

International **Auto** Aftermarket **EXPO**

The only international trade show in Japan specialized in the auto aftermarket
The 13th International Auto Aftermarket
EXPO2015
— Portal to the Asian Market —

The only exhibition in Japan specialized in Auto Aftermarket
~Please make use of expanding your business in Japan~

Exhibitor's Guide

For overseas exhibitors

Date March 11th(Wed.) – 13th(Fri.), 2015

Venue Tokyo Big Sight (Tokyo International Exhibition Center) , West Hall

Organizers: International Auto Aftermarket EXPO Steering Committee

<http://www.auto-mobi-expo.jp/>

What's International Auto Aftermarket EXPO?

International Auto Aftermarket EXPO is the convention that would activate Automotive Aftermarket!

International Auto Aftermarket EXPO (IAAE) provides an opportunity to exchange business, transmitting the various information, trend related to Auto Aftermarket, from purchase, hand tool, auto equipment, maintenance & repair to Infrastructure by conference, demonstration and exhibit.

- Gathering all in one who become committed to automobile related business
- The only aftermarket exhibition in Japan that participate in more than 150 exhibitors inside and outside the country
- Transmitting the productive information by demonstration, conference, exhibit, presentation

Content

Conference / Seminar

Demonstration / Future zone

Exhibit / Presentation



Outline

Exhibition Title	The 13th International Auto Aftermarket EXPO 2015 (IAAE2015)
Date	March 11th (Wed.) – 13th (Fri.), 2015
Hours	March 11th-12th, 10:00am - 5:00pm March 13th, 10:00am - 4:00pm
Venue	Tokyo Big Sight (Tokyo International Exhibition Center) West Hall
Organized by	International Auto Aftermarket Expo Steering Committee <ul style="list-style-type: none">• Auto parts and accessories related associations (14 members) Auto-Parts & Accessories Retail Association (APARA) / Japan Auto Accessories Manufacturers' Association (JAAMA) / Japan Auto Chemical Industry Association / Japan Auto Parts Industries Association (JAPIA) / Japan Automobile Dealers Association (JADA) / Japan Automobile Service Promotion Association / Japan Automotive Machinery and Tool Manufactures Association (JAMTA) / Japan Automotive Parts and Accessories Distributors Association (JAPADA) / Japan Automotive Parts Recyclers Association (JAPRA) / Japan Automotive Products Association (JAPA) / Japan Federation of Auto Parts Sales Association / Japan Filter Element Association / Nippon Auto Parts Aftermarket Committee (NAPAC) / Rebuilt Manufacturers Association Japan• Nikkan Jidosha Shimbun (Daily Automotive News)• JC Resonance Co., Ltd.
Sponsored by	Ministry of Economy, Trade and Industry / Ministry of Land, Infrastructure and Transport / Japan External Trade Organization (JETRO) / National Agency of Vehicle Inspection / Ministry of Foreign Affairs and Trade Republic of Korea (Last record)
Supported by	Japan Automobile Manufacturers Association (JAMA) / The Japan Automobile Tyre Manufacturers Association, Inc. (JATMA) / Taiwan External Trade Development Council (TAITRA), and 30 other relevant association (Last record)
Special supporting organization	Automotive Aftermarket Action League (AAAL) (Last record)
Media Partner	Nikkan Jidosha Shimbun / Seibi Senryaku / Car Detailing News / AUTOMOTIVE Aftermarket / Jidosha Yuryo Buhin / Jidosha Times / Seibikai / Automotive engineering / Response / Hoken Mainichi Shimbun / CENS.com (plan)
Admission fee	JPY 1,000 (tax included) Admission free with invitation tickets or pre- registration
IAAE 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 E-mail : office@iaae-jp.com URL : http://www.auto-mobi-expo.jp/



