

Japanese DIY/Homecenter market

Gross Sales & Number of DIY Stores (Homecenters)



Participation / Exhibition Schedule

Exhibitors' Time-line

Submittal of Exhibitor Application Form
(Please make payment of space fee through a bank transfer within one month after the approval of the form)

Deadline for Application

May 11, 2012

Dispatch of Exhibitor Manual
(Rules & Regulations, Order Forms for Booth Fittings, etc)

Middle of June, 2012

Final Payment Due

June 30, 2012

Floor Plan Announcement

Middle of July, 2012

Exhibitor Move-in

from 13:00 on 21-22 August, 2012

JAPAN DIY HOMECENTER SHOW 2012

23-25 August, 2012

Show Outline

Opening Times

August 23 (Thu.) to August 25 (Sat.) 2012
from 9:30 to 17:00
(The last day closes at 16:00)

Venue

MAKUHARI MESSE
2-1 Nakase, Mihama-ku,
Chiba-shi, Chiba 261-0023
<http://www.m-messe.co.jp>

Organizer

JAPAN DIY INDUSTRY ASSOCIATION

Sponsors (Planned)

The Ministry of Economy, Trade & Industry
Forest Agency / Chiba Prefecture / Chiba City
Japan External Trade Organization (JETRO)
IHA (International Federation of Hardware and Housewares Associations)

Admission

Free of charge for trade visitors
(general public: 500 Yen)

URL

<http://www.diy-show.jp>

For further information, please contact:

OVERSEAS OPERATION OFFICE

SPACE MEDIA JAPAN CO., LTD.

Kosaikaikan Bldg., 5-1 Kojimachi, Chiyoda-ku,
Tokyo 102-0083, Japan
Tel. (81) 3-3512-5670 Fax. (81) 3-3512-5680
URL: <http://www.smj.co.jp> E-mail: diy2012@smj.co.jp

Organizer

 **JAPAN DIY INDUSTRY ASSOCIATION**

Shin-Kanda Bldg. 5F., 1-8-5 Kajicho, Chiyoda-ku Tokyo 101-0044, Japan
Tel. (81) 3-3256-4475 Fax. (81) 3-3256-4457 URL: <http://www.diy.or.jp>

Exhibitors Information

2012

DIY

Do it Yourself!

Makuhari Messe

Hall 4-5-6

Aug
23 [Thu.] | **24** [Fri.] | **25** [Sat.]

Trade Day

Public Day

DIY, the Power to Reform Our Lives

DIY SHOW

Search

<http://www.diy-show.jp/2012/e/>

JAPAN DIY HOMECENTER SHOW 2012

Do It Yourself

Grab your business opportunity with JAPAN DIY HOMECENTER SHOW 2012!

More Business Opportunity Exhibitors' Service

"HOMECENTER TRADE II" – A vital contact point to reach purchasing directors of major and leading homecenters as well as manufactures and wholesalers in Japan. A great opportunity for exhibitors to introduce and sell their new and main products.

Exhibitors Reception – Share experience and network with exhibitors from across the world as well as JAPAN DIY INDUSTRY ASSOCIATION members in an enjoyable setting.

Japan DIY Product Competition – A major attraction allowing visitors (buyers) to see the newest, best selling and eco & human friendly products. Each product is exhibited with the exhibitor's name and booth number, making it easy for visitors to follow up at the booth. The award winners gain special attention from homecenter buyers.

JAPAN DIY HOMECENTER SHOW 2011 figures

Number of booth stands
848
x9m² booth

Number of exhibitors
364
companies

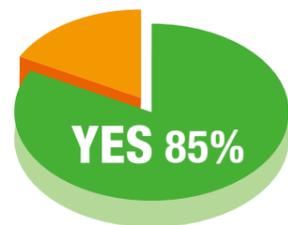
Number of visitors
78,064

Number of trade visitors on the first day
17,869

Business Opportunities

The JAPAN DIY HOMECENTER SHOW is strongly supported by its exhibitors. The following graphs show how the 2011 exhibition was recognized by exhibitors. Seize an unequaled business opportunity to directly interact with Japanese buyers by joining the JAPAN DIY HOMECENTER SHOW!

Q1 Did you have business negotiation?



