

MUSICAL INSTRUMENTS FAIR JAPAN 2016

4-6 November, 2016



AN APPLICATION GUIDE BOOK

Tokyo Big Sight
TOKYO INTERNATIONAL EXHIBITION CENTER

Nov. 4 :10:00-20:00
Nov. 5, 6 :10:00-18:00

ORGANIZING PARTNERS

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

3RD, 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, Conference Room 101-104
TFT Hall(Hall 300, 500, 1,000)
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.

TARGETED VISITORS

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

BUSINESS-ORIENTED

Meeting rooms are provided for meetings, seminars and clinics. Contact the Organizer for reservation.

PUBLIC RELATIONS

Such media as television, radio, magazine advertisements, posters, facebook, twitter, instagram, 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



APPEARANCE OF TOKYO BIG SIGHT



PROJECTION MAPPING Nov. 22, 23 2014

GUIDE TO EXHIBITORS

EXHIBIT SPACES & CHARGES

Type R (Regular Booth)	4m x 3m x 2.7m (12 m ³) ¥378,000.- (including ¥28,000 as 8% consumption tax)
Type S (Small Booth)	4m x 1.5m x 2.7m (6 m ³) ¥216,000.- (including ¥16,000 as 8% consumption tax) In case the combination of "Type R" and "Type S" is preferred, those booths may be placed in different category zone.
Pavilion Booth (Floor Space only)	Minimum 100 m ² is required ¥27,031/m² (including ¥2,002 as 8% consumption tax)

ORGANIZER PROVIDES:

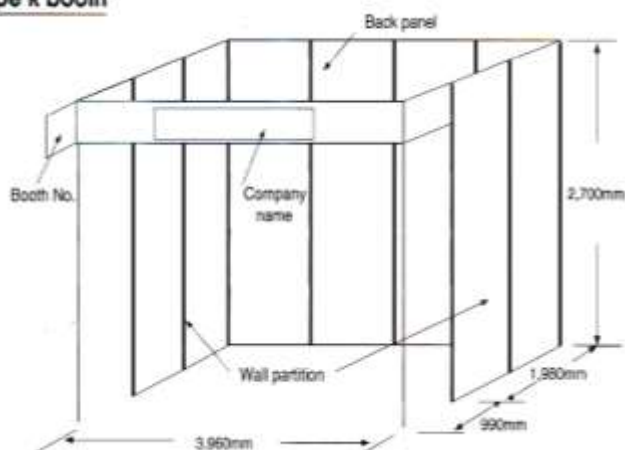
1. Background panel
2. Wall partition (not provided for corner booths)
3. Front top panel (300mm wide)
4. Booth board: in Japanese and English
5. Electric power supply: 100V/200V, 1kW per booth
6. General lighting & air conditioning.
7. Listing in the official guide book (Exhibitor's directory, floor 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 informed individually on numbers of the exhibitor badges, and of ticket for admission.

OTHER SERVICES TO BE PAID BY THE EXHIBITORS

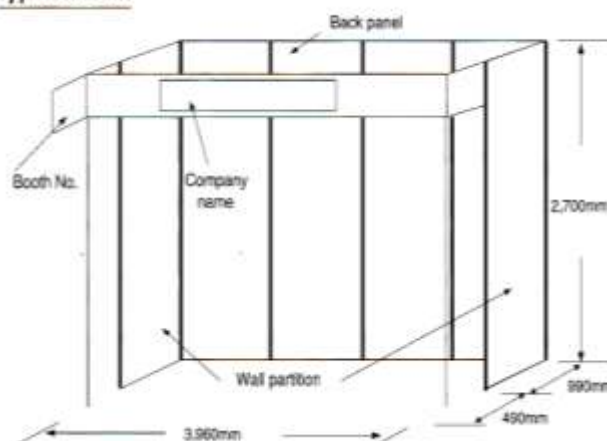
1. Decoration of individual booth.
2. Rental of fixtures such as display counters and chairs.
3. Installation of outlets, spotlight or fluorescent lighting, and additional electric wiring inside the booth.
4. Extra electric power supply (See 5. of Organizer provides section)
5. Electric power @¥2,160/kW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

• Exhibitor badge	: @¥2,000
• Invitation ticket	: ¥1,000/person

Type R booth



Type S booth



SPACE APPLICATION & CLOSING DATE

Please fill out the application form and send it **by fax** no later than **April 30, 2016**.

