinking about making a comeback
- First-time exhibitor looking to size up your technologies at a low cost
- Potential exhibitors with a minimal budget for exhibition fees and booth fittings

Eligible applicants

- New exhibitors for the Automotive Engineering Exposition NAGOYA.
- Companies that have not exhibited at the Nagoya Exhibition from 2022 to 2025.



Trial Pack

We accept applications for up to 2 booths. * All prices include tax.

1 booth

W2970 x D2970 x H3000 mm

* Prices for JSAE corporate members **¥363,000**

* Prices for Non-members **¥473,000**



Option Customize Example 1

Fee breakdown				
	Item	Unit Price	Volume	Amount
Basic configuration	Trial Pack	¥ 363,000	1	363,000
Option	Display Cabinet	¥ 12,100	1	12,100
Option	A1 panels (part of installation set)	¥ 21,780	3	65,340
Option	LED Spotlight	¥ 4,180	3	12,540
Fee total:				¥452,980

2 booths

W5940 x D2970 x H3000 mm

* Prices for JSAE corporate members **¥726,000**

* Prices for Non-members **¥946,000**

* What is a JSAE corporate Member?

JSAE corporate member fees are applicable only for exhibitors who have become the valid members before/on the date the exhibition held. Please apply for a new membership to the Exposition Office (Taiseisha Ltd.).

The annual membership fee:
¥11,000 per share x 10 shares = ¥110,000
* the initial fee only for the 1st year is ¥3,000

Contents of the Trial Pack

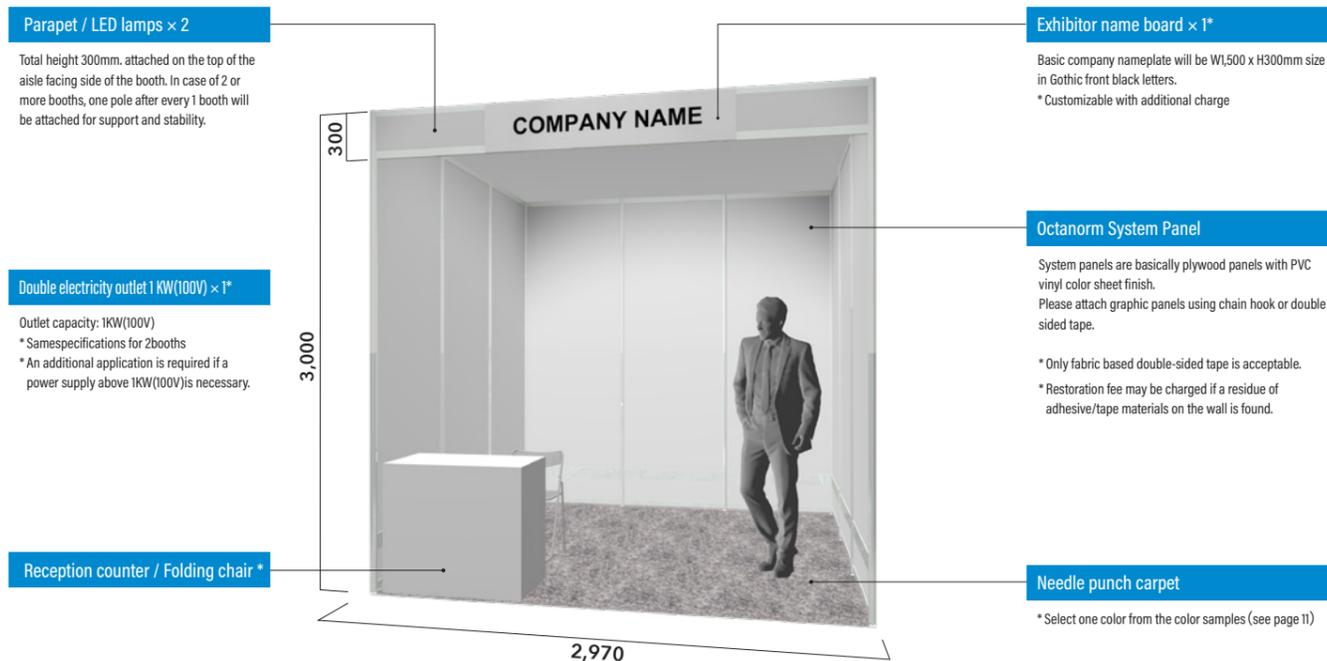
Exhibition booth

- Built-in partition panels (back and sides)
- Built-in parapet
- Needle punch carpet
- LED lamps x 2 (2 booths: x 4)
- Double electricity outlet 1 KW(100V) x 1*
- Exhibitor name board x 1*
- Reception counter x 1*
- Folding chair x 1*

* Fixed number of auxiliary items provided for all sizes of booth.

