



Organizer / Society of Automotive Engineers of Japan, Inc.  
Exposition Management Coordinator / Taiseisha Ltd.

#### Eligible applicants

- Startup companies founded within the last ten years
- University researchers, academic venture businesses, educational institutions, etc.

2025 NAGOYA Package Plan

# Startup and Academia Pack

*Welcome!  
Start-up Company!  
Academic lab!*

We are on the hunt for  
new technologies.


How about giving your new ideas wider exposure?



**人とくるまのテクノロジー展 2025 NAGOYA**  
Automotive Engineering Exposition 2025 NAGOYA

**7/16<sup>WED</sup> 17<sup>THU</sup> 18<sup>FRI</sup>**  
Aichi Sky Expo

**7/9<sup>WED</sup> - 30<sup>WED</sup>**  
ONLINE STAGE 2



# Welcome! Start-up Company! Academic lab!

## Outline

Organizer Society of Automotive Engineers of Japan, Inc.

### AUTOMOTIVE ENGINEERING EXPOSITION 2025 NAGOYA

Dates Wed., July 16 - Fri., July 18, 2025  
10:00 - 17:00

Venue Aichi Sky Expo (Aichi International Exhibition Center)  
Exhibition space: 20,000 m<sup>2</sup>

Exposition scale Over 350 exhibitors/800 booths (expected)

Registrations Over 30,000 visitors (expected)

Entrance fee Admission free (all visitors must pre-register)

Likely attendees Engineers, researchers, and related people from automakers, parts suppliers, body makers, and manufacturers of measurement instrumentation, information software, and so on/ educational staff and students from universities, schools of technology, and technical high schools/ researchers, engineers, and related people from research institutes

### AUTOMOTIVE ENGINEERING EXPOSITION 2025 ONLINE STAGE 2

Dates Opening Wed., July 9 - Wed., July 30, 2025

Venue Online Exposition Website



## Procedure from submitting an exhibition application to finalizing participation

- ▼ Submission of exhibition application via the official website
- ▼ Application checked by the exposition Administrator
- ▼ Notification of acceptance from the exposition Administrator
- ▼ Participation finalized
- ▼ Exhibition preparation

\*This plan is designed to support startup companies and university research labs.

Applications may be rejected if the Administrator judges that an applicant does not fulfill these criteria.

\*Applications under this plan may be closed without prior notice.

## Procedure from exhibition preparation to the opening of the exposition

<b>March</b>	<b>12</b> <small>[Wed.]</small>	ONLINE STAGE 2: Explanatory meeting for exhibitors (release of on-demand video)
	<b>26</b> <small>[Wed.]</small>	NAGOYA exposition: Explanatory meeting for exhibitors (release of on-demand video) ONLINE STAGE 2: Uploading of documents to exhibitor pages scheduled to start Optional items and equipment rental: applications open
<b>April</b>		
<b>May</b>	<b>End of month</b>	Scheduled date for shipping of items to exhibitors (Direct Mail, exhibitor badge folders, carry in / removal work vehicle passes, etc.) Optional items and equipment rental: application deadline
<b>June</b>	<b>10</b> <small>[Tue.]</small>	Presentation stage document submission deadline
<b>July</b>	<b>9</b> <small>[Wed.]</small>	AUTOMOTIVE ENGINEERING EXPOSITION 2025 ONLINE STAGE 2 Opening
	<b>14</b> <small>[Mon.]</small>	AUTOMOTIVE ENGINEERING EXPOSITION 2025 NAGOYA: Set up day 1
	<b>15</b> <small>[Tue.]</small>	Set up day 2
	<b>16</b> <small>[Wed.]</small>	AUTOMOTIVE ENGINEERING EXPOSITION 2025 NAGOYA: Day 1
	<b>17</b> <small>[Thu.]</small>	Day 2
	<b>18</b> <small>[Fri.]</small>	Final day, disassembly and removal
	<b>30</b> <small>[Wed.]</small>	AUTOMOTIVE ENGINEERING EXPOSITION 2025 ONLINE STAGE 2 Closes

### Exhibition fee payment

Payment deadline for exhibition fees

**Friday, May 30, 2025**

The Exposition Management Coordinator will send the invoice for the exhibition fees after issuing an electronic invoice. Please transfer the exhibition fees to the designated bank by the payment deadline. Fees will only be accepted by bank transfer. You are responsible for any bank transfer fees that occur.

