

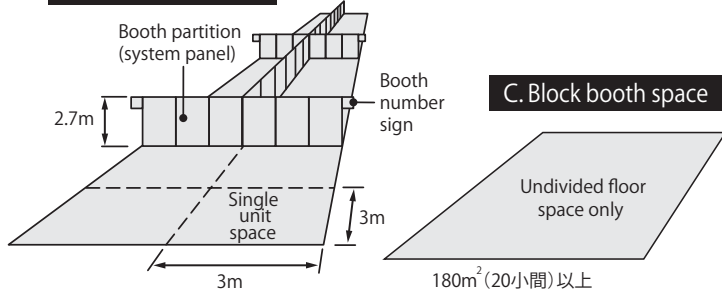
## Exhibition guidelines

### ■Space and booth fees (excl. 5% tax)

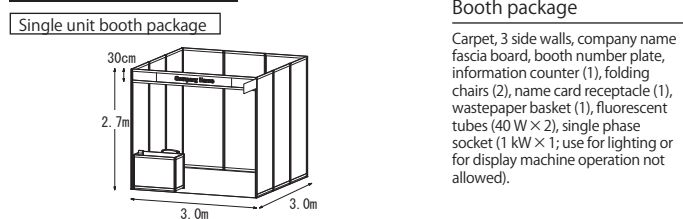
Type of booth	No. of booths	Early bird price until 2011/Sep/30	Usual price 2011/Oct/1 to 2012/Mar/30
A. Basic booth	A1	1-5	JPY 280,000 per booth
	A2	6-9	JPY 270,000 per booth
	A3	10-18	JPY 250,000 per booth
B. Booth package plans	B1	1 booth(9m <sup>2</sup> )	JPY 340,000
	B2	2 booths(18m <sup>2</sup> )	JPY 660,000
	B3	3 booths(27m <sup>2</sup> )	JPY 970,000
C. Row space	C	Over 180 m <sup>2</sup>	JPY 25,000 per m <sup>2</sup>

\*As of January 1, 2011 consumption tax rate of 5% applies. Be aware that this rate may increase, if so, you will have to pay the difference.

#### A. Basic Booth



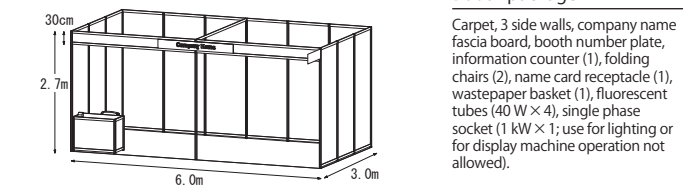
#### B. unit booth package



##### Booth package

Carpet, 3 side walls, company name fascia board, booth number plate, information counter (1), folding chairs (2), name card receptacle (1), wastepaper basket (1), fluorescent tubes (40 W × 2), single phase socket (1 kW × 1; use for lighting or for display machine operation not allowed).

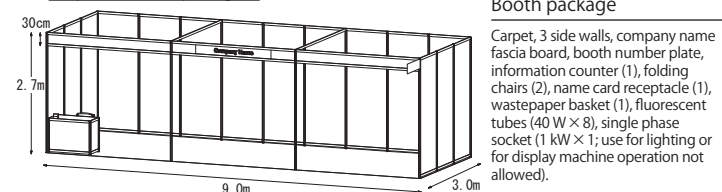
#### Double unit booth package



##### Booth package

Carpet, 3 side walls, company name fascia board, booth number plate, information counter (1), folding chairs (2), name card receptacle (1), wastepaper basket (1), fluorescent tubes (40 W × 4), single phase socket (1 kW × 1; use for lighting or for display machine operation not allowed).

#### Triple unit booth package



##### Booth package

Carpet, 3 side walls, company name fascia board, booth number plate, information counter (1), folding chairs (2), name card receptacle (1), wastepaper basket (1), fluorescent tubes (40 W × 8), single phase socket (1 kW × 1; use for lighting or for display machine operation not allowed).

### ■Unit specifications

#### ●Booth type

Basic booth: frontage 3 m × depth 3 m

Package booth: 1 to 3 units (see above)

Block format: more than 180 m<sup>2</sup>

#### ●Basic booths have a booth number sign and normally have side and back partitions. Corner locations, however, do not have panels on the aisle sides. (Lighting and electricity to power exhibits is charged separately.)

#### ●Basic booth units can be configured in three different layouts: row, block (four or more units), or as independent space (10 or more units). Partitions are not provided for spaces of 10 or more units. If a backing wall or other partitioning is required, the exhibitor will have to bear the cost and arrange the necessary work.

