

The Only international trade show in Japan specialized in the auto market



Exhibitor's Guide For overseas exhibitors

The 10th International Auto Aftermarket EXPO 2012

— Portal to the Auto Aftermarket for the Next Generation — & — Portal to the Asian market —

Find the opportunities for next-generation auto business!

Next-generation
auto maintenance/ repair

HV/PHV/ EV,
environment-related business

Auto sale,
value-added business

Asian Market

IAAE is an international trade show aimed at revitalizing auto aftermarket business.

Do not miss this chance to expand your business.

Date March 14 (Wed.) – 16 (Fri.), 2012

Venue Tokyo Big Sight (Tokyo International Exhibition Center)

Organizers: International Auto Aftermarket EXPO Steering Committee

Tokyo Big Sight

Address

3-21-1 Ariake, Koto-ku, Tokyo 135-0063

[Click more detail](#)

www.bigsight.jp/english



Greetings from IAAE Steering Committee

It is our pleasure to announce that the International Auto Aftermarket EXPO, the only international trade show that specializes in the auto aftermarket in Japan, will hold its 10th event.

Japan has experienced unprecedented natural disaster and nuclear accident, but reconstruction efforts are underway with support from the government.

We hope that IAAE2012 will provide even more beneficial information to the auto aftermarket as well as to create opportunities for lively business negotiations and information exchanges so we can contribute to the economic reconstruction and market revitalization.

IAAE2012 will invite a large number of exhibitors from Japan and overseas, mainly from Asia, to provide them and visitors opportunities to expand their business in the growing Asian market.

We would like to ask your participation in IAAE2012 to make the exhibition a success.

Yoshio Tsukuda

Chairman of the IAAE Steering Committee

President of Nikkan Jidosha Shimbun

Outline

Exhibition Title : The 10th International Auto Aftermarket EXPO 2012 (IAAE2012)

Date : March 14th (Wed.) – 16th (Fri.), 2012

Hours : March 14th-15th, 10:00am - 5:00pm March 16th, 10:00am - 4:00pm

Venue : Tokyo Big Sight (Tokyo International Exhibition Center)

Organizers : International Auto Aftermarket Expo Steering Committee

- Auto parts and accessories related associations
 - Battery Association of Japan
 - Japan Auto Parts and Accessories Retail Association
 - Japan Auto Accessories Manufacturers' Association
 - Japan Auto Chemical Industry Association
 - Japan Auto Parts Industries Association
 - Japan Automobile Dealers Association
 - Japan Automobile Importers Association
 - Japan Automobile Service Promotion Association
 - Japan Automotive Machinery and Tool Manufactures Association
 - Japan Automotive Parts and Accessories Distributors Association
 - Japan Automotive Parts Recyclers Association
 - Japan Automotive Products Association
 - Japan Federation of Auto Parts Sales Association
 - Japan Filter Element Association
 - Japan Motorcycle Accessories Association
 - Nippon Auto Parts Aftermarket Committee
 - Rebuilt Manufacturers Association Japan
 - The Japan Automotive Sports Muffler Association
- Nikkan Jidosha Shimbun (Daily Automotive News)
- AutoMart Network Inc.
- JC Resonance Co., Ltd.

Supported by : Ministry of Economy, Trade and Industry / Ministry of Land, Infrastructure and Transport
Japan External Trade Organization (JETRO) / National Agency of Vehicle Inspection
Embassies of related countries (all tentative)

Other Supporting Organizations : Japan Automobile Manufactures Association (JAMA),
Japan Automobile Tyre Manufacturers Association (JATMA),
Taiwan External Trade Development Council (TAITRA), and 30 others (all tentative)

Special supporting organization : Automotive Aftermarket Action League (AAAL) (tentative)

Collaborative exhibition : 3rd International Auto Material and Processing Technologies Tokyo
3rd Automotive Telecommunication Technology Tokyo
The 11th Japan Parking System Exhibition&Conference 2012

Admission fee : JPY1,000 (tax included); registration required

Show Management Office : JC Resonance Co., Ltd.

