



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

Eligible applicants

- New exhibitors for the Automotive Engineering Exposition NAGOYA.
- Companies that have not exhibited at the Nagoya Exhibition from 2022 to 2024.

2025 NAGOYA Package Plan

Trial Pack

*Returning exhibitors!
New exhibitors!*

The Trial Pack is ideal for first-time or returning exhibitors.
Take a step into the future with
the Automotive Engineering Exposition in Nagoya.



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

7/16_{WED} 17_{THU} 18_{FRI}
Aichi Sky Expo

7/9_{WED} - 30_{WED}
ONLINE STAGE 2



Returning exhibitors! New exhibitors!



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 m²

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



Are you trying to deal with challenges like these?

First-time exhibitor with no experience of the processes



Exhibited in the past and thinking about making a comeback



Potential exhibitors with a minimal budget for exhibition fees and booth fittings



First-time exhibitor looking to size up your technologies at a low cost



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

[price for JSAE corporate members]

The Trial Pack is the ideal solution.

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

discounted to **¥352,000~** (including tax)

* 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

This Trial package plan includes

Exhibition space and **a unit system booth!**



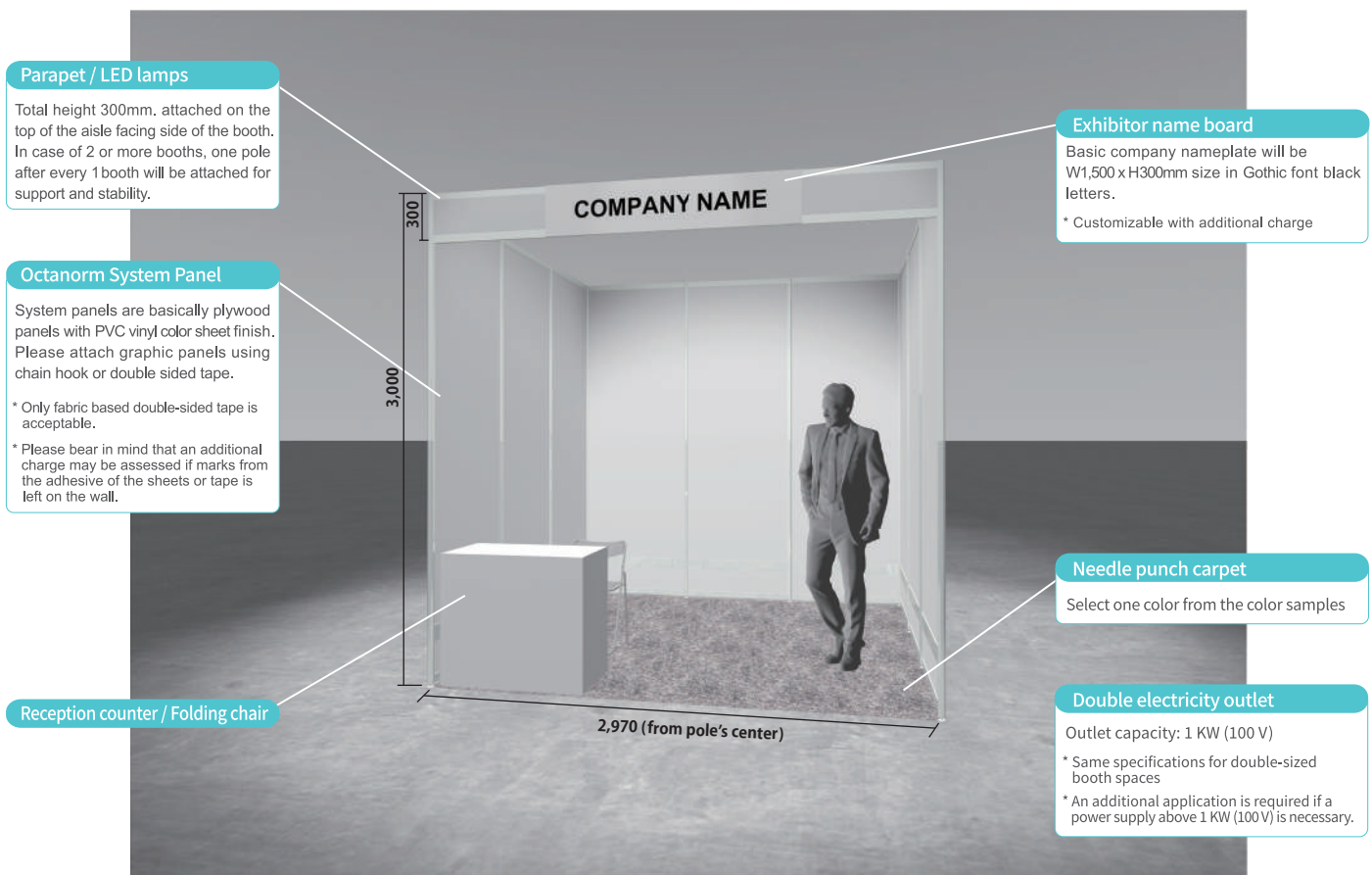
- Enjoy a simple and straightforward exhibition experience with booth decorations included in the package.
- Reduce your exhibition fees and realize more efficient PR.
- Carry in your exhibits the day before opening → The exhibition booth is ready for use the very next day.
- Use the Online Plan part of the package to publicize your exhibition in advance.

