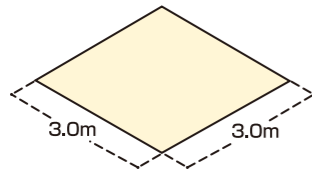


Booth price and package information

◆ Standard Booth

Booth size: 3m x 3m = 9 sqm / 1 booth



Price table

Booth	Price
1-3	¥378,000
4-8	¥356,400
9-14	¥345,600
15+	¥334,800

* Unit price would be changed by its total number of the booths.
* Each price represents for 1 booth space.
* Early Bird Plan is also available!

◆ Corner Space

¥32,400 / per 1 corner

◆ Early Bird Plan

10% discount per unit applicable until the end of February 2015.

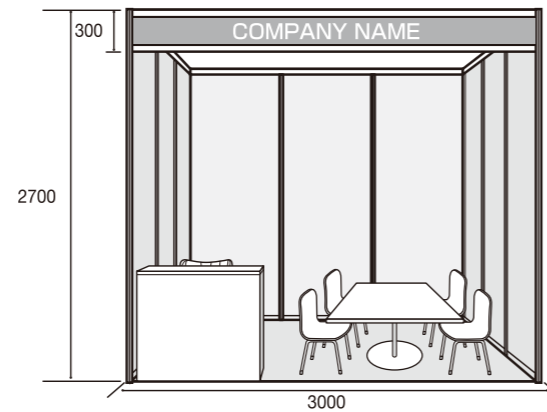
* This plan is available for booth space only.
* This is not a furnished plan.

◆ Shell Scheme Package

¥86,400 / per 1 booth (9 sqm).

The plan includes followings;

- Side and back panels
- Carpet (3m x 3m)
- 1 company sign board
- 1 electrical outlet (1000w / Usage fee is included)
- A table set (1 table + 4 chairs)
- 1 reception counter
- 1 folding chair



◆ Medium Booth Plan

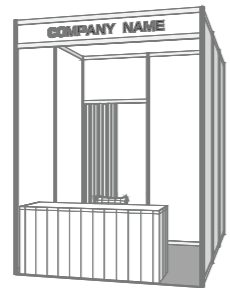
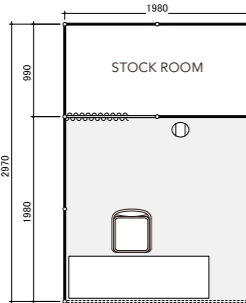
Booth size: 2m x 3m = 6 sqm / 1 booth

Price: ¥356,400 / per 1 booth (6 sqm).

* Corner space is not available for this plan.

The plan includes followings;

- Side and back panels
- Carpet (2m x 2m)
- 1 company sign board
- 1 electrical outlet (100v / 1000w / Usage fee is included)
- 1 draped rectangular table (W1500 x D450)
*It can be changed to W1200.
- 1 folding chair
- 1 lockable stock space (2m x 1m)
*No carpet in the stock space.



◆ Small Booth Plan

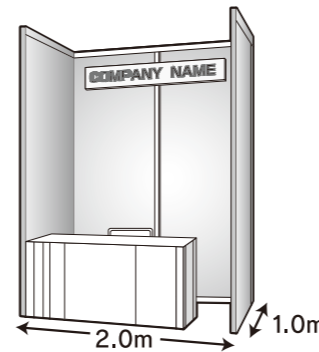
Booth size: 2m x 1m = 2sqm / 1 booth

Price: ¥162,000 / per 1 booth (2 sqm).

The plan includes followings;

- Side and back panels
- 1 company sign board
- 1 draped rectangular table (W1500 x D450)
- 1 folding chair

*Contents of the package are subjected to change. Please feel free to contact us.



Schedule

Beginning of April 2015
Orientation

The exhibitor orientation will be held about two months before the show starts. Also the exhibitor's handbook will be ready and to be mailed to the exhibitors. The handbook contains all you need information regarding to the Tokyo Cafe Show & Conference 2015.

End of April 2015
Submitting applications

All the exhibitors need to submit necessary applications for such as electrical power supply, contractor registry, and more.

May 2015
Promotion

The management will provide invitation tickets to all the exhibitors. Please let us know how many tickets you need and will be mailed.

