

Remote Exhibiting Plan for International Exhibitors

The Remote Exhibiting Plan is applicable to those who cannot physically attend to exhibit at the show due to travel restrictions.

1. Trade shows are being held in Japan! -- 154 shows were held since Aug., 2020

Reed Exhibitions Japan has restarted shows since mid-August, and has already done **154** shows since Aug., 2020 to Dec., 2020.

Below are photos of our shows held in Tokyo, Osaka and Nagoya September 2020. As you can see, the shows were busy and exhibitors had successful business.

Instead of virtual shows, why not exhibit in a REAL show?



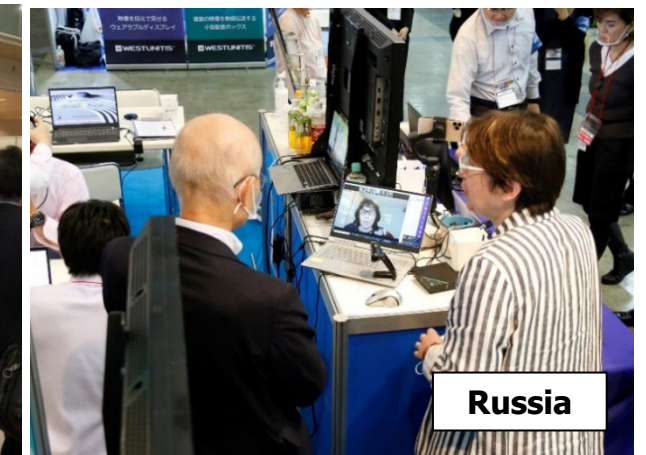
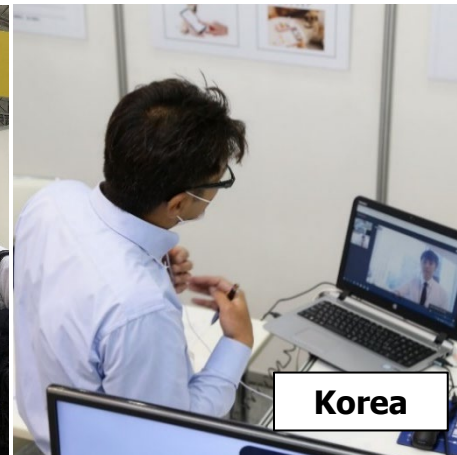
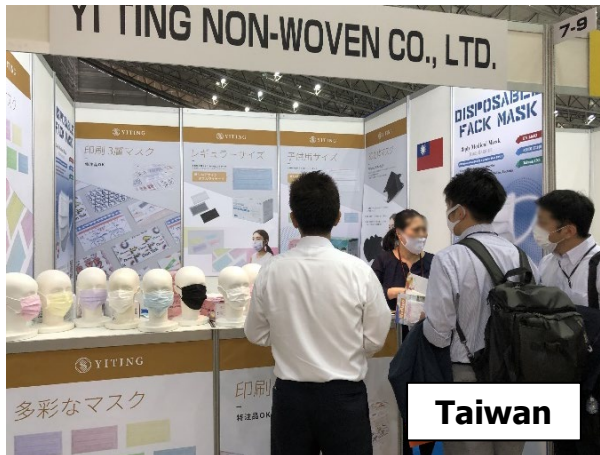
<Photos taken at LIFESTYLE Week Tokyo 2020 (September 2-4, 2020) and Osaka (September 9-11, 2020) organized by us.>

2. You can approach the Visitors at the Show Ground

As most shows in Japan and globally have been cancelled or held virtual this year, visitors who come to the show are highly motivated to **find**, **see** and **touch** new products/technologies.

International exhibitors as below, including National and State/Regional Government Pavilions, all reached out many quality visitors.

We strongly recommend you to exhibit and reach out to these high quality visitors as well!



3. International Participation by “Remote Exhibiting Plan”

For international exhibitors who cannot exhibit directly this year due to travel restrictions, we are offering a special proposal – the **Remote Exhibiting Plan**.

