

Exhibit Guidelines

1. Exhibit Space Fee (Special rate fee overseas exhibitors only.)

Japanese Yen 312,120 per booth
1 Unit Booth · 9sqm. (3m(w)×3m(d)×2.7m(h))
(8% Japanese consumption tax are included)

2. Corner booth reservation

When applying for exhibition space, corner booths can be reserved for an additional fee.
Japanese Yen 54,000 (including tax)
· The above mentioned fee applies regardless of the number of booths.
· If an application is made for four or more booths, then in principle, at least one corner booth will be allocated. Without the above mentioned fee.
· If the type of booth is not specified in the application, arrangements will be made based on the number of booths, order of application, etc.

3. Application Deadline

February 29, Mon., 2016 (Applications will be closed prior to the deadline once all booths are booked.)

4. Application to Exhibit

Please complete the attached exhibition application form and send it to the following address: GPEC Show Management Office (Within ATEX Co., Ltd.)
4F, Daido Seimei Kasumigaseki Bldg., 1-4-2, Kasumigaseki, Chiyoda-ku, Tokyo 100-0013, Japan
E-mail: ofc@gpec.jp

5. Withholding or Rejection of Application

In case the show management office judges the exhibit inappropriate for this exhibition, the show management office may withhold or revoke the application.

6. Payment of Exhibit Space Fee

After the approval of the contents of the application form, the show management office will send you an invoice. Please pay your exhibit space fee by **March 31, Thu., 2016**
Japanese yen cash remittance only.
Bank charges must be paid by applicants. Chargeable JPY 5,000 for each bank remittance.

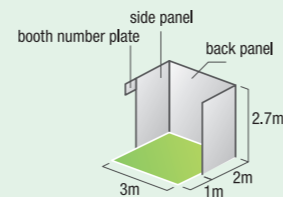
7. Cancellation

Once an application is accepted no withdrawal is allowed as a general rule. If the show management office deems it legitimate, however, application may be withdrawn with payment of prescribed cancellation charge.

Date of Cancellation (in writing)	Cancellation Charge
Before March 31, Thu., 2016	50% of Total Exhibit Space Fee
After April 1, Fri., 2016	100% of Total Exhibit Space Fee

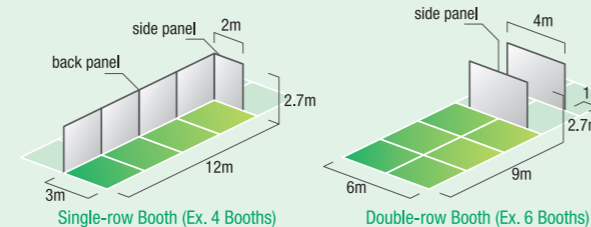
8. Basic Booth

A basic booth is shown on the right. The show management office will provide a back panel, side panels and booth number plate.
Carpet will not be provided for booths.
Panels will not be provided for Island booths.
One of the side panels will not be provided for corner booths.



9. Booth Type are available

Three booth types (Refer to application form):
- Single-row booths, double-row-booths, (applicable for 4 booths or more),
Island booths (applicable for 12 booths or more (scheduled))



10. Booth Allotment

The Organizer and show management office decides booth allocation taking into consideration the exhibits, number of booths and demonstration plans, etc.

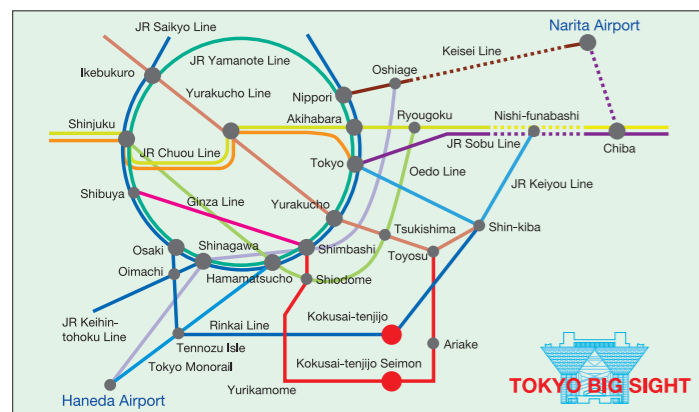
11. Not Included in the Exhibit Fee:

- Booth decoration and operation expenses.
- Installation and usage of telephone and utilities.
- Official guidebook advertising fee.
- Damage insurance for the exhibits, etc.
- Expense for injuries arising during exhibition or while transporting equipment.
- Renovating exhibits and decorations, etc., required by regulations and exhibition rules.
- Other expenses not included in the basic booth.