MUSICAL INSTRUMENTS FAIR ASSOCIATION JAPAN

3rd 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. 2 (Wed.)

Move-in : Nov. 3 (Thr.)

Move-out : Nov. 6 (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.

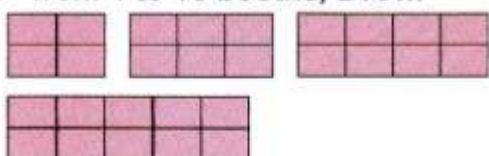
BOOTH SET UP

Exhibitor booths are set up in 4 types as illustrated below depending on requested space.

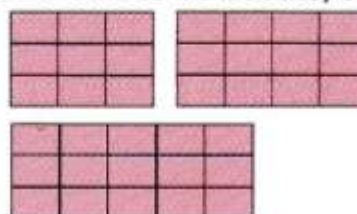
A from 1 to 5 booths, one single row.



B from 4 to 10 booths, 2 row.



C from 9 to 15 booths, 3 row.



D 16 booths, 4 rows.



CANCELLATION POLICY

The Organizer refunds 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-Cyuo Branch, our official forwarder. (See the list of the official agencies.)



MIFJ2014

**JAPAN, THE 2ND LARGEST MARKET WITH 108 BILLION YEN ANNUAL SALES
EXPORTING 63 BILLION YEN
AND IMPORTING 59 BILLION YEN WORTH OF MUSIC PRODUCTS**

YOU CAN'T MISS THIS BUSINESS CHANCE!

OFFICIAL AGENCIES

TARVEL & HOTEL ACCOMMODATIONS

JTB Global Marketing & Travel, Inc.

2016 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: mif2016@gmt.jtb.jp

INTERPRETER & TRANSLATION

Murayama Inc.,

Toyosufonesia, 3-2-24, Toyosu, Koto-ku,
Tokyo 135-0061
Tel: +81-(0)-3-6221-0843 Fax: +81-(0)-3-6221-1914
Person in charge: Noriko Weda (Ms.)
E-mail: n_ueda@murayama.co.jp

BOOTH DECORATION

Murayama Inc.,

Toyosufonesia, 3-2-24, Toyosu, Koto-ku,
Tokyo 135-0061
Tel: +81-(0)-3-6221-0843 Fax: +81-(0)-3-6221-1914
Person in charge: Noriko Weda (Ms.)
E-mail: n_ueda@murayama.co.jp

FORWARDER

Nippon Express, Tokyo-kita Branch

2banchi, izumi-cho, Kanda, Chiyoda-ku, Tokyo 101-0052
Tel: +81-(0)-3-5833-7235 Fax: +81-(0)-3-3863-3471
Person in charge: Synsuke Ikeda (Mr.)
E-mail: syua-ikeda@nitsso.co.jp

