

Guide for Exhibitor



World O-CHA(tea) Festival 2004

“World O-CHA Messe”

Exhibition of Excellent Tea from all over the World
/ Exhibition of Machinery and Equipment on Tea Industry

Date/ Wednesday, November 3 - Sunday, November 7, 2004
Venue/ North & South Exhibit Halls in Twin Messe Shizuoka, Japan



In November, 2004, we hold the tea-related worldwide comprehensive exhibition “ World O-CHA Messe “ in which tea from Japan and other countries, tea-related processing machine, tools and equipment and tea-related goods come up. In this Messe, lots of people from in and out of Japan will be expected to come. It is the very best opportunity to do the PR for goods, exchange the information about tea industries. We welcome the participation of many companies or organizations as exhibitor.

January,2004

The executive committee of
World O-CHA(tea) Festival 2004

Chairperson Shosaburo Kimura

Outline of Messe



Concept

We hold the worldwide exhibition on Tea which is one of the main programs of World O-CHA(tea) Festival 2004 and in which various companies from production to consumption of tea in the world gather. It aims to promote to exchange information among the tea-related industries or among themselves. In addition, we offer the consumers pleasure of the tea world by exhibition and sale of tea, tea- pottery, tea-related goods, special products in Shizuoka Prefecture, etc.

Dates

Wednesday, November 3, 2004- Sunday, November 7, 2004

- **Exhibition of Excellent Tea from all over the World /**
Wednesday, November 3- Sunday, November 7 10a.m.-4p.m.
- **Exhibition of Machinery and Equipment on Tea Industry /**
Friday, November 5- Sunday, November 7 10a.m.-4p.m.
*A non-trade attendee can enter only on November 7

Venue

Twin Messe Shizuoka, Shizuoka-city in Japan

- **Exhibition of Excellent Tea from all over the World /**
North & South Exhibit Halls
- **Exhibition of Machinery and Equipment on Tea Industry /**
South Exhibit Hall

Organizer

The executive committee of World O-CHA(tea) Festival 2004

Co-Organizer

World Green Tea Association

Auspices(tentative)

Ministries – Ministry of Agriculture, Ministry of Economy, Trade and Industry Ministry of Foreign Affairs, etc.

Others – Embassies, tea-related organizations, the press

Constitution of the Exhibition

●Exhibition of Excellent Tea from all over the World in North & South Exhibit Halls

Sale of various teas from the world, introduction and sale of the new goods made from green tea or its components, teawares, Japanese sweets, etc.

●Exhibition of Machinery and Equipment on Tea in South Exhibit Hall

Tea-producing and cultivating machinery, tea-field administrating machinery, producing material and tools (fertilizer, frost-proof fun, etc),etc.

The Anticipated Number of Visitor

100,000

Visitors

Invitation Guests and visitors

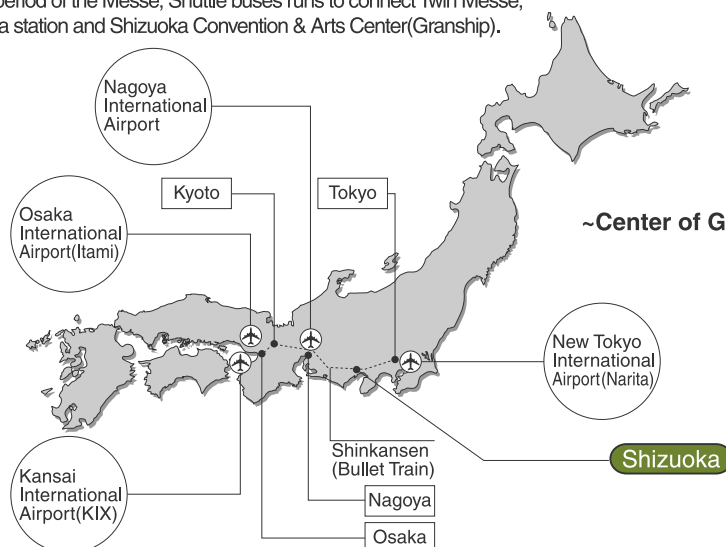
Admission Fee

Free

Access

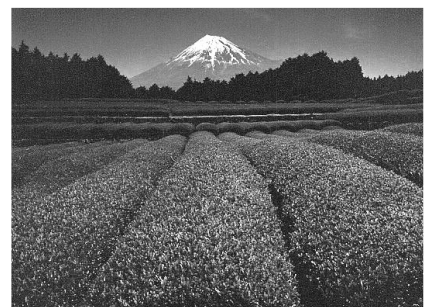
- Take the bus bound for Toro Coop Town or Oshika at the Number 13 bus stop in front of Excelword Building in the north of the JR Shizuoka station and get off the Minamiyuubinkyoku - Twin Messe mae Stop. (about 15-minute ride)
- About 10- minute - ride from south exit of JR Shizuoka Station by car.
- About 15- minute - ride from Shizuoka Interchange of Tomei Expressway by car.

