

Japan's Largest "Sexy Industry" Festival

PINK TOKYO

-ENJOY YOUR SEXY LIFE-

About PINK TOKYO

Numerous large-scale adult-oriented tradeshows take place in other countries, but this is the first such industry event in Japan.

PINK TOKYO is inaugurating **the only comprehensive trade show for the adult "sexy industry."**

This noteworthy event, the first PINK TOKYO show, aims to invigorate the industry overall.

The show is operating under the theme of **"Energizing Japan through the Power of the Adult/'Sexy' Industry."** Please join us in making PINK TOKYO a success!

This PINK TOKYO will be great gate to Japan's Market for you.

The PINK TOKYO Concept

A robust adult/"sexy" industry will invigorate adults and energize Japan.

Significance of PINK TOKYO

PINK TOKYO aims to foster a social setting in which adults can enjoy being adults:

No Need to Hide. Concealing what it means to be adult leads to misunderstandings for children.

By bringing a breath of fresh air to society, we aim to cultivate a free and sophisticated industry and **raise the industry's status.**



Convention Overview

PINK TOKYO 2014 Convention Overview

- Location Differ Ariake
1-3-5 Ariake, Koto-ku, Tokyo 135-0063
- Time/Date Trade/Press: 10:00–17:00 Feb. 28 (Fri.)
General public: 17:00–20:00 Feb. 28 (Fri.)
12:00–20:00 Mar. 1 (Sat.)
12:00–18:00 Mar. 2 (Sun.)
- Expected visitors 10,000 (over three days)
- Sponsor PINK TOKYO Office
- Collaborator Gmarketing Inc.
- Secretariat PINK TOKYO Office
9F Koyo Bldg., 2-2 Sakuragi-cho, Naka-ku, Yokohama, Kanagagawa 231-0062
e-mail: info@Pink-Tokyo.jp

Exhibiting and Participating Companies

Manufacturers of adult goods, lingerie, AV and other content, cosmetics, condoms and games/apps, as well as media representatives, wholesalers and retailers, and hotel management companies





Key Points for Exhibitors

Exhibitor Conditions

Manufacturers of products, services, publications and other items that contribute to the adult/"sexy" industry, as well as trading companies, media entities, retailers and related organizations

Exhibition Areas

The PINK TOKYO exhibition hall is divided into four areas.

- | | |
|---------------|---|
| ·Product area | Companies and organizations handling products and related items |
| ·Content area | Companies and organizations handling videos and services |
| ·Multi area | Other companies and organizations |
| ·Special area | Companies and organizations desiring outside exhibits |

How to Apply

Apply by entering the required information on our dedicated website or filling in our application form. Please be aware that PINK TOKYO may refuse applications from potential exhibitors that do not meet exhibitor conditions or match the general tenor of the exhibition.

Joint Exhibits

Although the general rule is one company per booth, it is possible for multiple companies to join together in a "cooperative exhibit." For a "cooperative exhibit," we ask that you select one company to be responsible for the payment of exhibit fees and other costs and to coordinate with the other companies.

Application Deadline

The application deadline is 5pm on Wednesday, December 25, 2013.

However, we may stop accepting applications prior to this deadline once the number of applications reaches the available units of exhibit space.

Exhibit Fees

Exhibit fees are as described below.

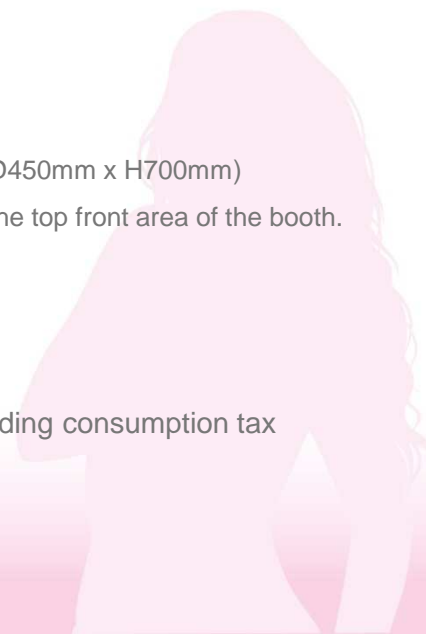
| | |
|----------------------------|--------------------------|
| 3m x 3m (9m ²) | ¥525,000 (including tax) |
| 3m x 2m (6m ²) | ¥420,000 (including tax) |
| 2m x 2m (4m ²) | ¥315,000 (including tax) |

·Included items

- Punched floor carpet, one swing light, one folding table with two legs (W1800mm x D450mm x H700mm)
- Parapet/company name board: We will arrange for a styrene panel to be placed on the top front area of the booth.
If you would like to include your logo, please provide output data.
Signboard size: W900mm x H300mm (All four-color data)
(For exhibitors using multiple units of exhibit space, W1800mm x H300mm)

·Electrical construction

- ¥10,000 per 1kW (¥8,000 for construction plus ¥2,000 for electricity use), excluding consumption tax





Key Points for Exhibitors

Paying Exhibit Fees

PINK TOKYO office (operating company: Gmarketing) will issue invoices. Please remit payment to the specified bank account.