### ■How to apply for exhibition space at JIAM 2012

- Enter the required information on the Exhibitor application form (reverse side of this page) and send it to the address below.

Japan Sewing Machinery Manufacturers Association (JASMA)

1-14-12 Nishi-shinbashi, Minato-ku, Tokyo 105-0003

Tel +81-3-3597-0470 Fax +81-3-3597-0477

### ■Application deadlines

- Early Bird applications accepted until Friday September 30, 2011 (must be received before midnight JST)

- Final Application deadline: Friday March 30, 2012

Note: When all space units are reserved, further applications will not be accepted.

### ■Method of payment for exhibition space rental

- After your Exhibitor application is received, the organizers will check the contents. Once the application is accepted, you will receive an invoice to pay the exhibition application fee (deposit). Please promptly remit the requested payment to one of the accounts listed below.

- (1) Exhibition space rental fee (50% of space rental fee) to be received within one calendar month of date of issue of invoice.

- (2) An invoice for the balance of the rental fee (remaining 50%) will be issued after April 2012. Please settle this invoice within one month of the date of issue.

- Whatever the circumstances of application, all bank transfer charges are to be paid by the exhibitors.

Bank name	Branch name	Account type	Account no.
Resona Bank Limited	Toranomon	Ordinary	7267013
Sumitomo Mitsui Banking Corporation	Hibiya	Ordinary	2180845

Account name: JIAM Committee Japan Sewing Machinery Manufacturers Association

### ■Location of exhibition space

- After considering factors such as exhibition content, number of unit spaces, safety factors connected with the use of dangerous materials and demonstrations, the organizers will decide, based on the zoning plan, where the booths of each exhibitor are to be located.

### ■Exhibition decoration

- The exhibitor is responsible for all work done in the interior of the booth space
- Row and block booths have 2.7 m high partition walls. However, as long as the installation is one meter away from any partition wall or aisle boundary, it is possible to install decorations to a height of 4.5 m.
- The height of border decorations for independent booth space is limited to 3 m. However, as long as the installation is one meter away from any partition wall or aisle boundary, it is possible to install decorations to a height of 4.5 m.
- The height of exhibited items is restricted only by safety regulations for overhead clearance.

### ■Show date / Opening hours

- September 19 (Wed.) – 22 (Sat.), 2012

10:00–17:00 (closes at 16:00 on final day)

### ■Carry in / carry out

- Carry in and installation: Sep. 16–18 (Sun.– Tue.) 9:00–17:00

- Carry out and disposal: Sep. 22 (Sat.) 16:00–21:00

Sep. 23 (Sun) 9:00–12:00

## Conditions of exhibition

### (1) Approval of application and contractual agreement

Once your Exhibitor application is received, after due consideration, if it is accepted, from the day of acceptance, the application will be considered to be a binding contract to exhibit. If it is discovered that the applicant has falsely marked the category or categories of items for exhibition in the application, even if the space rental fees have been paid, the exhibitor may not be permitted to exhibit. In such an instance, the already paid rental fees will not be reimbursed.

### (2) Subletting of rental space and other booth transfers are not allowed.

No transfer or subletting, or sale or exchange of booths or booth space is permitted without the written consent of the organizers.

### (3) Joint exhibition

If two or more parties plan to exhibit jointly in the same rented space, the names of the primary exhibitor and the joint party or parties must be entered in the Exhibitor application form. However, all arrangements and communications are to be conducted solely through the primary exhibitor.

### (4) Payment of exhibition space rental fees

Fees should be paid by the dates stipulated in the JIAM 2012 procedures and regulations. If payment is not received by the stipulated dates, the organizers are at liberty to declare the contract void. In such instances, any fees that have already been paid will not be refunded.

### (5) Cancellation by exhibitors

In principle, once an agreement to exhibit has been concluded, the exhibitors cannot cancel the contract. At the discretion of the organizers, however, if it is believed that the circumstances were unavoidable, cancellation may be accepted. In such instances, the cancellation fees listed below will apply. The day that the organizers receive written notification will be considered the day of cancellation.

Day of receipt of notification	Cancellation fee
To March 31, 2012	50% of rental fee
From April 1 to 31 July, 2012	70% of rental fee
After August 1, 2012	100% of rental fee

### (6) Maintaining the status and order of the exhibition

If during the trade show, the content or mode of display, or the promotional activities of any exhibitor are deemed to be detrimental to the status or public order of the event, or to pose a health and safety risk, the organizers have the right to order changes to, or removal of, the whole or parts of the offending exhibition.

