Japan Mobility Show Bizweek 2026

Show Participation Guide for Exhibitors

CONFIDENTIAL



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Japan Mobility Show Bizweek 2026

Japan Mobility Show Bizweek 2026

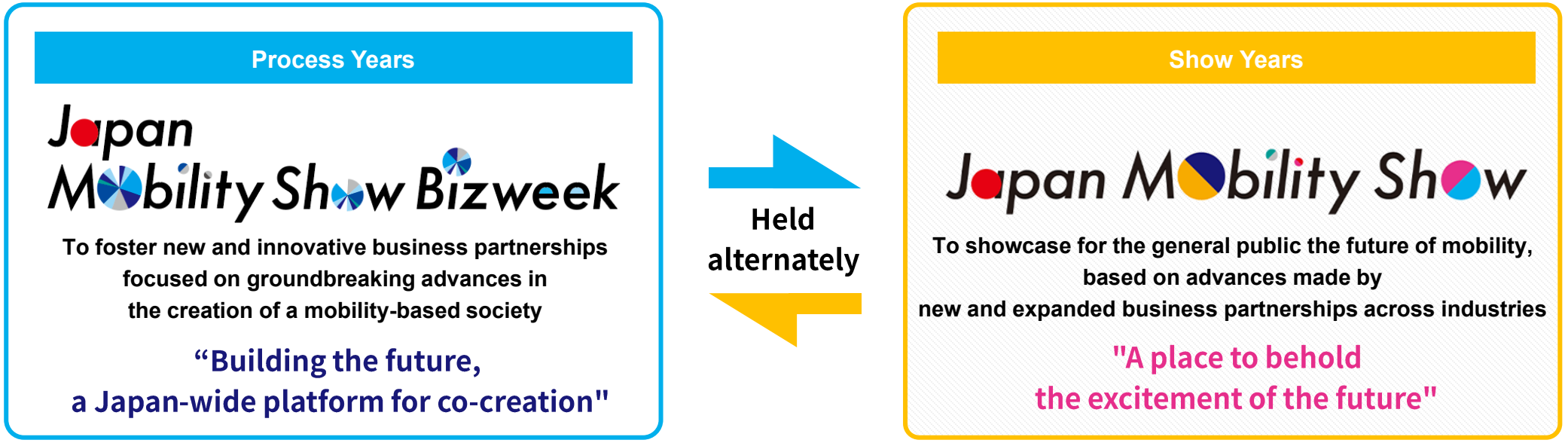
Dates	**10/13 Tue. 14 Wed. 15 Thu. 16 Fri.**
Opening Hours	**10:00-17:00**
Venue	**Makuhari Messe** International Exhibition Hall (2-1, Nakase, Mihama-ku, Chiba City, 261-8550 Japan)
Admission	**Free of charge (online registration required for all visitors)** Online registration is required for admission.
Organizer	**Japan Automobile Manufacturers Association, Inc. (JAMA)**
Same-Site Partner Event	**CEATEC 2026**

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About Japan Mobility Show Bizweek

The Japan Mobility Show was launched in 2023 as the successor to the 70-year-old Tokyo Motor Show. Based on the vision of “creating a prosperous and inspiring mobility-based society,” this comprehensive mobility event brings together companies across industries to pursue innovative ideas for future mobility by fostering business co-creation aimed at solving real-world issues and generating new value. The event alternates between so-called process years, which focus on forging business connections, and show years, which showcase for the general public wide-ranging advances—in products, technologies, and ideas—that expand and enhance mobility from multiple perspectives.

Japan Mobility Show Bizweek was launched in 2024 as a dedicated business event held in “process years” to further accelerate business co-creation. Serving as a platform to facilitate corporate partnerships, the event transcends traditional industry boundaries, enabling diverse sectors and enterprises to leverage each other’s expertise and technologies to solve societal issues and create new businesses and value.



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Japan Mobility Show Bizweek 2024

■ Period: October (Tue.) 15-October 18 (Fri.), 2024
■ Venue: Makuhari Messe Held simultaneously with CEATEC

Number of participating companies	203	Established companies 58	Startups 145
	Companies from sectors such as heavy industry, construction , electric power, IT and telecommunications also participated		
Number of business matches	From survey results Approx. 2,000		
Number of business meetings	From survey results Approx. 1,700		
Business collaborations	Approx. 100 in progress (rom survey results)		
Media representation	Approx. 1,400		

Meet-up Box

Number of registered companies	Approx. 1,000	Established companies: 450 Startups: 300 Other: 250 companies and organizations
Number of registered businesses	Approx. 2,000	Note: As of November 2024

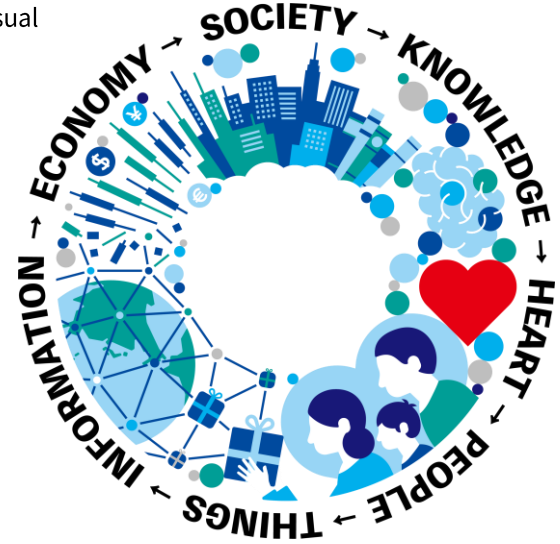
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Industries across the board are transcending traditional boundaries to generate new value in an era of unprecedented collaboration. The automotive industry, too, has been pursuing its transformation into a broader mobility industry, expanding its circle of like-minded partners while placing society and the people who live in it at the center of its efforts to solve challenges and create value. To give further impetus to this momentum, Japan Mobility Show Bizweek 2026 has established “Seven MOVEs” as its co-creation topics, based on the idea of expanding the concept of mobility beyond its traditional scope to wider parameters. With those topics serving as a springboard, new challenges and initiatives aimed at moving society forward can be conceived and given shape, going well beyond the simple movement of people and goods.