Concept

<p>Task of Aftermarket</p> <p>Environment efficiency as an innate automobile and Maintenance & Recovery for safety</p> <p>User tastes, Provision of mobility service for needs</p> <p>Infrastructure development for diffusion of Next generation automobile</p>	<p>Correspondence for vehicle change become obvious by auto evolution</p> <p>As accelerating computerization and Lightweight of Automobile, it can be difficult for maintenance, repair and sale.</p> <p>Computerization Lightweight</p> <p>OBD / EV / PHV / Hybrid / Clean Diesel / Car Sharing / 3rd party logistics / Cooperative smartphone / Communications navigation / High Tensile Strength Steel / Aluminum alloy / Plastic</p>	<p>Correspondence for changes of circumstance around Aftermarket</p> <ul style="list-style-type: none"> ■ Decrease in new car sales ■ Decrease in maintenance sales ■ Increase of business operator of rental car ■ Diversity of ownership form of automobiles & purchase way ■ Action for diffusion of Micro mobility by Ministry of Land, Infrastructure, Transport and Tourism (MLIT) ■ Redaction of rates for non-fleet insured ■ Development of automobile industry by developing countries
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Above background, IAAE 2015 will hold by putting up below concepts.

Auto Aftermarket

~Convention toward for Next Generation Auto Aftermarket~

IAAE transmits various information as a convention indicating the direction in the future Auto After market.

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 Parts / Products

- High-quality, Cost-competitive materials from Asian regions, such as China, Taiwan, South Korea, Indonesia, Malaysia, and more
- Various parts & products for automobile & motorcycle

Next Generation Maintenance & Repair

- Painting equipment and material
- Lightweight materials (Plastic / Aluminum / High Tensile Strength Steel)

Exhibit Profile

■ Auto parts & products

- Recycled parts (rebuilt parts/reuse parts)
 - Products / accessories
 - Repair parts / spare parts
 - Electric parts
 - Tire
 - Consumables
- For example :
- Power systems :
engines, missions, mufflers, fuel systems
- Motion control :
steering, suspension, chassis, piston rings, prings
- Tools :
finished products, materials, repair parts
- Electric systems :
connectors, meters,electronics parts cables, relay, harnesses, motors and batteries
- Interior :
rubber seats, air conditioning systems, wood-effect parts
- Outdoor :
wheels, mirrors, fasteners, small springs, panels, tickers

■ Maintenance & Repair

- Maintenance equipment and tools
- Paints, painting equipment and material
- Welding, plating related items
- Equipment and materials for restoration
- Supporting system / software for maintenance
- Diagnosis system

■ Car-detailing & maintenance

- Body coating, interior cleaning
- Car films, window repair
- Car washing system and material
- Paint-less dent repairs, interior repair

■ Safety & Security

- Equipment for accident deterrence: Ignition interlock systems, alcohol-detection sensors
- Drive recorders

■ Business proposal & Support

- Recruitment for car dealership and other services
- Consulting market research services
- Recruitment for auto business franchises
- Car sharing / Rental car business

■ Eco-related

- Recycled parts, rebuilt parts
- Environment-friendly paints: Water-based, low-VOC / UV coating and paints
- Environment-friendly equipment and material
- Recharging equipment, Infrastructure
- Equipment and materials to improve working environment
- Equipment and materials for recycling

■ 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

Visitor Profile

Business Operators related to Auto Aftermarket

Operators that offer service and products related to Maintenance & Recovery for Environment efficiency as an innate automobile for safety

- ➔ Car maintenance, car body maintenance & repair, Car body maintenance, Repair parts dealer, etc.

Operators those who related to Customization for user tastes that might be difficult to achieve for Maintenance business operator

- ➔ Retailing, Supply maker, Distributors, etc.

Operators those who related to distribution, such as Car sales / purchase / Used car sales / Discarded car

- ➔ Car dealer, Used car shop, Purchase, Processor of discarded car, Buyer, etc.

Providing an opportunity for productive business exchange!!

