



Exhibitor Manual

Date: February 28, 2014 (Fri.) to March 2, 2014 (Sun.)
Location: Differ Ariake

Sponsor: PINK TOKYO Promotion Committee



1. Convention Overview

Energizing Japan through the Power of the Adult/"Sexy" Industry

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!

■ Name: PINK TOKYO "ENJOY YOUR SEXY LIFE"

■ Location: Differ Ariake
1-3-5 Ariake, Koto-ku, Tokyo 135-0063
Telephone: +81-3-5500-3731



■ 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)

■ Collaborator: Gmarketing. Inc.

■ Secretariat: PINK TOKYO Office
9F Koyo Bldg., 2-2 Sakuragi-cho, Naka-ku,
Yokohama, Kanagawa 231-0062
e-mail: info@Pink-Tokyo.jp



2. Loading In/Out Schedule

Loading In/Out Schedule

	7:00	8:00	9:00	10:00	11:00	12:00	13:00	14:00	15:00	16:00	17:00	18:00	19:00	20:00	21:00	22:00	
Feb. 27 (Thu.) Load-in	Sponsor construction								Exhibitor load-in 14:00–22:00 (All out of venue by 22:00)								
Feb. 28 (Fri.) Day 1		Venue open, prep. 8:00–10:00	Business/press day 10:00–17:00								Open to general public 17:00–20:00			Prep. 20:00–22:00			
Mar. 1 (Sat.) Day 2		Venue open, prep. 8:00–10:00	Open to general public 10:00–20:00										Prep. 20:00–22:00				
Mar. 2 (Sun.) Day 3 Load-out		Venue open, prep. 8:00–10:00	Open to general public 10:00–17:00								Exhibitor Load-out, shipping prep. 17:00–22:00 (All out of venue by 22:00)						

■ If sending items via a parcel delivery service

Parcel delivery services can deliver items to the booth (no exhibitor or vehicle license required). Using the label format below, please fill in the blanks for exhibitor name and booth number. You must be at the booth to receive any delivered items when they arrive. Please understand that nobody from the secretariat will stand by to receive deliveries in your stead.

<<Label to fill in for parcel delivery service>>

Differ Ariake
1-3-5 Ariake, Koto-ku, Tokyo 135-0063
TEL: 03-5500-3731
PINK TOKYO
Exhibitor name: XXX
Booth number: XXX
Contact person: XXX
Contact phone number: XXX (mobile, etc.)

■ Load-in/load-out timing, handling of trash during the show

Each exhibitor is responsible for handling their own trash, including any packaging materials from load-in/load-out, materials left over from booth decoration, and trash generated in the booth during the show. **You will be charged in the event that any materials from your booth require load-out or disposal.** You are also responsible for companies that conduct activities on your behalf.

■ No load-in/load-out or vehicle movement during the show

While the trade show is underway, in principle no vehicles are to be used for load-in/load-out. If you need to use a vehicle during the event, please use paid parking lots nearby.



3. Basic Booth

Concept



- Wooden system panels (covered with white cloth) are used.
- The exhibitor bears the cost for any decorations other than those provided for the basic booth. Exhibitors can ask for the entire booth to be decorated. Please inquire if you are interested.
- Decorations are subject to limitations imposed by the venue configuration, fire safety law and other regulations. If you require any unusual decorations, please submit a construction plan ahead of time.
- You are not allowed to make holes in the system panels, pillars or floors.

Basic Booth, Included Items

- Punched floor carpet
- One folding table with two legs (W1800mm x D450mm x H700mm)
- One swing light
- Two chairs
- Parapet/company name board

Your name will be attached to a styrene panel above the top of the booth.

If you wish to specify a logo, please provide output data.

Sign size: W900 x H300mm (all four-color data)

Note: For exhibitors with multiple units of space, the sign will measure W1800 x H300mm.

Electrical

¥10,000 per 1kW

(¥8,000 for construction plus

¥2,000 for electricity use)

Note: Excludes consumption tax

Other

- Items may be sold.
- No food or drinks may be sold. Sampling needs to be discussed.
Note: Food/drink sampling may be allowed, depending on provision method.
- Handling of personal information
Note: Personal Information Protection Law applies
- The secretariat will determine booth location based on the type of exhibit.