Slogan

Your move moves the world.

Key Visual



Statement

When knowledge moves, hearts are moved.
When hearts are moved, people are moved.
And so the economy, and society, begin to move.

Through each and every chain reaction,
this world is constantly reshaping itself.
What drives it forwards, we believe,
is expectation, will, and the courage to challenge.

Let's move. Let's connect.
Let's move the future towards what moves us.

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Japan Mobility Show Bizweek 2026 Key Programs

Japan Mobility Show Bizweek 2026 will bring together exhibitor booths from domestic automobile manufacturers, startup companies, universities, research institutions, and established companies pursuing diverse initiatives—all under one roof. In addition, the organizers are exploring ways to jump-start connections between exhibitors and visitors interested in interfacing with them.
To translate these encounters into concrete co-creation outcomes, a program promoting the acceleration of such co-creation and tailored to different business stages and needs will be offered. Beyond one-to-one partnerships, the show's four key programs will also facilitate connections among multiple companies sharing common goals—such as through consortia—to foster unprecedented synergies generating new value and increasing the potential for real-world implementation. Program features and content are summarized below.

Exhibitor Booths

Showcasing technologies and services to create opportunities for co-creation with visitors to the show and with other exhibitors at the show.

- **Exhibits by startup companies**
- **Exhibits by established companies and member companies of the Japan Auto Parts Industries Association (JAPIA)**
- **Co-creation model exhibits by consortia, incubation facilities, etc.**
- **Business-oriented exhibits by member companies of the Japan Automobile Manufacturers Association (JAMA)**
- **Joint exhibits by member companies of the Japan Automobile Manufacturers Association (JAMA)**

Co-Creation Acceleration Promotion Program

Enhanced to improve its effectiveness, this program will offer concrete co-creation support tailored to participants' specific challenges and needs.

- **Pitch sessions (exhibitor presentations)**
- **Workshops**
- **Input sessions (case studies and insights)**

Supported by PLUG AND PLAY

未来モビリティ会議 Future Mobility Forum

A conference for discussing and sharing insights on the future of mobility and its challenges across industries

Meet-up Box

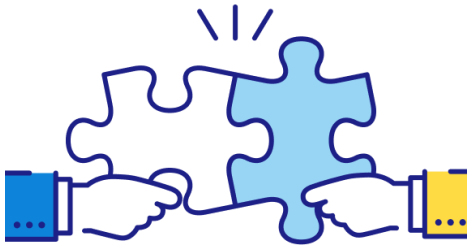
A platform serving the Business-Matching Program by providing online communication tools to enable new connections before, during, and after the show

Business-Matching Program

Providing the availability of dedicated business-to-business meeting spaces outside exhibitor booths

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Benefits & Expected Outcomes for Exhibitors



❶ Business Matching Opportunities

A gathering of diverse players across industries, creating new opportunities to connect with established companies and high-tech startups. Network building with industry experts and investors is also facilitated.



❷ Driving Co-Creation & Collaboration

A co-creation acceleration program offers concrete assistance tailored to participants' specific challenges and needs, actively supporting the discovery of co-creation partners and the creation of opportunities to drive business forward.



❸ Gaining Actionable Feedback

Through direct communication with experts and business visitors, exhibitors can identify areas for improvement in their products and services, discover potential customers, and gain the insights needed to determine their next strategic move.



❹ Identifying Industry Trends and Market Needs

Gain a comprehensive overview of competitor activities, the latest trends, and both domestic and international case studies to help identify new business opportunities.



❺ Media Exposure and Branding Opportunities

In addition to gaining media exposure for their booth exhibits, participating in the pitch sessions offers exhibitors an excellent opportunity to enhance the recognition and visibility of their products and services.

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Japan Mobility Show Bizweek 2026

Exhibitor Booths

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Co-Creation Topics

Japan Mobility Show Bizweek 2026 invites applications from companies taking on the challenge of the “Seven MOVEs” co-creation topics it has established and which are identified below. Going beyond the automotive industry, co-creation with diverse sectors—including information technology, communications, electronics, energy, and entertainment—is actively sought. We look forward to the participation of organizations from a wide range of fields.



MOVE Knowledge

Advancing learning and collaboration to expand possibilities



MOVE Heart

Generating emotion and empathy to inspire the world



MOVE People

Transforming how people travel, make decisions, and take action



MOVE Things

Revolutionizing the flow of goods to reshape global circulation



MOVE Information

Connecting data and knowledge to create value



MOVE Economy

Circulating new value and sustaining prosperity



MOVE Society

Updating cities and systems to build up the foundations of society

For details, please see the next page.

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The Seven MOVEs Co-Creation Topics: Details

Below are examples of key industries and areas of activity corresponding to each MOVE topic. Exhibitors may select multiple MOVE categories when applying.

MOVE Knowledge

Advancing learning and collaboration to expand possibilities

■ Industries (examples)
Education industry / EdTech research institutions / Universities & academia / Human resources industry / AI-related industries
■ Business/Services (examples)
Reskilling / Human resources development / Educational programs / Human–AI collaboration / Research and development (R&D) / Knowledge-sharing platforms

MOVE Heart

Generating emotion and empathy to inspire the world

■ Industries (examples)
Entertainment / Content industry / Culture & arts / Sports / Tourism / Health care & well-being
■ Business/Services (examples)
Experience design / Emotional value creation / Brand experience (BX) / Cultural creation / Well-being support / Immersive experiences (XR, etc.)