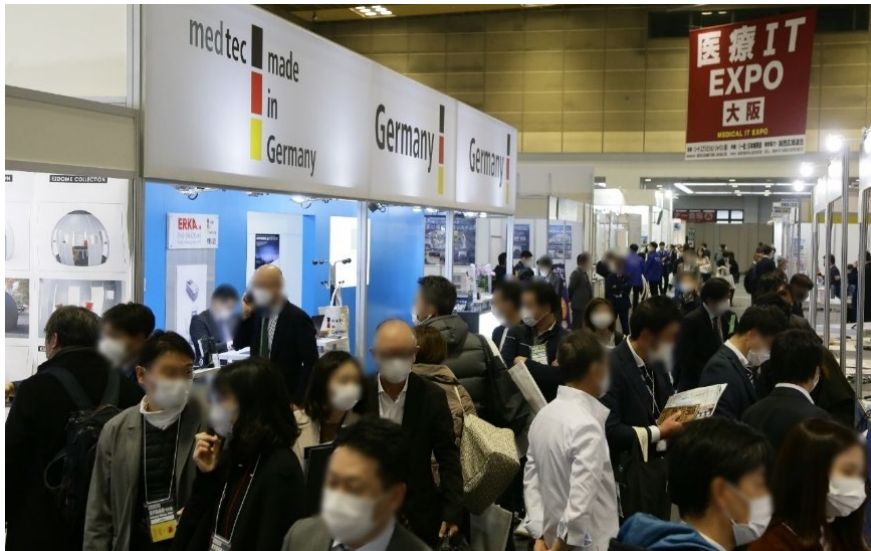
Show Management organized interpreters to explain the products and conducted business matching. With this Remote Exhibiting Plan, exhibitors achieved new business leads without travelling.

Remote Exhibiting Plan

Consists of:

1. Furnished Booth -- Exhibit space with booth construction
2. Interpreter for 3 days
3. PC + Wi-Fi for communication with visitors and your interpreter (Zoom, WeChat, KaKaoTalk, etc.)
4. Online Matching System

< Photos taken at MEDICAL JAPAN 2021 Osaka (2/24-26/2021) >



3. International Participation by “Remote Exhibiting Plan”

The Remote Exhibiting Plan consists of:

1. Furnished Booth -- Exhibit space with booth construction

- You will have your own booth with rental display.
- Pick your desired booth location -- Show Management will send you options depending on your products and target visitors.

All you need to do is:

1. Send products for display and samples.

→ As most tradeshows are cancelled or held online, many visitors haven't had the opportunity to find new products. Visitors are looking for real products, not photos or website information. They need to touch and taste and check for themselves to decide purchasing.

2. Send posters, brochures, business cards for distribution

→ For visitors to stop their feet at your booth, it is most important to show what you handle. Be sure to let them see at first glance, what you offer. Also, please be sure to send brochures and business cards so that the interpreter can exchange and collect business cards for you.

3. And Show Management will set up the booth for you.



Set up by Show Management



Booth Set-up Completed



Rental items (displays, mannequins, etc.) are available upon request.



3. International Participation by “Remote Exhibiting Plan”

The Remote Exhibiting Plan consists of:

2. Interpreter for 3 days

You will have an interpreter at your booth who will:

1. Explain your products to the visitors

→ The interpreter will act as your temporary staff and explain about your products.

2. Collect business cards and hand out brochures/samples.

→ The interpreter will hand out samples and brochures and collect business cards for you to follow up after the show.