4. Booth Decoration

Height Limitations and Setback

Neither the booth nor any constructed items may exceed 2.7 meters in height.

Floor Construction Prohibited

You are not allowed to drill into the floor of the event hall or insert concrete nails, dry bit nails or make any other sort of holes. Also, no anchor bolts may be inserted into the floor for exhibits or decorations.

Ceiling/Second-Floor Construction Prohibited

No ceiling construction or placement of two-story equipment is allowed in the event venue.

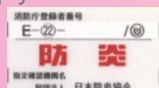
Carpet

Please use weak double-sided tape to fasten carpet within the booth. Do not use bolts or other fastenings to hold down the carpet.

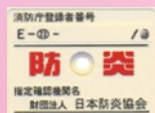
Flameproofing

- All plywood or fiberboard used in special decorations, as well as any extending flags, banners, artificial flowers, cloth, paper and another flammable items must employ flameproofing and have an attached label indicating their flameproofing method; otherwise, they may not be used.
- Flameproofed paper and other surface-attached items can be considered to fall in the same category as flameproof plywood, but thick cloth, corrugated paper and some other materials attached with tacks or screws are not considered to be in this category, so another type of flameproofing is needed.
- Foamed polystyrene and other petroleum products, as well as urethane and other chemical fibers that flameproofing liquid cannot penetrate may not be used.
- Prior to the event, the local fire department will conduct a strict check of the premises. Take adequate caution; if any material that is not flameproofed is discovered at that time, the fire department may order its removal and disposal.
- The following flameproof labels are shown to indicate the flameproofing method used.

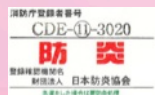
<Flameproof
plywood>



<Flameproof carpet>



<Flameproof cloth>





5. Points of Caution for Construction

Wall Surface Installation Requirement

During booth construction, please be sure to construct walls for adjoining areas. You are not allowed to use the back sides of walls of adjoining booths.

Removal of Basic Decorations Prohibited

You are not allowed to remove the basic decorations that the sponsor has provided.

Disposal of Leftover Materials

Exhibitors are to remove, at their own responsibility and expense, any remaining display items, unused materials or trash resulting from construction, operation or load-out.

No Smoking during Construction

No smoking is allowed in the exhibit venue during load-in/load-out or during the event, except in designated smoking areas. In some cases, smoking areas may be outside the venue. Please use only designated smoking areas.

Stock Room

You are requested to store any packaging or other materials within your booth or take them away with you. Exhibitors who wish to use the joint stock room should inquire beforehand.

Damage to Venue Equipment Prohibited

Please exercise due caution to prevent damage to venue facilities and other exhibitors' decorations and displays during construction or when transporting materials. In the event that damage is incurred, you will be required to restore the damaged area to its original state, regardless of circumstances.



5. Points of Caution for Construction

No Construction during Event

You are not allowed to change display equipment or decorations while the event is underway.

Use of Fire Extinguisher Equipment

Do not cover fire extinguishers, indoor fire hydrants, sprinklers, automated fire notification equipment, emergency buzzers, evacuation lights or similar with decorations. Also, do not place displays, structures or other items that may be damaged in the way of such equipment.

Compliance with Provisions












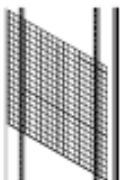





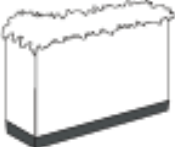


In the event of nonconformance with regulations or incomplete decoration, exhibitors may be ordered to revise, desist use of or remove structures, so please exercise due caution during planning and design. Neither the sponsor nor any related public officials bear any responsibility for damages, additional costs or any other insufficiencies that may result.



6. Rental Items and Electrical Equipment

Rental Items

Note: Indicated prices exclude consumption tax.

