Fishing Fest.
2020 鈴リフェスティバル in Yokohama
PACIFICO Yokohama Exhibition Hall

1.17 FRI 18 SAT 19 SUN

EXHIBITOR MANUAL

Organized by: Japan Fishing Tackle Manufacturers Association
Sponsored by: Ministry of Economy, Trade and Industry / Kanagawa prefectural Government / City of Yokohama / Japan Sportfishing Foundation / National Fishing Rod Fair Trade Conference (planned)
Cooperated by: Yokohama Convention & Visitors Bureau (planned)

https://www.tsurifest.com
Creating a “culture of sport fishing” and fostering a healthy future

Willing to increase the number of anglers and thus to foster evolution of fishing culture, we renamed Japan Fishing Show to “Fishing Festival”. We would like to reveal the fascination of fishing not only to fishing enthusiasts, but also to inexperienced people.

Recreational fishing offers diverse attractions including engagement with nature, passion for tools, interactions with family members and enthusiasts.

Fishing Festival is one of the largest shows in Japan that transmits the “culture of sport fishing” founded on the diversity of nature in Japan and state-of-the-art technology from the world to domestic and international enthusiasts.

We are committed to continuing our efforts in fostering a healthy and harmonious society and developing the sport fishing industry, while enhancing creation of the “culture of sport fishing” and nurturing a healthy mind and body.

Vendors and relevant parties in the sport fishing industry cooperate with and motivate each other in delivering the latest fishing tools to provide opportunities to connect enthusiasts with tools and events.

Fishing Festival is keen to transmit the business community’s understanding of the “fishing way of thinking” and its attractions to even more people.

Although the exhibition title has changed, its initial vision is universal and unchangeable. Fishing Festival gives visitors a perfect opportunity to experience the fascination for fishing, and exhibitors get the best business chance during the Festival.

JAPAN FISHING TACKLE MANUFACTURERS ASSOCIATION

Chairman Yozo Shimano

---

**Fishing Fest. 2020**

**Outline**

<table>
<thead>
<tr>
<th>Name</th>
<th>Fishing Festival 2020 in Yokohama</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dates</td>
<td>January, 17 (Fri) – January 19 (Sun), 2020</td>
</tr>
<tr>
<td></td>
<td>January, 17 (Fri) 9:00-12:00 Business Time 12:00-18:00 General</td>
</tr>
<tr>
<td></td>
<td>January, 18 (Sat) 9:00-17:00 General</td>
</tr>
<tr>
<td></td>
<td>January, 19 (Sun) 9:00-17:00 General</td>
</tr>
<tr>
<td>Organized by</td>
<td>Japan Fishing Tackle Manufactures Association</td>
</tr>
<tr>
<td>Sponsored by</td>
<td>Ministry of Economy, Trade and Industry, Kanagawa prefectural Government, City of Yokohama, Japan Sportfishing Foundation, National Fishing Rod Fair Trade Conference (planned)</td>
</tr>
<tr>
<td>Cooperated by</td>
<td>Yokohama Convention &amp; Visitors Bureau (planned)</td>
</tr>
<tr>
<td>Venue</td>
<td>PACIFICO Yokohama Exhibition Hall (1-1-1 Nishi-ku, Yokohama City, Kanagawa)</td>
</tr>
<tr>
<td>Hall area</td>
<td>Approx. 20,000 sq.m.</td>
</tr>
<tr>
<td>Exhibition size</td>
<td>189 exhibitors/organizations occupying 646 booths (Previous year result)</td>
</tr>
<tr>
<td>Visitors</td>
<td>41,501 persons (Previous year result)</td>
</tr>
<tr>
<td>Admission</td>
<td>1,500 yen (tickets bought during the event)/ 1,300 yen (tickets bought in advance)</td>
</tr>
<tr>
<td></td>
<td>Pair Ticket 2,400 yen (available only for advance purchase with EMTG e-ticket)</td>
</tr>
</tbody>
</table>

*High school students and younger children, elderly persons (70 years old and above), persons presenting physical disability certificates and their caretakers (one per each person with disability) are entitled to free admission.*
Report on the Japan Fishing Show 2019

The greatest business opportunity in Japan awaits you!

The number of visitors in 2019 exceeded previous year’s record and reached 41,758. The number of exhibitors (189 companies) also shows increase tendency.

As with the expansion of the sales area of Pacifico Yokohama in 2021 the number of exhibitors and visitors is expected to increase, the scale of the exhibition will be extended too.