12. Other Rules

Other details and regulations will be explained in the Exhibitors' Manual which will be sent to applicants later.

Access



RINKAI LINE approx. 7-minutes' walk from Kokusai-tenjiyo Station

Osaki Sta.(JR) 13 mins. Kokusai-tenjiyo Sta. 5 mins. Shin-kiba Sta.(JR,Subway)

YURIKAMOME approx. 3-minutes' walk from Kokusai-tenjiyo-Station

Shimbashi Sta.(JR,Subways) 22 mins. Kokusai-tenjiyo Seimon Sta. 8 mins. Toyosu Sta.(Subway)

BUS

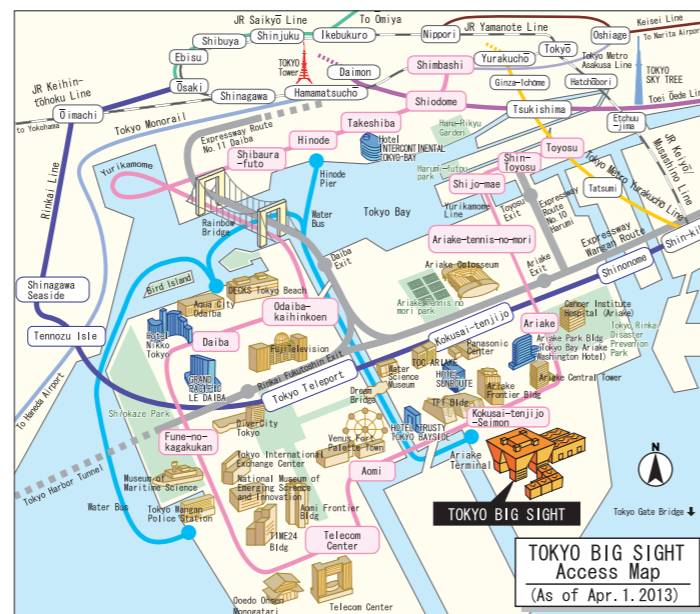
Tokyo Sta.(Yaesu Exit,Marunouchi South Exit,JR) about 40 mins. Tokyo Big Sight
Monzen-Nakacho Sta.(Subway) about 30 mins. Tokyo Big Sight
Hamamatsucho Sta.(JR,Monorail) about 40 mins. Tokyo Big Sight

AIRPORT BUS (Limousine Bus · Keihin Kyuko Bus)

Haneda Airport about 25 mins. Tokyo Big Sight (Limousine Bus, Keihin Kyuko Bus)
Narita Airport about 60 mins. Washington Hotel Tokyo Bay Ariake - Tokyo Big Sight

EXPRESS BUS (Keihin Kyuko Bus)

Yokohama Sta.(East Exit,JR) about 50 mins. Tokyo Big Sight (Keihin Kyuko Bus)



Tokyo Big Sight East Exhibition Hall

3-10-1 Ariake, Koto-ku, Tokyo 135-0063, JAPAN
Tel: +81-3-5530-1111

For exhibit applications and further information, please contact:

GPEC Show Management Office Within ATEX Co., Ltd.

4F, Daido Seimei Kasumigaseki Bldg., 1-4-2, Kasumigaseki, Chiyoda-ku, Tokyo 100-0013, JAPAN
E-Mail: ofc@gpec.jp Tel: +81-3-3503-7703 Fax: +81-3-3503-7620

www.gpec.jp

Exhibition Guide

Bring Together Global Wisdom in Tokyo!