<p>1 Change wall surface color</p>  <p>1 space unit ¥20,000</p>	<p>2 Reception counter</p>  <p>W900 x D450 x H800 ¥6,800</p>	<p>3 Meeting table</p>  <p>W1800 x D450 x H700 ¥4,000</p>	<p>4 Small desk</p>  <p>W750 x D750 x H685 ¥5,800</p>
<p>5 Square table</p>  <p>W450 x D450 x H600 ¥3,800</p>	<p>6 Round table</p>  <p>φ750 x H750 ¥5,200</p>	<p>7 Box counter</p>  <p>W600 x D450 x H600 ¥6,500</p>	<p>8 Folding chair</p>  <p>¥640</p>
<p>9 Meeting set</p>  <p>¥12,000</p>	<p>10 High chair</p>  <p>¥3,200</p>	<p>11 Stacking chair</p>  <p>¥2,400</p>	<p>12 Mesh panel</p>  <p>W900 x H900 ¥4,800</p>
<p>13 Catalog stand</p>  <p>¥4,800</p>	<p>14 Panel stand</p>  <p>¥2,000</p>	<p>15 Book stand</p>  <p>¥1,600</p>	<p>16 Wastebasket</p>  <p>¥2,400</p>
<p>17 Business card box</p>  <p>¥1,600</p>	<p>18 Plant box</p>  <p>¥12,000</p>	<p>19 Leafy plant</p>  <p>(Large) ¥3,800 (Medium) ¥3,000 (Small) ¥2,500</p>	<p>20 White cloth</p>  <p>¥1,200</p>



6. Rental Items and Electrical Equipment

Rental Items

Note: Indicated prices exclude consumption tax.

21 Plasma display



40-inch ¥85,000

22 DVD player



¥15,000

23 Projector



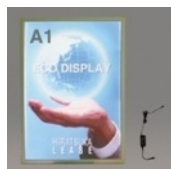
2400-lumen ¥100,000

24 Island case



¥24,000

25 LED panel



¥40,000

26 Banner stand



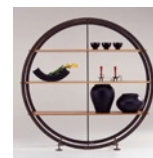
¥25,000

27 Design shelf (1)



¥40,000

28 Design shelf (2)



¥50,400

29 System rack



¥36,000

30 System counter



¥36,000

31 Design chair



¥80,000

32 Stool



¥3,200

33 System shelf



W1000 x D300
¥3,000

34 Display stand



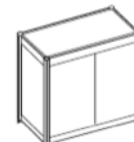
W500 x D500 x H900
¥10,000

35 System counter (with shelf)



W1000 x D500 x H900
¥12,000

36 Display stand (with door)



W1000 x D500 x H900
¥14,000

Rental electrical equipment (Please fill in Application Document 2)

37 Spot light



100W ¥3,500

38 Arm spot light



100W ¥3,500

39 Fluorescent light



40W ¥3,400

40 Outlet



100V/500W ¥3,500
100V/1000W ¥4,000



7. Punch Carpet

Punch Carpet Color Samples

Note: Please fill in Application Document 1 (no charge)

