

JAPAN DIY HOMECENTER SHOW NEWS

JAPAN DIY HOMECENTER SHOW 2009



**holding at Makuhari Messe
in August 27-29, 2009**

JAPAN DIY HOMECENTER SHOW 2009, hosted by Japan DIY Industry Association, will be held for 3 days on August 27 (Thursday), 28 (Friday), and 29 (Saturday) at Makuhari Messe in Chiba City.

The general guideline for the show was decided.

The show theme is “Everyday Kindness to Housing and Living. DIY is all about Family Love.”

The JAPAN DIY HOMECENTER SHOW 2009 will be held for 3 days from August 27 to 29 at Makuhari Messe in Chiba City. The JAPAN DIY HOMECENTER SHOW 2009 aims at a sound development of the DIY industry and further promotion of DIY, and for this show, both Buyers’ Day and General PR day will have 2 days allocated for them, in order to strike a balance between the enhancement of the trade function and a festive atmosphere of the General PR day.

This year, the theme of the show is “Everyday Kindness to Housing and Living. DIY is all about Family Love.” It is our own power that can turn our

daily life into fun and satisfying one. DIY believes that it can contribute to help people to establish a lifestyle where they stay healthy, always smile, are



full of hopes, and love. The show is expected to attract 100,000 visitors in total during the show period. Don’t miss the JAPAN DIY HOMECENTER SHOW 2009, the last big event of the summer holiday.

Show’s General Guideline

Show name: JAPAN DIY HOMECENTER SHOW 2009

Show period: August 27 (Thu.) and 28 (Fri.), 2009 /Buyers’ Day
August 28 (Fri.) and 29 (Sat.), 2009 /General PR Day

Hours: 9:30-17:00

*On the 29th (last day of the show), the show finishes at 16:00.

Venue: Makuhari Messe/2-1, Nakase, Mihama-ku, Chiba City, 261-0023

Exhibition scale: Hall No.5,6,7, and 8 at Makuhari Messe (expected) 27,000 m²

Organized by: Japan DIY Industry Association

Supported by (Expected): Ministry of Economy, Trade and Industry, Forestry Agency, Chiba prefecture, Chiba City, NHK, NHK Educational Corporation, Japan Broadcast Publishing Co., Ltd., Japan External Trade Organization (JETRO), IHA (International Federation of Hardware and Housewares Associations)

Admission fee: 500 yen for general visitors (consumption tax included)

*The admission is free for those who made advanced registration on the show’s web page or middle school-aged visitors and under.

Planned Timetable up to the Show & Show Schedule

May 11 (Mon.): Exhibition application due

July 9 (Thu.): Briefing for exhibiting companies

August 25 (Tue.): Installation and set-up

August 26 (Wed.): Installation and set-up

August 27 (Thu.): JAPAN DIY HOMECENTER SHOW 2009

Buyers' Day (trade day) 9:30-17:00

August 28 (Fri.): JAPAN DIY HOMECENTER SHOW 2009

Buyers' Day (trade day)/General PR Day (open to the public) 9:30-17:00

August 29 (Sat.): JAPAN DIY HOMECENTER SHOW 2009

General PR Day (open to the public) 9:30-16:00 Carrying-out



New Exhibition Plans

1. Exhibiting companies who reserve 10 booths and over will be given a special stock room free of charge.
 - 1) For the reservation of 10 booths, free-of-charge stock room space of 3.92 m² will be provided.
 - 2) For exhibiting companies reserving more than 10 booths, additional free-of-charge stock room space of 3.92 m² will be provided for every 6 additional booths.
2. Mini-booth will be available to corporations and individuals planning to attend the show for the first time.
 - 1) Booth size: frontage 1,980 mm x depth 1,980 mm (3.92 m²)
*Regular booth size: 2,970 mm x 2,970 mm x 2,700 mm
 - 2) Booth price: 105,000 yen (consumption tax included, extra charges for optional extras)
 - 3) The number of booths: limited to one booth



3. Exhibition plan with advertisement opportunities

This is a brand-new plan to tie up with the August 20 issue of the general magazine titled "Sumai Jibunryu" (Japan Broadcast Publishing Co., Ltd.) in order to place ads and articles about show exhibitors on feature pages for the show. The magazine is popular especially among DIY amateurs, and is linked to a TV program on DIY titled "Sumai Jibunryu - DIY Introduction" broadcast by NHK Educational TV.

*For details regarding above mentioned information, please contact the Japan DIY Association directly.

This year, based upon the keywords of ecology, energy conservation and saving, we will plan and hold events that attract visitors through the collaboration with exhibitors' products. Don't miss them!

For further information, please contact:

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