Fishing enthusiasts expect to see new fishing tools produced using cutting-edge technologies

Many visitors come to collect new products information, 87% of them stay inside the venue for more than 4 hours. The exhibition has a high rate of regular visitors number.

The way of approach to a wide range of fans in order to attract more visitors

The number of visitors on Friday has increased since 2018! We are eager to further increase their number.

**HAPPY! FRIDAY**

Exciting stage program and free drinks service on HAPPY FRIDAY led to expansion of number of visitors.

We held a special program to improve a status of fishing and get more and more people interested in it.

10% of the visitors were under 19 years old in 2019! We aimed to attract the next generation fishing enthusiasts.
From Show to Festival

The exhibition site is not only a place where new products meeting fishing enthusiasts’ expectations appear. With our new approach to attract more and more fishing fans in future we also tried to make it a festival space for everyone to enjoy.

Fishing enthusiasts

► Working on attracting visitors
We aim to continuously increase the number of regular fishing fans. We will further strengthen popular annual programs. In conjunction with the official web site, we will actively provide information using SNS.
- A must-see Top Anglers Talk & Live
- Casting Experience Corner where professionals show their skills
- Full-fledged Fishing Area
- Extremely popular Original Goods Sales Corner

► Enhancement of business opportunities
Along with creating one of the largest business opportunities in Japan at the very beginning of the year, the Festival will make full use of the merits of Yokohama area.

► Media exposure and brand appeal
We strongly encourage visitors from the media and press as well as the industry to participate in business time activities.

People inexperienced in fishing / People having intention & outdoor fans

► Many young people with no experience in fishing have strong intentions to learn more about it.
Withdrawal from consumption which is spread among young people generally means withdrawal from driving cars, drinking alcohol or watching television and has a serious impact on various spheres of life. Fishing is no exception. However, Survey on the fishing population expansion that was made in 2014, showed that inexperienced people have strong intentions of fishing and the potential needs of young people are particularly high.

► About 40% of the Japanese like outdoor activities
Outdoor goods market has shown significant growth in recent years.
40% of the Japanese say they like outdoor leisure. Furthermore, many of outdoor leisure enthusiasts interested in picnics, nature observation, mountain climbing etc. have about the same high interest in fishing.
Information on the latest trends related to food industry

Initiative food event Fishing and Eating Stadium
Japan’s first fishing and eating event proposing original fish cuisine
Acquisition of publicity via TV and word-of-mouth communication in order to develop measures to raise instantly social interest in fishing.

Producer and food journalist Hantsu Endo appointed.
Profile
Born in Tokyo in 1966. Food journalist representing Japan. Appears on radio and television with food introductions and comments, writes columns and articles in weekly magazines on a wide range of food genres: noodle dishes such as ramen, yakitori, local gourmet, food selling on underground floors of department stores, family restaurant food etc. The total number of coverage is over 9,500 shops. Honorary director of Yakitori Stadium Tokyo (Yurakucho).

Real fishing experience
We want as many people as possible to experience the enjoyment of fishing.
We provide an opportunity to participate in fishing activities for those who had no chance until now, or thought that fishing is difficult to approach.

Expansion to the outdoor field
We are inviting outdoor leisure fans.
We provide opportunities for attractive outdoor leisure activities, like events held together with Fishing and Eating Stadium, or fashionable fishing life activities.
**Types of Exhibit**

- **Size:** One unit is 3m(Width) x 3m(Depth) = 9m²
- **Booth Decoration:** We can recommend contractor company for your booth decoration.

*Fascia board, lighting, power outlet, and carpet are NOT INCLUDED in the exhibition fee.*

---

**Distributed exhibit booth**

One exhibitor can put up multiple display booths at different locations. Exhibitor who wish to run two or more booths may distribute in multiple areas to exhibit their products within the maximum total of 80 booths.

**Combined exhibit booth**

Multiple exhibitors can get together to exhibit in one place. Combined exhibit helps exhibitors to set up shared event space or to present collaborative works.

**Zoning by fishing categories**

We arrange the zoning so that exhibitors with same fishing types or categories could get together to call visitor’s attention.

**Japan Fishing Show 2019 Official Merchandise Store Area**

Merchandise created exclusively for the Japan Fishing Show will be sold during the show only in this area. Any exhibitor can apply for up to three booths for this purpose with 32,400 yen charge for each booth. Merchandise are restricted to the items created exclusively for Japan Fishing Show 2019.