Q2 Were you satisfied with participating the show?



Participation Fee (tax included)

Raw Space Fee

262,500 JPY / 3m×3m(9sqm)

<Fee includes>

- 3m×3m (9sqm) Raw Space
- Free entrance tickets for your customers
- Participation to HOMECENTER TRADE II
- Participation to Japan DIY Product Competition
- Participation to Exhibitors Reception
- Entry to Show Official Exhibitor List



Message



Ichiro Shimura

President
Japan DIY Industry Association

We are very glad to announce that the Japan DIY Industry Association will hold the JAPAN DIY HOMECENTER SHOW 2012 at Makuhari Messe for a period of three days from August 23 (Thursday) to 25 (Saturday), 2012.

The JAPAN DIY HOMECENTER SHOW, a comprehensive exhibition showcasing all lines of home-related products, is organized by the cooperation of three different sectors of manufacturers, wholesalers and retailers (do-it-yourself stores), in order to extensively promote the DIY industry and help people enjoy a more improved quality of life through the sound popularization of DIY home improvement. The Show has provided new and lucrative business opportunities for the exhibitors, and served also as an ideal place for publicity.

Last year, the effects of the Great East Japan Earthquake in March, an unprecedented disaster in the history of Japan, was an issue of big concern. Believing that DIY could contribute to the reconstruction, restoration and recovery of our country, we decided to hold the Show as planned. The 2011 Show was very successful with the participation of 364 exhibitors occupying 848 booth, attracting over 78,000 visitors.

The theme of the 2012 Show is "Make Your Dreams Your Power!" We endeavor to introduce a wide range of services and products that even go beyond the conventional DIY concept to suit the changes in the recent living style of people. We will also carry out proposals that will be of help for the recovery of and business stimulation for the disaster-affected areas.

Nowadays, do-it-yourself stores are all over the country and have become indispensable to people living in the area. Although, do-it-yourself stores are under severe economic circumstances, just like any other retail shops, we anticipate that people's interest toward do-it-yourself will be stronger than before as people have become more conscious of disaster prevention and energy saving, trying to live economically. To further promote and expand do-it-yourself stores, it is necessary to understand the needs of people correctly at the right time and to offer services which suit them.

During the 2011 show, we held many events to support the recovery of the areas affected by the Great East Japan Earthquake as well as various events to promote the expansion of the DIY market, such as the Japan DIY Product Competition which was a new competition integrating the New Product & Hit Product Competitions and the Environmentally Friendly Products Corner. We also presented the Exhibitor Presentation Corner where the exhibitors could promote their products to visitors themselves and a special exhibition called "Disney Home" These events and corners were all well received by the exhibitors and the visitors. This year, we intend to enhance the quality of those events and corners, and at the same time, make arrangements for all exhibitors to promote their products to the buyers and consumers.

We will present the well-reputed HOMECENTER TRADE II again this year. It is an event that allows the exhibitors to have business meetings directly with the buyers. As we are going to invite buyers from overseas for the first time this year, we will also present a corner to support companies trying to expand new business opportunities abroad. We are planning to hold various events and present additional new corners to attract more visitors this year. One of them is a corner for DIY involving electronic engineering and another is a corner for encouraging students to obtain the DIY Adviser Certificate.

This is only a brief explanation of the Show's outline and major events, but we would be grateful if you would consider participating in the JAPAN HOMECENTER SHOW 2012 as an exhibitor. Thank you.

For Overseas Exhibitors Only!

Want to know how to reach Japanese market? We will help you!

<< Background >>

The JAPAN DIY HOMECENTER SHOW is an annual event organized by the Japan DIY Industry Association. Held under close cooperation between the member companies of the association from three different sectors of manufacturers, wholesalers and retailers, the show is the most significant event to share information in the Japanese DIY/homecenter industry.

With the participation of organizations and people well-versed in the industry as exhibitors and visitors, it is also a truly unique opportunity for overseas exhibitors to receive multifaceted, cross-sectorial advice. The Overseas Operation Office will actively introduce overseas exhibitors seeking partners in Japan to those market professionals. In this sense, participating in The JAPAN DIY HOMECENTER SHOW will be very beneficial for any overseas exhibitors who are interested in doing business in Japan in the long run.