June 14 and 15, 2015
Move-in / preparing your booth

June 16 - 18, 2015
Tokyo Cafe Show & Conference 2015

June 18, 2015
Move-out period immediately follows the show closes

Contact

Tokyo Cafe Show & Conference Show Management (TSO International Inc.)

Yotsuya Nagaoka Building 3rd Floor 18-7 Araki-cho, Shinjuku-ku, Tokyo 160-0007, JAPAN

TEL: +81-3-5363-1701 FAX: +81-3-5363-0301 EMAIL: info@cafeshow.jp



The trade show specializing in the cafe market in Japan

Tokyo Cafe Show & Conference 2015

Exhibitor Guide



Concurrent show
Patisserie & Bakery Japan 2015

DATE June 16 (Tues.) - 18 (Thurs.), 2015

VENUE Tokyo Big Sight East hall

Organized by Tokyo Cafe Show & Conference Committee (TSO International Inc.) Co-organized by EJK Japan Co., Ltd.

<http://www.cafeshow.jp>

During the 3 days, you can explore food ingredients, beverage, installation, business services, information etc. in the cafe industry!

Exhibitor Profile

Beverage

- ◆ Coffee
- ◆ Tea
- ◆ Japanese tea
- ◆ Chinese tea
- ◆ Herb tea
- ◆ Juice
- ◆ Water
- ◆ Milk beverage
- ◆ Wine
- ◆ Beer
- ◆ Whiskey
- ◆ Spirits
- ◆ Non-alcohol beverage

Food / Ingredient / Processed food / Imported food

- ◆ Meat
- ◆ Vegetable
- ◆ Seafood
- ◆ Processed product
- ◆ Frozen food
- ◆ Bakery
- ◆ Dessert, Confectionery
- ◆ Seasoning

Kitchen instrument / Cooking appliance

- ◆ Coffee machine
- ◆ Tea server
- ◆ Roasting
- ◆ Refrigerator, Freezer
- ◆ Showcase
- ◆ Grill
- ◆ Oven
- ◆ Fryer
- ◆ Cooking equipment washer
- ◆ Baking / confectionery machine
- ◆ Cooking equipment
- ◆ Pizza oven
- ◆ Pasta machine
- ◆ Beer server
- ◆ Wine cooler

Food container / Table ware / Takeout container

- ◆ Cup
- ◆ Plate
- ◆ Silverware
- ◆ Takeout container
- ◆ Seasoning container

Exterior / Interior

- ◆ Shop sign
- ◆ Furniture
- ◆ Interior accessory
- ◆ Shop design
- ◆ Lights and audio

Store operation / Promotion service

- ◆ POS system
- ◆ Cash register
- ◆ POP
- ◆ DM service
- ◆ Website and flyer production

Shop-related services

- ◆ CD / DVD
- ◆ Books
- ◆ Management consulting
- ◆ Real estate
- ◆ Recruiting for franchised coffee shop etc.



Business Meetings

- ◆ New product / service
- ◆ Introducing new menu
- ◆ Find new customers
- ◆ Request for quotation / delivery date
- ◆ Marketing
- ◆ Promotion / Gaining business network

Visitor Profile

- ◆ Chained coffee shop and teahouse
- ◆ Independently-operated coffee shop
- ◆ Bakery / Dessert shop
- ◆ Diner / Bar
- ◆ Restaurant
- ◆ Hamburger / Sandwich shop
- ◆ Hotel
- ◆ Deli / Supermarket
- ◆ Department store / Wholesale / Retail store
- ◆ Planning to operate a cafe / teahouse
- ◆ Food and beverage manufacture etc.



Outline



Date: June 16 (Tues.) - 18 (Thurs.), 2015 10:00 - 17:00

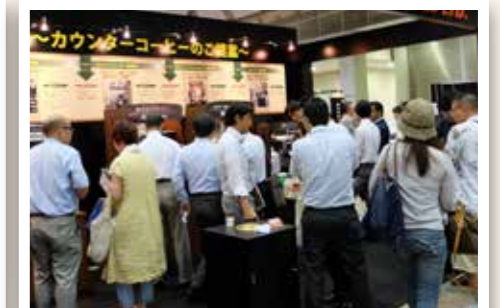
Venue: Tokyo Big Sight East hall (Ariake 3-11-1, Koto-ku, Tokyo)

Organized by Tokyo Cafe Show & Conference Committee (TSO International Inc.)
Co-organized by EJK Japan Co., Ltd.

