

## AN APPLICATION GUIDE BOOK

# TOKYO INTERNATIONAL EXHIBITION CENTER

Nov. 21. 22 ±0:00-18:00 Nov. 23 ±0:00-17:00

### **ORGANIZING PARTNERS**

Agency for Cultural Affairs
Japan Musical Instruments Association
Assn. of Musical Electronics Industry
Foundation Promotion Music Education & Culture
All Japan Band Ass.

### **ASSOCIATE MEMBERS**

Japan Audio Society, Recording Industry Assn. of Japan, Japan Video Software Assn. , NAMM-the International Music Products Assn., Musikmesse

### **CO-OPERATIVE MEMBERS**

Tokyo International Exhibition Center The Piano Teacher's National Association of Japan Music Publishers in Japan

### **ORGANIZER**

### **MUSICAL INSTRUMENTS FAIR ASSOCIATION JAPAN**

3<sup>RD</sup>, Gakkikaikan, 2-18-21 Soto-Kanda, Chiyoda-ku, Tokyo 101-0021 JAPAN

Tel: +81-(0)-3-5298-7450 Fax: +81-(0)-3-5298-7457 E-mail: mifa@sepia.ocn.ne.jp http://www.musicfair.jp/

## ABOUT THE FAIR

### **VENUE**

TOKYO INTERNATIONAL EXHIBITION CENTER (TOKYO BIG SIGHT)

3-11-1 Ariake, Koto-ku, Tokyo 135-0063

Tel: +81-3-5530-1111 Fax: +81-3-5530-1222 http://www.bigsight.jp/

### **EXHIBITION AREA**

MIFJ2014: West Hall 1 & 2, 17,760 sq. meter

## MUSICAL ENTERTAINMENT PROGRAMS ARE PROVIDED AT:

Reception Hall A&B Meeting Rooms Atrium

Event space at the Exhibition Area

### **EXPERIENCE MUSIC!**

Visitors are invited to participate in various programs and experience music playing themselves.

### PRODUCTS TO BE EXHIBITED

Musical Instruments and related products, computer-based hardware and software, music books, printed music, and music magazines.



**APPEARANCE OF TOKYO BIG SIGHT** 



### **TARGETED VISITORS**

Musical instrument dealers and buyers from Japan and overseas, music teachers, mucisians, and consumers.

#### **BUSINESS-ORIENTED**

12 meeting rooms are provided for meetings, seminars and clinics. Contact the Organizer for reservation. \*4 rooms for Events, 8 rooms for Meetings.

### **PUBLIC RELATIONS**

Such media as television, radio and magazine advertisements, posters, facebook, twitter, streaming videos, direct mail, web, etc.

### **ADMISSION FEE**

¥1,500/day (advance ticket ¥1,200/day) including 8% consumption tax. Free admission for adults over 70 years old, children, and students under 18 years old.



**ENTRANCE** 



**ATRIUM** 



**EXHIBITION SITE** 

## GUIDE TO EXHIBITORS

### **EXHIBIT SPACES & CHARGES**

Type R (Regular Booth)	4m×3m×2.7m (12 m) <b>¥378,000.</b> - (including ¥28,000 as 8% consumption tax)
Type S	4m×1.5m×2.7m (6 m) ¥216,000
(Small Booth)	(including ¥16,000 as 8% consumption tax)
Pavilion Booth	Minimum 100 m is required ¥27,031/m
(Floor Space only)	(including ¥2,002 as 8% consumption tax)

### **ORGANIZER PROVIDES:**

- 1. Background panel
- 2. Wall partition (not provided for corner booths)
- 3. Front top panel (300mm wide)
- 4. Booth board: in Japanese and English
- 5. Electric power supply:100V/200V, 1kW per booth
- 6. General lighting & air conditioing.
- 7. Listing in the official guide book (Exhibitor's directory, floor plans, and information on music entertainment programs in Japanese and English)
- 8. Six exhibitor badges for Type R exhibitors, and 3 for Type S exhibitors (valid throughout the fair)
- 9. One-day free admission tickets per booth