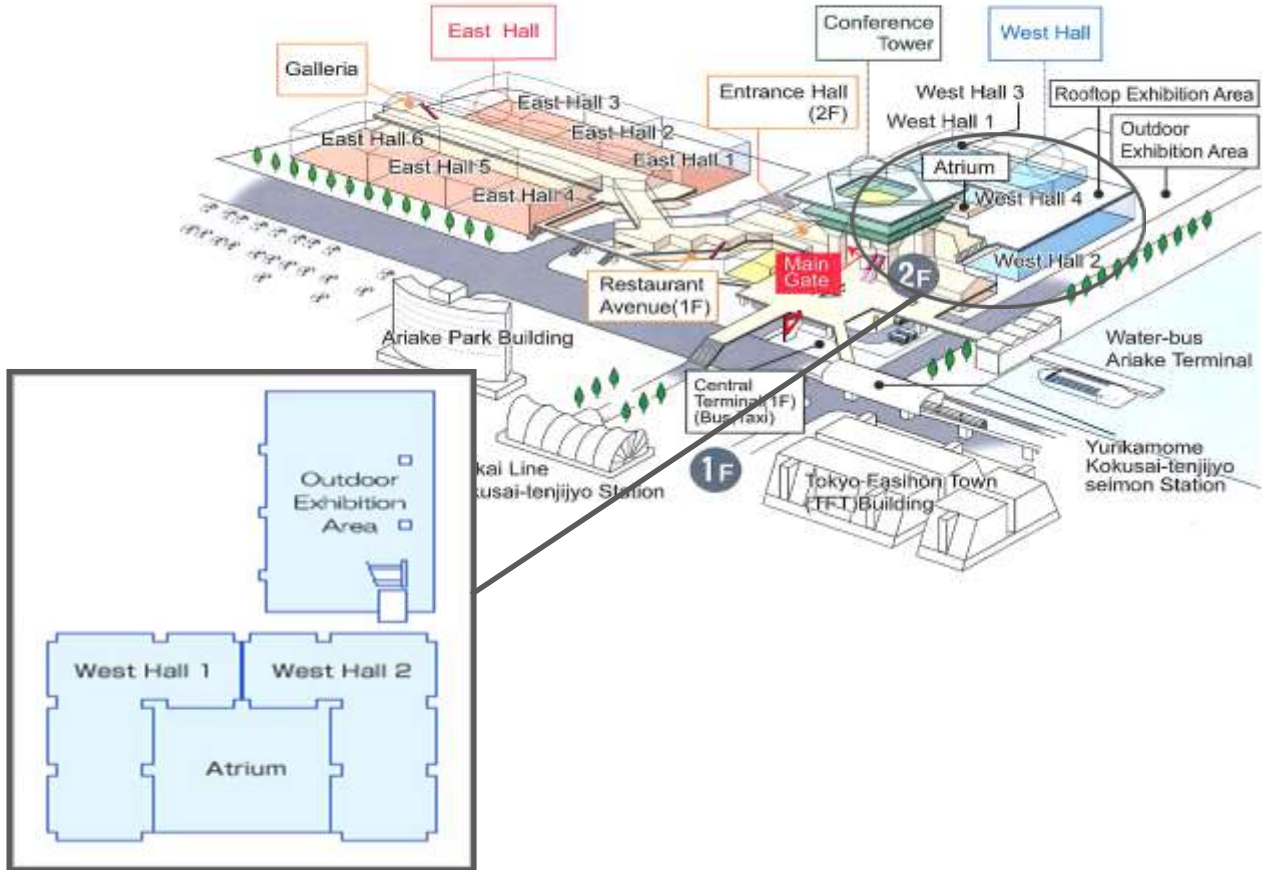
SPECIAL INSTRUCTIONS

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

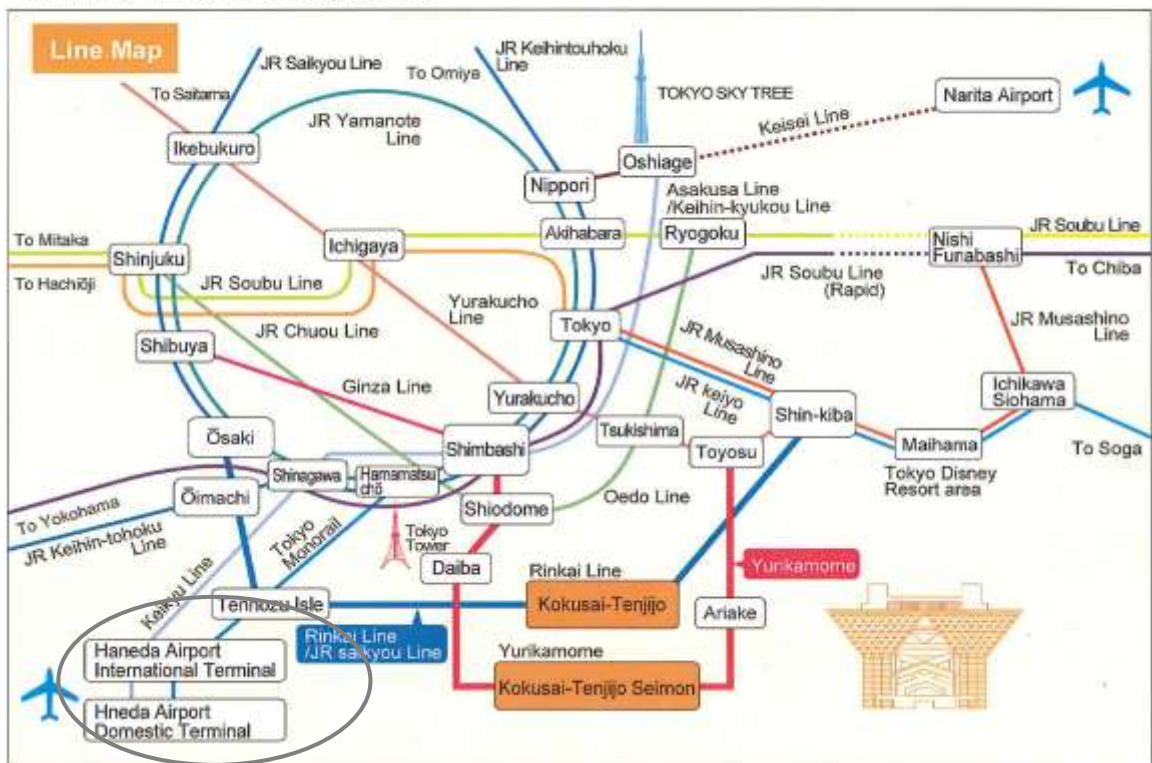
VENUE & ACCESS GUIDE