Eligible applicants

- New exhibitors for the Automotive Engineering Exposition NAGOYA.
- Companies that have not exhibited at the Nagoya Exhibition from 2022 to 2024.

Trial Pack

Details of basic booth configuration and auxiliary items



1 booth W2,970 × D2,970 × H3,000 (mm) 2 booths W5,940 × D2,970 × H3,000 (mm)

Trial Pack

Exhibition booth

- Built-in partition panels (back and sides)
- Built-in parapet
- Needle punch carpet
- LED lamps × 2 (double-sized booths: 4 lamps)
- Double electricity outlet (1 KW) × 1
- Exhibitor name board × 1
- Reception counter × 1
- Folding chair × 1

Online exposition

[ECONOMY PLAN]

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

◎symbol: Fixed number of auxiliary items provided for all sizes of booth.

The maximum application is a double-sized booth space.

JSAE corporate member price

1 booth **¥ 352,000** (including tax)

2 booths **¥ 704,000** (including tax)

Non-member price

1 booth **¥ 462,000** (including tax)

2 booths **¥ 924,000** (including tax)

* JSAE Corporate members: Members that have paid the annual membership fee of the Society of Automotive Engineers of Japan, Inc. (¥11,000) × 10 memberships = ¥110,000 (minimum of 10 membership fees).
The special corporate member's price only applies to corporate memberships valid on the date that the exhibition is held. Applications for new members should be submitted to the Exposition Office (Taiseisha Ltd.).

Trial Pack

Examples of optional item customization

The following images show examples of how the items in the package can be customized with items from the option menu.



Fee breakdown

	Item	Unit price	Volume	(including tax) Amount
Basic configuration	Trial Pack (JSAE corporate member)	@352,000	1	352,000
Option	Exhibition stand	@11,000	1	11,000
Option	A1 panels (part of installation set)	@21,780	3	65,340
Option	Spot lights	@3,850	3	11,550

Fee total : ¥ 439,890
(including tax)



Fee breakdown

	Item	Unit price	Volume	(including tax) Amount
Basic configuration	Trial Pack (JSAE corporate member)	@352,000	1	352,000
Option	Exhibition stand	@11,000	3	33,000
Option	A1 panels (part of installation set)	@21,780	3	65,340
Option	Spot lights	@3,850	3	11,550
Option	Built-in panel	@8,250	1	8,250
Option	Partition wall color	@12,100	10	121,000
Option	42-inch monitor	@93,500	1	93,500