3-3-2 Tsukiji, Chuo-ku, Tokyo 104-0045, Japan TEL: +81-3-5565-1642 FAX: +81-3-5565-6909
Email : office@iaae-jp.com URL : www.iaae-jp.com

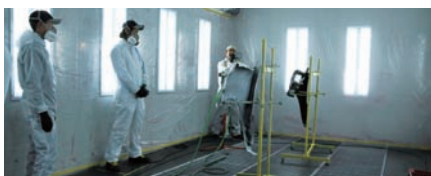
Features

IAAE 2012 is a gateway for future auto aftermarket businesses with the focus on next-generation automobiles and Asian markets. It is a trade show for such businesses as auto-related trading houses, automakers, auto parts makers, car accessories shops and maintenance service providers.

1 IAAE 2012 will provide solutions for tasks concerning lighter and computerized automobiles as well as cost-cutting and quality control

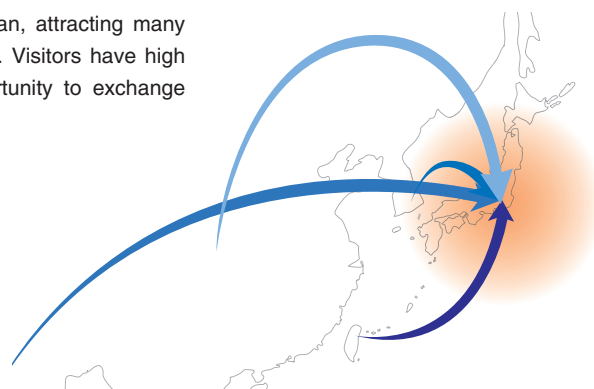
Increasing presence of next-generation automobiles (HV/PHV/EV) is changing the business environment in the auto market. The changes include installation of recharging stations for electric vehicles and other infrastructure, computer systems for automobiles, the introduction of new materials for auto body that brings about change in maintenance and repair services.

Next-generation automobiles use lighter materials, fewer parts and computer systems in order to cut carbon dioxide emissions and reduce other environmental burdens. At the same time, automakers and parts suppliers are required to cut costs without lowering their product quality. IAAE 2012 will exhibit high-quality, cost-competitive materials from China and other Asian countries.



2 Gateway for growing Asian markets

IAAE is the only international auto aftermarket trade show in Japan, attracting many people in the auto industry looking for overseas business partners. Visitors have high interest in information about Asian markets. IAAE provides opportunity to exchange information between Japan and Asian countries.



IAAE offers the latest information and trend in the auto aftermarket through seminars, demonstrations and exhibits, and serves as a place for fruitful business exchange.

IAAE focuses on 4 themes that will be

Asian markets



- * High-quality, cost-competitive materials from China, South Korea, Taiwan and other Asian regions.



Next-generation maintenance and repair

- * Diagnosis system
- * Eco-friendly painting
- * Repairs for high tensile steel and aluminum body
- * Maintenance and repair methods for lighter materials



Visitor Profile

IAAE will invite people with high interest in the future auto business.

Trading companies/ auto parts trading companies	Detailing shops
Parts/accessories manufacturers	Custom shops, turning shops
Car accessory shops, DIY shops	Automobile recycling companies
Maintenance/plating & painting shops	Auto glass shops
New car dealers	Insurance companies/ adjusters
Used car dealers	Rental car service providers
Auto manufacturers	Parking lot operators
Transportation companies	Relevant ministries & agencies
Gas stations	Media
Electric appliance shops	etc.

Exhibits Profile

- From auto sales to products, services, business models to ensure safety and maintain / improve / restore eco-friendliness.
- Products, services and business models to propose new car life.

