

The 20th  
International Auto Aftermarket EXPO 2023

IAAE



The only international trade show in Japan  
specialized in the automotive aftermarket

Date

March 7 - 9, 2023

Venue

Tokyo Big Sight

West Hall 3,4

Organized by  
International Auto Aftermarket Steering Committee

# International Auto Aftermarket EXPO (IAAE) is the convention that would revitalize Automotive Aftermarket!

- Gathering all in one who become committed to the automobile business.
- The only auto aftermarket exhibition in Japan that leads Asian market.
- To understand the latest market trend, showcase products or innovative technologies to the market and exchange of knowledge via various conferences.

## Exhibit Zone



## Demonstration



## Convention



## IAAE2022 Facts & Figures (Previous show results)

### Number of Visitors

Registered Visitors **9,561**

Counted Visitors **18,900**

### Number of Exhibitors and Booths

Companies & Associations **238**

Booths (9 sqm) **489**

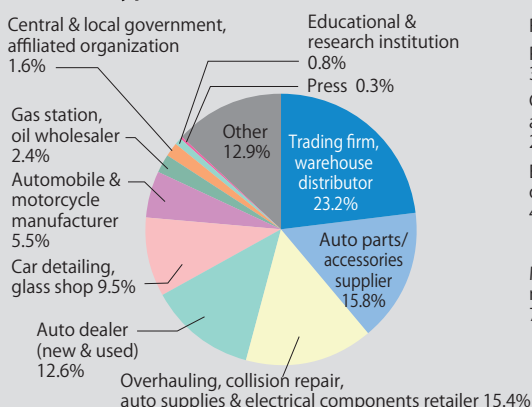
## Exhibit Profile

Aftermarket Parts	Diagnostics & Alignment Systems	Collision Repair & Refinish
Hand Tools	Estimating	Accessories : Exterior/Interior
Tyres & Wheels & Brakes	Lights & Electronic Components	Paints & Lubricants
Car Wash & Car Detailing	Insurance & Security	Business Systems
Autonomous Vehicles & EV	Commercial/Large-size Vehicles	Other

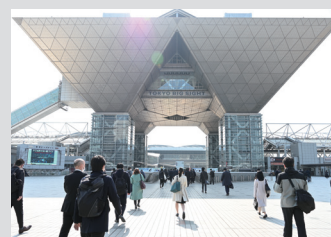
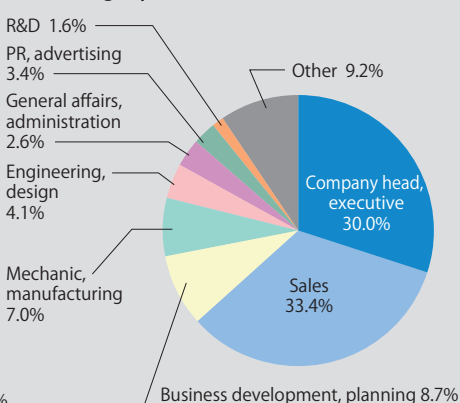
## Visitor Profile

### Business Operators related to Auto Aftermarket

#### Business type



#### Job category



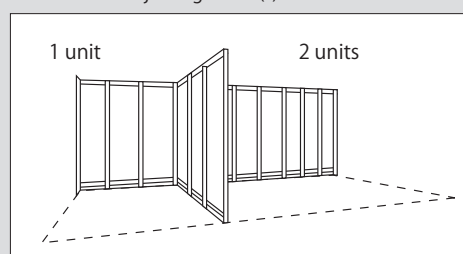


## Exhibition fee and booth configuration

**Raw Space: JPY 335,500** per booth  
(tax included, decoration fee does not included)

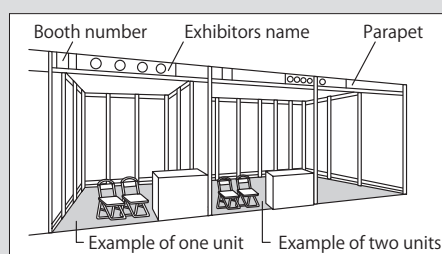
- Booth size is 9 square meters (3m×3m) per booth.
- In principle, only a raw space is provided. If there is/are adjoining booth(s), a 2.7 m partition panel/panels (system panel, white color) will be installed.
- Exhibitors are required to decorate their booths according to the Guideline for Exhibitors, which will be distributed at the beginning of January.
- Please contact the Show Management Office if you would like to use your original decoration plan.