**Sale of promotional items in exhibitor booths**

Promotional items (such as T shirts, caps and stickers) except exhibitor’s own products are permitted to be sold in exhibitor booths by submitting appropriate application form before Friday November 19.

Please contact us for more details regards of above options.

---

**Exhibition Fee (Tax included)**

<table>
<thead>
<tr>
<th>Booth Unit</th>
<th>ASA / EFITA*</th>
<th>General Exhibitors</th>
</tr>
</thead>
<tbody>
<tr>
<td>mini W2 (3.0m²)</td>
<td>80,000</td>
<td>80,000</td>
</tr>
<tr>
<td>mini W3 (4.5m²)</td>
<td>131,400</td>
<td>131,400</td>
</tr>
<tr>
<td>1 (9m²)</td>
<td>184,700</td>
<td>198,450</td>
</tr>
<tr>
<td>2 (18m²)</td>
<td>369,500</td>
<td>396,900</td>
</tr>
<tr>
<td>3 (27m²)</td>
<td>553,300</td>
<td>594,920</td>
</tr>
<tr>
<td>4 (36m²)</td>
<td>716,100</td>
<td>769,650</td>
</tr>
<tr>
<td>5 (45m²)</td>
<td>895,200</td>
<td>962,064</td>
</tr>
<tr>
<td>6 (54m²)</td>
<td>1,074,200</td>
<td>1,154,478</td>
</tr>
<tr>
<td>8 (72m²)</td>
<td>1,402,800</td>
<td>1,518,480</td>
</tr>
<tr>
<td>10 (90m²)</td>
<td>1,753,300</td>
<td>1,901,520</td>
</tr>
<tr>
<td>12 (108m²)</td>
<td>2,103,800</td>
<td>2,271,280</td>
</tr>
<tr>
<td>15 (135m²)</td>
<td>2,491,400</td>
<td>2,696,100</td>
</tr>
<tr>
<td>20 (180m²)</td>
<td>3,137,100</td>
<td>3,385,800</td>
</tr>
<tr>
<td>25 (225m²)</td>
<td>3,690,400</td>
<td>3,977,600</td>
</tr>
<tr>
<td>30 (270m²)</td>
<td>4,152,300</td>
<td>4,477,000</td>
</tr>
<tr>
<td>35 (315m²)</td>
<td>4,682,800</td>
<td>5,046,700</td>
</tr>
<tr>
<td>40 (360m²)</td>
<td>5,166,600</td>
<td>5,531,900</td>
</tr>
</tbody>
</table>

*ASA: Members of American Sportfishing Association
EFITA: Members of European Fishing tackle Trade Association

*Application deadline: August, 30th (Fri)

*Consumption tax is the tax rate as for January 2020. Please pay the total sum excluding tax at the time of application. In the end of October please pay the consumption tax.

**Payment example**

1 unit booth fee: 164,700 yen (tax not included)

Payment at the time of application: 164,700 yen

Payment in the end of October:
- In case the consumption tax is 10% 16,470 yen
- In case the consumption tax is 8% 13,176 yen
Application to Exhibit - Payment of Exhibition Fee

Wed., July 3  
Exhibitor Briefing

A briefing of the Fishing Festival 2020 will be held to entities and organizations considering participation in the exhibition.

Venue: Otemachi Sun Skyroom, 24F, 27F, Asahi Seimei Otemachi Building, 2-6-1 Otemachi, Chiyoda-ku, Tokyo 100-0004, Japan. Tel:03-3270-3266

Fri., August 30  
Application / Deadline for the Booth Fee Payment

[Exhibition fee payment method]
- Fill out the application form and send it to the organizer.
- The maximum number of booths one exhibitor may apply for is 80, in principle.
- However, please note that we may not be able to meet your requests, depending on the number of applications we receive.

Please send your application form either by mail, FAX or email.

By mail / FAX

JAFTMA
2-28 Hachibori, Chuo-ku, Tokyo, 104-0032
FAX: +81-3-5542-2929

By email

Please download the application form:
And send it to: info@tsurifest.com

[Method of Payment]
- Please check the bank account to transfer your money described in the Exhibit Application Form.

- Please pay the total booth fee excluding tax when making application.

- Upon confirmation receipt of the payment your application will be temporarily accepted.

- If no advance payment is confirmed by the due date, a bill will be issued as of the end of the month of receipt of application.