Auto parts & supplies Nonferrous: resin, plastic formation, chemical fibers Power system: engines, missions, fuel systems, filters, mufflers Motion control: hydraulic pressure systems, steering, suspension, chassis, piston rings, springs Electric systems: harnesses, connectors, meters, electronics parts cables, relay, motors and batteries Interior: rubber, seats, air conditioning systems, wood-effect parts Other parts: wheels, mirrors, fasteners, small springs, panels, stickers Tools: finished products, materials, repair parts	Maintenance & repair Diagnosis system Supporting system/software for maintenance Paints, painting equipments and material Welding, plating related items Maintenance equipments and tools Equipments and materials for restoration	Eco-related Recycled parts, rebuilt parts Environment-friendly paints: Water-based, low-VOC/UV coatings and paints Environment-friendly equipments and material Recharging equipment, infrastructure Equipment and materials to improve working environment Equipment and materials for recycling
	Car-detailing/ maintenance Body coating, interior cleaning Car films, window repair Paint-less dent repair, interior repair Car washing system and materials	
	Safety & security Repair and info provision of lightweight material Equipment for accident deterrence: Ignition interlock systems, alcohol-detection sensors Drive recorders	ICT & ITS Telematics-related services Computer systems ITS-related equipment and services
Car trading & distribution New car sales system Used car distribution, trade system System for restoring and reselling used cars Supporting system for exporting used cars	Business proposal & support Car sharing/ rental car business Recruitment for auto business franchisees Recruitment for car dealership and other services Consulting and market research services	Promotional tools & signs Promotional tools and signs Display tools

etc.

Services for exhibitors

The organizers will provide various support before, during and after the exhibition.

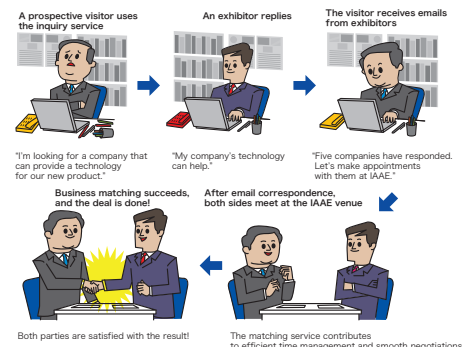
1 Disclosure of exhibitors' profile and inquiry service

Pre-matching for exhibitors and visitors

IAAE will post exhibitors' profile including exhibit items and website addresses on a special page on its website (www://iaae-jp.com), to be open in late December. The website will have a search system for exhibits and services. The inquiry service enables prospective visitors to send questions to all exhibitors to find items or services they are looking for in advance. Visitors and exhibitors can communicate with each other before having meaningful business negotiations at the exhibition site. The service enables both sides to use their time efficiently.

*The service is available only in Japanese.

*Please contact your agent if you would like to use the system.



2 Free distribution of invitation tickets

Invitation tickets are provided for free.

Make the most of them to invite your existing and potential customers.



3 Presentation Room (free of charge)

Presentation room will be available for exhibitors for up to 90 minutes without any charge. You are allowed to present your new products to visitors and media.

Presentation rooms : Meeting rooms on the 2nd fl. of Tokyo Big Site (tentative)

Time : 90 minutes maximum for 1 session. *Additional sessions will be charged JPY52,500/session.

Fee : Free of charge *Optional rental equipments will be charged.

Applications may not be accepted because the number of rooms is limited.

Please refrain from charging attendees of your presentations.

Exhibitors are not allowed to use the rooms as rest space.

Please contact the Show Management Office for other terms of use and equipment for presentations.

Promotional Activities

Distribution of invitation tickets and direct mails

Invitation tickets will be sent to the visitors of the previous 9 shows and auto aftermarket-related people through the organizers and supporting organizations in order to pull in large number of visitors.

The results from IAAE 2010

- DM to the visitors of the shows over the past 9 years
- DM to the members of the organizers, the supporting and the sponsoring organizations
 - *Organizers: 18 organizations
 - *Supporting organizations: Ministry of Economy, Trade and Industry, Ministry of Land, Infrastructure and transport, JETRO and embassies of related countries
 - *DM to sponsoring organizations: 36 organizations
- DM to readers & subscribers of publications by the organizers and related media organizations
- Distribution at used car auction venues (members of Nippon Auto Auction Association)
- DM to the original database for the invitation tickets

Promotion at auto-related exhibitions held in Asia

The organizers will promote IAAE at exhibition listed below.



AMPA <http://www.taipeiampa.com.tw/>

The 9th China International Auto Supplies Sourcing Fair <http://www.csaexpo.com/>

The 9th China (Guangzhou) International Automobile Exhibition <http://www.autoshow-gz.com/>

Automechanika Shanghai 2011 <http://automechanika.messefrankfurt.com>

Exhibitors' seminars & presentations

People in the automobile industry are looking for information that will help them go through changes. IAAE holds seminars and presentations that will meet the interest of visitors. The contents will be announced in advance to attract more visitors to the show.