MOVE People

Transforming how people travel, make decisions, and take action

■ Industries (examples)
Automobiles & motorcycles / Personal mobility / MaaS-related industries / Tourism & leisure / Sports / Lifestyle-related industries
■ Business/Services (examples)
MaaS (Mobility as a Service) / On-demand transportation / Next-generation vehicles / Behavioral design / Accessibility improvement / Last-mile solutions

MOVE Things

Revolutionizing the flow of goods to reshape global circulation

■ Industries (examples)
Logistics / Manufacturing / Infrastructure industries / Supply chain-related industries
■ Business/Services (examples)
Advanced supply chain management / Autonomous transportation robotics / Smart factory solutions / Warehouse automation

MOVE Information

Connecting data and knowledge to create value

■ Industries (examples)
IT & communications / Semiconductors & electronic components / AI-related industries / Cloud-related industries / Software industry
■ Business/Services (examples)
Platforms / AI integration / Utilization/communications (5G/6G, IoT) / Digital twin / Cloud infrastructure / Information visualization / Cybersecurity n

MOVE Economy

Circulating new value and sustaining prosperity

■ Industries (examples)
Finance (banking, securities, insurance, fintech) / Real estate & urban development / Regional revitalization / Environment & energy
■ Business/Services (examples)
Investment & finance / Regional revitalization / Sustainable business / Resource circulation / Electricity, hydrogen & energy storage / Carbon neutrality / Circular economy

MOVE Society

Updating cities and systems to build up the foundations of society

■ Industries (examples)
Urban development & construction / Government & municipalities / Public infrastructure / Consulting / Smart city Industries
■ Business/Services (examples)
Urban planning / City design / Policy & regulatory design / Smart city concepts / Social implementation support / Resilience enhancement / Public-private partnership (PPP)

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Exhibitor Booths: General Information

Startups / Universities & Research Institutions (1)

Package Booth Exhibit

Dimensions: W 1.8 m × D 1.7 m × H 2.7 m
Total floor space: Approx. 2.96 m2

The package includes wall panels, a company nameplate, a display counter, electrical outlets, and electricity usage fees.

Rental Fee:
¥110,000 (including tax) per booth

Maximum number of booths:
1 unit per application

Raw Space Exhibit

Dimensions: W 3 m × D 3 m × H 2.7 m (2)
Total floor space: Approx. 9 m2

Space only: Self-build by exhibitor

Rental Fee:
¥165,000 (including tax) per booth

Maximum number of booths:
Up to 2 units per application

Established Companies

Raw Space Exhibit

Dimensions: W 3 m × D 3 m × H 2.7 m (2)
Total floor space: Approx. 9 m2

Space only: Self-build by exhibitor

Rental Fee:
¥330,000 (including tax) per booth

Maximum number of booths:
Up to 2 units per application

(1) The "Startups / Universities & Research Institutions" category is open to unlisted companies (with no limit on years since establishment), universities, research institutions, and new business development departments within established companies.
(2) Height restrictions are based on a standard wall panel height of 2.7 m. However, areas set back by 50 cm from the aisles and the standard wall panels may utilize a maximum height of up to 3.6 m. (See page 14.)

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Booth Specifications | Package Booth Exhibit

Startups / Universities & Research Institutions

Specifications

Dimensions: W 1.8 m × D 1.7 m × H 2.7 m

Total floor space: Approx. 2.96 m2

Equipment included in Basic Package

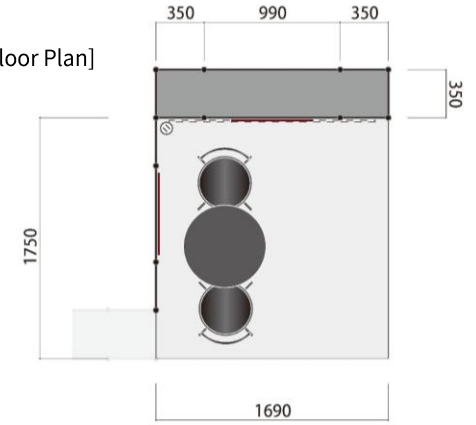
Equipment	Quantity	Note
Custom wall construction	1 set	Octanorm System Construction
Flooring works	1 set	Needle-punch carpet
Fascia board	1 set	
Highchair	2	Approx. height 700 mm
High table	1	
Power outlet	1	1.0 kW single-phase 100V
Internet (Wi-Fi)	1 set	Wi-Fi connection shared by all exhibitors

Note: Booth design may change while adjustments are being made.

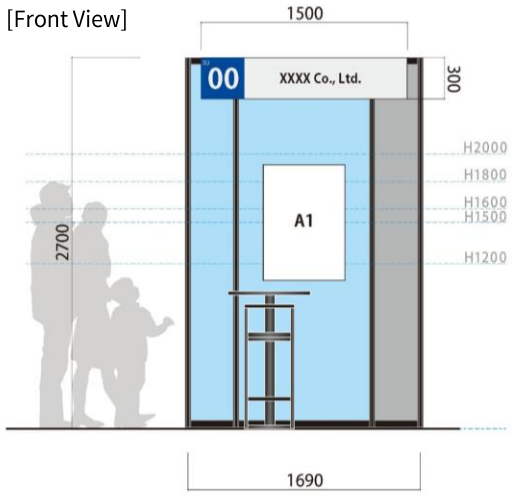
Note: Optional specs (charged) are available for equipment and decorations other than those in the basic package. Details will be provided separately after notification of exhibitor selection.

Note: Booth locations will be determined by the Secretariat.

