



***The 18th International Auto Aftermarket
EXPO2021***

IAAE Remote Exhibit Stand

- Online Encounters -

Date : March 17 (Wed) – 19 (Fri), 2021
Venue : Tokyo Big Sight

IAAE Show Management Office
JC Resonance Co., Ltd.

IAAE is the only International Auto Aftermarket exhibition in Japan and provides wide range of information about auto aftermarket. For example, vehicle purchases and sales, maintenance, repairs, coatings, auto parts, equipment, etc.

Also, the show features a variety of products, services, devices, materials as well as many seminars and presentations on-site.

IAAE is organized by the steering committee consisting of 14 members from industry associations, journal etc. Additionally, the show is held under the auspices of administrative agencies such as Ministry of Economy, Trade and Industry, Ministry of Land, Infrastructure, Transport and Tourism, Ministry of Internal Affairs and Communications, Japan External Trade Organization, National Agency for Automobile and Land Transport Technology, and a lot of industry associations, such as Japan Automobile Manufacturers Association, Inc. etc.

The very first mass-produced hybrid car, Toyota Prius was launched in 1997. Now over 90% of new vehicles have equipped with Auto Brake System here in Japan and you can see the auto aftermarket business situation influenced by the most advanced cars.

This B to B show is going to be held in Tokyo and it will be a valuable platform for business people in expanding Asian market.

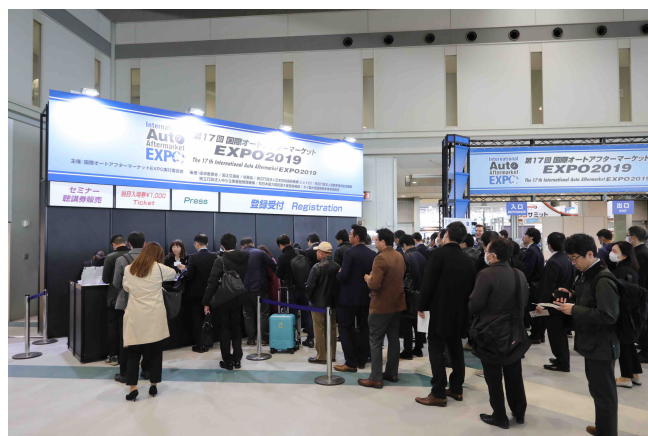
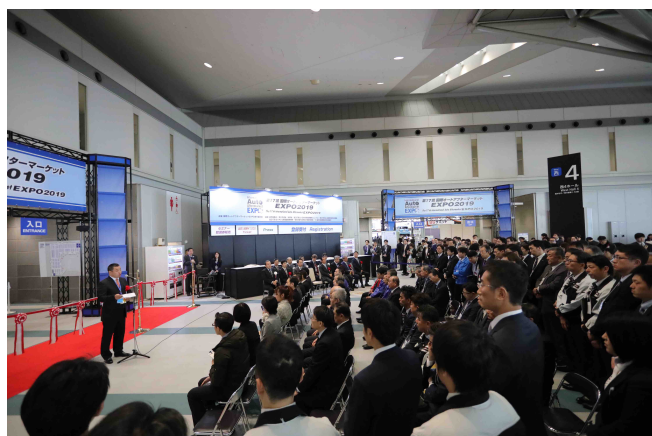
Futuristic cars are getting popular in Japan, but meanwhile, number of registered cars have been sluggish under low birthrate and longevity. On the other hand, in emerging countries, number of registered cars have been increasing. However, it is predicted that they would face the safety and environmental challenges in not so distant future. In this situation, the show delivers useful information to overseas people involved including Asia.

We hope through this event we are able to contribute to promote auto aftermarket industry and provide an excellent opportunity for networking.

We very much look forward to seeing you at IAAE2021.