Bank transfer fees are the responsibility of the party remitting payment.

The payment deadline is January 9, 2014 (Thu).

Checks/promissory notes will not be accepted as payment.

Changing or Cancelling Exhibit Plans

Any changes or cancellations to units of space you have already applied for must be requested in writing (including e-mail). Changes or cancellations made after the payment deadline has passed will be subject to a cancellation fee. The cancellation fee for cancellations made after the payment deadline (January 9, 2014) and until January 26, 2014 shall be 50% of the charge for the number of units of exhibit space applied for. No refunds shall be provided for cancellations made on or after January 27, 2014. If we are unable to confirm receipt of payment by January 13, 2014, your application will be cancelled.

Shape and Number of Units of Exhibit Space

Booths shall be square or rectangular in shape, not irregularly shaped or curved. Booths in the special area are not subject to this limitation, however, and are subject to mutual consultation. When applying, please take into consideration the amount of space that will be required for visitor queuing, viewing, and changing.

Deciding Booth Location

The main sponsor shall decide on booth location and hall layout based on the number of units of exhibition space, number of exhibitors and exhibition content. A drawing may be held depending on the number of units of exhibition space, number of exhibitors and exhibition content.

Exhibitor Briefing Session

Scheduled for December 16, 2013, location to be determined (Japan Only)

Logo Specifications

Exhibitors who want to use the PINK TOKYO logo are to apply to the PINK TOKYO office, explaining how the logo is to be used.

Shipping Exhibition Items

Any items for display or distribution shipped to the venue are to arrive on the morning of February 27, 2014, the day before PINK TOKYO is held. Please indicate your booth number and name when shipping. Please understand that party sending the items bears responsibility for confirming receipt.





Exhibitor Agreement

1. Compliance with the Agreement

The exhibitor agrees to comply with this exhibitor agreement and the items contained in the Convention Overview and Exhibition Manual provided by the sponsor. If the sponsor determines that the exhibitor has violated these conditions, the sponsor may at any time reject their exhibit application, cancel their exhibit, order the partial or entire change or retraction of their booth or exhibited items, and the exhibitor agrees to obey to such orders.

Also, under such circumstances the sponsor shall not refund any exhibit fees already paid by the exhibitor, nor shall the sponsor bear any of the costs associated with cancelling the exhibit or for retracting or making changes to the booth or exhibited items or decorations.

2. Exhibition Credentials

The sponsor shall determine whether companies or individuals hold exhibition credentials that meet the exhibit standards of this trade show.

The sponsor shall have the right to conduct an exhibit screening to determine whether exhibit standards are met and whether the exhibit applicant meets exhibit standards. This trade show shall be open only to exhibitors that the sponsor has permitted to exhibit.

3. Exhibit Application and Payment of Exhibit Fees

3-1. A formal application for this trade show shall be deemed to have taken place once the sponsor receives the required documents, including the Exhibition Application Document specified by the sponsor.

3-2. After submitting the exhibit application, the exhibitor shall, as indicated in the invoice provided, remit payment to the bank account specified by the sponsor, paying the indicated exhibit fee in the specified manner by the deadline specified. If the exhibit fee specified in the invoice is not remitted to the sponsor by the indicated deadline, the sponsor has the right to cancel the application.

4. Changes or Cancellations to Exhibit

4-1. If the exhibitor cancels all or part of their exhibit after submitting the exhibit application, the exhibitor shall submit to the sponsor documents indicating such change and shall pay to the sponsor a cancellation fee as provided in 4-2.

4-2. Cancellation fee

◆ After the payment deadline the sponsor has specified and up to January 26, 2014:
50% of the fee for the units of exhibit space applied for

◆ On or after January 27, 2014: 100% of the fee for the units of exhibit space applied for

4-3. Even after formal receipt of an event application, the sponsor has the right to cancel an exhibitor's exhibit if the sponsor determines that the exhibitor is in violation of this exhibitor agreement.