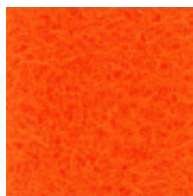
1. Red



2. Pink



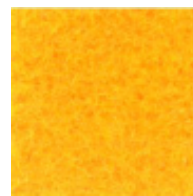
3. Orange



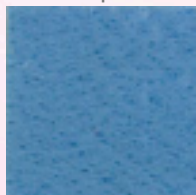
4. Lemon



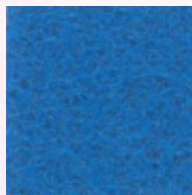
5. Gold



6. Aqua



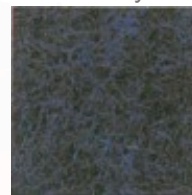
7. Blue



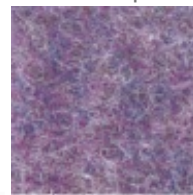
8. Dark blue



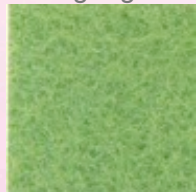
9. Navy



10. Purple



11. Light green



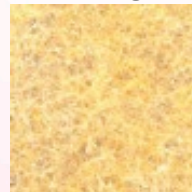
12. Yellow-green



13. Dark green



14. Beige



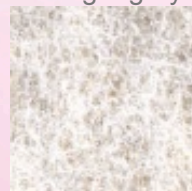
15. Caramel



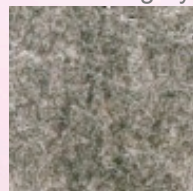
16. Brown



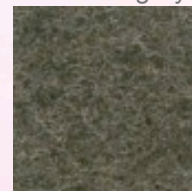
17. Light gray



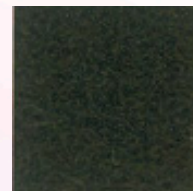
18. Marble gray



19. Dark gray



20. Black



Wall Surface Color Samples

Note: Please fill in Application Document 3 (additional charge)

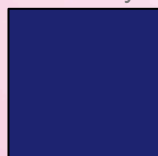
1. Gray



2. Black



3. Navy



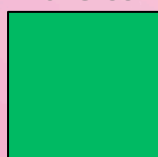
4. Blue



5. Aqua



6. Green



7. Yellow-green



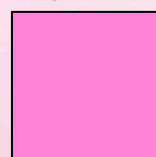
8. Red



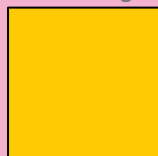
9. Bordeaux



10. Pink



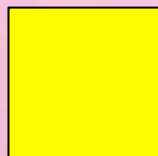
11. Orange



12. Cream



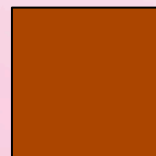
13. Yellow



14. Purple



15. Brown





8. Application Documents

PINK TOKYO	Application Document No. 1	Submission Deadline: January 17 (Fri.)	
[To Be Submitted by All Exhibitors]			
Decoration/Construction Company, Company Name Plate, Punch Carpet			
Date:			
Exhibitor Name		Booth No.	
Address			
Department		Contact Person	Signature
TEL		FAX	
E-mail			
<p>■ Exhibitors are to complete this section to indicate the company decorating their booth</p>			
Construction Company		Contact Person	
Address			
TEL		FAX	
<p>Note: If you are planning to do the decorations yourself, you must provide a floor plan.</p>			
<p>■ In firm, dark text, indicate the name to be included on your company name plate.</p>			
<p>■ What color of punch carpet do you select?</p>			
<p>■ Notes</p>			
Submit to:		Mr. Tazaki, PINK TOKYO Office e-mail info@Pink-Tokyo.jp	



8. Application Documents

PINK TOKYO	Application Document No. 2	Submission Deadline: January 17 (Fri.)
------------	----------------------------	---

[To Be Submitted by All Exhibitors]

Application for Electrical Construction

Exhibitor			Booth No.	
Address				
Department		Contact Person	Signature	
TEL		FAX		
E-mail				

■ Exhibitors are to complete this section to indicate what electrical construction they require.

Primary Trunk Line	Secretariat		
Secondary Electrical Construction	<input type="checkbox"/> Secretariat <input type="checkbox"/> Will not use electricity <input type="checkbox"/> We will arrange for construction. (Indicate company performing construction.)		
Company Performing Secondary Construction		Contact Person	
Address			

■ Apply here for booth electrical wiring construction or use of leased lighting equipment.

No.	Leased Lighting Equipment	Unit Price (Ex. Tax)	Units	Subtotal
37	Spot light (100W)	¥3,500		¥
38	Arm spot (100W)	¥3,500		¥
39	Fluorescent (40W)	¥3,400		¥
40-A	Outlet (500W/100V)	¥3,500		¥
41-B	Outlet (1000W/100V)	¥4,000		¥
Subtotal				¥
Grand total (including tax)				¥

■ Apply here for additional electrical supply. (Trunk line applications are in units of 1kW.)