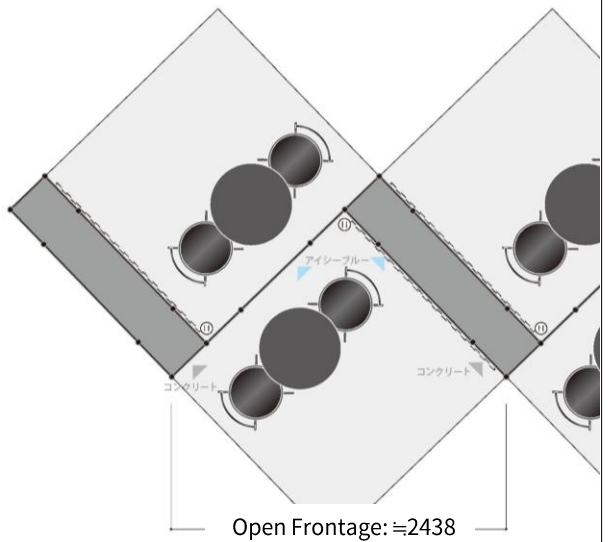
[Floor Plan]



[Front View]



[Side-by-Side Reference Layout]



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Booth Specifications | Package Booth Exhibit

Startups / Universities & Research Institutions

Image





Note: Booth design may change while adjustments are being made.
Note: Booth locations will be determined by the Secretariat.

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Booth Specifications | Raw Space Exhibit

Startups / Universities & Research Institutions | Established Companies

Specifications

Dimensions: W 3 m × D 3 m × H 2.7 m

Total floor space: Approx. 9 m2

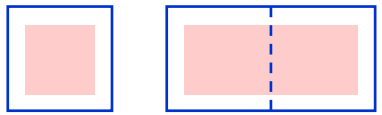
1. Booths may share one to three sides with neighboring exhibitors. In such cases, the Secretariat will install system panels on all shared boundaries.
2. Applications are limited to a maximum of 2 booths (i.e., 2 units) per company.
3. A single booth is 3 m x 3 m (9 m2), and a double booth is 3 m x 6 m (18 m2). The Secretariat will provide floor markings at the four corners of each exhibit space (*sumidashi* in Japanese); all exhibits and decorations must be kept within these marked boundaries.
4. The rental fee includes the primary electrical connection (1.0 kW), electricity usage (up to 1.0 kW), and one single-phase 100V power outlet (1.0 kW).

Height Restrictions

Areas set back by at least 50 cm from the aisles and neighboring partition walls may be constructed up to a maximum height of 3.6 m.

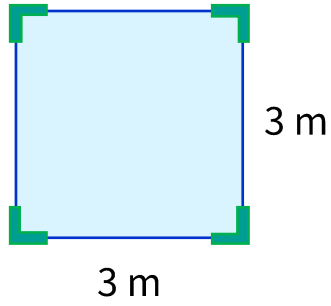
☐ Maximum 2.7 m

■ Maximum 3.6 m

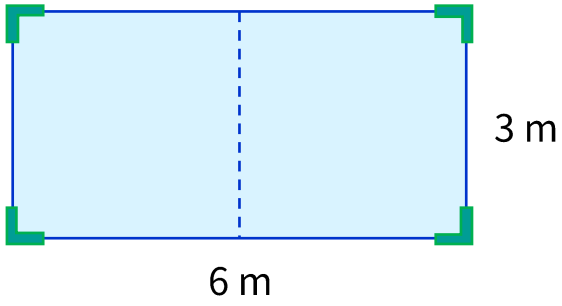


Note: Specifications are currently under review and are subject to change without notice.
Note: After the application deadline, the Secretariat will review the venue layout. If the number of applications exceeds the venue's capacity, the Secretariat reserves the right to adjust and reduce the number of booths allocated to each exhibitor based on fair and equitable criteria.

■ **For a single booth (1 unit)**



■ **For a double booth (2 units)**



Booth boundary floor markings are provided at four corners of exhibit space.

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Exhibition Zones

The show venue will be divided into four zones, with booth placements determined according to the content of each exhibit. This zoning approach is designed to promote effective communication and co-creation opportunities among exhibitors and for visitors to the show.

ZONE 1 Peace of Mind: Always Moving, Never Failing

Visions for Future Living and Foundations for Social Change

Towards a society where production and logistics remain uninterrupted, ensuring economic continuity even in times of emergency.
Focus areas: Logistics & Supply Chain, Manufacturing Foundations, Industrial Finance, Institutional Design & Resilience

ZONE 2 Better for the Planet, Better for the Economy

Visions for Future Living and Foundations for Social Change

Towards a society with zero-stress environmental compliance, where diverse energy sources are readily available for use.
Focus areas: Circular Economy, Energy Transition, Decarbonization Technologies, Green Finance

ZONE 3 Empowering Humanity Through Technology

Visions for Future Living and Foundations for Social Change

Towards a society where humans, AI, and robots coexist in a harmonious division of labor, maximizing collective well-being.
Focus areas: Education & Reskilling, Human-AI Collaboration, Experience & Cultural Creation

ZONE 4 People, Goods, and Data: Perfectly Seamless

Visions for Future Living and Foundations for Social Change

Towards a society where everyone—regardless of age or location—can move freely and at will.
Focus areas: AI & Data Integration, Next-Generation Mobility, Smart Logistics, Urban OS & Smart Cities

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Exhibitor Privileges

By participating in Japan Mobility Show Bizweek 2026, exhibitors will gain exclusive privileges designed to accelerate their companies' growth.