- Please remit the payment accordingly.

- Please note that exhibitors screening will be conducted by the secretariat upon confirmation of the booth fee payment.

- Please pay the bank transfer fee at your cost.

- Due date for the consumption tax payment: Thursday, October 31, 2019

- In case the payment of the exhibition fee fails to be paid by the deadline, the application will be rescinded. If your exhibit is rescinded after making application, no payment will be returned.

Exhibitor Briefing - Event Opening

Around mid September  
Sending Basic Layout

Basic layout drawings of the hall will be sent to your contact along with the event guide.

Fri., September 27  
Exhibitor Briefing / Booth Assignment by Lottery / Individual Consulting

Exhibit guidebook, various application forms, exhibitor list, booth floor plan etc will be distributed. In addition, a booth assignment lottery meeting will be held to decide the booth location based on the basic layout which will be sent in advance.

*The attendance of your contact is imperative.

Venue: AT Business Center (Tokyo Station Yaseu Dori 1-9-8 Hachibori, Chuo-ku, Tokyo 104-0032 TEL: 03-6869-9876)

Time: 13:00 - 16:00

Wed., October 9  
Sending Final Booth Location Map / Notification of Booth Fee payment / Starting Application form submission

[Sending of Final Booth Location Map]
The final booth location map and booth ID decided by lottery will be notified. Along with guidance of the booth fee balance, a bill will also be sent.

[Notification of booth fee payment]
Upon confirmation of the booth fee payment (tax not included), the exhibit application process will be completed.

[Starting Application form submission]
Please make sure to meet the deadline for each application forms and send all the forms to correct destination.
We may not be able to respond to your request if application forms are not submitted or submitted after the deadline.

Wed., October 30  
Deadline for the 1st round of service applications

The final deadline for contractor registration form, application annex etc.

Thu., October 31  
Deadline for Consumption Tax Payment

A bill for consumption tax payment will be sent as of the end of September. Please make the payment by bank transfer.
If your payment fails to be confirmed by the deadline, your application for exhibit will be rescinded.

Fri., November 8  
Deadline for the 2nd round of service applications

Deadline for applications for a) promotional item sales at the booth b) booth PR information.

Tue., November 19  
Deadline for the 3rd round of service applications

This is the final deadline for all applications related to the exhibition. Please note that there are some services where the deadline is set on an earlier date. Please make sure all application forms are submitted to correct destinations.

Around mid December  
Sending of Exhibitor ID card

Exhibitor ID cards, Carry-in/out card, parking card, worker badges etc will be sent to your contact.

*Please pick it up at Japan Fishing Show Secretariat in PACIFIC Yokohama Exhibition Hall on the carrying-on day.
Eligibility to exhibit
1. Regular membership of the Japan Fishing Tackle Manufacturers Association (JFTMA)
2. Supporting membership of Japan Fishing Tackle Manufacturers Association (JFTMA)
3. Those approved by Japan Fishing Tackle Manufacturers Association (hereinafter, “Organizer”)
   (E.g.) Exhibitors from abroad, outdoor leisure goods manufacturers, publishers, etc.

Scope of exhibits
1. Fishing tackles, fishing related goods, and outdoor leisure goods related to fishing
2. Fishing related publications
3. Publicity/advertisement materials of fishing spots/facilities, fishing vessel businesses, fishermen’s unions, transportation, etc.
4. Anything other than above approved by the organizer

Prohibited items
1. Products with deceptive labeling and non-compliant products
2. Any exhibit that infringes on third-party intellectual property or property rights (such as replicas)
3. Any material that may damage the natural environment including water contamination
4. Any device that may encourage overfishing (cast nets, gill nets, etc)
5. Any device that may endanger the lives of users (underwater guns, harpoons, etc)
6. Anything that may encourage unsafe acts
7. Any inflammables, explosives or those which give out strong odors or loud sounds
   * The organizer may request withdrawal of any exhibits determined to be unfit for the purpose of this event.
8. Those that may cause accidents

Prohibition of sales
All kind of sales to visitors (including subscription sales) are prohibited in the exhibition hall except catalogs and/or anything approved by the organizer in advance. Any sales except books are prohibited as well as promotion activities by distributors and retailers. Charity activity in the booth is also prohibited.

Restriction for booth decoration
Any inflammables, explosives or those emit strong odors or loud sound are prohibited its use for booth decoration, display or special effect.