Online exposition [ECONOMY Plan]

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



Option Customize Example 2

Fee breakdown				
	Item	Unit Price	Volume	Amount
Basic configuration	Trial Pack	¥ 363,000	1	363,000
Option	Display Cabinet	¥ 12,100	3	36,300
Option	A1 panels (part of installation set)	¥ 21,780	3	65,340
Option	LED Spotlight	¥ 4,180	3	12,540
Option	System Wall Panel	¥ 9,350	1	9,350
Option	Wall Panel Color	¥ 13,200	10	132,000
Option	LCD Display 43 inches	¥ 93,500	1	93,500
Fee total:				¥712,030

Please apply for the optional menu via the Exhibitor My Page starting Wednesday, March 11.



* Image for illustrative purposes only.

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.



- We want visitor data!**
 - We want to exhibit even more content.**
 - We want to double down on pre-exposition publicity.**
- Why not check the upgrade plan if you want more!

Online exposition plan upgrades

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

* All prices include tax.

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



Please apply for the optional menu via the Exhibitor My Page starting Wednesday, March 11.

* All prices include tax.

Optional Furnishing List

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

Application deadline **Friday, May 1**

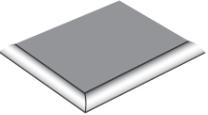
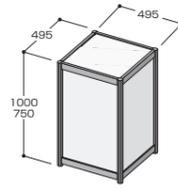
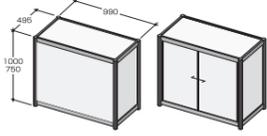
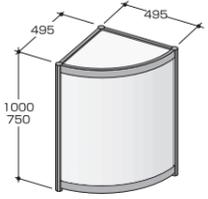
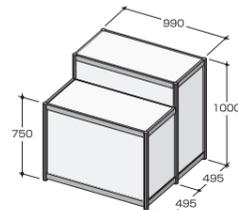
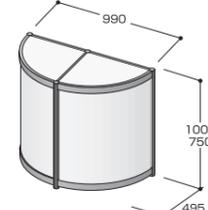
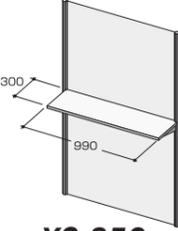
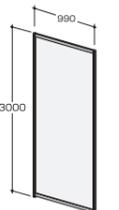
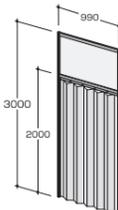
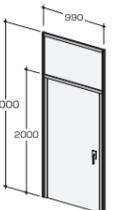
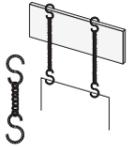
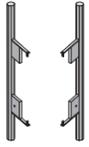
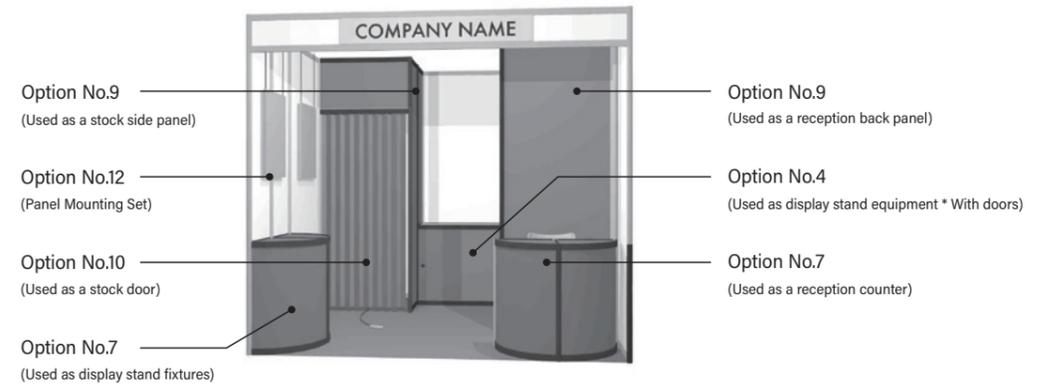
1 Punch Needle Carpet (with edges)  *Refer to page 11 for color catalogue ¥34,100 / 1booth	2 Wall Panel Color Changing Wall Panel color using PVC Vinyl sheet *Refer to page 11 for color catalogue *A separate quotation will be sent later. Cost will change depending upon the volume. ¥13,200 / 1Piece	3 Display Cabinet  ¥8,800	4 Display Cabinet  No door With sliding door ¥12,100 ¥17,050	
5 Display Cabinet  ¥13,200	6 Display Cabinet  ¥24,200	7 Display Cabinet  ¥25,300	8 Display Shelf  ¥3,850	
9 System Wall Panel  ¥9,350	10 Folding Door  ¥19,250	11 Swing Door  ¥25,300	12 Chain Hook set  ¥605	13 Panel Holder  ¥1,210

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.
 * Restoration fee may be charged if a residue of adhesive/tape materials on the wall is found.