❶ Right to Present at the Pitch Stage

supported by PLUG AND PLAY

Exhibitors are granted the opportunity to actively promote their technologies and services through short-form pitches. A dedicated "pitch stage" will be available, and all interested exhibitors are guaranteed a slot upon request. This allows for high-impact exposure beyond the confines of an exhibitor's booth, reaching a broader audience to spark new partnerships and business opportunities.

❷ Priority Access to Acceleration and Co-Creation Programs

supported by PLUG AND PLAY

Exhibitors are granted priority access to the show's newly enhanced co-creation acceleration program that offers tailored workshops and input sessions designed to match the specific needs and experience level of program participants. Activities are structured around exhibitor interest areas to facilitate highly effective matching and collaboration. By securing a spot through early application, an exhibitor can leverage professional support for business growth and engage in high-value networking.

❸ Eligibility to Apply for the CEATEC AWARD 2026 (Mobility Category)

Exhibitors are granted the right to apply for the CEATEC AWARD 2026 in the Mobility Category. Entries will be evaluated based on their feasibility for practical application and potential for social contribution. Award-winning innovations will receive special recognition during the CEATEC event, providing a premier platform to showcase achievements. Applying for this award is a strategic move to enhance industry recognition and strengthen the credibility of your business.

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Japan Mobility Show Bizweek 2026

Exhibitor Applications

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Exhibitor Applications: Application Guidelines

	Startups / Universities & Research Institutions		Established Companies
Eligibility / Target Participants	・Unlisted companies (No limit on years since establishment) ・Universities & Research institutions ・New business development departments within companies		—
Exhibit Space Format	Package Booth Exhibit	Raw Space Exhibit	Raw Space Exhibit
Specifications	W 1.8 m × D 1.7 m × H 2.7 m	W 3 m × D 3 m × H 2.7 m	W 3 m × D 3 m × H 2.7 m
Rental Fee	¥110,000 (including tax) per booth	¥165,000 (including tax) per booth	¥330,000 (including tax) per booth
How to Apply	Please submit your application using the form available at the URL address below. https://www.jms2026.com/en/forms/jms-biz-guest-form		
Application & Selection Notification Schedule	Application period: April 15 (Wed.) through May 31 (Sun.), 2026 Notification of selection: Late June 2026		
Selection Criteria	Final selection and booth allocations will be determined by the Secretariat after a review and adjustment process. Only selected companies will be notified of their application approval. Selection will be based primarily on the following criteria: ・Relevance & synergy: Does exhibit content align with the event's purpose? Does it offer strong potential for co-creation and business collaboration? ・Technical compliance: Do the size and nature of products/services comply with the venue's physical constraints? ・Suitability for booth exhibition: Is the proposed exhibit content appropriate and effective for a physical booth display? Please note that the Secretariat will not respond to any inquiries regarding the status or details of the selection process. No appeals or objections regarding the final results will be accepted.		
Important Notes to Applicants	・By submitting your application, you agree to all the terms and conditions outlined in these guidelines (from this page forward). ・Please note that incomplete or inaccurate applications may result in disqualification from consideration. ・The Secretariat may contact you to verify application details or to request additional information/documentation. ・Grounds for revocation: False statements, non-cooperation during screening, or legal/ethical violations may result in the immediate cancellation of your application/selection. ・Cancellations will not be accepted once the official Notification of Selection has been issued. ・Event details and schedules are subject to change without prior notice.		

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Terms and Conditions

These terms and conditions outline the rules to be observed to ensure the smooth operation of Japan Mobility Show Bizweek 2026.
Applicants are required to agree to these terms and conditions before submitting an exhibitor application.
Please review the content herein before submitting your application.

1. Personal Information

The Japan Automobile Manufacturers Association, Inc. (hereinafter, “the Secretariat"), as the organizer of Japan Mobility Show Bizweek 2026 (hereinafter, “the Show"), shall obtain personal information through lawful and fair means.
Personal information acquired through exhibitor applications and various other registration processes shall be used jointly by the Secretariat and its affiliates (including subcontractors) solely for the purpose of ensuring the smooth operation and administration of the Show.
Entity responsible for Show management: The Secretariat
Address: Japan Automobile Manufacturers Association, Jidosha Kaikan 16F, 1-30, Shiba-Daimon 1-chome, Minato-ku, Tokyo 106-0012 Japan
(President: MATSUNAGA Akira)
Except as required by law, the acquired personal information will not be provided to any third party other than the Secretariat and its affiliates without the prior consent of the individual(s) concerned.
Furthermore, the Secretariat shall mandate that all subcontractors strictly manage and protect personal information.

2. Exhibit Conditions

1. Exhibits must remain on display throughout the entire duration of the Show. Please note that the installation or removal of exhibits is not permitted while the event is in session.
2. Applicants must be able to submit materials (plan, description, applicable photographs, etc.) that provide an outline of the goods/services to be exhibited.
3. It is highly recommended that exhibited products and services be functional and available for live demonstrations.
4. If an exhibit generates noise or requires audio output, exhibitors must comply with the specific conditions and instructions separately established by the Secretariat.
5. Exhibitors are responsible for arranging their own fixtures and fittings for product displays. Exhibitors are requested to apply in advance for electricity, water supply and drainage, internet connection, etc., as necessary.
6. The Secretariat will determine the booth layout based on the details of the application and other relevant factors. No complaints or objections regarding the booth allocation will be accepted from exhibitors.
7. Exhibitors may be asked to provide company logos, product images, and video data.
8. Exhibitors may be requested to cooperate with special programs or stage effects organized by the Secretariat.
9. Exhibitors that are in the process of bankruptcy, civil rehabilitation, or corporate reorganization proceedings or exhibitors that have been suspended from current account transactions by financial institutions are not allowed to exhibit.
   The same shall also aply to those deemed by the Secretariat to be equivalent to the above.
10. “Boryokudan” (organized crime groups), boryokudan members, persons affiliated with organized crime groups, companies affiliated with organized crime groups, general assemblymen, etc. (collectively, “anti-social forces”) are not allowed to exhibit.
11. When an exhibitor application is submitted through an agent (including organizations approved by the Secretariat), all communications from the Secretariat shall be conducted via the agent, and the agent shall assume full responsibility for all matters related to the application.