5. Allocation of Exhibit Space

5-1. The sponsor shall allocate booth locations and shapes, determining each exhibitor's exhibition space following additional procedures, and exhibitors shall abide by these decisions.

5-2. The exhibitor may not change, transfer, or lend all or any part of its exhibit space to another exhibitor for any purpose whatsoever.

5-3. In the event that an exhibit application is cancelled, the sponsor shall have the right to change the overall booth layout, and exhibitors shall abide by these revised instructions.

6. Document Submission

After the exhibit application has been formally received, the exhibitor shall submit all the documentation required by the sponsor by the designated deadline. If the exhibitor fails to meet this deadline, the exhibit applicant accepts that the sponsor may not be able to screen their exhibit application.





Exhibitor Agreement

7. Exhibit-Related Compliance Items

7-1. The exhibitor shall exhibit products and services for which notification has previously been provided to the sponsor.

The exhibitor shall not exhibit products or services of any related or affiliated company or Group or any collaborating company or organization.

7-2. In the event of changes to items indicated in the Exhibit Application Document, the exhibitor shall promptly notify the sponsor in writing of such changes.

7-3. The exhibitor shall comply with the installation, removal and display methods specified in the sponsor-provided Exhibitor Manual and Exhibition Documents with regard to decorations and exhibited items.

7-4. The exhibitor shall not use hallways, locations other than exhibition spaces or shared spaces for exhibit, advertising or sales purposes.

7-5. The exhibitor shall not perform theatrics or other activities that emit strong lights, heat, odors or loud noises, thereby inconveniencing others, nor may the exhibitor perform any other activity that obstructs adjoining exhibitions. In the event that the sponsor determines an exhibitor has performed an activity that inconveniences or obstructs others, the sponsor may order the exhibitor to stop or change such activities, and the exhibitor must obey that order.

7-6. The exhibitor shall comply with all fire prevention and other safety regulations and government ordinances that apply to the trade show venue.

7-7. In the event that the sponsor determines that the exhibitor has performed an activity (including but not limited to aggressive sales, solicitation, abuse, business interference or activities deemed to be of this nature) that inconveniences visitors, other exhibitors or nearby residents either during or after the trade show, the sponsor has the right to stop the exhibit, and the exhibitor must obey that order.

7-8. The exhibitor shall bear any expenses or obligations arising through any negotiations, agreements or other relations between exhibitors and visitors or other third parties either during or after the trade show. In no case shall the sponsor be held in any way responsible.

However, redress shall be sought in the event that an illegal act occurs.

8. Responsibilities

8-1. The exhibitor accepts that the sponsor shall bear absolutely no responsibility for any damages incurred for any reason by the exhibitor or the exhibitor's employees or related parties.

8-2. The exhibitor shall promptly make reparations for any damages caused within the trade show or to surrounding buildings or facilities due to negligence on the part of the exhibitor or the exhibitor's employees, related parties or agents.

8-3. The sponsor may cancel or discontinue the trade show as the result of a natural disaster, earth movement or other *force majeure*. However, the sponsor shall not provide any compensation for damages to exhibitors or related parties incurred in the event that this trade show is cancelled or discontinued.

8-4. The sponsor shall not provide any compensation for damages incurred by the exhibitor or related parties due to reasons not attributable to the sponsor, such as natural disaster, delays in means of transportation and social unrest.

8-5. The exhibitor guarantees that no legal infringement shall occur in relation to their exhibition at this trade show. In the event that a legal infringement does occur and the sponsor incurs damage as a result, the exhibitor shall compensate the sponsor for such damage.

9. Handling of Personal Information

9-1. In the event the exhibitor obtains Personal Information (defined as the same manner as in the Personal Information Protection Act) through their exhibit, the exhibitor shall handle such personal information in a manner that complies with the Personal Information Protection Act and related legislation, as well as the personal information policy provided separately to the exhibitor and other pertinent legislation.

9-2. In the event of any dispute arising with regard to Personal Information acquired, managed or employed by the exhibitor in the course of the exhibition, the exhibitor shall bear all expenses and responsibilities related to the resolution of such dispute, and the sponsor shall bear no responsibility whatsoever.



The PINK TOKYO 2014 office (PT2014) recognizes maintaining the privacy of customers' personal information to be of paramount importance. When handling personal information, we protect personal information protection, act in accordance with applicable laws and regulations, and respect social mores. We shall ensure that all related parties are fully aware of this responsibility and behave accordingly.

Handling of Personal Information

1. Compliance

When handling personal information (defined as information that enables the identification of individuals; the same applies below), PT2014 shall comply with laws, regulations and ordinances concerning the protection of personal information protection, as well as with this policy.