During the period of the Messe, Shuttle buses runs to connect Twin Messe, JR Shizuoka station and Shizuoka Convention & Arts Center(Granship).



SHIZUOKA

~Center of Green Tea Production in Japan~



Outline of the Exhibitor rule and Regulation

The Number of Booth

280 booths(North and South hall both included)

Booth Layout

There are two types of the booth layout , “Perimeter Wall Exhibit” and “Perimeter No-Wall Exhibit” , in North and South Hall.

●Perimeter Wall Exhibit

Exhibition space is 4m(W)×3m(D).

Each booth includes,

- three sides wall

*Perimeter wall exhibit located in the corner of the block has no wall in the two sides facing the aisle.

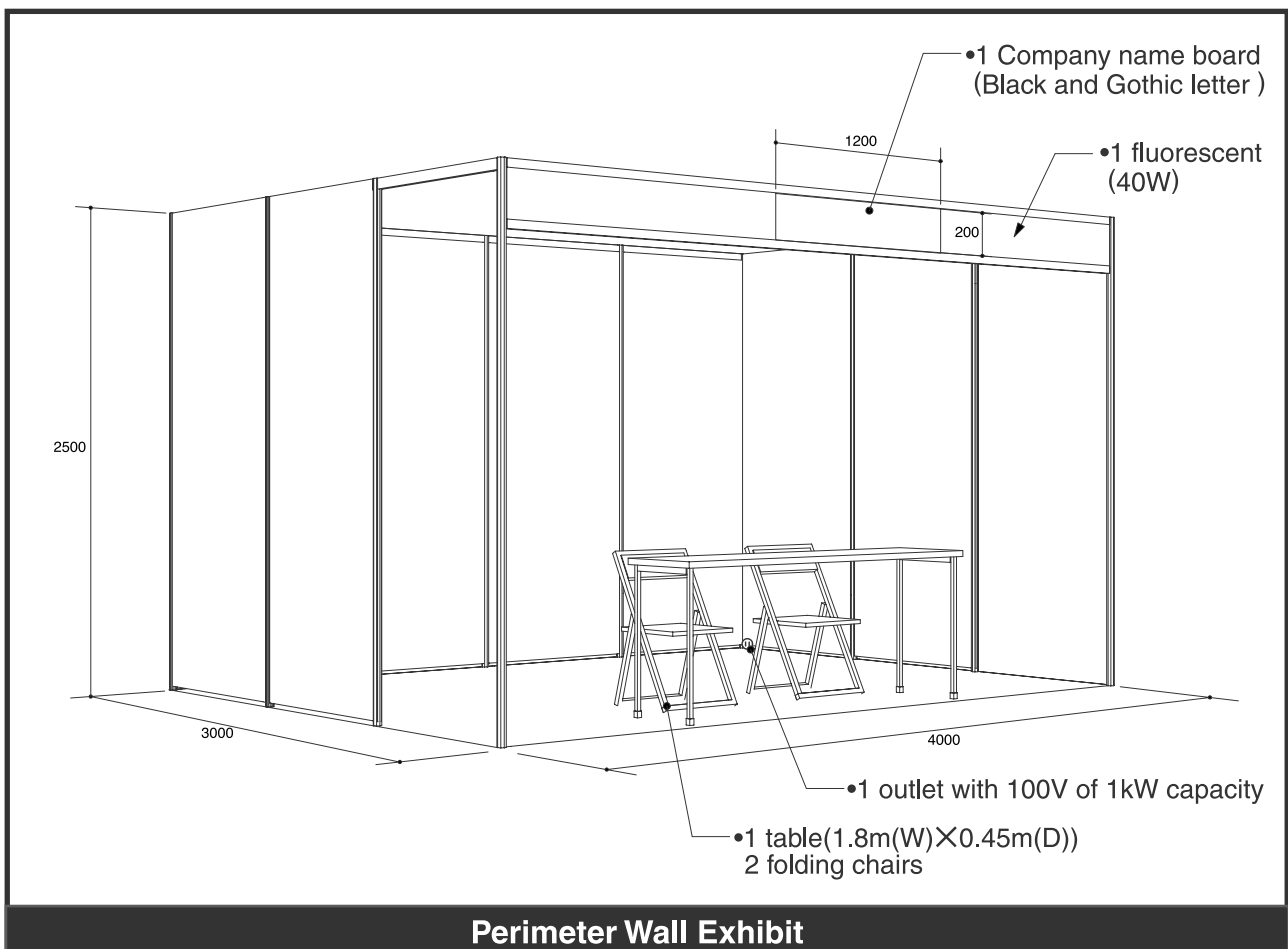
《1 outlet with 100V of 1kW capacity /1 table(1.8m(W)×0.45m(D)) /2 folding chairs /1 Company name board(Black and Gothic letter) /1 fluorescent (40W) 》

●Perimeter No-Wall Exhibit

Exhibition space is 4m(W)×3m(D).