Trading companies / Auto part trading companies / Various buyers / Transportation companies / Parts & Accessories manufactures / Car accessory shop & DIY shop / Electric appliance shops / Maintenance & Plating & Painting shop / Detailing shop / New car dealers / Used car dealers / Automobile recycling companies / Insurance companies & adjusters / Auto manufactures / Motorcycle manufactures / Parking Operators / Relevant ministry & agency / Media etc.



the keys for future auto aftermarket

International Business Exchange

- Between Overseas supplier and Japanese buyer
- Between Overseas dealer / buyer and Domestic parts / product maker

Telematics

- Drive recorder / Rear view monitor
- Car Navigation

Concurrent Event

(including tentative ones)

IAAE2015 plan to hold various concurrent event that would provide opportunity to cultivate productive relationship and develop strategic partnership among interested operator both inside and outside. Please make the most of use this opportunity to expand your business.

Networking Event between Overseas supplier and Japanese buyer

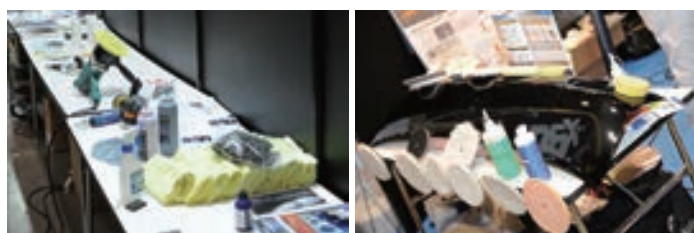
IAAE2015 plan to hold the reception party to exchange information or create business matching between overseas exhibitor, buyer and those who related to Japanese influential trading company, buyer. Please take this opportunity not only promote your company, but also do marketing research of Japanese market and establish distributor in Japan.



Showcase on Auto parts and products from overseas

Recently, because of rising fuel price, it has been required for cost reduction all around in Japan. In addition, in domestic auto sales market, as light vehicle sales has been ranked most of all, it has extremely required for auto parts and products for light vehicle. That is to say, it has been expected to have business opportunity for moderate parts and products for overseas.

IAAE 2015 would like to show various kinds of moderate and high quality of parts & products overseas.



Focus on Auto body maintenance

Amid accelerating a introduction of light new material and new processing technology at automobile manufacturing, it has been required for their equipment, technology and collecting information at auto body maintenance industry. Also it has been in demand their recycled parts and light weight maintenance & repair. This theme will provide various information related to auto body maintenance through conference, exhibiting to demonstration.



Focus on Car detailing

Car detailing has been thought as notable service in auto aftermarket as it's not expensive for equipment investment. This theme plan to provide various demonstration, such as experience of polishing, or introduction of window repair, paint less repair, interior repair. It would be good opportunity to collect latest information and technique of car detailing.



The Auto Aftermarket Summit

The Auto Aftermarket Summit will be one of the High light of conference at IAAE, which would be presented by each leaders who represents Japanese Aftermarket industry. The summit will transmit progressive approach and future trend, in addition to the load map and next generation strategy of Auto Aftermarket.



In addition to exhibition space, IAAE2015 will provide an opportunity to enable exhibitors to exchange high-quality information.

Promotional Activities

The organizer will provide various promotional support on ahead, during exhibition, and after the exhibition.

▶ Distribution of invitation ticket

Invitation tickets are provided for free.
Please make use the most of them to invite your existing and your potential customers



▶ Distribution of Invitation tickets and Direct mail

Invitation tickets will be sent to the visitors of the previous 12 trade shows and auto aftermarket related people through the organizer and supporting organizations in order to pull in large number of visitors.

The results from IAAE2014

- DM to the visitors of the shows over the past 12 years
- DM to the member of the organizers, the sponsoring and the supporting organization:
Organizers : Auto parts and accessories related associations (14 members)
Supporting Organization : Ministry of Economy, Trade and Industry / Ministry of Land, Infrastructure and Transport / Japan External Trade Organization (JETRO) / National Agency of Vehicle Inspection / Ministry of Foreign Affairs and Trade Republic of Korea
- DM to readers & subscribers of publications through IAAE media partner
- Distribution at used car auction venues
(Member of Nippon Auto Auction Association)
- DM to the original database for the invitation tickets

▶ Delivery of information by e-mail newsletter

IAAE Show Management Office will send e-mail newsletter (IAAE NEWS) to provide the information about exhibition to all visitors IAAE over the past 12 years and those people who have registered e-mail newsletter magazine. IAAE NEWS will also provide the latest topic and trend of Auto Aftermarket in Japan.