Outline

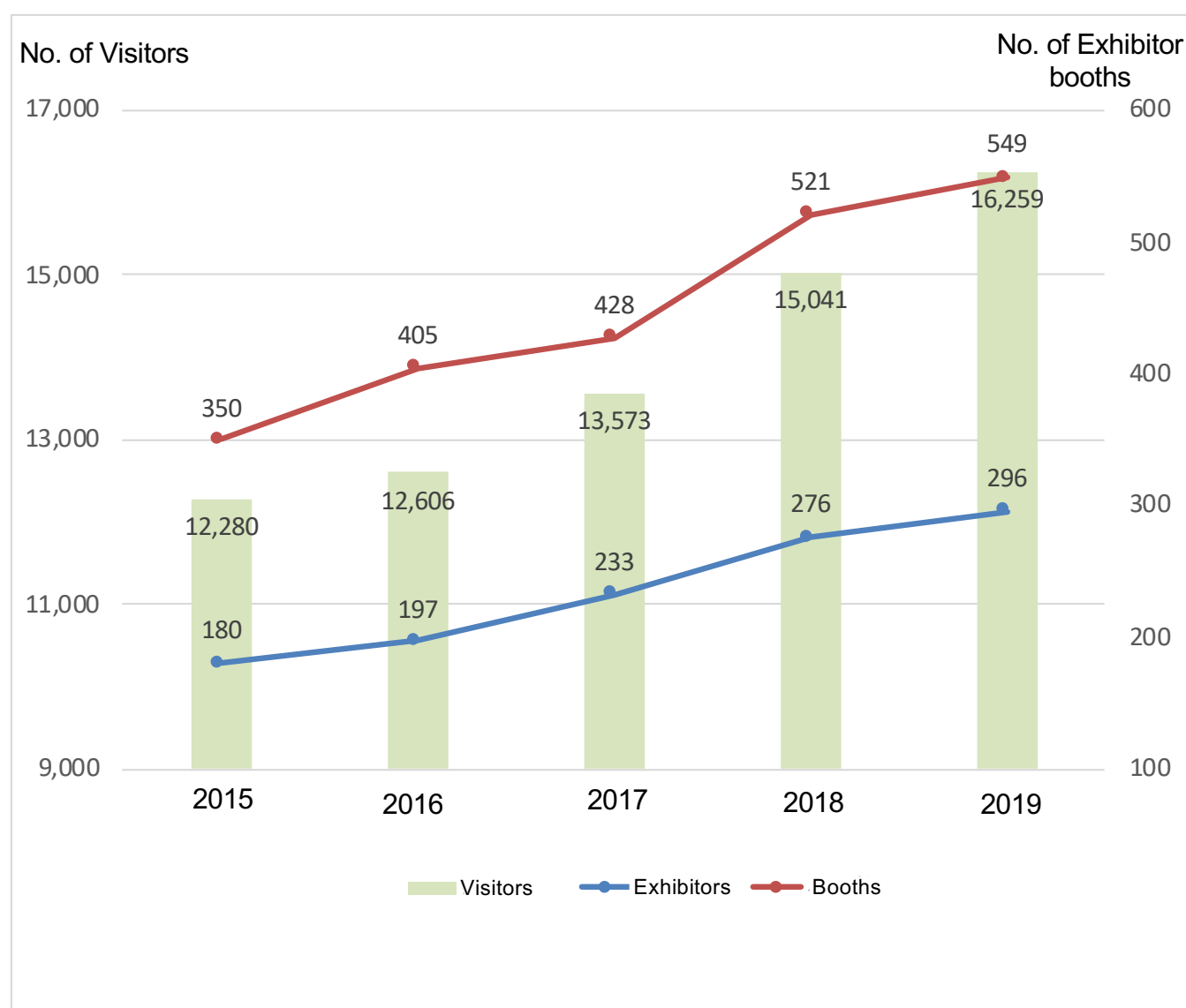
Exhibition Name	The 18th International Auto Aftermarket EXPO 2021 (IAAE2021)
Date	March 17th (Wed) - 19th (Fri), 2021
Time	March 17th & 18th, 10:00am - 5:00pm, March 19th 10:00am - 4:00pm
Venue	Tokyo Big Sight West Hall 3 & 4
Organized by	International Auto Aftermarket Expo Steering Committee <ul style="list-style-type: none"> ○ Auto parts and accessories related associations (14 members) <ul style="list-style-type: none"> Auto-Parts & Accessories Retail Association Japan Auto Accessories Manufacturers' Association Japan Auto Chemical Industry Association Japan Auto Parts Industries Association Japan Automobile Dealers 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 Autoparts Wholesales Association Japan Filter Element Association Nippon Auto Parts Aftermarket Committee 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, Transport and Tourism Ministry of Internal Affairs and Communications Japan External Trade Organization National Agency for Automobile and Land Transport Technology Organization for Small & Medium Enterprises and Regional Innovation, JAPAN Embassies