TOKYO BIG SIGHT

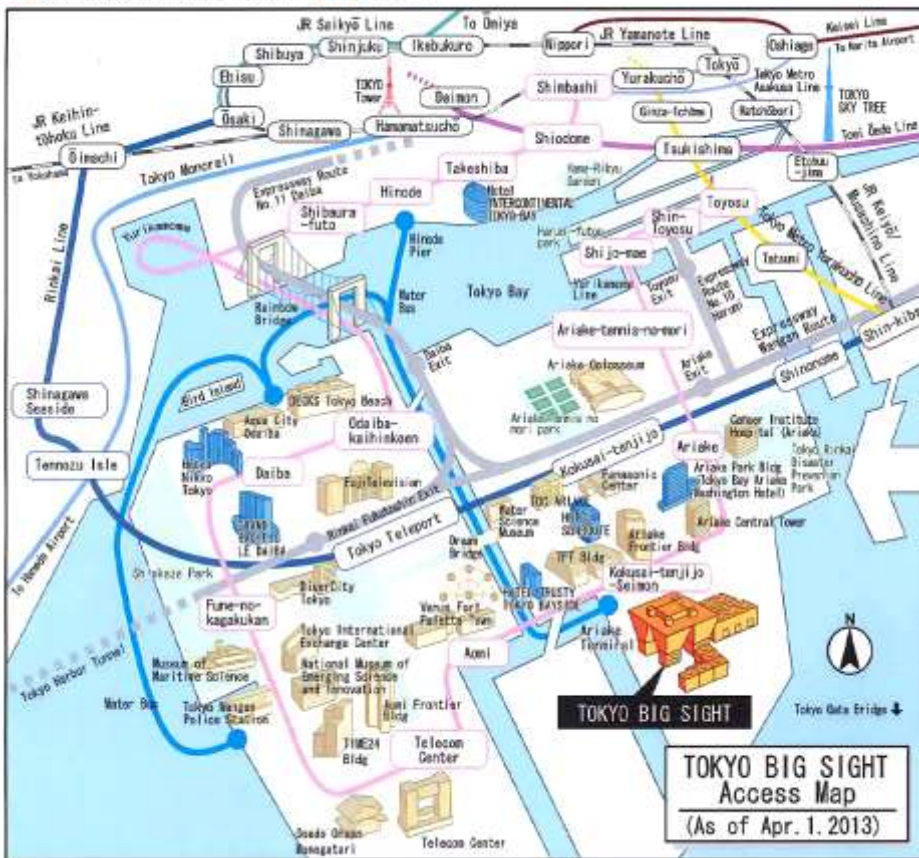
< Tokyo Big Sight (Figure of Facility) >



< Around TOKYO BIG SIGHT >



● Access to TOKYO BIG SIGHT (: Hotels)