Admission: ¥3,000 Free admission is available by pre-registering.

Concurrent shows: Pizza & Pasta Pavilion / Bar Pavilion /
Patisserie & Bakery Japan 2015

Prospected visitor: 28,000 visitors *Included the concurrent shows



Tokyo Cafe Show & Conference 2015 Floor Plan



Visitor Promotion

1 Invitation Ticket

Approximately a half million of the invitation tickets are mailed out directly to the owners and directors of coffee shop, teahouse, bakery, confectionery shop, restaurant, and bar, and more.



2 Seminar

In order to gain the latest cafe-marketing information and learn how-to manage a coffee shop and etc., there will be the prominent key-persons from the cafe industry in Japan, to give intense lectures for starting up your cafe business.



3 Workshop

There will be many theme workshops focused on coffee dripping 101, tasting coffee and tea, arranging cafe menu, latte art, learning about herb and Chinese tea, and more!



4 SNS & Press

The both exhibitor and visitor for the show will be well informed the updates via official website, Facebook, and twitter. Also the primary media, such as magazine, newspaper, radio, and TV will be used for announcing the show.



5 Concurrent Event & Show

During the 3days of Tokyo Cafe Show & Conference 2015, you will be welcome to join our Reception, Barista Championship, and to explore the concurrent show of Patisserie & Bakery Japan.



The full promotion will invite 28,000+ visitors!

Focus Themes

Bar Pavilion

The number of bar, diner, and coffee shop owners, who are especially particular about their menu concept and comfortableness of their places, recently have been increasing; as well as the number of owners or managers who are interested in managing a cafe for daytime and a bar for the night, also have been increasing. This specialized pavilion focuses on the information about bar business. Please don't miss visiting to the Bar Pavilion!



Exhibitor Profile

- ◆ **Alcohol**
Whiskey, Spirits, Wine, Beer, Other beverage
- ◆ **Food material / Seasoning**
Meat, Seafood, Vegetable, Oil, Spice
- ◆ **Installation / Device**
Wine cooler, Ice maker, Beer server, Water filter, Variety of kitchen instrument
- ◆ **Cooking equipment / Plates and utensils**
Drink shaker, Cocktail set, Bar mat, Ice crusher, Cocktail glass, Juicer, Bar butler, Glass hanger
- ◆ **Interior / Display**
Shop sign, Cafe furniture, Audio set
- ◆ **Business service**
Book, Cooking / Bartending School, Consultant

Visitor Profile

- Bar / Dining bar
- Restaurant
- Hotel
- Hamburger / Sandwich shop
- Deli / Supermarket
- Department store
- Wholesaler / Distributor / Retail shop
- Food / Beverage manufacture

Pizza & Pasta Pavilion

Pizza and pasta have been extensively supported by everyone as young though senior generations. As you create your own pizza by choosing toppings, besides your original menu, pizza and pasta can be one of your healthy menu for your restaurant. Pizza and pasta market in Japan has been grown rapidly, thus in order to survive in the industry, please do not miss visiting to the special pavilion and grab the chance for your business opportunity!



Exhibitor Profile

- ◆ **Pizza dough / Pasta**
Pizza dough, Dried pasta, Fresh pasta, Flour
- ◆ **Food material / Topping for pizza & pasta**
Cheese, Variety of sauce, Herb, Meat, Seafood, Vegetable
- ◆ **Seasoning**
Salt, Oil, Spice
- ◆ **Oven / Kitchen device**
Pizza oven, Brick oven, Pasta machine, Dough mixer and kneader
- ◆ **Cooking equipment**
Baking stone, Baking rack, Pizza cutter, Pizza peel, Pizza tray, Pasta pot, Pasta basket, Frying pan
- ◆ **Tableware / Takeout container**
Plates and utensils, oilpot, Delivery pizza box and bag, Keep warm container
- ◆ **Business service**
Book, Cooking school, Consultant