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Terms and Conditions

3. Exhibitor Applications

1. Exhibitor Applications
   Please complete the application process by filling in the required information on the official Japan Mobility Show Bizweek 2026 website, after agreeing to the terms and conditions set forth herein.
   Following the issuance of the "Notification of Selection" by the Secretariat, an invoice for the exhibit space rental fee will be sent. Please ensure that the full amount is paid by the stipulated deadline.
   Confirmation of participation: Exhibitor participation will be officially confirmed upon verification of payment by the deadline. At this point, exhibitors will be granted the right to use their allocated booth spaces.
   Refusal of application: The Secretariat reserves the right to suspend or reject any application at its sole discretion without disclosing the reason(s) for such a decision.
   Change of contact information: Any changes to the contact details of the person in charge must be promptly reported to the Secretariat.

2. Cancellation of Exhibit, etc.
   (1) If you wish to cancel your application or reduce the booth space after submission of your application but before the Secretariat issues the Notification of Selection, please contact the Secretariat in advance and submit a formal “Notification of Cancellation/Reduction” specifying the reason(s) for such changes.
   (2) In the event that an applicant requests to cancel their application or reduce their booth space before the Notification of Selection is issued, the Secretariat reserves the right to claim compensation from said applicant for any damages or losses incurred by the Secretariat resulting from such changes.
   (3) After the issuance of the Notification of Selection, the Secretariat reserves the right to cancel an exhibitor’s participation or reduce their exhibit space in any of the following cases. In such events, the Secretariat shall notify the exhibitor by issuing a “Notification of Cancellation/Reduction of Exhibit Space.“
   ① If the exhibit space rental fee is not settled by the payment deadline stipulated in the invoice.
   ② If the exhibitor fails to commence the use of their booth space by the final day of the move-in period, Monday, October 12, 2026.
   ③ If it is discovered after receipt of the application that the exhibitor falls under the conditions specified herein in [2. Exhibit Conditions, 9. or 10.].
   ④ If the exhibitor violates any of these terms and conditions.
   ⑤ If the Secretariat determines that the exhibitor’s actions have an adverse effect on visitors, other exhibitors, or third parties.
   ⑥ If the exhibitor’s activities fall under the stipulations herein in [9. Additional Provisions, 2. Violations and Ambiguity in Interpretation of Terms and Conditions] and the Secretariat determines that no improvement is expected.
   ⑦ In any other cases where the Secretariat deems the exhibitor’s participation to be inappropriate.
   (4) Exhibitors whose participation has been cancelled or whose exhibit space has been reduced by the Secretariat shall immediately pay 100% of the exhibit space rental fee or the fee corresponding to the reduced space as a cancellation fee. In the event that an exhibit space rental fee has already been paid, it shall be applied towards the cancellation fee. If there is any overpayment, the difference will be settled accordingly, and the exhibitor agrees to this in advance (provided, however, that no interest shall accrue on such amounts).
3. Please be advised that in the event of a delay in the payment of the exhibit space rental fee or the cancellation fee stipulated in the preceding paragraph, interest on the arrears may be charged at an annual rate of 14.6%.

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Terms and Conditions

4. Exhibits / Care and Protection of Exhibits / Liability, Management Responsibility, and Insurance

1. Conditions for Exhibits
(1) Exhibits shall be limited to products and services manufactured or provided by the exhibitors themselves. However, this shall not apply to products or services resulting from joint ventures or collaborations with third parties, provided that they are approved by the Secretariat.
(2) In principle, exhibits that are in violation of Japanese domestic laws and regulations are not permitted.
(3) In principle, any comparative displays must be limited to the products, goods, or technologies of the exhibitor and its affiliated group companies. If an exhibitor chooses to display comparisons with the products, goods, or technologies of other companies, the exhibitor must obtain prior consent from said companies and ensure that the display does not cause any inconvenience or detriment to them. If the Secretariat identifies any display that violates these terms, the Secretariat may request the immediate suspension or improvement of such display. The Secretariat shall not be liable for any loss or damage incurred by the exhibitor resulting from such requests.
(4) Regarding exhibits for which industrial property applications have not yet been filed: Exhibitors considering filing for a “patent," “utility model," or “trademark" in conjunction with the public disclosure or presentation of their products at the Show are requested to contact the General Affairs Section of the Japan Patent Office (JPO) directly.