Deadline	Cancellation fee
February 22, 2025 (Sat) – March 3, 2025 (Tue)	50% of exhibition fees
March 26, 2025 (Wed) onwards	100% of exhibition fees

The exposition Administrator must be notified in writing before an exhibitor withdraws from the exposition or reduces the floor area of its booth. The cancellation/change fees shown on the right shall occur based on the Exhibitors' Agreement.

Are you trying to deal with challenges like these?

A lack of opportunities to showcase research to industry



Finding partners in product development



Looking for assessments of your developments from industry



Minimal budget for exhibitions



Solve your problems with an all-in-one package plan.

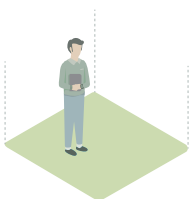
[Uniform price for both JSAE corporate members and Non-members]

# Startup and Academia Pack

Normal price: equivalent to **¥530,200** (including tax)\*

discounted to **¥187,000** (including tax)

Exhibition space



Booth and fittings



Greater attention.

Dedicated exhibition zone



Technology PR.

Presentation stage



Pre-exposition publicity.

Online exposition

ECONOMY PLAN



\* Example of normal exhibition cost: [Single booth space: ¥330,000] + [Unit system booth: ¥145,200] + [Online Economy Plan: ¥55,000] = Total equivalent to ¥530,200 (price for JSAE corporate members)

# What is the exclusive Presentation stage in the Start-Ups and Academia Pack?



Promote your technologies and research results through a short 20-minute presentation.



▲ Photograph of 2024 presentation stage  
The presentations were standing room only.



Free of charge

1 slot: 20 minutes

Every year, the presentation stage is extremely well received by exhibitors and visitors alike.

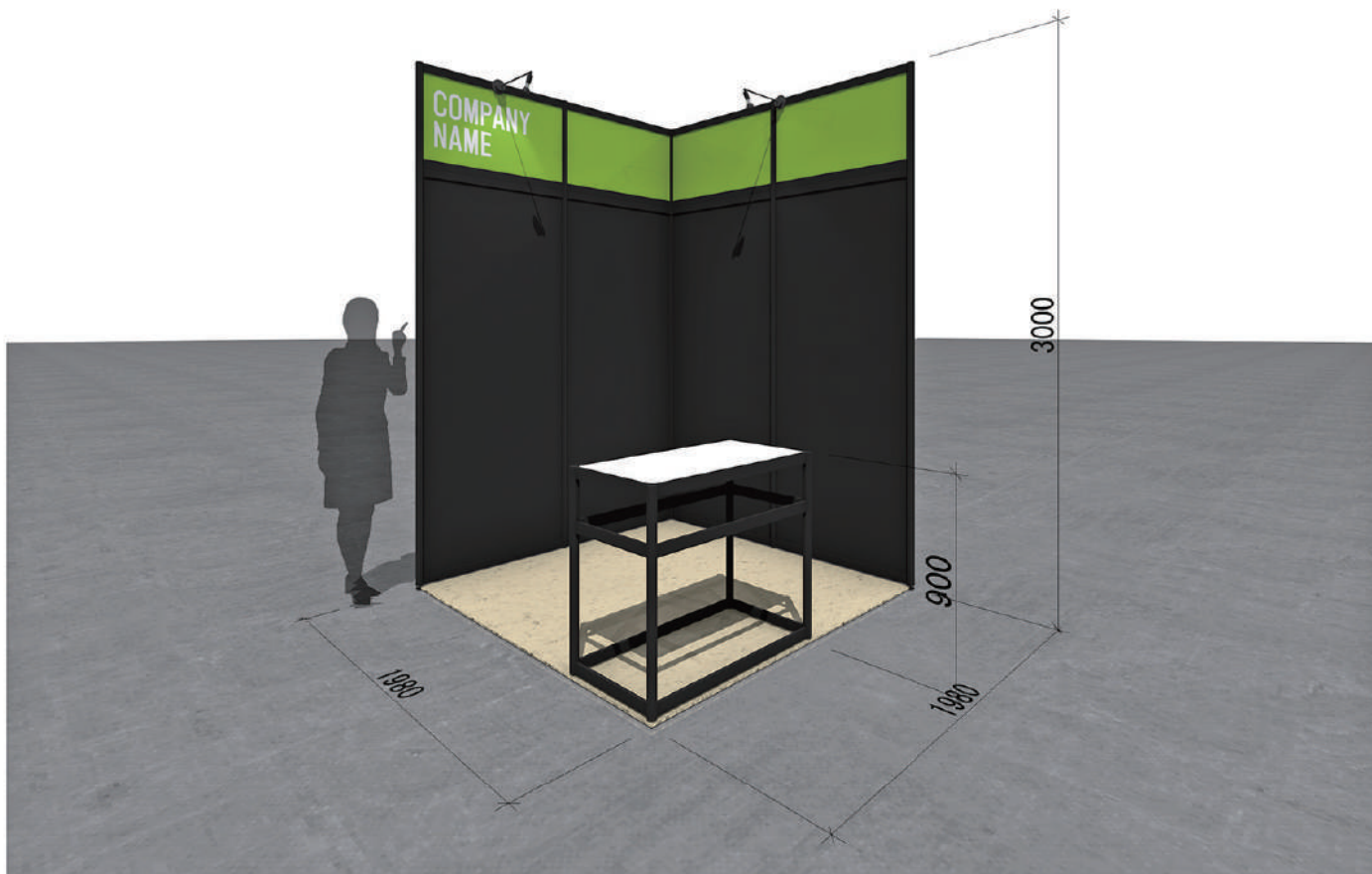
This exclusive feature in the Start-Ups and Academia Pack is the ideal chance to make new connections.