< Photos taken at MEDICAL JAPAN Osaka 2021 (February 24-26, 2021) >

3. International Participation by “Remote Exhibiting Plan”

The Remote Exhibiting Plan consists of:

3. PC + Wi-Fi for communication with visitors and your interpreter (Zoom, WeChat, KaKaoTalk, etc.)

Your interpreter at your booth will:

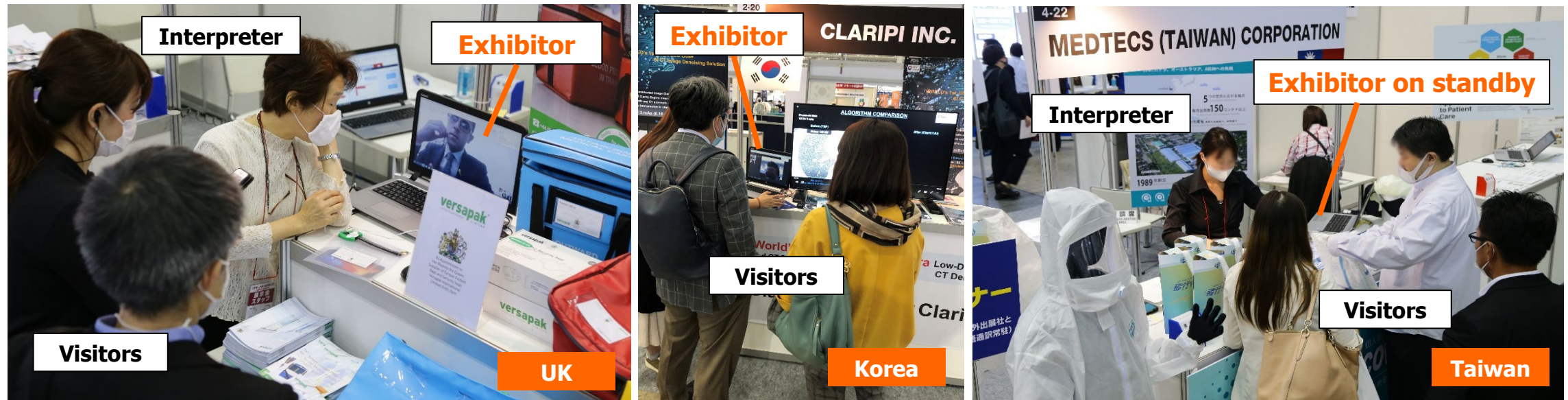
1. Connect the visitors to you by video call.

→ As the interpreter explains about your products, there will be questions and cost requests. You can talk to the visitors directly and discuss details by video call (Zoom, WeChat, KaKaoTalk, etc.).

We recommend you to try and arrange your schedule to be available during show hours.

2. Join your appointments.

→ We recommend you to fix video call appointments with your customers and prospects. By inviting them to your booth, they can taste your products and will push business forward. Also, your interpreter can join the meeting for smooth communication.



< Photos taken at MEDICAL JAPAN Tokyo 2020 (October 14 - 16, 2020) >

3. International Participation by “Remote Exhibiting Plan”

The Remote Exhibiting Plan consists of:

4. Online Matching System (FREE)

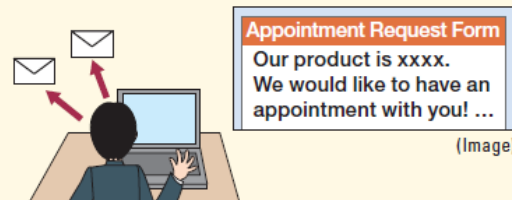
Exhibitors can find visitors list 2 weeks before the show. You can set up appointments and have meetings with visitors at your booth by this system. You can also receive appointment requests from visitors.

Exhibitors Can...

① Search the Database of Visitors



② Send Appointment Requests



③ Confirm Appointments



④ Have Meetings at Your Booth



The maximum number of appointment requests from exhibitors to visitors: 10 requests / 1 booth. This system does not guarantee the number of meetings.

At “JAPAN’S FOOD” EXPORT FAIR 2019, 12,867 appointments were arranged prior to the show by using Online Matching System. (appx. 20 appointments / exhibitor)
Use this system to accelerate your sales during the show!



< Photos taken at “JAPAN’S FOOD” EXPORT FAIR 2019 >

3. International Participation by “Remote Exhibiting Plan”

Reed Exhibitions Japan, Organiser of JFEX, organises 301 exhibitions annually.