2. Maintenance and Management of Exhibits, Visitor Safety, Liability, and Insurance
(1) While the Secretariat will implement measures such as the deployment of management staff and security personnel to ensure the safety and protection of visitors, venue maintenance, and the preservation of order, each exhibitor is responsible for their own booth operations, exhibit maintenance, and management during opening hours. Exhibitors are required to take necessary preventive measures, such as using locks and obtaining appropriate injury and liability insurance, and must implement their own anti-theft protocols. Furthermore, exhibitors must ensure that staff are stationed at their booth at all times. Booths should be designed to accommodate potential crowds, ensuring sufficient space for visitor traffic and implementing crowd control measures to prevent congestion.
(2) Exhibitors are required to appoint an Exhibition Manager (including Deputy Managers) and register their details via the Exhibitor Management System. Furthermore, either the Exhibition Manager or a Deputy Manager must be stationed at the booth at all times during the Show.
(3) In the unlikely event of an accident, the exhibitor concerned must file a report with the Secretariat immediately. The matter shall be resolved under the full responsibility of the exhibitor concerned.
(4) Exhibits and in-stand structures must be installed/constructed in such a way that they are safe from collapse, falling, or displacement due to an earthquake and do not hinder the evacuation of visitors or fire-fighting activities.
(5) If an exhibitor causes personal injury or property damage to a visitor, another exhibitor, or any other third party at the venue, the exhibitor shall be held solely responsible for such damages. The Secretariat shall assume no liability or responsibility whatsoever for any such incidents.
(6) The Secretariat may, at its sole discretion, demand that an exhibitor take corrective measures, restrict, or terminate any demonstration or activity that is judged to be detrimental to the general management of the venue or the safety of visitors.
(7) The Secretariat shall not be liable for any accidents resulting from demonstrations or other activities by exhibitors. In the event of an accident, the exhibitor responsible must take immediate necessary action and report the incident to the Secretariat without delay.
(8) The Secretariat shall not be liable for any personal injury or damage to goods caused by natural disasters, fire, incidents, accidents, theft, loss, damage, or any other force majeure events throughout the duration of the Show, including the installation and removal periods.
(9) Exhibitors are responsible for all transportation insurance for all processes (from your company to the exhibition site) related to the transport of exhibits, etc., and for insurance related to exhibits, etc. during the Show period.
⑽ Please be advised that the event insurance policy held by the Secretariat covers only liability and personal accident insurance and does not provide coverage for exhibition-related activities. Therefore, you are kindly requested to obtain your own insurance coverage to protect against any personal injury or property damage caused to visitors, other exhibitors, or third parties at the venue.

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5. Cancellation of the Show and Changes in Show Dates

1. The Show may be cancelled as a consequence of a natural disaster (e.g., earthquake, typhoon), infectious disease, act of terrorism, directives or orders from third parties, or any other “force majeure” event. If the Show is cancelled prior to its opening, the Secretariat will refund exhibitors the balance remaining of the exhibit space rental fees paid by them after deducting all necessary expenses paid or payable by the Secretariat for the planned Show. The Secretariat assumes no financial liability for any reason whatsoever if cancellation results in loss or damage to exhibitors.

2. Once the decision to cancel the Show or make changes in Show dates has been made, the Secretariat will promptly notify exhibitors and announce this decision through the Show’s official website and other appropriate channels.

3. No compensation will be provided by the Secretariat in the event of cancellation by an exhibitor of their participation in the Show after issuance of the Notification of Selection. (See below.)

6. Exhibitor Application Cancellation Policy

Cancellation by an exhibitor of an exhibit space/Show participation after issuance by the Secretariat of the Notification of Selection will not be accepted. In the event of an unavoidable cancellation by an exhibitor, the exhibitor will be required to pay 100% of the exhibit space rental fee as a cancellation fee. No refunds will be made after payment has been completed..

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7. Prohibited Matters

1. Prohibition of Subleasing, Selling, Transferring, or Exchanging Exhibit Space
   Exhibitors may not sublease, sell, transfer, assign, or exchange any part or all of their exhibition booth space to other exhibitors or to any third parties.
2. Nuisance Behavior
   Aggressively leading visitors to an exhibitor's booth or giving demonstrations in the space outside the booth or in the aisles are prohibited. Extremely persistent product explanations, etc., may also be considered a nuisance and may be prohibited.
3. Prohibition of Exhibitions for the Primary Purpose of Collecting Personal Information
   Exhibitors who intend to collect personal information of visitors in their booths without exhibiting their own products or promoting their products and services for the primary purpose of collecting personal information of visitors are prohibited.
4. Prohibition of Activities Outside the Allocated Booth Space
   (1) Exhibitors are not permitted to allow large crowds of visitors to congregate or linger in the aisles surrounding their booth.
   (2) All activities, including the solicitation of visitors, conducting surveys, or any similar actions, must take place within the booth. Staff are prohibited from conducting these activities outside the boundaries of the allocated booth space.
   (3) Presentations using the aisles or the space outside the booth boundaries are strictly prohibited. Furthermore, exhibitors may not place exhibits, decorations, catalogues, equipment, plants, packaging materials, or visitor waiting lines in the surrounding aisles or in the space behind the booth.
   (4) Projecting lights or images onto the aisles, venue walls, or ceiling is strictly prohibited.
5. Sales Agreement for Exhibits
   Exhibits may be freely contracted for sale. However, immediate sales are strictly prohibited. Exhibitors are also prohibited from displaying the name of the purchaser or the quantity of goods sold.
6. Distribution of Items and Promotional Materials
   (1) The distribution of promotional materials, such as leaflets, and the conduct of surveys to an unspecified large number of visitors are prohibited. These activities are permitted only when visitors have received an explanation or participated in a demonstration at the booth. Exhibitors are responsible for ensuring that all such activities comply with the requirements of the Act on the Protection of Personal Information.
   (2) Exhibitors wishing to distribute items must submit an application in advance through the Exhibitor Management System.
   Note: The distribution of food, beverages, carrier bags, and balloons is strictly prohibited under any circumstances.
   Note: The distribution of catalogues and pamphlets (including DVDs and other media) is permitted.
   Note: For the distribution of any other items, the value of each novelty gift must be JPY 200 or less per item, in compliance with the "General Premiums" regulations under the Act against Unjustifiable Premiums and Misleading Representations.
   (3) Distribution outside the booth or in the aisles is strictly prohibited. If a violation of this regulation is identified, the Secretariat will issue a request for immediate corrective action. Should the exhibitor fail to comply, the Secretariat reserves the right to order the suspension of all distribution activities.

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7. Prohibited Matters cnt'd.