PR activities

Starting with placing advertisements in automotive publications including those published by the organizers to provide the latest information about the show, we will engage in effective PR activities to attract potential visitors.



Announcement & pre-registration for visitors on IAAE website

On the bilingual IAAE website, we provide a variety of useful information beforehand in order to draw as many visitors from Japan and the world as possible. The website has links to the websites of organizers and supporting organizations. We will accept online pre-registration for visitors

Delivery of information by email newsletter

We will send e-mail newsletters (IAAE NEWS) to provide information to all visitors of IAAE over the past 9 years and people involved in auto business. In addition, the organizers will also send their original e-mail newsletters.

the keys for future auto aftermarket.

HV/PHV/EV, eco-related business

- * Low-voltage maintenance
- * EV, electric motorcycle and other eco-friendly vehicles
- * Recharging station, infrastructure, smart grid
- * Recycled parts, rebuilt parts etc.

Sales & distribution business

- * Buy-back & distribution system
- * Sales supporting system
- * Car sharing, rental car service
- * Car detailing service etc.

Concurrent events

(including tentative ones)

IAAE organizes seminars and demonstrations that have received high praise for focusing on the latest trends, setting clear targets and attracting high-quality visitors. IAAE provides both exhibitors and visitors opportunities to exchange information.

Networking events with Japanese buyers

Overseas exhibitors can get to know automobile suppliers from the growing Asian markets and Japanese buyers and exchange information with them for business expansion.



IAAE 10th anniversary Auto Aftermarket Summit

To commemorate the 10th event, IAAE invites leaders of organizations for auto supplies retailers and maintenance service providers to give speeches on product quality and collaboration.



Demonstration space for the next generation auto repair business "environment-friendly paint"

In the auto repair business, eco-friendly products such as water based, low-VOC/UV coatings and paints are being promoted to replace existing ones. Needs for environment-friendly technologies have increased over the years to improve working environment and other purposes. Demonstrations will use eco-friendly paints.



EV/PHV/HV Forum 2012

Although it will take some time before electric vehicles will become widely available, automakers are stepping up sales of plug-in hybrids. The forum will focus on changes required for auto-related businesses such as sales, dismantling and maintenance as well as fuel and auto supplies sales.



Rebuilt parts seminar

The range of rebuilt parts is expanding from functional parts to body parts, and demand for these parts are growing. The seminar will provide information about rebuilt parts that will interest prospective visitors.



Demonstration space for OBD (On-Board Diagnosis)

With the introduction of obligatory installation of OBD systems on new domestically produced cars from October 2008 and on imported cars from September 2010, OBD has been drawing more and more attention. The demonstrations using actual cars help visitors understand characteristics of the products.

**In addition to exhibition space,
IAAE will provide a place to enable exhibitors
to exchange high-quality information.**



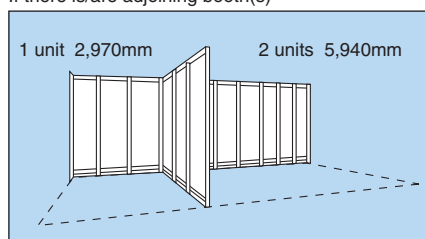
Exhibition rules

Exhibition fee and booth configuration

Exhibition space: JPY **262,500** per booth
(tax included, decoration fee not included)

- Booth size is 9 square meters (3m x 3m)
- 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. (See the example on the below.)
- Exhibitors are required to decorate their booths according to the Guideline for Exhibitors, which will be distributed at the briefing for exhibitors scheduled in December.
- Please contact the Operational Secretariat if you would like to use your original decoration plan.

If there is/are adjoining booth(s)



Discount rate

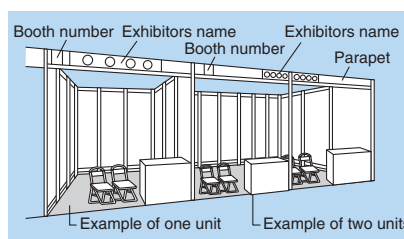
Exhibitors of IAAE 2010 :
JPY10,500 discount per unit
Exhibitors of both IAAE 2009 and 2010 :
JPY21,000 discount per unit

Package booth: JPY **336,000** per booth (tax included)

- Booth size is 9 square meters (3m x 3m)
- A package booth includes items described below.

