

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

The only international trade show in Japan specialized in the auto aftermarket
The 14th International Auto Aftermarket
EXPO 2016
— 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 16th(Wed.) – 18th(Fri.), 2016

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

Organizers: International Auto Aftermarket EXPO Steering Committee

The 14th International
Auto Aftermarket
<http://www.auto-mobi-expo.jp/>
EXPO 2016

What's International Auto Aftermarket EXPO?

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

International Auto Aftermarket EXPO (IAAE) provides the latest information and industry trends in the automobile aftermarket ranging from sales, repair, maintenance to environment and infrastructure through seminars, demonstrations and exhibits and facilitate business exchanges.

- Gathering all in one who become committed to automobile related business
- The only aftermarket exhibition in Japan that participate in more than 200 exhibitors from both inside and outside Japan
- Transmitting the productive information by demonstration, conference, exhibit, presentation

Content	Conference / Seminar	Demonstration / Future zone	Exhibit / Presentation
			

Outline

Exhibition Title	The 14th International Auto Aftermarket EXPO 2016 (IAAE2016)
Date	March 16th (Wed.) – 18th (Fri.), 2016
Hours	March 16th-17th, 10:00am - 5:00pm March 18th, 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 / Embassy of Italy in Japan / Ministry of Foreign Affairs and Trade Republic of Korea / Office of Commercial Affairs, Royal Thai Embassy (Last record)
Supported by	Japan Automobile Manufacturers Association (JAMA) / Japan Automobile Importers Association (JAIA) / Japan Automobile Tyre Manufacturers Association (JATMA) / Japan Auto Body Repair Association (JABRA) / Japan Automotive Service Equipment Association (JASEA) / Japan Trucking Association (JTA) / Nihon Bus Association (NBA) / Association of Japan Window Film Manufactures / BS-summit / Lotas Club / Taiwan External Trade Development Council (TAITRA) (Last record)
Special supporting organization	Auto Aftermarket Liaison Council / 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 / Service Strategy / Yugyo Hochi Shimbun / 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/

Exhibit Profile

■ Auto Parts & Accessories

- Recycled parts (rebuilt parts/reuse parts)
- Accessories
- Repair parts / Replacement 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

■ Auto 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 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.

Promotional Activities

▶ Distribution of Invitation tickets and Direct mail

Invitation tickets will be sent to the visitors of the previous 13 trade shows and auto aftermarket related people through the organizer and supporting organizations in order to pull in large number of visitors.



▶ PR Activities

Starting with placing advertisements in automotive publications by our media partners, IAAE Show Management Office will provide the latest information about the exhibition such as engaging in effective various PR activities, concurrent events, and conferences to attract potential visitors.

*Media partners (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 / etc.



▶ Official website, E-mail newsletter, SNS (Facebook, Twitter)

IAAE Show Management Office will provide a variety of useful information about the exhibition to a number of visitors from home and abroad by official website, e-mail newsletter, and SNS (Facebook/Twitter).



▶ Promotion at auto-related exhibitions held in domestic and foreign countries

IAAE Show Management Office will promote IAAE2016 through various kinds of auto-related exhibitions held in domestic and foreign countries by collaborating Booth or website promotion.



IAAE focuses on 4 themes that will be the keys for auto aftermarket

Auto Parts for Aftermarket

- Recycled parts (Rebuilt / Reuse parts)
- Repair / Replacement parts
- Electric parts
- Tire
- Consumables

Next Generation Maintenance & Repair

- Lightweight materials (Plastic / Aluminum / High tensile strength steel)
- Painting equipment and material

Auto Detailing

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

Telematics

- Drive recorder / Rear view monitor
- Car Navigation

IAAE Concurrent Events

International Automotive Body Technology Conference

The conference was held to help automobile repair service providers from Japan and overseas to exchange information about their business, as automobile repair is becoming more difficult in recent years. Those from Japan, Italy, the U.S. and Korea took part to discuss the current situation, issues and prospects of auto body repair in their countries.