Fee total : ¥ 684,640
(including tax)

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 LIGHT PLAN	+ ¥ 165,000	+ ¥ 165,000
Upgrade to STANDARD PLAN	+ ¥ 330,000	+ ¥ 385,000
Upgrade to PREMIUM PLAN	+ ¥ 588,500	+ ¥ 643,500

(including tax)

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

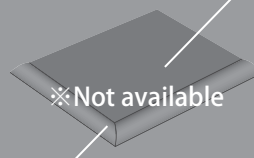
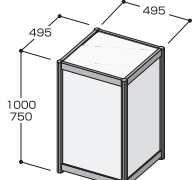
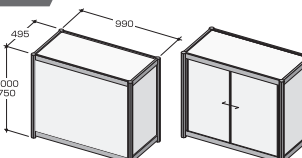
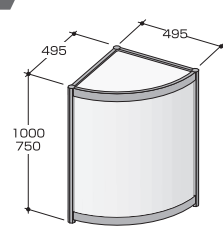
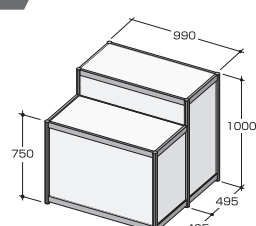
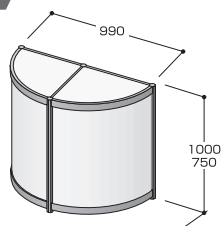
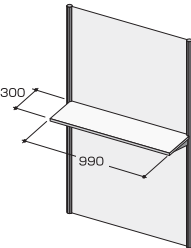
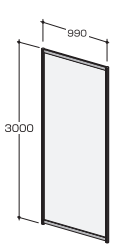
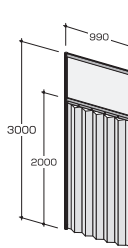
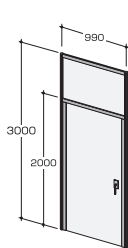
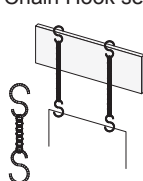
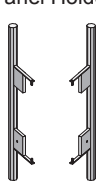
https://aee.expo-info.jsae.or.jp/pdf/AEE2025O_PriceList.pdf



Optional Furnishing List

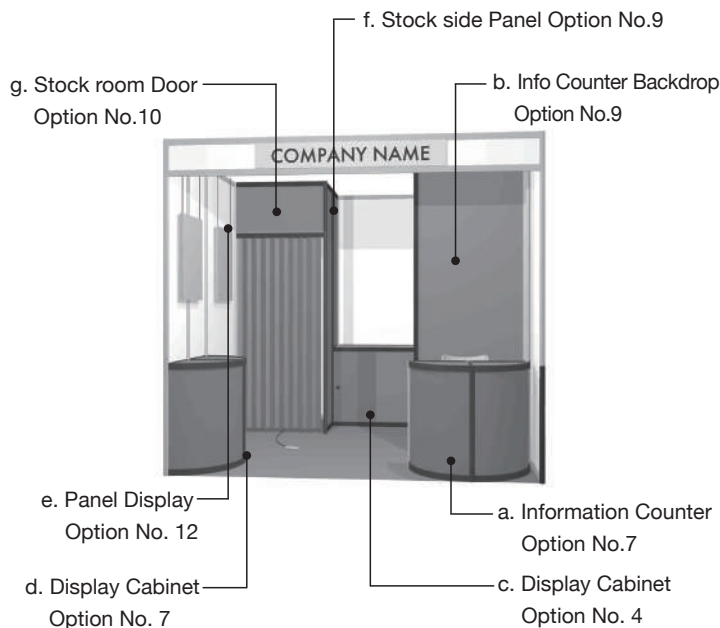
Application deadline: Friday, May 30

(including tax)