# Startup and Academia Pack

## Details of basic booth configuration



# Startup and Academia Pack

[Uniform Price for JSAE corporate members and Non-members]

1 booth W1980×D1980×H3000mm

¥187,000  
(including tax)

### ◆Exhibition booth

- Simple partition walls + partial color sheeting
- Needle punch carpet
- Spotlights × 2
- Exhibitor name board × 1
- Exhibition stand (W990×D495×H900mm) × 1
- Primary electricity supply / usage costs included
- Double electricity outlet (500 W) × 1

### ◆Presentation stage

- 1 slot: 20 minutes

### ◆Online exposition

#### ◇ECONOMY PLAN

- Category area banner [exhibitor name only]
- In-person exposition booth introduction
- Inquiry form

## Reference: Photographs from previous exposition (2024)



# Startup and Academia Pack

## Details of online exposition **ECONOMY PLAN**



### Online exposition : List of exhibitors page

- Category area banner [exhibitor name only]

### Exhibitor pages

- In-person exposition booth introduction
- Inquiry form

**UPGRADE**

### Online exposition plan upgrades

\\ We want to exhibit even more content. \\

\\ We want to double down on pre-exposition publicity. \\

In this case, you can upgrade your online exposition plan for an additional fee.

	JSAE corporate member price	Non-member price
Upgrade to <b>LIGHT PLAN</b>	+ ¥165,000	+ ¥165,000
Upgrade to <b>STANDARD PLAN</b>	+ ¥330,000	+ ¥385,000
Upgrade to <b>PREMIUM PLAN</b>	+ ¥588,500	+ ¥643,500

(including tax)

Please see the following information for the details of each plan.

[https://aee.expo-info.jsae.or.jp/pdf/AEE2025O\\_PriceList.pdf](https://aee.expo-info.jsae.or.jp/pdf/AEE2025O_PriceList.pdf)



# Startup and Academia Pack

## FAQ: Notes and restrictions about exhibits

### Is it possible to change the color sheeting of the partition walls, the carpeting, or the exhibitor name board (font, etc.)?

Since these items are part of an all-in-one package plan, it is not possible to change the color sheeting of the partition walls, the carpeting, or the font used on the exhibitor name board for different exhibitors.