International Business Networking Party

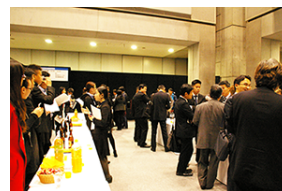
The event was held to exchange information and create business matching between overseas exhibitors, buyers and those who are interested in Japanese market. This time, more than 72 participants joined the party from domestic and overseas.

The Number of Participants: Domestic 22, Overseas 50

(Participating Countries: Australia, China, Japan, Singapore, South Korea, Taiwan, Thailand, and the U.S.)

Participants' Profiles:

- Domestic: Auto parts shop, Buyer, Trading company, Used car shop, Etc.
- Overseas: Air freshener, Brake pad / Brake shaft / Brake shoe, Bumper, Car Accessories, Car black box, Dust cover, HID / LED, Rubber parts, Telematics, Tire Chain, Tool, Wiper, Etc.





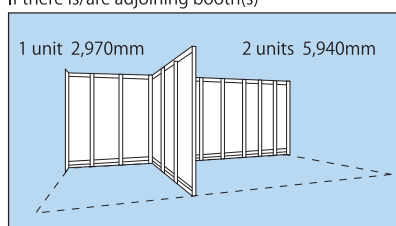
Exhibition rules

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) 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. (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 2015 :
JPY10,800 discount per unit

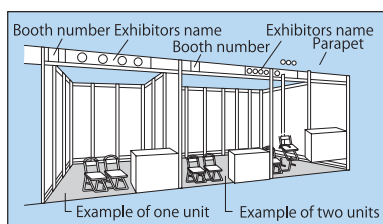
※ Please contact show Management office those who exhibited in IAAE 2015.

Package Booth: JPY **383,400**

(tax and exhibition space fee for one booth included, A-1 type of package booth)

- Package booths are available for the convenience of the exhibitors.
- There are some types of package booths by content, design, and size.
- Booth size is 9 square meters (3m x 3m) per booth.
- A package booth includes items described below. (A-1 type)

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 : 1 x Reception counter (W900 x D450 x H750), 2 x Folding chairs
Electricity : 1 x 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

Applying for exhibition space

1st deadline for application
October 30th (Fri.), 2015

Allocation of exhibition space
Mid-December 2015

2nd deadline for application
December 31th (Thu.), 2015

Exhibition period
March 16th (Wed.) – 18th (Fri.), 2016

■ Application Procedure

(1) Please complete the application form and submit it to Show Management Office by E-mail or FAX. If you have a co-exhibitor, please be sure to fill in its name on the form as well. Show Management Office will invoice the Applicant for 50% of the total exhibition fees as a deposit. Please be sure to make payment to the designated account within 2 weeks of submitting your application.

(2) After confirming the receipt of your payment of the deposit, Show Management Office will formally accept your application. The application for exhibition may be cancelled if the Applicant fails to pay the exhibition fees by the deadline.

(3) The balance of the exhibition fees should be made by January 29th (Fri.), 2016. Please make sure to note that if you cancel your application after paying the exhibition fee, the whole amount will be charged as the cancellation fees.

(4) Payments of both the deposit and the balance of the exhibition fee will not be refunded in case the applicant cancels its participation subsequently.

■ Booth Allocation

Show Management Office will allocate your booth location in consideration of the content of exhibits, the order of applications received, the number of booths, etc. Booth allocation will be announced at the briefing session for exhibitors in December. At that time, the documents such as the exhibitor's manual and submission forms will be distributed. The documents will also be uploaded on the IAAE official website.

■ Deadline for application ■

IAAE will accept applications by October 30th (Fri.), 2015 as 1st deadline. If your application must exceed the deadline, please contact Show Management Office.