Visitor Profile

- Pizza & pasta chain
- Solo management of pizzeria and pasta restaurant
- coffee shop chain
- Solo management of coffee shop
- Bakery
- Restaurant
- Hotel
- Hamburger / Sandwich shop
- Deli / Supermarket
- Department store
- Wholesaler / Distributor / Retail shop
- Food / Beverage manufacture

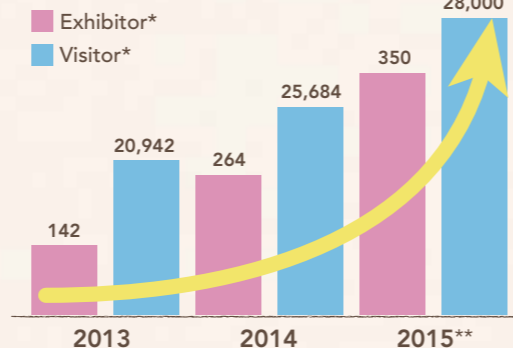
Directors of cafe chains, Owners of individual coffee shops, Key-persons from food service-related companies, and more will be visiting to the show from the world!

Characters of Tokyo Cafe Show & Conference 2015

Character 1 Scale expansion

Business styles in the cafe industry has been becoming diversified and shifted to the third-waved coffee era with increasing the number of cafeteria, concept cafe, cafe service in convenient-store, fast food cafe, coffee chain-store, and more. As we provide more intense information about cafe in each year, the scale of Tokyo Cafe Show & Conference 2015 will be expanded in every year.

Growth number of exhibitors and visitors



*The numbers of exhibitor and visitor are included with the concurrent shows.
**Expected numbers.



Character 2 Potential market

We can have a cup of high quality "single origin" coffee anytime we like at convenience stores. This style of coffee business has been getting a lot of attention in nowadays Japan; it is now good value of Arabica coffee can be easily tasted as a counter coffee.

Not only being insistence of specific flavors, but creating atmospheres are also emphasized in Japanese coffee industry. In years of rare coffee boom has arrived, and major domestic cafe chains have been extending their sales. In conjunction with the diversification of coffee shops for the further future growth in Japanese potential cafe market, the number of exhibitor and visitor to the Tokyo Cafe Show & Conference has been tremendously increasing.

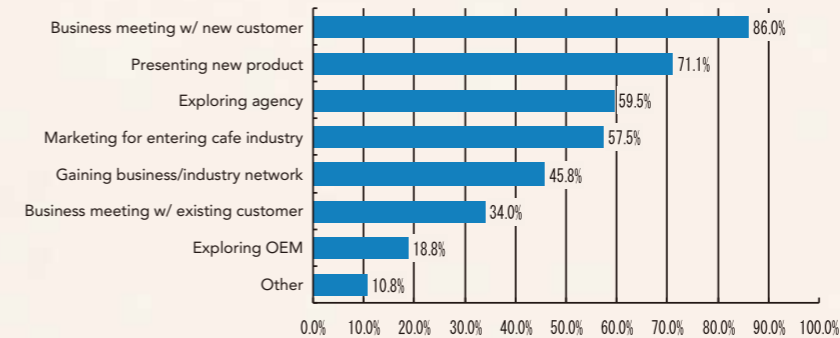
Character 3 Tokyo Cafe Show & Conference 2015 will be one of the foremost trade shows in the cafe industry in Japan

This show has been focused with the market industry of cafe and teahouses from the world, thus you will be able to meet various products, services and information which are related to the cafe market at the show. The attendees to the show will be cafe owners, directors or managers of cafe chains, operators in the food service industry, wholesalers, distributors and buyers. Therefore, Tokyo Cafe Show & Conference 2015 will be the great opportunity for you to have the cafe business meeting!