Equipment rental

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

Application deadline **Friday, May 1**

L1 Meeting Set  ¥13,970	L2 Sofa Set  ¥16,500	L3 High Counter Set  ¥20,900	L4 High Counter  White Black 600φ×H1,000 ¥9,460
L5 Information Counter  W900×D450×H800 ¥13,970	L6 Folding Chair  ¥825	L7 Café Chair  A Red B Navy Blue C Beige ¥4,895	L8 Counter Chair  φ450×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  W1,500×D600×H920 ¥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  W2400×H1400 ¥1,650	L18 Table  W1800/500/1200/900×D600 W1800/W1500×D450 [H700] ¥4,950	L19* Rental Plant  A ¥2,750 B ¥6,160	L20 Steel Rack  W900×D450×H1,800 ¥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  A: For 32 - 50 inches ¥14,300 B: 65 inches ¥16,500	6 DVD Player  ¥13,200	7 Digital Signage Player  ¥19,800	

* Monitors are typically placed on tables, but they can also be mounted on freestanding stands or installed on walls. In the case of wall mounting, modifications to the wall surface may be required. Please contact Murayama at the Construction Office for details (additional fees apply).

* 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.

Additional lights and electrical accessories

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

Application deadline **Friday, May 1**

Primary electrical wiring installation and additional power supply capacity

Primary power line installation fee / Electricity fee

- Primary power line installation Fee ¥17,600 per kilowatt
- Electricity Fee ¥3,190 per kilowatt

Power Ratings

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

Options

	Unit Price
LED linear light	¥ 4,180
15W LED Spotlight	¥ 4,180
15W LED Arm Spotlight	¥ 4,620
Equivalent to 30W LED	¥ 9,020
Equivalent to 60W LED	¥11,000
AC Outlet (100V 15A grounded)	¥ 3,630
AC Outlet (200V) * Please attach a photo of the outlet shape.	¥ 7,260
Secondary Side Wiring Construction Cost	¥ 6,050

* Secondary Wiring Installation Fee: If the total electrical capacity used within the booth (lighting and outlets) exceeds one circuit (1KW), a two-circuit distribution panel / ¥6,050 is required. Each additional circuit costs ¥2,750.

Preparation of presentation panels

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

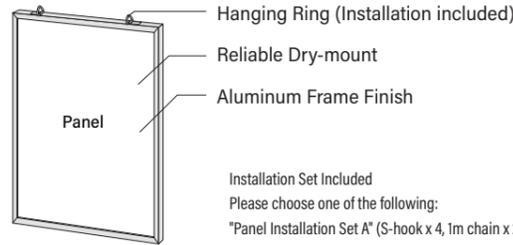
Application deadline **Friday, May 1**

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.

Installation Set Included
Please choose one of the following:
"Panel Installation Set A" (S-hook x 4, 1m chain x 2)
"Panel Installation Set B" (Double-sided magic tape x1m)

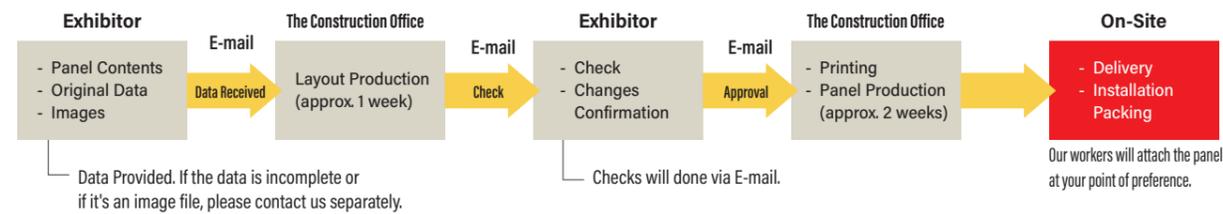
For new design creation

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

Data delivery deadline: Friday, May 8

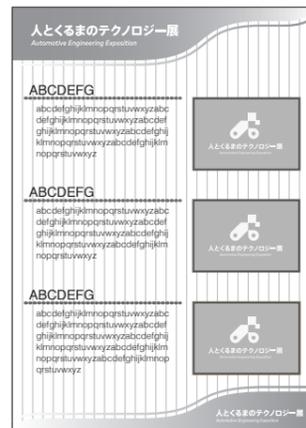
* Exhibitors may take back the prepared panels to home after the end of the exposition but a separate packaging fee will be charged. Please inquire the service before the set-up period. Murayama Inc. has no space to store the panels temporarily.

[Panel Production Process]

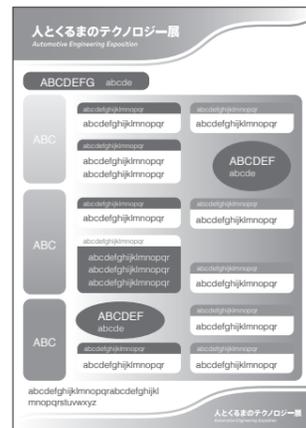


[Examples] These layouts and designs for reference only. Proposals that meet your needs will be provided.

Product Explanation Style



Graph Style



Background Image Style



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

Application deadline **Friday, May 1**

Flooring and Wall Panel Color Sample

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.