If there is/are adjoining booth(s)



**Shell Scheme (A-1) : JPY 423,500**  
(tax and exhibition space fee for one booth included)

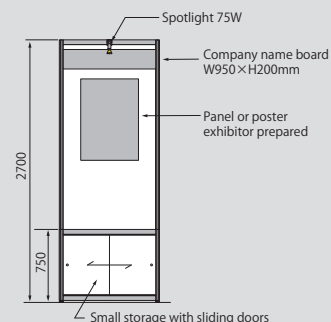
- Booth size is 9 square meters (3m×3m) per booth.
  - There are some types of shell schemes by content, design, and size.
- Basic shell scheme (A-1) includes items described below.
- Company name : Exhibitor's name and booth number on the parapet
- Flooring : Punch carpet
- Lighting : 2×LED light (20W), 1 × LED Spotlight (5W)
- Furnishing : 1×Reception counter (W900×D450×H750), 2×Folding chairs  
1×Visiting card box
- Electricity : 1×Electric outlet (100v/850W), setup fee and electricity usage fee (up to 850w) included



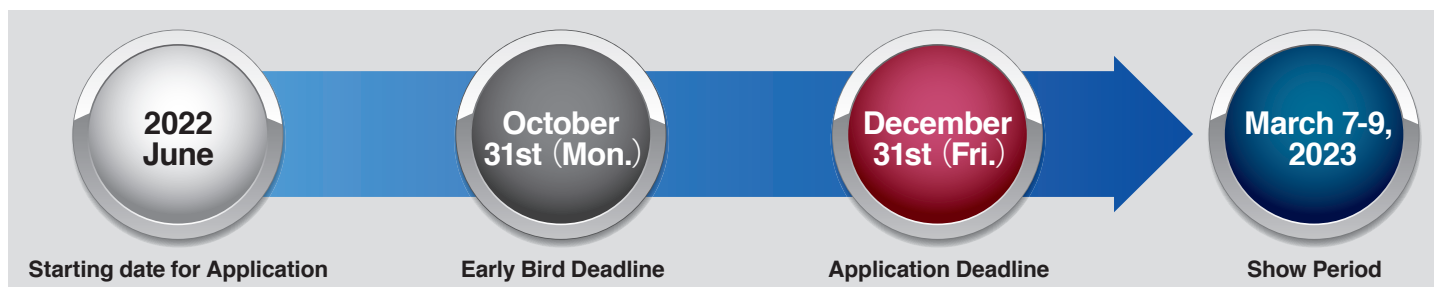
## Ready-Built Compact Stand

**1 or 2 unit (s) ..... JPY 132,000** (tax included) / per unit  
**3 units or more ..... JPY 121,000** (tax included) / per unit

- A stand unit includes:**
- Parapet (White) W99cm x H2.7m x 1
  - Display counter (Small storage with sliding doors) (White) x 1
  - Company name board (Gothic/Black) W90cm x H20m x 1
  - Spotlight 75W x 1
  - Outlet 100V (2 sockets) x 1
  - Electricity 500W



## Timeline



## Contact

### International Auto Aftermarket EXPO Show Management Office

c/o JC Resonance Co., Ltd. 1-12-2 Shirokane, Minato-ku, Tokyo 108-0072 Japan  
TEL: +81 (0) 3 5422 9446 FAX: +81 (0) 3 5422 9149 www.auto-mobi-expo.jp E-mail: office@iaae-jp.com

### Overseas Agents

Show Management Office has overseas agents in order to support both exhibitors and visitors from outside of Japan. Please contact the agents at the addresses listed below for inquiries.

#### Taiwan

Taiwan External Trade Development Council Market Development  
Industry Development Department, 5F, 333 Keelung Rd., Sec.1, Taipei 11012, Taiwan R.O.C.  
Mr. Stan Wang  
TEL: +886-2-2725-5200 Ext.1563 FAX: +886-2-2757-6443

#### China

ALLJOY SHANGHAI OFFICE  
Rm202 NO.49, 1351 LONG HUALING Rd, Shanghai 200442, China  
Mr. Wang zi qiang QQ: 175423954 WeChat: wqz62123  
TEL: 137-0180-7032 E-mail: wangziqiang0123@qq.com