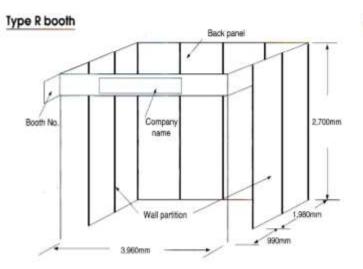
Type R exhibitors : 10 Type S exhibitors : 5

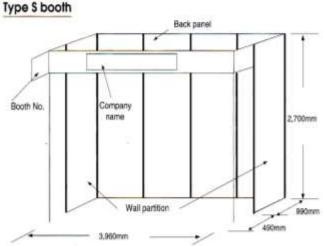
10.Pavilion-booth exhibitors will be advised separately on numbers of the exhibitor badges, and of ticket for admission.

### OTHER SERVICES TO BE PAID BY THE EXHIBITORS

- 1. Decoration of individual booth.
- 2. Rental of fixtures such as display counters and chairs.
- 3. Installation of outlets, spotlight or fluorescent lighting, and additional electric wiring inside the booth.
- 4. Extra electric power supply (See 5. of Organizer provides section)
- 5. Electric power @¥2,160/kW (including 8% consumption tax)
- 6. Overtime fee for workers: ¥10,800/hour (including 8% consumption tax) when needed services after or before convention hours.
- 7. Telephone at the booth and telephone fee.
- 8. Additional tickets and badges (including 8% consumption tax)

Exhibitor badge : @\(\frac{2}{2}\),000Invitation ticket : \(\frac{2}{1}\),000/person





### SPACE APPLICATION & CLOSING DATE

Please fill out the application form and send it **by fax** no later than **April 30, 2014**.

#### MUSICAL INSTRUMENTS FAIR ASSOCIATION JAPAN

3<sup>rd</sup> Fl. Gakkikaikan, 2-18-21, Soto-kanda, Chiyoda-ku,

Tokyo, 101-0021, JAPAN Fax: 81-3-5298-7457

Space application form is also obtainable from our website to print out:

http://www.musicfair.jp/

**★Please send original application form with signature by airmail as well.** 

#### **PAYMENT**

Must be completed by June 30.

Space application is valid when full payment is completed.

### **BANK REFERENCE**

MIZUHO BANK, Asakusa Branch Ordinary account No. 1377972 SWIFT CODE: MHCBJPJT NIHON GAKKI FAIR KYOKAI

**★**Remittance charges should be paid by Exhibitor.

### **BOOTH ASSIGNMENT**

The Organizer reserves sole authority over booth assignments, and the requests may not be accepted in full.

If total requests exceeded capacity, the Organizer will make final decisions regarding changes in space assignment. Exhibitors will be informed of their booth assignment by the letter mailed at the end of July.

The Exhibitor may transfer Exhibitor privileges to second parties or share space with other companies only with the consent of the Organizer.

### **MOVE-IN AND MOVE-OUT**

Interior decoration : Nov.19 (Wed.)

Move-in : Nov.20 (Thr.)

Move-out : Nov.23 (Sun.)

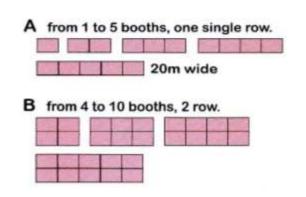
Exhibitor's manual will be mailed at the end of July.

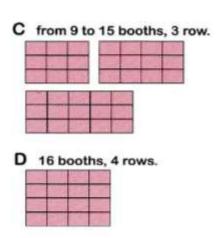
#### **EXHIBIT LIST**

The Exhibitor will submit to the Organizer a complete list of items to be exhibited for purposes of booth assignment and publication of the Fair Official Guide Book. If and when changes in the list occur, the Exhibitors are required to inform the Organizer. Items not on the list may be displayed only with the consent of the Organizer.

### **BOOTH SET UP**

Exhibitor booths are set up in 4 types as illustrated below depending on requested space. 2-story booth: Pavilion booth exhibitors can build 2-story booth 5m high at maximum. Needs permission of Fire Dept. Contact the Oganizer about details.





