

## JAPAN DIY HOMECENTER SHOW NEWS



# JAPAN DIY HOMECENTER SHOW 2009

holding at Makuhari Messe in  
August 27-29, 2009

The JAPAN DIY HOMECENTER SHOW 2009 will be held for 3 days on August 27 (Thursday), 28 (Friday) and 29 (Saturday) this year at Makuhari Messe in Chiba City.

With goals of promoting DIY, raising awareness on DIY, and achieving a further development of the DIY industry, the JAPAN DIY HOMECENTER SHOW 2009 will take place under the show theme of "Everyday Kindness to Housing and Living. DIY is all about Family Love". The show aims to attract 100,000 visitors in total with the number of days allocated for the enhancement of the trade function and General PR Day increased to 2 days.

The power to turn daily life into fun and satisfying one lies within people. At the JAPAN DIY HOMECENTER SHOW 2009, we would like to promote collaboration between events planned by exhibitors and show events and make suggestions to visitors so that we can help people to establish a lifestyle where they stay healthy, always smile, are full of hopes, and love.



## Various Productive Services are Planned for Exhibiting Companies in the Show!!

### Various services for exhibiting companies

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 (about 4 m<sup>2</sup>) will be provided.
  - 2) For exhibiting companies reserving more than 10 booths, additional free-of-charge stock room space 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 x height 2,700 mm  
\*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**  
In this plan, exhibiting companies' ads and articles will be placed on the August 20 issue of "Sumai Jibunryu" (Japan Broadcast Publishing Co., Ltd.) on feature pages for the show. This magazine is popular especially among DIY amateurs,



and is linked to a TV program on DIY titled “Sumai Jibunryu” broadcast by NHK Educational TV.

## Various events for exhibiting companies

### 1. HOMECENTER TRADE II

During the show, there will be a business negotiation booth where buyers from leading home improvement centers in Japan (buyers from 9 companies participated in the event last year) are constantly stationed and exhibitors are able to have business talks or consultations. The event is received well every year. The number of business talks and consultation that took place last year was 319 (76 companies



participated in the event).

### 2. Presentation by exhibitors

There will be a section where exhibitors can promote their new products and hit products. Please promote and describe your products to visitors coming to the section to the full within a time frame of 15 minutes (last year's time frame).



## Various services utilizing the show's website for exhibiting companies

### 1. Introduction of exhibiting companies

In advance, information on exhibitors will be gathered and posted on the show's official website.

\*The number of hits to the home page right before the show (June – August) was about 200,000 (the results for 2008).

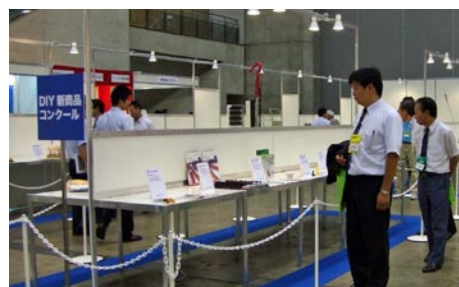


### 2. Press release delivery service

The show's organizer will serve as the contact point in order to provide news media with information on exhibitors' new products and service free of charge.

### 3. DIY new product and hit product introduction movie

Images of products entered by exhibitors nominated for awards in the DIY new product and hit product competition held for exhibitors will be shot and posted on the show's official home page.



For further information, please contact:

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