Post Show Report

Year	2013 (11th)	2014 (12th)	2015 (13th)	2016 (14th)	2017 (15th)	2018 (16th)	2019 (17th)
Venue	Tokyo Big Sight	Tokyo Big Sight	Tokyo Big Sight	Tokyo Big Sight	Tokyo Big Sight	Tokyo Big Sight	Tokyo Big Sight
Hall	West Hall 1 & 2	West Hall 1 & 2	West Hall 3 & 4	West Hall 3 & 4	West Hall 3 & 4	West Hall 3 & 4	West Hall 3 & 4
No. of Exhibitors	149	136	180	197	233	276	296
No. of booths	268	277	350	405	428	521	549
No. of Visitors	12,491	12,050	12,280	12,606	13,573	15,041	16,259

* IAAE2020 was postponed to 2021 due to COVID-19



Booth Configurations

① **Basic Exhibit** ► Attend the show on site

A) Only Space: JPY 335,500.00 (tax included) / Space(3m × 3m)

B) Shell Scheme: JPY 423,500.00 (tax included) / Space(3m × 3m)

Shell scheme includes items below.

Company name : Exhibitor's name and booth number on the parapet

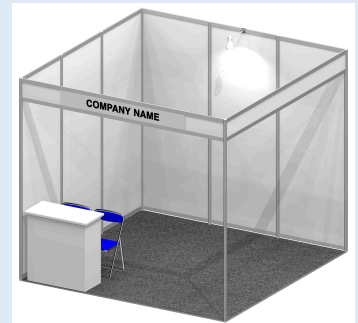
Flooring : Punch carpet

Lighting : 2 x fluorescent lights, 1 x spotlight

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 750w)

Shell Scheme



② **Remote Exhibit** ► Send products to Tokyo and exhibitor use online communications with visitors

Stand: JPY 423,500.00(tax included) / Counter size(W990 × D700 × H2700mm)

Remote exhibit stand includes items below.

Stand (W990 x D700 x H1020), Wall panel (W990 x H2700), Visiting card box,

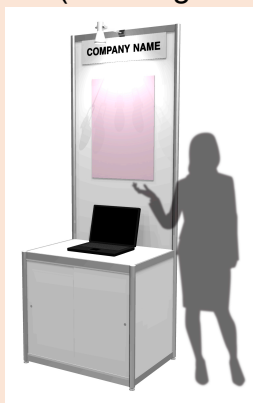
PC with camera, Stable internet connection

Company name : Exhibitor's name and booth number

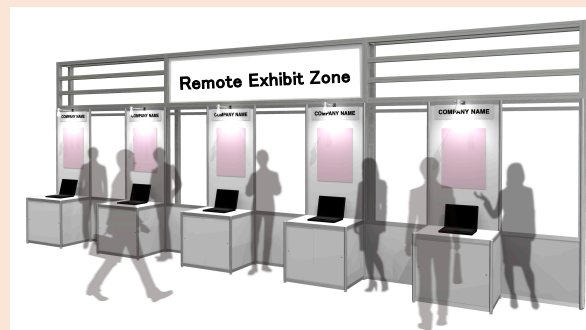
Flooring : Punch carpet

Lighting : 1 x spotlight

* Shipping costs (including return fee) shall be borne by the exhibitor.



Stand plan



Remote Exhibit Schedule

—Before the show—

- Send products, leaflets, posters, etc. to Tokyo by EMS, DHL, FedEx etc.
- Send company/product video by email
(Format: Only Windows Media Player or compatible with Media Player)

—Move-in period—

- IAAE staff carry and install your products, PC, etc.
- Zoom setting

—Exhibition period—

- Arrange one English-speaking staff for every 4 – 5 companies
- Automated video looping on the PC
- When visitors are interested in your booth, IAAE staff will:
 1. distribute the leaflet
 2. confirm whether those who would like to have a meeting with the exhibitor
 3. scan visitor's badge barcode
- If visitor request Zoom meeting, the staff contact to the exhibitor and arrange the meeting

—After the show—

- Return products, etc. *Shipping costs shall be borne by the exhibitor.
- Send visitors' scanning data and business card data from the card box in the booth