Items included in a package booth

Company name : Exhibitor's name and booth number on the parapet
Flooring : Punch carpet
Lighting : 2 x 40W fluorescent lights, 1 x 100W spot lamp
Furnishing : One reception counter (W900 x D450 x H750), two folding chairs
Electricity : One electric outlet (100v/750W), setup fee and electricity usage fee (up to 1KW) included



- Notes**
- Only corporations resided outside Japan will be able to apply. (Japanese companies can act as liaisons during preparation)
 - Overseas exhibitors are not allowed to make a Japanese company as their joint exhibitor.
 - Overseas exhibitors are not allowed to distribute brochures of Japanese companies, or to display the names of Japanese companies at their booths.

Exhibition planning calendar (Application timeline and Tradeshow schedule)

Obtaining Exhibitors' Guide

Show Management Office will decide the zoning of exhibition space by taking into account such factors as the order in which applications are made, records of past participation, the content of exhibits and the number of booths.

Applying for exhibition space

Please fill in the Exhibition Space Reservation Form and submit it to the Show Management Office. If you have a joint exhibitor, please make sure to write its name on the form as well.

1st deadline for application November 15th (Tue.), 2011

Show Management Office will issue an invoice upon receiving the reservation form. Please pay the exhibition fee into the designated bank account by the date specified on the invoice. If Show Management Office cannot confirm your payment by that date, your reservation will automatically be cancelled.

If you cancel your reservation after paying the exhibition fee, the whole amount will be charged as the cancellation fee.

Allocation of exhibition space Mid-December 2011

Your booth location will be announced at the briefing session in December. Guidelines for Exhibitors, and submission forms (written request style application forms) will be distributed at the session.*
*Documents can be mailed if you will be unable to attend this session; contact Operational Secretariat.

2nd deadline for application January 31st (Tue.), 2012

■ Deadline for application ■

IAAE will accept applications until Tuesday, November 15th, 2011.
If your application must exceed the deadline, please contact Show Management Office.

Though 2nd deadline for application is until January 31st 2012, there could be filled up with exhibit booth before deadline, so we would appreciate if you could apply as soon as possible. Please contact Show Management Office for details.

Exhibition period

March 14th (Wed.) – 16th (Fri.), 2012

***Booth dismantling and moving-out
after closing on the final day**

IAAE 2010 Result

Number of visitors (for 2 exhibitions -IAAE and IAMP- all together)

Visitors

Total number	30,602	Actual registered number	8,476
Date	Weather	Total	Registered
Mar. 18 (Thu.)	Clear	11,593	3,372
Mar. 19 (Fri.)	Clouded / Clear	11,561	3,426
Mar. 20 (Sat.)	Clear	7,448	1,678
Total number of visitors		30,602	8,476

Number of exhibitors and booths

137 companies and associations
 287 booths
 Domestic: 83 companies/associations 222 booths
 Overseas: 54 companies/associations 65 booths

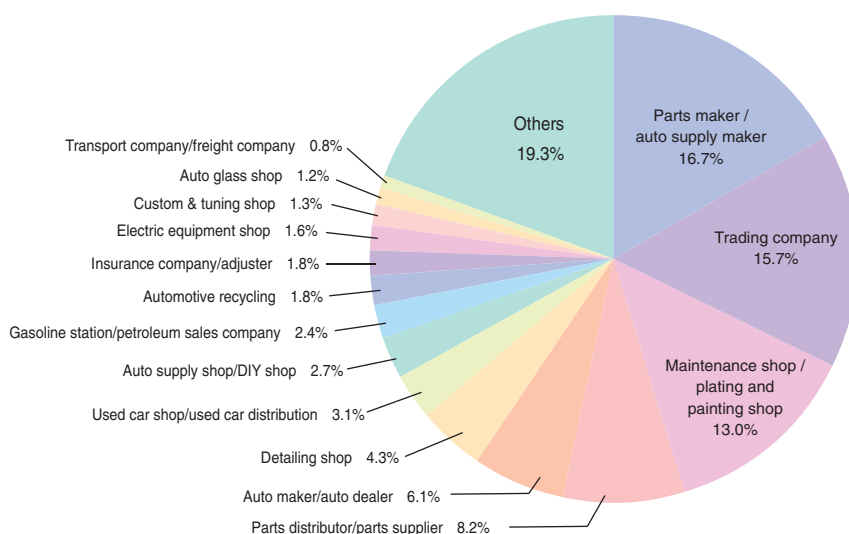
Number of countries and regions
(number of companies/associations)