7. Display of Counterfeit or Pirated Products
   (1) The exhibition, distribution, screening, or any other handling of goods that infringe upon the intellectual property rights of third parties—including, but not limited to, patent rights, trademark rights, design rights, and copyrights; and inclusive of rights in foreign jurisdictions—(hereinafter, "counterfeit or pirated goods") are strictly prohibited.
   (2) If the Secretariat determines that any exhibits or other items are, or are highly likely to be, counterfeit or pirated goods, the Secretariat may, at its sole discretion, take measures such as the removal of such items. Furthermore, the exhibitor shall not object to any such measures taken by the Secretariat.
   (3) Exhibitors shall cooperate with any investigations conducted by the Secretariat regarding whether their exhibits or other items constitute counterfeit or pirated goods.
   (4) Any disputes concerning the intellectual property rights of exhibits shall be resolved at the exhibitor's own responsibility and expense.

8. Limitation of Liability

1. In the event that an exhibitor or a prospective exhibitor incurs damages due to a breach of contract or tort by the Secretariat, the Secretariat shall not be held liable for any amount exceeding the fees paid by said exhibitor or prospective exhibitor to the Secretariat regarding the exhibit booth (including paid options, etc.). Furthermore, the Secretariat shall not be liable for any incidental, indirect, special, or consequential damages, nor for any loss of future profits.
2. Notwithstanding the provisions of [8. Limitation of Liability, 1.] herein, in cases where the Secretariat is exempted from liability under other provisions of these Terms and Conditions, the Secretariat shall have no obligation to compensate for any damages incurred by exhibitors or prospective exhibitors, except in cases of willful misconduct or gross negligence on the part of the Secretariat.

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9. Additional Provisions

1. Amendments and Additions to the Terms and Conditions
   Any matters not stipulated in these Terms and Conditions, or any doubts arising regarding their interpretation, shall be resolved through sincere consultation between the Secretariat and the exhibitor.
   In the event that a resolution cannot be reached through such consultation, the exhibitor shall ultimately comply with the final decision of the Secretariat.
   If the Secretariat deems it necessary, it may amend or supplement these Terms and Conditions upon notification to the exhibitors. Furthermore, the Secretariat shall have the authority to establish or modify various rules and guidelines to ensure the smooth operation of the Show.
2. Violations and Ambiguity in Interpretation of Terms and Conditions
   The Secretariat reserves the right to terminate the exhibitor participation agreement without any prior notice if an exhibitor falls under any of the following situations.
   (1) If the Secretariat determines that an exhibitor's construction, decoration, or operational methods violate these Terms and Conditions, the Secretariat will issue a formal request to the exhibitor for immediate corrective action.
   (2) If no improvement is made after the request described herein in [9. Additional Provisions, 2.(1)], or if any doubts arise regarding the interpretation of these Terms and Conditions, the Secretariat will deliberate on the matter and issue a formal order for corrective action based on its final judgment. The conclusion reached through such deliberation shall be final and binding; the exhibitor shall not be entitled to file any objections or claims for damages.
   (3) Exhibitors who have received a request for corrective action herein under [9. Additional Provisions, 2.(2)] must submit a document to the Secretariat detailing the specific measures to be taken and the proposed schedule for such improvements.
   (4) In the event that an exhibitor who has received a request for corrective action herein under [9. Additional Provisions, 2.(2)] fails to implement such improvements, the Secretariat may publicly disclose this fact and reserves the right to refuse any future exhibition applications from said exhibitor.
   (5) In the event that an exhibitor engages in any conduct that discredits or damages the reputation of the Show or the Secretariat.
   (6) In the event that an exhibitor fails to comply with the instructions issued by the Secretariat.
   (7) In the event that the Secretariat determines that the relationship of trust between the Secretariat and the exhibitor has been significantly undermined or destroyed.
3. Cooperation in Environmental Measures
   Exhibitors are requested to consider waste reduction from the initial planning and design stages and strive to promote the "3Rs" (Reduce, Reuse, and Recycle). When outsourcing the disposal of industrial waste, please prioritize processing methods that enable recycling to the greatest extent possible and that aim to improve the overall recycling rate.
4. Cooperation in Global Warming Countermeasures
   We ask for your cooperation in the following measures to combat global warming:
   (1) To conserve energy by reducing the use of lighting and other equipment, exhibitors are requested to streamline their work processes and complete all operations as efficiently as possible.
   (2) To conserve electricity, the Secretariat will maintain air conditioning at the minimum necessary level within the exhibition halls and utilize natural ventilation as much as possible. We ask for your kind understanding and cooperation.

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Exhibitor Applications: Application Events Calendar

Applications Start	**April 15 (Wed.), 2026**
Exhibitor Information Session *Japanese Only	**April 22 (Wed.), 2026**
Applications Close	**May 31 (Sun.), 2026**

Applications screening will be conducted from June 1 (Mon.) to late June, 2026.
Please note that the Secretariat may request additional details regarding your application during the screening process.
Application cancellation must be made prior to the notification of selection.

Notification of Selection	**Late June 2026**

Cancellation of exhibitor participation after notification of selection will not be accepted; please see page 21 herein.

Rental Fee Invoice Issuance	**Late June 2026**
Exhibitor Information Session	**Mid July 2026**
Rental Fee Payment Due Date	**July 31 (Wed.), 2026 [Tentative]**
Due Date for Exhibitor Registration Submissions	**Late August 2026**
Show Opens	**October 13 (Tue.), 2026**

Note: The above schedule may be subject to change.

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Exhibitor Applications: Application Form and Contact Information

Exhibitor Applications

Application Form

Contact information

Japan Mobility Show Bizweek 2026
Exhibitor Booth Applications Office

booth_entry@jms2026.com

Note: We will contact you within 3 business days from the date of your inquiry. (The promptness of our response will depend on the content of your inquiry.)

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