Since August 2020, over **1,105** exhibitors from **44** countries/regions joined by Remote Exhibiting!

Remote Exhibitors are from:



Australia



Bangladesh



Bulgaria



Canada



China



Croatia



Czech Republic



Finland



France



Germany



Ghana



Hong Kong



India



Italy



Korea



Kyrgyzstan



Mongolia



Nepal



Nigeria



Norway



Pakistan



Russian Federation



South Africa



Spain



Switzerland



Taiwan



Thailand



The Netherlands



United Kingdom



USA



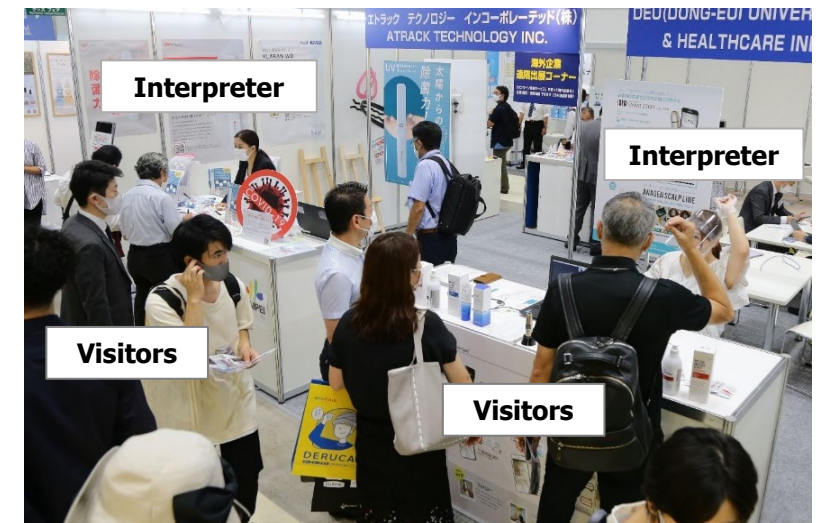
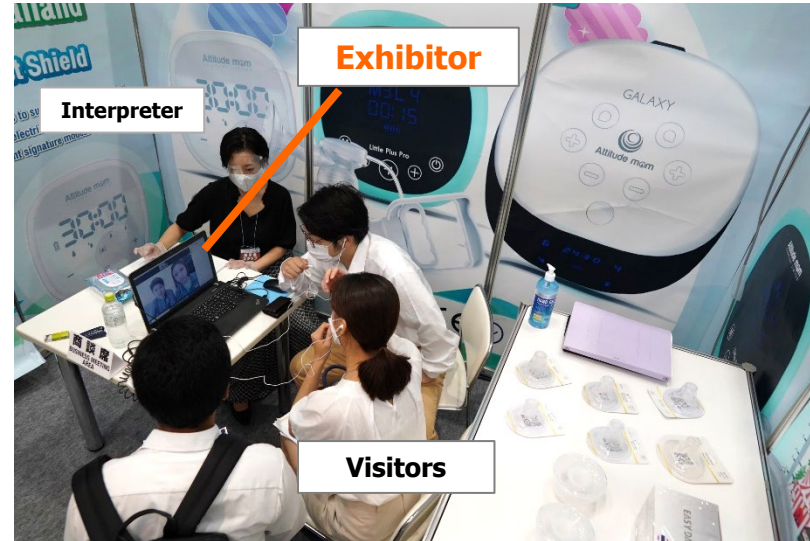
Vietnam

as of December, 2021

3. International Participation by "Remote Exhibiting Plan"

Below are photos of our shows held in September and October, 2020.

You can see how the booths are decorated with samples, posters and how it is attended by the interpreter.



3. International Participation by "Remote Exhibiting Plan"

In 2020 shows, international exhibitors, who are currently unable to travel, had many business discussions with the visitors by **Remote Exhibiting**. They also achieved a good number of leads at their on-site booth attended by the interpreter.