[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) ← 13 minutes → Kokusai-Tenjijo Sta. ← 5 minutes → Shin-Kiba Sta. (JR, Subway)
* Direct service at Osaki to JR Saikyō Line
Kokusai-Tenjijo Sta. → JR Shibuya Sta. (approx. 20 minutes)
→ JR Shinjuku Sta. (approx. 25 minutes)
→ JR Ikebukuro Sta. (approx. 31 minutes)

 **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)**

[Haneda Airport](#) ← 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) → approx. 5 minutes from the Ariake Ramp

MUSICAL INSTRUMENTS FAIR JAPAN 2014 EXHIBITORS

ADPHOX CORPORATION
ALL ACCESS INC.
ALTAMIRA GUITARS & PING WELL
ANAHEIM ELECTRONICS INC.
ANIMA PRODUCTS
AOYAMA HARP CO.
ARAI & CO., INC
ARCO PERCUSSION
AUDIO-TECHNICA CORPORATION
BEATING
BIRDLAND CO., LTD.
BECHSTEIN JAPAN, EUROPIANO CO., LTD.
BUFFET GROUP JAPAN LIMITED
CASIO COMPUTER CO., LTD.
CIEC OVERSEAS EXHIBITION CO., LTD.
 Nantong Inneo Musical Instruments Co., Ltd.
 Shenzhen Eno Music Co., Ltd.
 Suzhou City Xiangcheng District Huangdai Town Kaideli Bow
 Factory
 Tianjin Longxing Huanyu Imp. And Exp. Co., Ltd.
 Yuesen Musical Instrument Factory China
COSMO SOUND CO., LTD.
CREWS CORPORATION
DAY'S CORPORATION
DEVISER CO., LTD.
DUPLEX CO., LTD.
EAST INTERNATIONAL EXHIBITION CO., LTD.
 Muco Music Instrument Co., Ltd.
 Xiamen Shengnade Trading Co., Ltd.
ELEKTRON MUSIC MACHINES
ESP CO., LTD.
E'SPEC INC.
FORESTONE JAPAN CO., LTD.
FREEDOM CUSTOM GUITAR RESEARCH CO., LTD.
FUJII PIANO SERVICE CO., LTD.
FUKUSAN KIGYO CO., LTD.
FZONE MUSIC TECHNOLOGY / CHERRY MUSIC TECHNOLOGY
CO., LTD.
BAO'AN, SHENZHEN, GUANGDONG, CHINA
GARAGE S
GLOBAL CORPORATION
HARRY'S ENGINEERING
HOOK UP, INC.
HOSCO INC.
HOSCO INC. / GRACE HARP
HOSHINO GAKKI HANBAI CO., LTD.
HOT LINE MUSIC CORPORATION
IHUSH GUITARS
INSTITUTE OF TECHNOLOGISTS, DEPT. OF MANUFACTURING
TECHNOLOGISTS
INTERNET CO., LTD.
ISHIBASHI MUSIC CORPORATION
ISHIMORI WIND INSTRUMENTS CO., LTD.
JAPAN ASSOCIATION OF MUSIC PUBLISHING
JAPAN FLUTE PROMOTE ASSOCIATION
JAPAN MUSIC TRADE CO., LTD / ASSN. OF MUSICAL
ELECTRONICS INDUSTRY
JAPAN PIANO TECHNICIANS ASSOCIATION
JISAKUCASE.COM (HOSHI SEISAKUSHO CO., LTD)
KAINA (BAJA NAIL & SCHOOL)
KANAGAWA INSTITUTE OF TECHNOLOGY / SONARESEARCH
CO., LTD.
KANDA SHOKAI CORPORATION
KANKYO SPACE INC.
KAWAI MUSICAL INSTRUMENTS MFG. CO., LTD.