Handling of water tanks
Exhibitors who install water tank with capacity of 300 liters (or larger) in the booth, is required to submit documents to the organizer in order to prove the strength of the tank.

Application to exhibit
Upon filling out the Exhibitor Request Form, please send it to Japan Fishing Tackle Manufacturers Association (JFTMA) by Friday, August 30, 2019. Please also transfer the payment equivalent to 100% of the booth fee (tax not included).

Booth administration during the show
All the exhibitor must have at least one person who will attend visitors and be responsible for safety control in the booth during the show period. Please make sure to check that everything in your booth is in order before leaving at the end of each day.

Expenses covered by exhibition fee
- Exhibition hall rent within the standard hours, and other incidental expenses such as lighting and air conditioning
- Construction and maintenance of shared facilities
- Public relations and advertising activities of the Exhibition
- Services to the visitors such as information guide
- Operation of the administration office, safety precaution measures and security system
- Premiums of insurance to protect against bodily injury or property damage during preparation, use and removal at the exhibition hall except for individual exhibition space.

Fees not covered by exhibition fee
- Decoration of exhibitor booths and carrying-in/out of exhibits to and from the site
- Installation of electricity and electric charges
- Installation of temporary communication systems such as telephone and their charges
- Hall rent for hours outside of standard hours
- Installation of water supply/drainage and water charges
- Insurance for exhibits and against personal injury at the site, etc
- Compensation in case of damage or loss of hall facilities, equipment or exhibits of other parties
- Disposal of garbage or any abandoned materials used for the exhibition
- Other items that are not usually regarded as covered by the exhibition fee

Decision on booth assignment
Booths will be assigned at the meeting for deciding booth location by lottery drawing upon due consideration given to the types of exhibits by the organizer. Immediately after decisions are made, your booth location will be communicated along with the fee balance due.

Cancelation after acceptance of application
We are afraid that exhibition fee cannot be returned if your exhibit is cancelled after its acceptance.

No sublease, sale/purchase, transfer or trade of exhibition space
Exhibitors or applicants may not sublease, sell, purchase, transfer or trade the whole or part of any reserved exhibition space. No entities other than exhibitors may use or exhibit in the exhibition space without prior consent of the organizer.

Operation of the event and indemnification
In order to run the event smoothly, the organizer may add new provisions or modifications to the “Exhibition Agreement”. In case of violation of “Exhibition Agreement” by any exhibitor, the organizer may rescind the exhibition of such exhibitor. In such a case, the exhibition space will be at the disposal of the organizer and exhibition fee will not be refunded at any condition. The organizer will hire a security company to provide safety of the hall over the whole period from preparation through dismantling, however, it is not liable for any damages, losses or theft of exhibits.

Compensation
Exhibitors are liable for all damages caused by themselves or by its agent to any third party booth or facilities managed by the organizer or the venue, or to any persons.

Insurance
All exhibitors are strongly advised to buy necessary general/accident insurance to cover the period from carrying-in of exhibits to the hall to their complete removal from the hall.

Carrying-in/out
During the event, no exhibit can be carried in/out, dismantled or moved without permission of the organizer. Exhibitors are requested to be responsible for maintenance and cleaning of their exhibits and exhibition booths. The details on the period for carrying-in and setting up of exhibits at the hall will be communicated on a later date.

Acceptance of Exhibition Regulations
All exhibitors and their agents are deemed to have read and accepted the Exhibition Regulations. Any matters which may not be resolved among the organizer, exhibitors, visitors and other parties concerned will be brought to a court of competent jurisdiction for resolution.

©JAPAN FISHING TACKLE MANUFACTURERS ASSOCIATION (JFTMA)

Fishing Fest. 2020 in Yokohama
Access

Exhibitor Application

Please send your application form either by mail, FAX or email.

<table>
<thead>
<tr>
<th>By mail / FAX</th>
<th>By email</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>JAFTMA</strong></td>
<td>Please download the application form: <a href="http://www.tsurifest.com/shutten2020.php">http://www.tsurifest.com/shutten2020.php</a> And send it to: <a href="mailto:info@tsurifest.com">info@tsurifest.com</a></td>
</tr>
</tbody>
</table>

Contact US

FISHING FESTIVAL SECRETARIAT
HULIC Toyosu Prime Square 3F, 5-6-36, Toyosu, Koto-ku, Tokyo 135-0061
TEL: +81-3-3532-5611  FAX: +81-3-5548-2839  E-mail: office@fishingshow.jp