Each booth includes,

《1 outlet with 100V of 1kW capacity /1 table(1.8m(W)×0.45m(D)) / 2 folding chairs /1 Company name board(Black and Gothic letter) 》





Booth Charge

● **Perimeter Wall Exhibit** : JPY 110,000 per booth

● **Perimeter No-Wall Exhibit** : JPY 90,000 per booth

*The consumption tax is not included in the above booth charge

Special Decoration

Exhibitors can decorate its booths at its own expense. However exhibitors must obey our rule on the decoration which will be indicated at the explanation meeting held later by the Secretariat.

Electricity Supply

The Secretariat installs an outlet with 100V of 1kW capacity per booth. Exhibitors can use more outlets in condition that exhibitors pay the expense of installing additional outlet and electricity charge of the additional outlet. The electricity charge cost JPY 3,000 per 1kw. In the case of raising Voltage, the Secretariat estimates the expense.

Water Supply

Exhibition of Excellent Tea from all over the World / North & South Exhibit Halls

Each booth doesn't have water supply. Exhibitors can use communal water supply equipped in Halls.

Exhibition of Machinery and Equipment on Tea Industry/South Exhibit Hall

When exhibitors need water supply, the Secretariat estimates the expense of setting up.

Exhibition of Foreign Freight (bounded goods)

When exhibitors imports display from abroad for this Messe, exhibitors take the procedure of the bounded goods by themselves beforehand.

Application and Permission on Selling and Serving Food

When exhibitors needs permission of the business permission such as sale of the cooked food , exhibitors apply for by themselves beforehand and arranged essential equipment. Application on the sanitation for health center should be done by exhibitors.

Set-up and Tear-down

Exhibition of Excellent Tea from all over the World in North & South Exhibit Halls

Set-up : November 1 – November 2, 2004

Tear-down : November 7 (from the closing time on the final day of the Messe)
–November 8, 2004

Exhibition of Machinery and Equipment on tea industry in South Exhibit Hall

Set-up : November 3 – November 4, 2004

Tear-down : November 7 (from the closing time on the final day of the Messe)
–November 8, 2004

Explanation

How to Apply for the Exhibitor

Hand in the Exhibitor Application Form to the Secretariat by Fax or by post.

Application Form Send to

The executive Committee of World O-CHA(tea) Festival 2004
O-CHA(tea) promotion office, Department of Agriculture and Fisheries,
Shizuoka prefectural Government
9-6 otemachi Shizuoka-shi, Shizuoka-ken,
JAPAN 420-8601
Tel : 054-221-3641, 2673
Fax : 054-221-2299

Deadline of the Application

Wednesday, March 31, 2004

Payment

The Secretariat examines the context of the exhibition and notes the applicants the result. Permitted Exhibitors transmit the booth charge to designated bank account by April 30, 2004. The handling charge in transmitting is on the exhibitors.

Electricity Supply

■ Bank name : Shizuoka Bank
Branch name : Shizuoka Prefecture
Name of the account : Tomohiro Horikawa, Chief of the Secretariat, the executive
Committee of World O-CHA(tea) Festival
Type of the account : Ordinary Deposit
Number of the account : 0275159

Decision of the Booth Allocation

The Secretariat decides allocation of each booth considering the number of the exhibitors, context of the exhibition, disaster prevention rules, etc. The Secretariat inform exhibitors at the explanation meeting. (the change of the location is not basically acceptable.)

Explanation Meeting

It is scheduled in June, 2004. The Secretariat explains the allocation of the booth, the rule on exhibition, and the other essential things.

Cancellation and Suspend

When the booth charge are not paid by the deadline without any rational reason, the Secretariat can cancel or suspend the application.



Cancellation Charge

Exhibitors can not basically cancel after payment of the booth charge. On the limited condition that the Secretariat judges that exhibitors have proper reason, cancellation will be accepted. The Cancellation charge is below.

- **After deadline of transmit and before explanation meeting** **50%**
- **After explanation meeting** **100%**

Prohibition of the Lending the Booth

Exhibitor is not allowed to lend , trade and give its own booth wholly or partially.

Exempting Thing

When the Messe can not be held because of the disaster, exhibitors are stolen and damaged of the exhibition during the Messe, and exhibitors hurt visitors in the booth, Secretariat can not burden the responsibility over some extent.

Schedule

After the deadline, the Secretariat coordinates the layout of the booth or other things.
Then the Secretariat holds explanation meeting.
Explanation meeting for exhibitor : June, 2004



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Exhibitor Application Form

Name

Company

Address

Contact (name)

(Department/Division)

City

Province/State

Postal Code/Zip

Country

Telephone

Fax

E-mail

We apply for the Exhibition :

(Please check the box)

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Booth number

booth(s) × @110,000yen
@90,000yen

=

yen

(The consumption tax not included)

Type of products/service to be displayed (Please check the box.)

- On-the-spot Sale Display Demonstration

Please write what you display concretely.

Authorized Signature

Date

Name (type or print)

Title