KIWAYA CO., LTD.
KOMAKI TSU-SHO CO., LTD.
KORG INC.
KOTORI GAKKI
T.KUROSAWA & CO., LTD. C.F. MARTIN GUITAR
KYORITSU CORPORATION
MAMADUKE MUSIC / WISEMAN
MARUE CO., LTD.
MICROSCOPE NETWORK CO., LTD.
MONSTER GODJ (EISAN CO., LTD.)
MORIDAIRA MUSICAL INSTRUMENTS CO., LTD.
MUSIC SALES LIMITED
MZGREEN CO., LTD.
NAKANO CO., LTD.
NAKATANI INSTRUMENTS, INC.
NIHON ELECTRO HARMONIX K.K.
NIHON UKULELE ASSOCIATION
NIIMI GAKKI CO., LTD.
NONAKA BOEKI CO., LTD. / NONAKA CO., LTD.
OCARINA SPREAD CONFERENCE
OHASHI INDUSTRY CO., LTD.
OKADA INTERNATIONAL INC.
OKATAKU CUSTOM SOUND (MEIWA SANGYO CO., LTD.)
OKIRAKU KOBO Q PIANO
OTOYOSHI, LTD.
PEARL MUSICAL INSTRUMENTS CO., LTD.
PEPOTE PERCUSSION JAPAN
PIANODISC JAPAN CO., LTD.
PRIMA GAKKI CO., LTD.
RENNER JAPAN CO., LTD.
RITTOR MUSIC, INC.
ROKKOMANN, INC.
ROLAND CORPORATION
SAITO GAKKI KOUBOU INC.
SEIKO INSTRUMENTS INC.
SEILEN LTD.
SELECT INTERNATIONAL, INC.
SG TECHNOLOGIES, INC.
SHIMAMURA MUSIC CORPORATION
SHINKO MUSIC ENTERTAINMENT CO., LTD.
S.I.E. CO., LTD.
SONY BUSINESS SOLUTIONS CORPORATION
SOUND CREW CO., LTD.
SOUND PLUS LIMITED
SOUND ROOT
SRIC / XING INC.
STI TECHNOLOGY LIMITED
SUZUKI MUSICAL INSTRUMENT MFG., CO., LTD.
TAIWAN SAHDUOO SAXOPHONE CO., LTD.
TAKAMINE GAKKI CO., LTD.
TC GROUP JAPAN, INC
TIANJIN JINBAO MUSICAL INSTRUMENTS CO., LTD.
TMC CO., LTD.
TOKYO MUSICAL INSTRUMENTS MANUFACTURERS
ASSOCIATION
TOMBO MUSICAL INST. CO., LTD.
TOYAMA MUSICAL INSTRUMENT CO., LTD.
TROCHE CO., LTD.
WE ARE SNEAKER AGES 2015 CONTEST TOKYO FFINALS
YAMAHA MUSIC JAPAN CO., LTD.
YAMANO MUSIC CO., LTD.
YIMENG OCARINA CO., LTD.
ZODIACWORKS CO., LTD.
ZOOM CORPORATION

MUSIC RETAILER ON-SITE SHOP

AM GRIFFBRETT
BIG BOSS
BOTTOMS UP GUITARS
BECHSTEIN JAPAN, EUROPIANO CO., LTD.
CHUYA-ONLINE.COM (PLUG-IN)
DAC CORPORATION
DOLPHIN GUITARS CORPORATION
FUJIGEN CUSTOM HOUSE (FUJIGEN INC.)
H.I. GUITARS, INC.
HOOCHIES
IKEBE MUSICAL INSTRUMENTS
ISHIBASHI MUSIC CORPORATION
ISHIKAWAKEN GAKKI-SHO KUMIAI
AAA IWATA MUSICAL INSTRUMENT STORE
JAPAN PERCUSSION CENTER (KOMAKI MUSIC)
JEUIGIA CO., LTD.
KAGETSU ROCK (MATSUKIYA)
KIWAYA CO., LTD.
T. KUROSAWA & CO., LTD.
MIKI GAKKI CO., LTD.
MIYAJI MUSIC CO., LTD.
MUSIC LAND INC.
MUSICMART
MUSIC PLANT
NANCY CO., LTD.
NIHONYA GAKKI
OCHANOMIZU GAKKI CENTER
OTOYOSHI, LTD.
SHIMAMURA MUSIC / HOTLINE MUSIC
PIANO GUARD TOKYO (SHOEI GAKKITEN)
SOUND CREW CO., LTD.
TATSUMI GAKKI INC.
TC-GAKKI
UNION GAKKI PIANO POWER CENTER
WAGAKKI HYAKUNINDO
YAMAHA MUSIC RETAILING CO., LTD.
YAMANO MUSIC CO., LTD.