

JAPAN DIY HOMECENTER SHOW NEWS

We are praying for the souls of those who lost their lives in the Tohoku Region Pacific Coast Earthquake that was an unprecedented earthquake that hit Japan at 2:46 p.m. on March 11, and our hearts go out to people who are affected by this disaster.

JAPAN DIY HOMECENTER SHOW 2011

The JAPAN DIY HOMECENTER SHOW 2011 will be held for 3 days on August 25 (Thursday), 26 (Friday), and 27 (Saturday), using 3 halls with 1,000 booths (planned) at Makuhari Messe in Chiba City.

The show theme for the JAPAN DIY HOMECENTER SHOW 2011 will be “Enjoy and enrich your daily life! DIY is by your side.” The show welcomes its 47th anniversary this year. Even though we are under the tough economic conditions, with supports and participation in the show by many companies, we will make efforts to meet everyone’s expectation with original events.



*Photo from the previous show

We are looking for exhibitors from a wide range of fields

We are inviting companies from living and lifestyle-related fields such as “clothing, food, housing, and entertainment” to exhibit in the show. In 2011, in order to meet the needs of exhibitors who are planning to enter the DIY and home improvement center market for the first time, we will have 33 exhibition items for the show including new items for which demand is expected to rise in future, such as “health and beauty products”, “medical supplies (including quasi drug)”, and “food, beverage, alcoholic beverage.” The deadline for applications will be May 13 (Friday).

4 Exhibition Plans

1) Regular Booth Plan

One booth: 2,970 mm (width) x 2,970 mm (depth) x 2,700 mm (height)

Rate (one booth): 246,750 yen for member companies, 309,750 yen for non-member companies (consumption tax included)

《Special perk for exhibitors who rent multiple booths》

Exhibitors who rent 10 booths and more will be given 1 stock room space free of charge. Please utilize extra space for a wide range of applications.

2) Mini Booth Plan

This plan is available to corporate and individual exhibitors who exhibit in the show for the first time or have not exhibited for the past 3 years (since 2008).

One booth: 1,980 mm (width) x 1,980 mm (depth) x 2,700 mm (height)

Rate: 105,000 yen (consumption tax included)

*Only one booth is available to each company. The same rate will be applied to both member and non-member companies.



<Mini Booth NEXT will be introduced>

The plan allows those who have exhibited in mini booths in the past to utilize mini booths again in 2011 at the special rate.

One booth: 1,980 mm (width) x 1,980 mm (depth) x 2,700 mm (height)

Rate: 157,500 yen (consumption tax included)

*The number of Mini Booth NEXT available to one company is limited to one. The same rate will be applied to both member and non-member companies.

3) DIY Advisor Plan

This is a revised version of "Individual Exhibition Booth" that was introduced in 2010. The plan is only for those who are qualified as DIY advisors. The number of booths available for this plan is limited.

4) Overseas Exhibitor Plan

This is a plan for overseas companies. For the details of the plan, please contact the Overseas Operation Office (website listed below). Chinese speakers can also find information on our website in Chinese.

English website : <http://www.diy-show.jp/2011/e/index.html>

Chinese website : <http://www.diy-show.jp/2011/c/index.html>

Benefits of exhibiting in the show

Exhibitors can have opportunities to acquire new clients and expand sales routes

Every year, many buyers from the DIY and home improvement center industry come to the show. Please utilize the show for finding new sales routes or promoting marketing activities.

Exhibitors can see general customers' responses firsthand

The second and third day of the show will be General PR Day, and many general customers come to the show. You can get the customers' reactions firsthand, which will offer useful clues for your future business.

Exhibitors can introduce new products or hand out samples to visitors

Exhibitors can introduce new products, do promotional activities including a distribution of samples, or sell products at the venue.

Exhibitors can offer information on the show's official website

Information of exhibitors will be provided on the show's official website. Exhibitors can offer

information on their business activities to customers nationwide through the website. (The number of access to the website was around 200,000 from June through August last year).

Exhibitors can meet a variety of companies

The show that companies from 3 industries (manufacturing, wholesale, and retail) will participate in provides opportunities for business negotiations and information sharing. On the first day, there will be an industrial networking party after the show.

If you have questions about the details of exhibition plans and events, please contact the Overseas Operation Office listed below.



For further information, please contact:

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