▶ Announcement & pre-registration for visitors on IAAE official website

On the Bilingual IAAE website, IAAE Show Management Office will 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, supporting organization. IAAE Show Management Office will accept on-line pre-registration for visitors.



▶ PR activities (Media / SNS)

Starting with placing advertisement in automotive publications including those published by the organizers and Media partner, IAAE Show Management Office will provide the latest information about the exhibition, engaging in effective various PR activities to attract potential visitors. The Show Management office will also provide information about concurrent event and conference through SNS, such as Facebook.

<Media partner> (plan) :

Nikkan Jidosha Shimbun / Seibi Senryaku / Car Detailing News / AUTOMOTIVE Aftermarket / Jidosha Yuryo Buhin / Jidosha Times / Seibikai / Automotive engineering / Response / Hoken Mainichi Shimbun / CENS .com



▶ Promotion at auto-related exhibitions held in Asia

The organizer and IAAE Show Management Office will promote IAAE2015 through various kinds of auto aftermarket related exhibitions, especially held in Asia, by collaborating Booth or WEB promotion among us. (※As of June, 2014)



▶ Exhibitor's conference & presentation

People in the automobile industry are looking for information that will help them to go through changes. IAAE holds conference and presentation that will meet the interest of visitors. The content will be announced in advance through website & DM to attract more visitors to the exhibition.





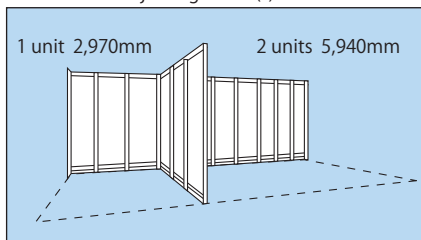
Exhibition rules

Exhibition fee and booth configuration

Exhibition space: JPY **297,000** per booth
(tax included, decoration fee does not include)

- 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 Show Management Office if you would like to use your original decoration plan.

If there is/are adjoining booth(s)



Discount rate

Exhibitors of IAAE 2014:
JPY10,800 discount per unit

※ The consumption tax has increased by 8% in Japan 2014.

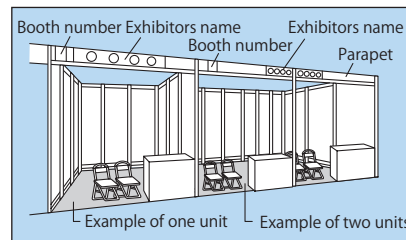
Package booth: JPY **383,400** per booth (tax included)

- 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

Please contact Show Management Office those exhibitors who participated in IAAE 2014.



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

Applying for exhibition space

1st deadline for application
November 14th (Fri.), 2014

Allocation of exhibition space
Mid-December 2014

2nd deadline for application
January 30th (Fri.), 2015

Exhibition period
March 11th (Wed.) – 13th (Fri.), 2015

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.

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.

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.

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 Show Management Office

■ Deadline for application ■

IAAE will accept applications until Friday, November 14th, 2014.

If your application must exceed the deadline, please contact Show Management Office.

Though 2nd deadline for application is until January 30th, 2015, 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.