We hope that you will exhibit remotely too, to achieve new business leads!

◆Excerpts from Exhibitor Questionnaire



Taiwantrade.com(Taiwan)

- On-site Visitors: **130**
- "I am very grateful that I was able to have business talks with International buyers through Remote Exhibiting. There were travel restrictions for both of us. Show Management was very supportive."

FASHION WORLD TOKYO 2020 October



MOKKI (Norway)

- "Over 100 visitors came to our booth. We had meetings with potential distributors from Japan and South Korea and seems to be concluded soon."
- "We have received 3 orders from the show, and 10 or more orders in total can be expected."

International Optical Fair Tokyo 2020



MEGBYDESIGN (Australia)

- On-site Visitors: **61**
- "I have met many major companies like TOYOTA TSUSHO, 4 °C, etc. I enjoyed exhibiting even remotely. Online meetings were new and fresh!"

FASHION WORLD TOKYO 2020 October



Yi-Ting Non-Woven (Taiwan)

- On-site Visitors: **121**
- "It was our first time to exhibit at MEDICAL JAPAN, but preparation went smoothly. We brought many products and samples to hand out. We are happy to achieve 120 leads."

MEDICAL JAPAN 2020 TOKYO

<All the shows are organized by us, Reed Exhibitions Japan Ltd.>

Remote Exhibiting Plan: Participation Cost < Standard Plan >

An interpreter will be stationed at your booth for three days and conduct sales activities on site. Also, she/he will connect the visitors who are interested in your products/technologies for video calls.

Price : JPY 753,500 (approx. EURO 5,856* / USD 6,573*) per 8.1 sqm (Tax included)

*Exchange rate as of January 2022.

Booth Cost: JPY 737,000 Exhibitor Directory Listing: JPY 16,500

What's included?

- Fully-furnished booth and a PC for video calls is provided.
- Show Management will decorate your booth such as putting posters, displaying products/technologies, etc.
- An interpreter will stay at your booth all three days and explain your products/technologies to the visitors on behalf of you.
- When the interpreter finds visitors who are interested to learn more, she/he will call you for a video call and translate the meeting.

Booth setup and decoration will be arranged by Show Management staff.

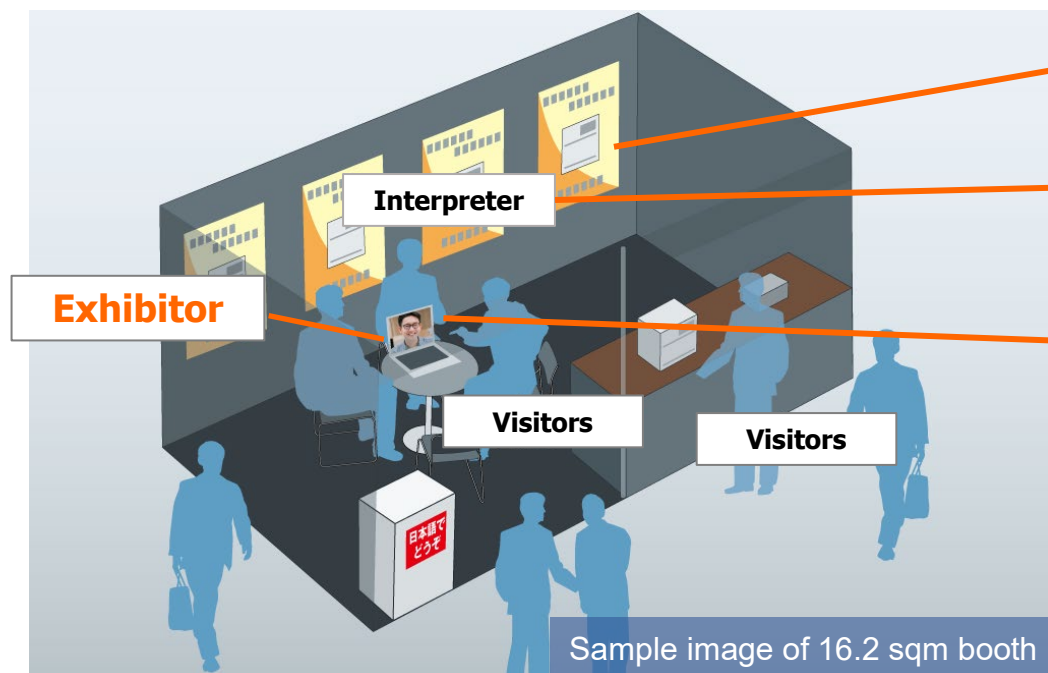
An interpreter will be stationed at your booth to explain about your products/technologies to the visitors and collect their name cards.