Please Join us as an overseas exhibitor and do not miss this great opportunity.
(Please note that the Overseas Operation Office may not always meet your requests.)

Exhibit Categories

Tools / Power Tools
Hardware / Ironmongery
Repair Materials
Painting Materials / Coating Materials
Electric Parts / Lighting Equipment
Home Electric Appliances
Water Supply and Drainage
Working Wear
Housewares / Homecare Products
Kitchenware / Tableware
Household Commodity (detergent and sanitary goods)
Interior Materials / Storage Cabinets
Pet-care Items (including pet medicinal products and pet wear)
Gift / Party Items
Hobby Items / Handcraft Items
Toys / Models
Four / Two Wheeled Vehicle Materials
Sporting Goods / Outdoor Goods
Stationery / Office Supply
Healthcare Materials / Beauty Products
Medicinal Product
Food / Beverage / Alcohol
Disaster Prevention / Anticrime Device
Ecological / Energy-Saving Items
Information / Distribution / Services
Timber / Building Materials
Gardening / Plants
Agricultural Materials / Equipment
Exterior Materials
Housing Equipment
Store Furniture
Association / Education Institution / Governmental Agency

JAPAN DIY HOMECENTER SHOW 2012

August 23-25, 2012, MAKUHARI MESSE

FLOOR SPACE APPLICATION AND CONTRACT

(Deadline Date : May 11, 2012)

Please complete and return this form to :

JAPAN DIY INDUSTRY ASSOCIATION

Shin-Kanda Bldg. 5F., 1-8-5 Kajicho. Chiyoda-ku, Tokyo 101-0044 JAPAN

Fax.(81)3-3256-4457 Tel.(81)3-3256-4475

We hereby apply for floor space in accordance with the conditions of participation :

► Space Required

Raw Space Fee (incl. consumption tax)	Space Required	Total Amount (incl. consumption tax)
¥262,500 /booth(9㎡)	booth(s)	¥

► Products / Services to be Exhibited (Please specify in English, and in Japanese if possible) :

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► Exhibit Categories (Please circle appropriate categories) :

- | | | |
|--|--|---|
| 1. Tools / Power Tools | 12. Interior Materials / Storage Cabinets | 22. Food / Beverage / Alcohol |
| 2. Hardware / Ironmongery | 13. Pet-care Items (including pet medicinal products and pet wear) | 23. Disaster Prevention / Anticrime Device |
| 3. Repair Materials | 14. Gift / Party Items | 24. Ecological / Energy-Saving Items |
| 4. Painting Materials / Coating Materials | 15. Hobby Items / Handcraft Items | 25. Information / Distribution / Services |
| 5. Electric Parts / Lighting Equipment | 16. Toys / Models | 26. Timber / Building Materials |
| 6. Home Electric Appliances | 17. Four / Two Wheeled Vehicle Materials | 27. Gardening / Plants |
| 7. Water Supply and Drainage | 18. Sporting Goods / Outdoor Goods | 28. Agricultural Materials / Equipment |
| 8. Working Wear | 19. Stationery / Office Supply | 29. Exterior Materials |
| 9. Housewares / Homecare Products | 20. Healthcare Materials / Beauty Products | 30. Housing Equipment |
| 10. Kitchenware / Tableware | 21. Medicinal Product | 31. Store Furniture |
| 11. Household Commodity (detergent and sanitary goods) | | 32. Association / Education Institution / Governmental Agency |
| | | 33. Others |

With this application, we accept the condition of participation and Rules and Regulations listed overleaf and comply with them. < Please fill out below in English or in Japanese with legible letters >

Company :

Address :

Name of Contact : Title/ Division

Tel : E-mail :

Fax : URL :

Place and Date : Legally binding signature and company stamp :

For Internal Use only

Date Rcvd.	Fax	Original	DIY ASSOCIATION	Invoice	Payment	Booth No.

Abstract of Rules and Regulations

Read Carefully before You Sign

1 Contract

This Application and Contract is the official contract to exhibit at the JAPAN DIY HOMECENTER SHOW 2012. The Application must be accurately completed and legally signed. The Organizer reserves the right to refuse applications if it is deemed necessary after screening applicants' corporate information, profiles, and their activities.