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

IAAE2014 Result

Number of visitors Visitors

(The below figures are total number of visitors of IAAE 2014,
The 5th IAMP, The 5th ATTT, SMA@Tokyo)

Number of exhibitors and booths

136 companies and associations
277 booths
Domestic: 73 companies/associations 216 booths
Overseas: 63 companies/associations 61 booths

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

4 countries and regions
China(29) Taiwan(30) Korea(2) USA(1) Singapore(1)
Japan(73)

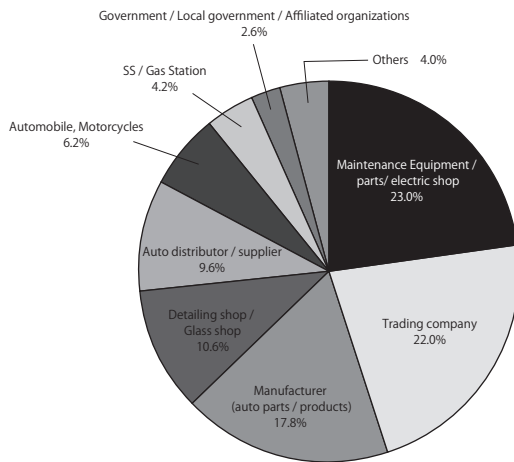
Total number 29,949 **Actual registered number 12,050**

Date	Weather	Total	Registered
Mar. 12th (Wed.)	Sunny	9,490	4,328
Mar. 13th (Thu.)	Rain	10,960	4,971
Mar. 14th (Fri.)	Cloud	9,499	2,751
Total number of visitors		29,949	12,050

Results of questionnaire for IAAE 2014 visitors (excerpted)

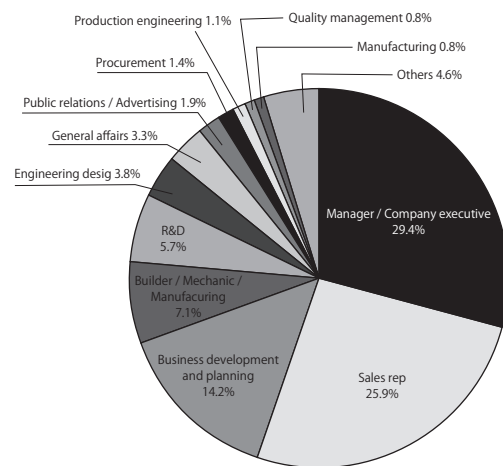
Q1

Which industry are you or your company / organization engaged in? (S/A)



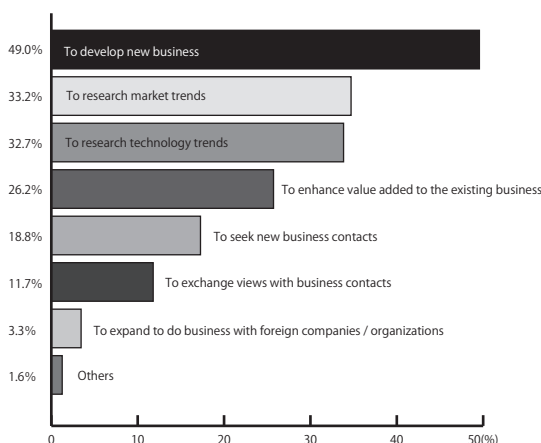
Q2

What lines of work are you in? (S/A)



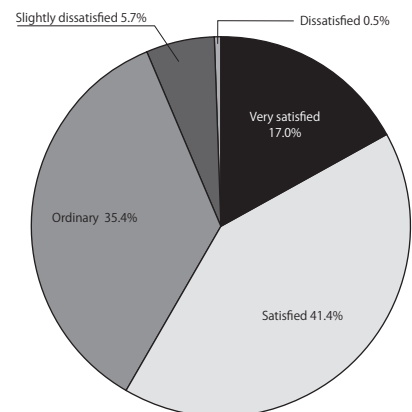
Q3

What is the purpose of your visit of IAAE this time? (M/A)



Q4

How did you feel about IAAE 2014? (S/A)



※ S/A : Single answer M/A : Multiple answers

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 Exhibition Services Section,
5-7F, 333 Keelung Rd., Sec. 1, Taipei 11012, Taiwan R.O.C
Person in charge: Ms. Alice Sha
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.auto-mobi-expo.jp/> E-mail: office@iaae-jp.com