5 countries and regions
 China (27) Taiwan(23) Korea (3) USA (1) Japan (83)

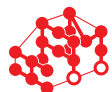
Results of questionnaire for IAAE 2010 visitors (excerpted)

In which industry are you or is your company/organization engaged? *Answered by entire visitors Single answer

Parts maker/auto supply maker	16.7%
Trading company	15.7%
Maintenance shop/plating and painting shop	13.0%
Parts distributor/parts supplier	8.2%
Auto maker/auto dealer	6.1%
Detailing shop	4.3%
Used car shop/used car distribution	3.1%
Auto supply shop/DIY shop	2.7%
Gasoline station/petroleum sales company	2.4%
Automotive recycling	1.8%
Insurance company/adjuster	1.8%
Electric equipment shop	1.6%
Custom & tuning shop	1.3%
Auto glass shop	1.2%
Transport company/freight company	0.8%
Others	19.3%
Total: 100%	



Collaborative Exhibitions

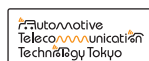
第3回 国際自動車素材・加工展
3rd International Auto Materials & Processing Technologies Tokyo

The 3rd International Auto Material and Processing Technologies Tokyo

Theme: Featuring automotive materials and processing technologies undergoing such changes as weight reduction and computerization
 This convention focuses on auto parts that are affected by the choice of materials and processing technologies to provide information for solving problems.
 Main exhibitors: Materials makers, processing machines and equipment makers, contractors and secondary materials makers.

Result of the previous exhibition (2010)

40 exhibitors, 42 booths
 7,311 visitors

第3回 国際自動車通信技術展
3rd Automotive Telecommunication Technology Tokyo

The 3rd Automotive Telecommunication Technology Tokyo

Theme: Proposals for creating new services and business for next-generation motorization.
 This exhibition will provide new business opportunities by promoting collaboration and integration of automotive and telecommunication technologies.
 Main exhibitors: Makers and providers of IT infrastructure, terminals, content services, electric vehicles and smart grid, ITS and transportation IC cards

Result of the previous exhibition (2010)

39 exhibitors, 116 booths
 4,306 visitors



第11回 パーキング・ジャパン2012

The 11th Japan Parking System Exhibition & Conference 2012

Theme: Providing an opportunity to exchange information about the next-generation parking business
 This exhibition focuses on the parking business, which is attracting growing attention as various types of transportation are being integrated.
 Main exhibitors: Makers and service providers of systems and equipment for car/bicycle parking space management and control

Result of the previous exhibition (2008)

61 exhibitors, 81 booths
 13,168 visitors

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 Department Exhibition Services Section
 5-7th Fl., 333 Keelung Rd., Sec.1 Taipei 11012, Taiwan, R.O.C.
 Person in charge: Ms. Ivy Chang
 TEL: 886-2-2725-5200 Ext: 1595 FAX: 886-2-2757-6443

China

SHANGHAI PINGHE CONSULTANTS-COMMERCIAL CO., LTD.
 Rm 101, No.129 Lane 276 Tong Chuan Rd. Shanghai 20033 China
 Person in charge: Mr. Lin Bang
 TEL: 86-21-32270036 FAX: 86-21-32275036 E-mail: joy@joy-travel.com

For application and inquiries, contact:

International Auto Aftermarket EXPO Show Management Office

c/o JC Resonance Co., Ltd. 3-3-2, Tsukiji, Chuo-ku, Tokyo 104-0045 Japan

TEL: +81-3-5565-1642 FAX: +81-3-5565-6909 URL: <http://www.iaae-jp.com> E-mail: office@iaae-jp.com