Please Note: Exhibitors must send the product/technology information to the interpreter prior to the show.

You can conduct online business meetings with the visitors via video call (Zoom, WeChat, KakaoTalk, etc.) The interpreter will join to translate the meetings.

Optional: Sales Assistance Service (By KIYO Corp.)

- Offers arranging appointments, onsite sales assistance and interpreting, and post-show follow-up. After the show, the same staff can act as your temporary Japan sales representative upon request (additional charge). Please see p.14 for details.



Remote Exhibiting Plan: Participation Cost < International Pavilion >

International Pavilion = Economy Plan (Shared Booth)

Your products/technologies and poster will be displayed at joint-booth with other international exhibitors. An interpreter will be stationed at the joint booth and explain your products/technologies to the visitors. Also, she/he will connect the visitors who are interested in your products/technologies for video calls.

Price : JPY 522,500 (approx. EURO 4,061* / USD 4,558*) per 8.1 sqm (Tax included)

*Exchange rate as of January 2022.

Booth Cost: JPY 506,000 Exhibitor Directory Listing: JPY 16,500

What's included?

- Your company name board, 1 display table, 1 reception counter, 1 poster stand, business meeting set, and a PC for video calls.
- Show Management staff will decorate your booth.
- An interpreter will stay at your booth all three days and explain your products/technologies. → **1 interpreter per 2 exhibitors.**
- When the interpreter finds visitors who are interested to learn more, she/he will call you online and translate the meeting.



You can conduct business meetings with visitors online.
The interpreter will translate the meetings.

An interpreter will be stationed at your booth to explain about your products/technologies to the visitors and collect their name cards.
Please Note: Exhibitors must send the product/technology information to the interpreter prior to the show.

Booth setup and decoration will be arranged by Show Management staff.

Optional: Sales Assistance Service (By KIYO Corp., limited to 10 exhibitors)

Price : **JPY 550,000** (approx. EURO 4,463* / USD 5,233*) (Tax included)

Offered by: **KIYO Corp.**

*Exchange rate as of March

A professional staff will help you make your exhibiting successful. He/she will arrange appointments with your target visitors on behalf of you, conduct sales on site and send follow-up e-mails. During the show, he/she will connect the visitors to you for video call meetings. After the show, he/she can act as your temporary Japan sales representative upon request (optional, at additional cost).

Services included:

- Pre-show appointment arrangement with your target customers.
- Onsite sales
 - a. Conduct sales activity on site (explaining your products/technologies to visitors, handing out leaflets, etc.)
 - b. Connect visitors with you for video call meetings on site.
 - c. Act as an interpreter during your video call meetings.
- Post-show follow-up (one time after the show).
- The same staff can act as your temporary Japan sales representative upon request (optional, at additional cost).

- ※ You will be in contact with the staff by email before the show to provide details of your products/technologies.
- ※ You need to provide a list of companies you would like the staff to contact to arrange appointments.
- ※ Number of appointments cannot be guaranteed.
- ※ The staff can contact approx. 50 companies before the show to arrange appointments.
- ※ If you have co-exhibitors, please ask KIYO Corp. about the extra price.
- ※ To apply for this service, applications of exhibiting and decorations are necessary.

Contact : KIYO Corp.
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