2. Scope of Use

PT2014 shall use personal information only for purposes to which the individual has consented and that are legally permitted, and information shall be handled only as necessary in line with the defined scope of use.

3. Acquisition of Personal Information

When acquiring personal information, PT2014 shall endeavor to inform the provider of the information about the purpose of use and scope of user cooperation, clarify with the inquiry desk the need for this information and obtain the provider's consent as to its use. PT2014 may document or record the content of inquiries.

4. Safety Management Measures

PT2014 shall endeavor to ensure that the personal information it holds is accurate and up to date within the scope of intended use, and shall have in place safety management measures that are up to current technical standards to prevent unauthorized access, leaks, falsification, loss or damage.

5. Supervision of Subcontractors

PT2014 may entrust the handling of the personal information it holds to third parties to perform activities within the intended scope of use. In such instances, PT2014 shall select third parties that are confirmed as maintaining adequate security levels and shall supervise these third parties appropriately.

6. Provision to Third Parties

PT2014 may not provide personal information to third parties without the individual's consent, except as legally provided.

Inquiries: PINK TOKYO office info@pink-tokyo.jp





Exhibitor Application/ Registration Form

Deadline: 5pm on November 25 (Mon.)

Note: To be completed after confirming the exhibition requirements. Please contact info@pink-tokyo.jp with any queries.

Exhibitor Information

| | |
|----------------------|--|
| Company/Organization | |
| Postal code | |
| Address | |
| Contact person | |
| Department | |
| Phone number | |
| Fax number | |
| E-mail | |
| URL | |

Applicant Information (Contact for Secretariat)

| | |
|----------------------|--|
| Company/Organization | |
| Postal code | |
| Address | |
| Building | |
| Contact person | |
| Department | |
| Phone number | |
| Fax number | |
| E-mail | |
| URL | |



Exhibitor Application/ Registration Form

Deadline: 5pm on November 25 (Mon.)

Note: To be completed after confirming the exhibition requirements. Please contact info@pink-tokyo.jp with any queries.

Party to Receive Invoice

| | |
|----------------------|--|
| Company/Organization | |
| Postal code | |
| Address | |
| Name | |
| Telephone number | |
| Fax number | |
| E-mail | |

Exhibitor Information

| Exhibit area | Product area | Content area | Multi area | Special area (outdoors) |
|---|--------------|--|------------|-------------------------|
| Units of exhibit space | | | | |
| Content of exhibit (Please provide details.) | | | | |
| Items exhibited (Please provide details.) | | | | |
| Cooperative exhibit | Yes / No | If "yes," please indicate the name of the company or organization. | | |
| | | | | |
| Sampling | Yes / No | If "yes," please provide details. | | |
| | | | | |
| Sales in booth | Yes / No | If "yes," please provide details. | | |
| | | | | |
| Other | | | | |



Exhibitor Application/ Registration Form

Handling of Personal Information

1. This organization complies with laws and regulations with respect to the personal information that this organization handles (hereinafter, "Personal Information") and handles Personal Information appropriately.
2. This organization shall not use Personal Information related to the exhibiting company for any purpose other than for the running of this event, nor shall this organization show or provide such information to third parties.
Notwithstanding, such conditions shall not apply in the following cases.
 - (1) If this organization provides such information to subcontractors for the purpose of producing or running this event
 - (2) If Personal Information is provided to a company approved in advance by the exhibiting company
 - (3) for the transmission of information by e-mail / communication by telephone with exhibitors making inquiries
 - (4) Other cases in which the submission of Personal Information is legally required
 - (5) Other cases to which the exhibitor has consented
3. In the event that information is provided to subcontractors or to other parties to which the exhibiting company has consented, this organization shall require that such parties manage Personal Information appropriately and to the same level as this organization itself.
4. In the event that exhibiting company wishes to review or revise its own Personal Information, this organization shall respond to such request promptly and within the scope of rationality.
5. This organization shall have in place safety management measures deemed necessary to prevent fraudulent access to an exhibiting company's information.
6. This organization shall be permitted to accumulate and analyze the characteristics of an exhibiting company's Personal Information and to use and process such information for purposes such as the development of new services, provided that such information is processed in a manner that prevents individuals from being recognized or identified (hereinafter, "Statistical Materials").
Furthermore, this organization shall be permitted to provide Statistical Materials to business partners for operational purposes.

I agree to the handling of Personal Information.

I agree to comply with the exhibition agreement, in accordance with the key points for exhibitors.