Though 2nd deadline for application is by December 31th (Thu.), 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

IAAE2015 Result

Number of visitors

(The below figures are total number of visitors of IAAE 2015, The 6th ATTT)

Counted Visitors	30,056	Registe - Visitors	12,280
Date	Weather	Counted	Registered
Mar. 11th (Wed.)	Sunny	9,371	4,232
Mar. 12th (Thu.)	Sunny	11,151	5,072
Mar. 13th (Fri.)	Sunny	9,534	2,976
Total number of visitors		30,056	12,280

Number of exhibitors and booths

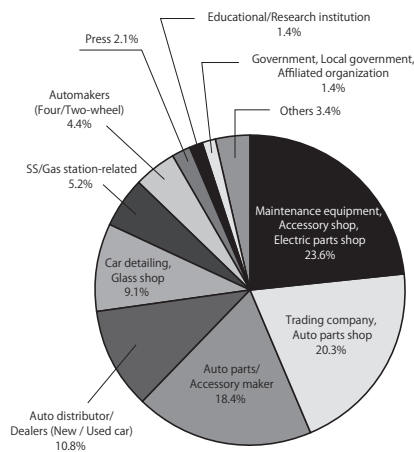
180 companies and associations
350 booths
Domestic: 102 companies/associations 269 booths
Overseas: 78 companies/associations 81 booths

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

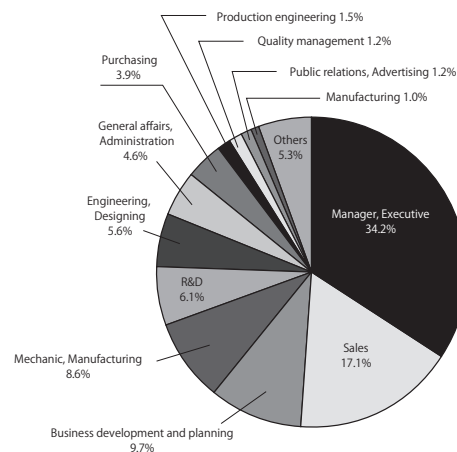
10 countries and regions
China(40) Taiwan(21) Korea(9) Thailand(1) Malaysia(1)
Singapore(2) India(1) Australia(1) Italy(2) Japan(102)

Results of questionnaire for IAAE 2015 visitors (excerpted)

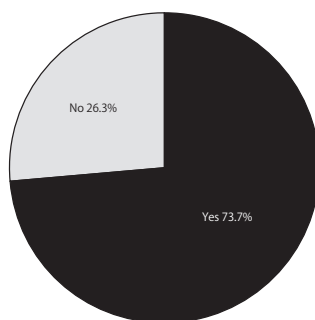
Q1 Which industry are you or your company / organization engaged in? (S/A)



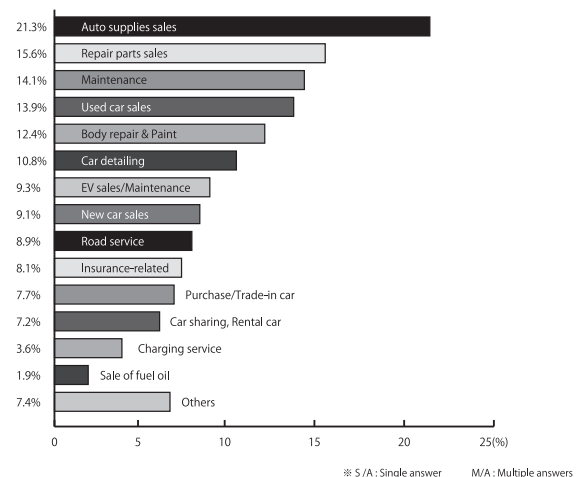
Q2 What lines of work are you in? (S/A)



Q3 Did you find any product / technology / business that you might consider introducing? (S/A)



Q1 Which business are you going to consider operating in future? (M/A)



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

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