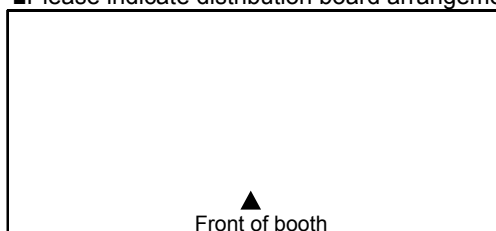
Supply Requirement	Unit Cost (Excluding Tax)	Additional (kW)	Subtotal
100V power	¥15,000	kW	¥
200V power	¥15,000	kW	¥
Subtotal			¥
Grand total (including tax)			¥

Note: Up to 1.5kW per exhibitor is provided free of charge by the secretariat.

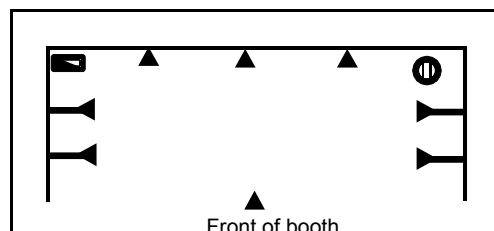
The indicated prices are for the duration of the trade show. (Consumption taxes are charged separately.)
 Payment is due **prior to the start of the show**. Please remit payment into the bank account indicated in the invoice that you will be sent. (The remitter is asked to bear any bank transfer fees.)
 Please contact us with any additional queries.

■ Please indicate distribution board arrangement.

Example



- ▲ Spot light
- └─┘ Arm spot light
- ⊙ Outlet
- Distribution board



Submit to:

Mr. Tazaki, PINK TOKYO Office
 e-mail info@Pink-Tokyo.jp



8. Application Documents

PINK TOKYO	Application Document No. 3	Submission Deadline: January 17 (Fri.)
[To Be Submitted by Exhibitors as Needed]		

Application for Rental Items

Date:

Exhibitor		Booth No.	
Address			
Department	Contact Person	Signature	
TEL	FAX		

■ Indicate the numbers and prices of the items you require.

No.	Item	Unit Price (Ex. Tax)	Units	Subtotal
1	Change wall surface color (1 space unit)	¥20,000		
2	Reception counter W900 x D450 x H800	¥6,800		
3	Meeting W1800 x D450 x H700	¥4,000		
4	Small desk W750 x D750 x H685	¥5,800		
5	Square table W450 x D450 x H600	¥3,800		
6	Round table φ750 x H750	¥5,200		
7	Box counter (with key) W600 x D450 x H600	¥6,500		
8	Folding chair	¥640		
9	Meeting set	¥12,000		
10	High chair SH600	¥3,200		
11	Stacking chair	¥2,400		
12	Mesh panel W900 x H900	¥4,800		
13	Catalog stand (A1 size, 10 shelves)	¥4,800		
14	Panel stand	¥2,000		
15	Book stand	¥1,600		
16	Wastebasket	¥2,400		
17	Business card box	¥1,600		
18	Plant box	¥12,000		
19-A	Leafy plant (large)	¥3,800		
19-B	Leafy plant (medium)	¥3,000		
19-C	Leafy plant (small)	¥2,500		
20	White cloth	¥1,200		
21	Plasma display (40-inch)	¥85,000		
22	DVD player	¥15,000		
23	Projector	¥100,000		
24	Island case	¥24,000		
25	LED panel	¥40,000		
26	Banner stand	¥25,000		
27	Design shelf (1)	¥40,000		
28	Design shelf (2)	¥50,400		
29	System rack	¥36,000		
30	System counter	¥36,000		
31	Design chair	¥80,000		
32	Stool	¥3,200		
33	System shelf W1000 x D300	¥3,000		
34	Display stand W500 x D500 x H900	¥10,000		
35	System counter (with shelf) W1000 x D500 x H900	¥12,000		
36	Display stand (with door) W1000 x D500 x H900	¥14,000		
Subtotal				¥
Grand total (including tax)				¥

The indicated prices are for the duration of the trade show. (Consumption taxes are charged separately.)
 Payment is due **prior to the start of the show**. Please remit payment into the bank account indicated in the invoice that you will be sent. (The remitter is asked to bear any bank transfer fees.)
 Please contact us with any additional queries.

Submit to:

Mr. Tazaki, PINK TOKYO Office
 e-mail info@Pink-Tokyo.jp