### Can we order or bring in additional presentation panels to be hung on the partition walls?

Additional panels may be hung in the black areas on the partition walls. Extra panels may be ordered as an option for an additional fee. You may also bring in your own panels. However, all presentation panels and the like must be attached by hanging from the partition chains or by using double-sided tape. Only fabric double-sided tape may be used. Please note that exhibitors will be charged extra if sheets or tape adhesive residue is left on the partition walls.

### Is the exhibition stand fixed? Can it be moved or additional stands used?

The exhibition stand is not fixed. It can be placed in any position providing it remains inside the booth. If an exhibitor wishes to move the stand, the exhibitor must make sure it remains inside the booth.

### Can we remove anything we don't need from the booth configuration set?

The exhibition stand can be removed from the booth configuration set. In this case, please contact the exposition Administrator in advance. Please note that removing items from the booth configuration set will not result in a reduction in the package cost.

### Are ladders available for rent?

Ladders may be borrowed for an additional fee during either the set-up or removal days. To rent a ladder, please contact the Construction Office ([hito-kuruma2025nagoya@murayama.co.jp](mailto:hito-kuruma2025nagoya@murayama.co.jp)).

# PRESENTATION STAGE

## Startup and Academia Pack Details of presentation stage



An exclusive presentation stage is available for use as part of the Start-Ups and Academia Pack.

Take the opportunity to make presentations (maximum 20 minutes) that communicate any technical information that cannot be fully described at your exhibition booth or on the exhibitor information pages.

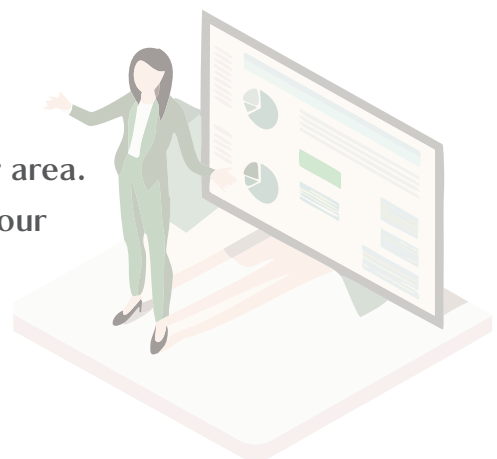


\* Illustration of presentation stage layout

### **1 slot: 20 minutes (including Q&A)**

The presentation stage is located in the local exhibitor area. Sign up for a presentation slot every day to promote your technologies and research results directly to visitors.

Audience data will be delivered by the exposition administrator to each exhibitor at a later date.





## Startup and Academia Pack

# FAQ: Notes and restrictions about the presentation stage

### Is use of the presentation stage compulsory?

The presentation stage is included in the Pack, but it is not compulsory.  
Please consider using the stage as a good opportunity to communicate information to visitors.

### May we hand out printed materials to accompany the presentation?

Pre-prepared materials may be handed out to the audience.  
Each exhibitor is responsible for handing out their own materials.

### When will the presentation schedule be finalized? Can we make requests about the time and date of presentation?

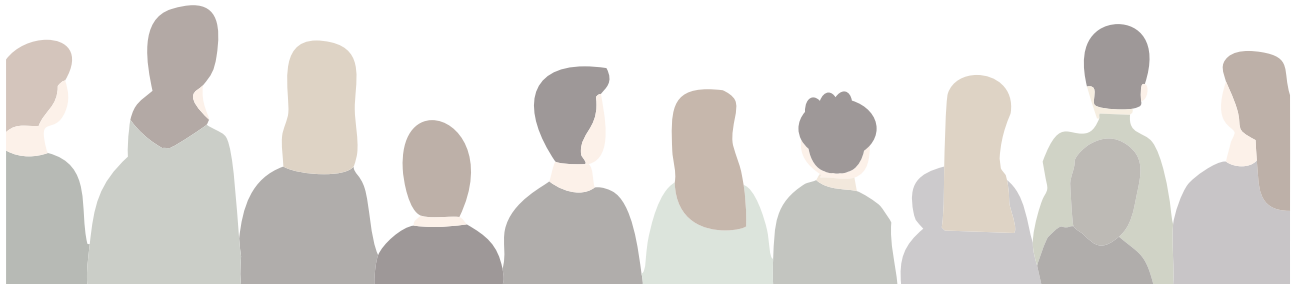
The presentation schedule is due to be finalized at the beginning of June.  
However, requests about the time and date of presentations will not be accepted. Thank you for your understanding.