### **CANCELLATION POLICY**

The Organizer fefunds the space charges paid by the Exhibitor when written notice of cancellation is received by the Organizer by dates below.

★Full refund Before & on April 30.

★25% May 1 to 31 ★No refund After June 1.

Remittance charges will be deducted from the reimbursement. All refunds will be made after the fair is closed.

### **BONDED GOODS**

The exhibition halls named in this brochure have been designated as "bonded exhibition areas" by the Tokyo Customs authority. With regard to the custom's procedure for the safekeeping of bonded goods and move-in/out operation, you are recommended to use Nippon Express, Kanda-Cyuou Branch, our official forwarder. (See the list of the official agencies.)

### **SPECIAL INSTRUCTIONS**

The Organizer is not in the position to issue invitation letter for Japanese immigration purpose.







**MIFJ2011** 

JAPAN, THE 2ND LARGEST MARKET WITH 100 BILLION YEN ANNUAL SALES

EXPORTING 46 BILLION YEN WORTH OF MUSIC PRODUCTS AND IMPORTING 45 BILLION YEN WORTH OF MUSIC PRODUCTS

## YOU CAN'T MISS THIS BUSINESS CHANCE!

## OFFICIAL AGENCIES

### **TARVEL & HOTEL ACCOMMODATIONS**

### JTB Global Marketing & Travel, Inc.

2014 Fair Desk

2-3-11 Higashi-shinagawa, Shinagawa-ku, Tokyo 140-8604

Tel: +81-(0)-3-5796-5446 Fax: +81-(0)-3-5495-0785

E-mail: mif2014@gmt.jtb.jp

### **INTERPRETER & TANSLATION**

### Murayama Inc.,

2-13-10, Kouraku, Bunkyo-ku, Tokyo 112-0004 Tel: +81-(0)-3-3813-1590 Fax: +81-(0)-3-3813-1274

Person in charge: Takako Norose(Ms.) E-mail: <u>t\_norose@murayama.co.jp</u>

### **BOOTH DECORATION**

### Murayama Inc.,

2-13-10, Kouraku, Bunkyo-ku, Tokyo 112-0004

Tel: +81-(0)-3-3813-1590 Fax: +81-(0)-3-3813-1274

Person in charge: Takako Norose(Ms.) E-mail: <u>t\_norose@murayama.co.jp</u>

#### **FORWARDER**

### Nippon Express, Tokyo-kita Branch

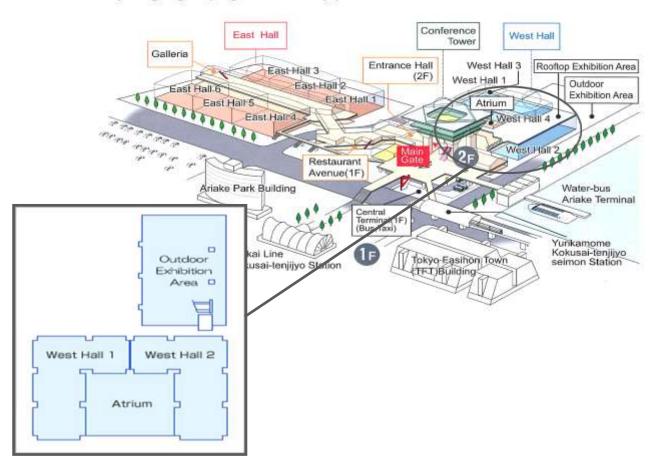
1-10, Ogawa-cho, Kanda, Chiyoda-ku, Tokyo 101-0052 Tel: +81-(0)-3-5298-1171 Fax: +81-(0)-3-3253-8638