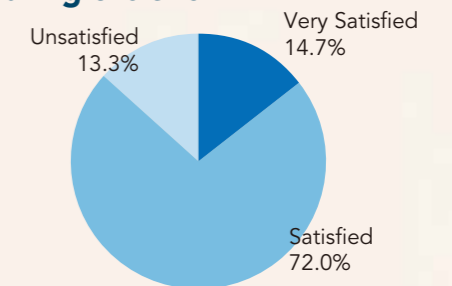


Survey result from the exhibitor

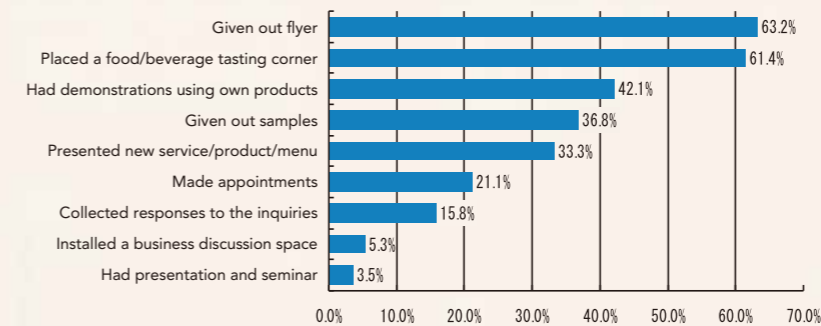
Purpose of exhibiting



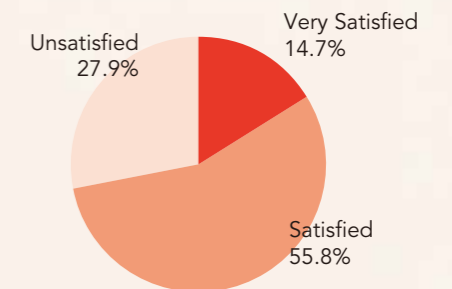
Satisfaction level for quality of business meeting during the show



Business activities during the show



Satisfaction level for earning contracts during the show

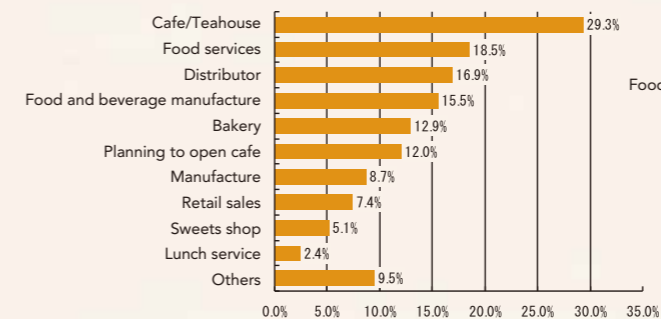


Visitor Analysis

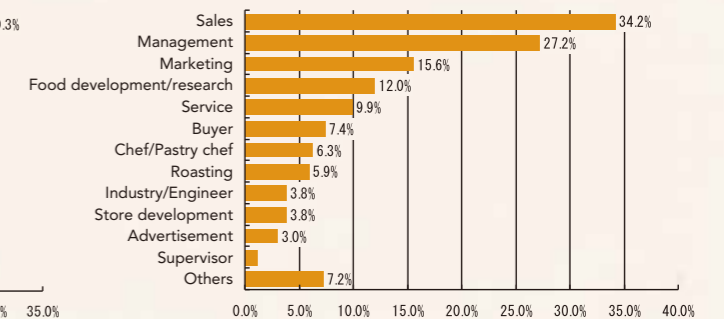
Number of visitor *the number includes visitors for the simultaneous exhibition

Day	Weather	Number of Visitors
18th Wed.	Sunny/Rain	8,984
19th Thurs.	Sunny	8,488
20th Fri.	Sunny	8,212
TOTAL		25,684

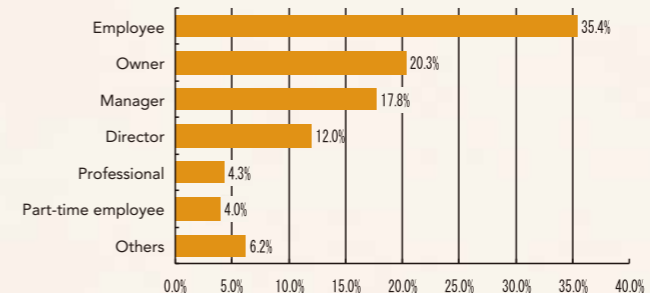
Industry type



Occupation



Position title



Purpose of visiting