### Will audience data be collected and provided?

The exposition Administrator will use a QR code reader to obtain audience data in person, which will be delivered in Excel format at a later date.

### Can we receive extra presentation slots?

Since the presentation slots are limited, we will send out a notification about additional available slots once the participants have been finalized.



## Presentation materials



**Submission deadline : Tuesday, June 10**

**Data format :** PowerPoint data [aspect ratio = 16 : 9]

**Submit to :**  [exhib-expo@taiseisha.co.jp](mailto:exhib-expo@taiseisha.co.jp)

Submit the presentation materials by email to the exposition Administrator.

Applications for items on the option menu will be accepted from Wednesday, March 26 via the personal exhibitor pages.

## Equipment rental

Application deadline: Friday, May 30

(including tax)

<p><b>L1</b> Meeting Set</p>  <p>¥13,970</p>	<p><b>L2</b> Sofa Set</p>  <p>¥16,500</p>	<p><b>L3</b> High Counter Set</p>  <p>¥20,900</p>	<p><b>L4</b> High Counter</p>  <p>White Black</p> <p>600φ×H1,000</p> <p>¥9,460</p>
<p><b>L5</b> Information Counter</p>  <p>W900×D450×H930</p> <p>¥13,970</p>	<p><b>L6</b> Folding Chair</p>  <p>¥825</p>	<p><b>L7</b> Café Chair</p>  <p>A Red B Navy Blue C Beige</p> <p>¥4,895</p>	<p><b>L8</b> Counter Chair</p>  <p>¥4,895</p>
<p><b>L9</b> Business Card Holder</p>  <p>¥2,090</p>	<p><b>L10</b> Catalogue Stand A</p>  <p>A4x6-stage/ A4x12-stage/ B4x12-stage</p> <p>¥7,590</p>	<p><b>L11</b> Catalogue Stand B</p>  <p>A4x4-stage</p> <p>¥16,940</p>	<p><b>L12</b> Pole Partition</p>  <p>Pole Chain</p> <p>¥1,650 ¥330/m</p>
<p><b>L13</b> Glass showcase</p>  <p>W1,500×D600×H920</p> <p>¥22,000</p>	<p><b>L14*</b></p> <p>LED Light Panel</p> <p>A1 ¥27,500</p> <p>A2 ¥22,000</p> <p>A3 ¥16,500</p> <p>Graphic Film</p> <p>A1 ¥16,500</p> <p>A2 ¥14,850</p> <p>A3 ¥10,780</p>	<p><b>L15</b> Panel Stand</p>  <p>¥7,590</p>	<p><b>L16</b> Easel</p>  <p>¥6,600</p>
<p><b>L17</b> White Cloth</p>  <p>W1,400×L2,400</p> <p>¥1,650</p>	<p><b>L18</b> Table</p>  <p>W1,800/1,500/1,200/900×D600</p> <p>W1,800/1,500×D450</p> <p>[H700]</p> <p>¥4,950</p>	<p><b>L19*</b> Rental Plant</p>  <p>A B</p> <p>¥2,750 ¥6,160</p>	<p><b>L20</b> Steel Rack</p>  <p>W900×D450×H1,800</p> <p>¥8,470</p>

\*All items must be placed inside the exhibitor's booth.

\* Electric outlets and the like are not included with items L13 and L14. Please fill in the Application for Light Fixtures and Power Supply.

\* Materials may be prepared for item L14 for an additional fee.

\* Separate transportation costs apply for item L19 (rental pot plants).

\* Depending on availability, an additional transportation fee may be charged for items ordered during the preparation period or the exposition.


Equipment rental

OPTION MENU

## AV Equipment

Application deadline: Friday, May 30

(including tax)

<p><b>1</b> LCD Display</p>  <p>32 inches ¥85,800</p>	<p><b>2</b> LCD Display</p>  <p>42 inches ¥93,500</p>	<p><b>3</b> LCD Display</p>  <p>50 inches ¥118,470</p>	<p><b>4</b> LCD Display</p>  <p>60 inches ¥140,800</p>
<p><b>5</b> Monitor Floor Stand</p>  <p>A: For 37-46 inches ¥14,300</p> <p>B: 60 inches ¥16,500</p>	<p><b>6</b> DVD Player</p>  <p>¥13,200</p>	<p><b>7</b> Digital Signage Player</p>  <p>¥19,800</p>	

\*All items must be placed inside the exhibitor's booth.