### (7) Scope of exhibition

Suitable objects and information for exhibition at JIAM 2012 are listed in the Exhibition categories. Exhibition of items that may infringe industrial property rights is not allowed. Items may not be put on show unless they have been approved by the organizers. If justified complaint about infringement of intellectual property rights is received, or if exhibited items are beyond the scope of JIAM 2012, the organizers have the right to insist on the removal of the offending items or to entirely close down the exhibition booth. In such instances, no rental fees will be refunded.

### (8) Use of the exhibition hall

Exhibitors may not show products, carry out demonstrations, or engage in publicity or sales activities outside their booth or booth space. During the opening hours of JIAM 2012, a representative of the company must be present in the company exhibition booth to deal with exhibition visitors. The booth must be staffed at all times, temporary closure is not permitted. While JIAM 2012 is being held, unless the permission of the organizers has been granted, exhibitors may not remove exhibits or close the booth. This stipulation does not apply to shows planned by the organizers and held in special spaces.

### (9) Exhibition management and scope of liability

While the organizers are responsible for the overall management of the exhibition space, they cannot be held liable for incidents that involve natural disasters, fire, damage, loss, or theft. Each exhibitor is responsible for the management, security and safety of their own booth and, to ensure this, must have some staff at the booth during the opening hours of JIAM 2012.

### (10) Entry into Japan

If exhibitors are required to possess travel documents and visas to enter Japan for the purposes of exhibiting at JIAM 2012, they are responsible for carrying out all the necessary procedures and have to bear all the related costs. The organizers cannot be held in any way responsible for these procedures or their outcome. Moreover, if as a result of failure to gain entry to Japan, an exhibitor is forced to cancel the contract to exhibit at JIAM 2012, as stipulated at (5) above, the exhibitor becomes liable to pay cancellation charges.

### (11) Observance of disaster safety regulations

Exhibitors must conform with all disaster safety regulations in force at the exhibition site.

### (12) Restoration of rental space to original condition

At the end of the exhibition, the exhibitor is responsible for returning the rental space and any rented installations to their condition before occupation or use by the exhibitor. If the exhibitor does not carry out the necessary restoration, the organizers will have it done and send the exhibitor a bill for the actual costs.

### (13) Changes in conditions or cancellation of JIAM 2012

The organizers reserve the right, after taking into consideration natural disasters, strikes, terrorism, epidemics or circumstances beyond their control, to change or shorten the schedule of, or to completely cancel, JIAM 2012. If this is deemed necessary, the organizers will not refund any already paid rental fees and cannot be held liable for any costs related to JIAM 2012 incurred by the exhibitors.

### (14) Responsibility for damage

Exhibitors are solely liable for, arising from their own carelessness or the carelessness of their representatives, any damage to the fabric or facilities of the exhibition hall and for any personal injury to themselves or visitors.

### (15) Bonded exhibits

The organizers will apply for the exhibition hall to have bonded status for the duration of the exhibition. All foreign cargoes are supervised by the Japan Customs and Tariff Bureau and approval is required for any disposal, processing, or movement of cargoes. While bearing the cost of following the stipulated procedures, exhibitors must acquire the permissions necessary for bringing items for exhibition to Japan and for dealing with those items after JIAM 2012 closes.

### (16) Industrial property rights

Since JIAM 2012 is seeking recognition as a designated trade fair, exhibits are covered by the provisions of article 30-3 of the Patent Act, article 11-1 of the Utility Model Act, and article 9-1 of the Trademark Act.

### (17) In principle, sale of exhibited items is forbidden

A trade fair is regarded as an opportunity to promote commerce by means of business discussions and deals, and publicity for goods and technology. During JIAM 2012, in principle, the sales of goods is not allowed. Exhibitors may be granted permission to sell books and printed matter, and small items, such as sundry home-sewing items: please apply to the organizers in advance.

### (18) Commercial transactions

The organizers have no responsibility whatsoever for agreements entered into during JIAM 2012. The parties to such agreements are entirely responsible for honoring those agreements.

### (19) Other matters

More detailed regulations and conditions regarding booth decorations, the supply of electricity, air, and water, and carry in/out will be issued at a later date in Detailed exhibition regulations.

Organizer	Japan Sewing Machinery Manufacturers Association (JASMA) 1-14-12 Nishi-shinbashi, Minato-ku, Tokyo 105-0003 Tel.: +81-3-3597-0470 Fax: +81-3-3597-0477 E-mail: info@jasma.or.jp URL: http://www.jasma.or.jp
Management Contacts	Osaka International Trade Fair Commission (OITFC) JIAM Desk 1-5-102 Nanko-kita, Suminoe-ku, Osaka 559-0034 Tel.: +81-6-6612-1666 Fax: +81-6-6612-8585 E-mail: jiam2012@fair.or.jp URL: http://www.fair.or.jp