Once the application is accepted, the Organizer will issue an invoice for the space booking charge to each applicant. Applicants are neither considered "exhibitors" nor able to receive all services until the full payment for space booking has been received in the Organizer's bank account.

2 Payment for Floor Space

If an applicant fails to make payment by the date set by the Organizer, the Contract may be terminated at the discretion of the Organizer. In such an event, all rental fees shall be forfeited.

3 Cancellation of Space Booking

As a rule, an exhibitor or applicant is not permitted to cancel or reduce space booking after the completed Application and Contract to the Organizer has been sent. If, in exceptional cases, the Organizer agrees to a complete or partial withdrawal from the Contract, the exhibitor or applicant will be liable for payment of the cancellation fees indicated below. "The date of cancellation notification" shall be the date when such cancellation in written form is received by the Organizer.

Date of cancellation notification	On or before June 22, 2012	June 23 - July 22, 2012	On or after July 23, 2012
Cancellation Fee	40% of Space Booking Charge	70% of Space Booking Charge	100%

4 Exhibits and Promotional Activities

Exhibits must feature the products/services which serve the aims of the Show. All related display and promotional activities must comply with the regulations set forth in the Exhibitor's Manual issued by the Organizer. Should their display and promotional activities present any safety problems or be considered markedly prejudicial to the dignity and the order of the Show, the Organizer is entitled to have the exhibits in question changed or removed from the booth. The display of exhibits shall be confined to the booth area and no demonstrations or sales activities will be permitted in the aisles.

5 Cancellation and Postponement of the Exhibition

The Organizer reserves the right to change the dates and/or the venue of the Show or to cancel the entire event if the opening or running of the Show is prevented by reason of natural disasters, strikes or any other cause not within the control of the Organizer. In such an event, the Organizer will not be responsible for the refund of the space booking charge and all costs paid by the exhibitor or applicant, nor liable for damages. Exhibitors are therefore, strongly advised to insure their exhibits and to take out third-party liability insurance at their own expense.

6 Safety Regulations and Liability

Exhibitors must observe all fire and safety regulations for the halls. The Organizer will not be responsible for any injury suffered by any exhibitor, contractor or visitor, or for the loss of or damage to any exhibit or fittings of the booth caused by an accident during the move-in, move-out, booth display and decoration stages, and the Show itself. Exhibitors shall be held liable for any damage they or their personnel cause to any other exhibitor, visitor, the hall or its fittings, and are responsible for taking proper measures immediately.

7 Demonstration

Exhibitors must not disturb other exhibitors by giving demonstrations which generate excessive sound, lighting, high temperature, dust, gas, smoke or odor. The Organizer shall have the right to have any exhibitors concerned stop such demonstrations if the disturbances are deemed intolerable.

8 Photographs

No booth or article in the halls may be photographed, drawn, copied or reproduced in any way without the permission of the Organizer or the exhibitor concerned.

9 Restoring to the Original Condition

Each exhibitor is responsible for restoring the contracted booth area to its original condition after the close of the Show. If the exhibitor fails to do this, the Organizer will do the restoration work and any costs incurred will be charged to the exhibitor.

10 Infectious Disease

The Organizer may withhold or refuse the participation of an application to the Show if the applicant is from any country or city on the WHO's (the World Health Organization) list of areas with local transmission of any infectious diseases. At its own discretion, the Organizer may ask such applicants to submit relevant documents about any infectious disease event.

11 Illegitimate Products

It is prohibited to exhibit counterfeit or illegitimately copied products (infringement of design and patent) at the Show. In the event that the Organizer observes any suspicious products or the Organizer is given a report of any suspicious products being observed by exhibitors or visitors, the exhibitor will be asked to present the official certificate or documentation of proof of the products to the Organizer. If the products in question are found to be counterfeits or illegitimately copied products, the Organizer reserves the right, in their judgment, to remove those exhibits.

12 Booth Allocation

Booth allocation will be decided by the Organizer after taking into consideration the number of booths, the exhibits and the overall setting. Exhibitors will not be able to take exception or object to the booth allocation. The Organizer may at any time change the size or location of exhibitors' space or booth allocation of the Show if the organizer deems it is necessary for the good of the Show.

All contracts between exhibitors and the Organizer are subject to Japanese law.