- \* Although these monitors are intended to be placed on a flat desk surface, they may also be installed on a stand or attached to a partition wall. To attach a monitor to a partition wall, please contact the Construction Office of Murayama Inc. to arrange the installation work.
- \* This equipment can be attached to PCs or the like via an HDMI port.
- \* Laptops and other equipment are also available for leasing. Please inquire for details.
- \* Electric outlets and the like are not included. Please fill in the Application for Light Fixtures and Power Supply.
- \* A separate signage player will be required when outputting via a USB.
- \* These monitors can play the following video data formats directly: MP4, WMV, and MOV (please supply the USB memory). Please note that some data formats are not supported. In this case, a separate signage player will be required.

## Preparation of presentation panels

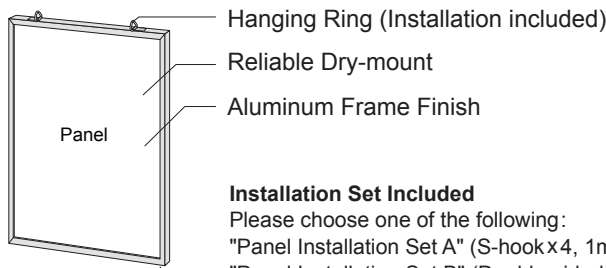
Application deadline: Friday, May 30

These are an important tool for communicating information about exhibitors and their activities to visitors in an easy-to-understand format based on explanations of the exhibits.

The Construction Office provides a smooth and seamless service covering consultation, preparation, and set-up.

### [Complete ready-to-print data is provided by exhibitor]

- Size (see chart at right)
- Finished in Aluminum Frame (includes hanging rings)
- Dry-mount (Oil-based ink or laminated finish)



A1-size	¥21,780
A2-size	¥17,050
B1-size	¥27,500
B2-size	¥19,800

(including tax)

\* Custom sizes also available.

### [Preparation based on new panel design data]

Data delivery deadline: Friday, June 13

- Basic Design Fee: **¥18,700** (including tax) per panel  
\* Graph Production, Photo Editing, Data Conversion, etc.
- Please contact us regarding new illustration production, etc.

\* Exhibitors may take home the prepared panels after the end of the exposition. In this case, a separate packaging fee will be charged. Please inquire about this service before the set-up period. Murayama Inc. does not have the capacity to store any panels.

\*All items must be placed inside the exhibitor's booth.





Automotive Engineering Exposition 2025 special pack application website

[https://aee.expo-info.jsae.or.jp/ja/nagoya/call\\_for\\_exhibitors/](https://aee.expo-info.jsae.or.jp/ja/nagoya/call_for_exhibitors/)

#### ATTENTION ▲

This exhibition guidance only applies to the Start-Ups and Academia Pack.

Exhibitors are expected to confirm the Exhibitor's Agreement before submitting an application, as well as the explanatory videos and Exhibitor's Manual that are released once participation in the expositions is finalized for the basic rules, precautions, prohibited actions, and the like covering the expositions.

#### Inquiries about rental equipment and the like

✉ [exhib-expo@taiseisha.co.jp](mailto:exhib-expo@taiseisha.co.jp)

⋮ **【Exposition Management Coordinator】**  
⋮ Taiseisha Ltd.  
⋮ Shintomi Mihama Bldg., 6F, 1-15-3 Shintomi,  
⋮ Chuo-ku, Tokyo 104-0041 Japan

#### Inquiries about rental equipment and the like

✉ [hito-kuruma2025nagoya@murayama.co.jp](mailto:hito-kuruma2025nagoya@murayama.co.jp)

⋮ **【Construction Office】**  
⋮ Murayama Inc.  
⋮ Toyosu Foresia, 3-2-24, Toyosu, Koto-ku, Tokyo