– For Increasing the Agricultural Market in Japan –

Greenhouse Horticulture & Plant Factory Exhibition / Conference

July 27 Wed. ▶ 29 Fri., 2016 10:00 - 17:00

Tokyo Big Sight, East Hall

www.gpec.jp/english

Organizer: **Japan Greenhouse Horticulture Association**

Sponsors: Ministry of Agriculture, Forestry and Fisheries / Minister of Economy, Trade and Industry / Central Union of Agricultural Co-operatives / National Federation of Agricultural Cooperative Associations / National Chamber of Agriculture / National Agricultural Insurance Association / The Norinchukin Bank / Japan Finance Corporation (Expected)

Co-Organizer: ATEX Co., Ltd.

Greenhouse Horticulture & Plant Factory Exhibition / Conference is...

A trade show specializing in greenhouse and horticulture and plant factory technologies.

Business opportunity that comes **ONCE every 2 years!**

Show Outline

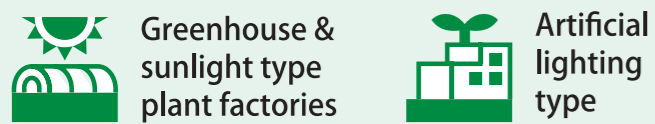
Show period: July 27 Wed. to 29 Fri., 2016 10:00-17:00
Venue: Tokyo Big Sight, East Hall
Organizer: Japan Greenhouse Horticulture Association
Co-Organizer: ATEX Co., Ltd.
Exhibition scale: 230 companies *expected
Admission Fee: Japanese Yen 1,000
*Consumption tax included, Bearers of the invitation ticket and advanced registration are not charged.
Number of visitors: 40,000 professionals *expected

Schedule

Feb. 29, 2016 :	Application deadline
Mar. 31, 2016 :	Payment deadline for exhibit space fee
Late Apr., 2016 :	Distribution of the Exhibitor's Manual and Floor Plan
Jul. 25-26 :	Installation
July 27-29 :	GPEC 2016 in TOKYO BIG SIGHT

Exhibits Category

Main units for facilities



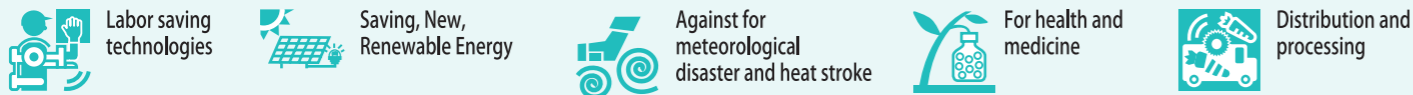
Incidental facilities, equipment



Equipment and materials for production control



SPECIAL FEATURE



Others



Sub-Menu

Exhibitors' Presentation

A special stage will be set up in the hall for various presentations such as the introduction of services or new products. You can make strong appeal to the audience! It will be easy to plan tour programs that you will lead visitors to the exhibition booths after the seminar ends.

Date : Jul. 27-29
 Fee : Japanese Yen 54,000 per 30 min (including tax)
 Seating capacity : 100 persons *expected

Guidebook Advertising

The official guidebook will be handed to the visitors free of charge. It contains information of the exhibits, seminars and events of GPEC2016.

Advertising Fee

Type	Color	Fee (including tax)
Back Cover	4	JPY 291,600
Inside Front Cover	4	JPY 270,000
Inside Front Cover Opposite	4	JPY 248,400
Inside Back Cover	4	JPY 248,400
Inside Back Cover Opposite	4	JPY 226,800
Inside Pages	1	JPY 86,400

Final advertising material needs to be submitted Jul. 1st, 2016.
 Advertising Size : 297mm x 210mm
 Please submit your advert in finished form, at the correct size and ready to go to the printer.
 We accept adverts in either of the following formats :
 * An .eps or .pdf file with all images (including logos) embedded, and fonts converted to outline.



This is to invite you to exhibit at GPEC

We are happy to announce you the start of application for GPEC2016 which is the only trade show in Japan specializing in "greenhouse" and "plant factory" technologies.