Person in charge: Shuhei Miyazaki(Mr. ) E-mail: syu-miyazaki@nittsu.co.jp

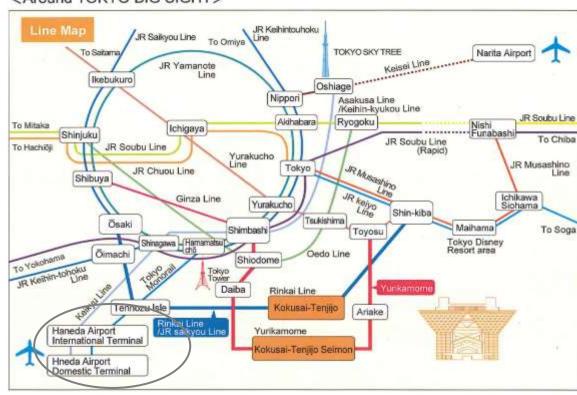
## VENUE & ACCESS GUIDE

## TOKYO BIG SIGHT

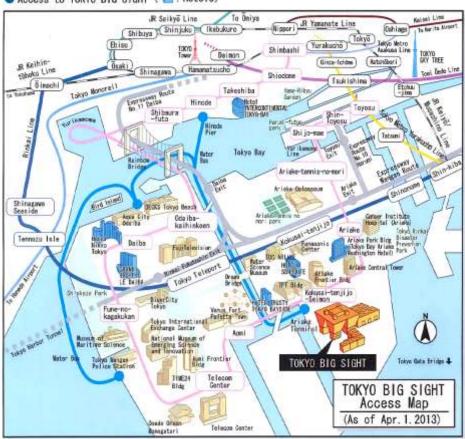
< Tokyo Big Sight ( Figure of Facility ) >



### <Around TOKYO BIG SIGHT>







Narita Airport ← approx. 60 minutes → Tokyo Bay Ariake Washington Hotel (3 minutes walk)

\*\*Some buses only run during events. Please check in advance.

### Toei Bus

Tokyo Sta. (Yaesu Exit,Marunouchi South Exit,JR) ← approx. 40 minutes → Tokyo Big Sight

Monzen-Nakacho Sta. (Subway) ← approx. 30 minutes→ Tokyo Big Sight

### Km flower Bus

Hamamatsucho Sta. (JR, Monorail) ← approx. 40 minutes→ Tokyo Big Sight

## Express Bus (Keihin Kyuko Bus)

Yokohama Sta. (East Exit, JR) ← approx. 50 minutes → Tokyo Big Sight (Keihin Kyuko Bus)

### By Train

### Rinkai line

Approx. 7 minutes' walk from Kokusai-Tenjijo Station

Osaki Sta. (JR)  $\leftarrow$  13 minutes  $\rightarrow$  Kokusai-Tenjijo Sta.  $\leftarrow$  5 minutes  $\rightarrow$  Shin-Kiba Sta.(JR,Subway)

\* Direct service at Osaki to JR Saikyo Line

Kokusai-Tenjijo Sta. → JR Shibuya Sta. (approx. 20 minutes)

- → JR Shinjuku Sta. (approx. 25 minutes)
- → JR Ikebukuro Sta. (approx. 31 minutes)

## Yurikamome Yurikamome

Approx. 3 minutes' walk from Kokusai-Tenjijo-Seimon Station Shimbashi Sta. (JR, Subways) ← 22 minutes→ Kokusai-Tenjijo Seimon Sta.

Toyosu Sta. (Subway) ← 8 minutes→ Kokusai-Tenjijo Seimon Sta.

### By Bus

### Airport Bus ( Limousine Bus Keihin Kyuko

### Bus )

<u>Haneda Airport</u> ← approx. 25 minutes → Tokyo Big Sight (Limousine Bus, Keihin Kyuko Bus)

### By Water Bus

### **Water Bus**

Approx. 2 minutes walk from Ariake Terminal(Tokyo Big Sight).

Hinode Pier (approx. 7 minutes' walk from JR Hamamatsucho Station) ← 25 minutes → Tokyo Big Sight

※It suspends on Monday & Tuesday. (Holiday is operated.)

### By Car

## From center of Tokyo

Approx. 20 minutes from Tokyo Sta. (JR, Subway)

### 💏 From Yokohama/Haneda

Approx. 15 minutes from Haneda Airport

### From Chiba/Kasai

Metropolitan Expressway (Wangan Line)  $\rightarrow$  approx. 5 minutes from the Ariake Ramp