

**Opportunity to promote products and services
in the Japanese wedding market**

The 21st Bridal Industry Fair 2019
Exhibition Information

Date and time : July 30(Tue) and 31(Wed), 2019,
Venue : Tokyo Big Sight South 3, 4 Hall
Ariake 3-11-1 Koto-ku, Tokyo, Japan

1 **【Features of Bridal Industry Exhibition】**

- * BtoB exhibition for specifically the bridal industry in Japan
- * 20,000 people from all over the country visit every year
- * More than 200 booths displaying the latest products and services related to bridal

2 [Bridal industry fair 2019, held summary]

Date and time : July 30, 2019 (Tuesday) and 31 (Wednesday) both from 10:00 to 17:00

Preparation date : July 29 (Mon) 11:00 to 18

Venue : Tokyo Big Sight South 3, 4 Hall

Main Visitors: Facilities related to hotels, ceremonial halls, restaurants, etc. throughout the country

Inbound related companies, various partner companies, domestic and foreign buyers etc.

3 **【Visitor of Bridal industry exhibition】**

About 70% are related to bridal facilities, 40% are management

4 【Various planning of bridal industry fair】

- * "Free seminar" by more than 80 experts
- * Free Wedding Dress Fashion show
- * The latest trend of decoration "flower contest"
- * Vote for wonderful photos "Japan Wedding Photo Grand -Prix"
- * "Creator's Space" is a collection of popular DIY products
- * Local wedding in Japan "FURUSATO Wedding Contest" (co-hosted by All Japan Bridal Association)
- * Simultaneous holding, "International Hotel-Ryokan Exhibition" for the accommodation industry

New project in 2019 (planned)

- * Tokyo Aoyama Miss Wedding Contest "Aoyama Wedding Queen Contest"
- * "Party & Anniversary Exhibition"
- * Simultaneous holding, "MICE Exhibition"

5 【Bridal industry Exhibition is on the media every year】

Television, newspaper and general media visit for coverage every year because it is the only event in the country that can catch the bridal trend.

6 [schedule to the day]

- * Final application deadline for exhibition on Friday, April 26, 2019 (The final booth allocation will be decided by the end of May)
- * June 21, 2019 Bridal Industry Exhibition Special Issue issued (Distributed to venues throughout the country, distributed to attendees on the day of the fair)

7 [Support the promotion of each exhibitor within the booth]

- * "Catalog display" = Please prepare catalogs or leaflets in the specified corner in the fair site (free)

* "Fashion show" = Dress, fashion companies can use show stage (30 minutes free)

* "Advertisement to Exhibition special issue" = Exhibitors publish color advertisements for monochrome charges

Ex) 240,000 yen would be 150,000 yen. 400,000 yen would be 250,000 yen. 880,000 yen would be 550,000 yen

8 [Contents of booth exhibition]

* 1 Booth size 3m in the front × 3m in depth × 2.7m in height

* Exhibition fee 300,000 yen per booth (tax not included)

* Loading, unloading ... Loading is 7/29 the day before. Carry out after 7/31

* Exhibition fee includes back wall, side wall, parapet, company name board (unified typeface, logo, etc. separately).

* Carpets, meeting sets (tables, chairs), lighting, power, etc. are separately options.

Option reference charge [carpet 16,200 yen, reception counter 5400 yen, chair 3024 yen Two outlets 3780 yen.

Note: Price for the booth. Reference fee for 2018, apply directly to construction company

* One booth must be by 1 company. Exhibiting by multiple companies is prohibited.

* Payment for the exhibition fee must be paid by July 29th. If payment can not be confirmed by then, it will be treated as cancellation and will be subject to cancellation fee payment.

* Cancellation fee will be 100% after application.

9 [How to apply]

* Print out from below

<https://bridalnews.co.jp/wp-content/uploads/2018/10/4543d3be9c8e2503f2886ed424330b73.pdf>

* Fill in the application form on the final page

* Accept by fax or email

(We will send a confirmation phone or email after acceptance)

FAX: 81-3-5537-8533

MAIL: info@bridalnews.co.jp (specified in Bridal Industry Fair application and subject)