GPEC will give you 3 merits below:

- GPEC will be your perfect opportunities to meet Japanese agricultural producers and organization** gathering throughout the country. You can hear the needs and impression on your products from Japanese users.
- GPEC will be useful to find reliable Business Partners.** The manufacturers, distributors, and retailers visit GPEC to look for something new. You can find your sales agents or tie-up partners in Japan.
- GPEC will give you the latest information of the government and trend of the industry.** The exhibition is organized by the Japan Greenhouse Horticulture Association, an organization administered by the Ministry of Agriculture, Forestry and Fisheries. Therefore, a tie-up with organizations related to greenhouse horticulture and plant factories in Japan will be realized through this show.

The Japanese Agriculture market will increase more and more because it is supported by the Japanese Government. We are hoping that as many exhibitors as possible will join us at GPEC, access to big potential Asian Markets as well as Japanese market. It is our aim that this occasion will be an ideal place for exchange between exhibitors and visitors. We sincerely ask you to exhibit your products and technologies at GPEC.

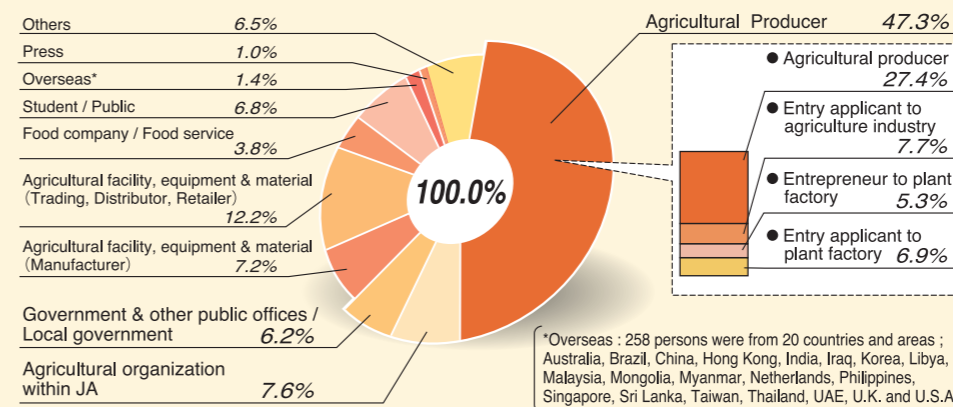
Target Visitors

- Agricultural Producers / Entry applicant (Corporations, Individuals)
- Owners of plant factory / Entry applicants for plant factory
- Agricultural organizations
- Government & other public offices / Local governments
- Agriculture-related manufacturers
- Agriculture-related trading and other companies (Agricultural material companies, etc.)
- Food manufacturers / Food-service companies
- Distribution-related companies
- Students / Others

Statistics of GPEC2014

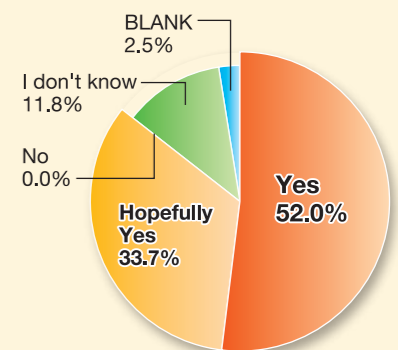
• Period : July 23 Wed. - 25 Fri., 2014
 • Venue : Tokyo Big Sight, East Hall 4 (8,670 m²)
 • Exhibitors : 191 *including Co-exhibitors
 • Number of Visitors : 38,421 professionals

Visitor Categories Breakdown



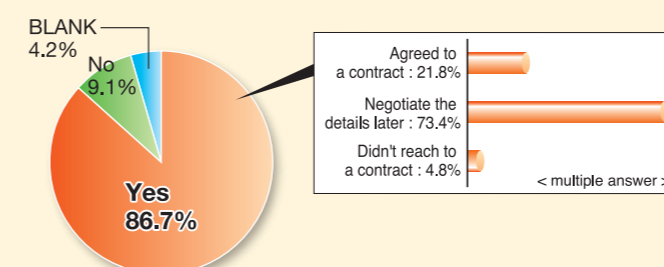
Visitors' Reaction

Would you like to visit the next GPEC?



Exhibitors' Reaction

Did you have any business talks with visitors?



Did you have any business talks or information exchange with other exhibitors?