<p>1 Punch Needle Carpet (with edges)</p>  <p>※ Not available</p> <p>* Refer to page 80 for color catalogue</p> <p>¥30,250 / 1Booth</p>	<p>2 Wall Panel Color</p> <p>Changing Wall Panel color using PVC Vinyl sheet</p> <p>* Refer to page 10 for color catalogue. * A separate quotation will be sent later. Cost will change depending upon the volume.</p> <p>¥12,100 / 1Pce.</p>	<p>3 Display Cabinet</p>  <p>¥7,700</p>	<p>4 Display Cabinet</p>  <p>Display Cabinet With sliding doors</p> <p>¥11,000 ¥15,400</p>
<p>5 Display Cabinet</p>  <p>¥12,100</p>	<p>6 Display Cabinet</p>  <p>¥22,000</p>	<p>7 Display Cabinet</p>  <p>¥23,100</p>	<p>8 Display Shelf</p>  <p>¥3,300</p>
<p>9 System Wall Panel</p>  <p>¥8,250</p>	<p>10 Folding Door</p>  <p>¥17,600</p>	<p>11 Swing Door</p>  <p>¥23,100</p>	<p>12 Chain Hook set</p>  <p>¥550</p> <p>13 Panel Holder</p>  <p>¥1,100</p>

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

Image: using optional furniture items



System panels are basically plywood panels with PVC vinyl color sheet finish.

Please attach graphic panels using chain hook or double sided tape.

* Only fabric based double-sided tape is acceptable.

* Please bear in mind that an additional charge may be assessed if marks from the adhesive of the sheets or tape is left on the wall.

Equipment rental

Application deadline: Friday, May 30

(including tax)

<p>L1 Meeting Set</p>  <p>¥13,970</p>	<p>L2 Sofa Set</p>  <p>¥16,500</p>	<p>L3 High Counter Set</p>  <p>¥20,900</p>	<p>L4 High Counter</p>  <p>White Black</p> <p>600φ×H1,000</p> <p>¥9,460</p>
<p>L5 Information Counter</p>  <p>W900×D450×H930</p> <p>¥13,970</p>	<p>L6 Folding Chair</p>  <p>¥825</p>	<p>L7 Café Chair</p>  <p>A Red B Navy Blue C Beige</p> <p>¥4,895</p>	<p>L8 Counter Chair</p>  <p>¥4,895</p>
<p>L9 Business Card Holder</p>  <p>¥2,090</p>	<p>L10 Catalogue Stand A</p>  <p>A4x6-stage/ A4×12-stage/ B4×12-stage</p> <p>¥7,590</p>	<p>L11 Catalogue Stand B</p>  <p>A4x4-stage</p> <p>¥16,940</p>	<p>L12 Pole Partition</p>  <p>Pole Chain</p> <p>¥1,650 ¥330/m</p>
<p>L13 Glass showcase</p>  <p>W1,500×D600×H920</p> <p>¥22,000</p>	<p>L14*</p>  <p>LED Light Panel A1 ¥27,500 A2 ¥22,000 A3 ¥16,500</p> <p>Graphic Film A1 ¥16,500 A2 ¥14,850 A3 ¥10,780</p>	<p>L15 Panel Stand</p>  <p>¥7,590</p>	<p>L16 Easel</p>  <p>¥6,600</p>
<p>L17 White Cloth</p>  <p>W1,400×L2,400</p> <p>¥1,650</p>	<p>L18 Table</p>  <p>W1,800/1,500/1,200/900×D600 W1,800/1,500×D450</p> <p>[H700]</p> <p>¥4,950</p>	<p>L19* Rental Plant</p>  <p>A B</p> <p>¥2,750 ¥6,160</p>	<p>L20 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

AV Equipment

Application deadline: Friday, May 30

(including tax)

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

*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.

Additional lights and electrical accessories

Application deadline: Friday, May 30

Primary electrical wiring installation and additional power supply capacity

Primary power line installation fee / Electricity fee

- Primary power line installation Fee : ¥15,950 per kilowatt (including tax)
- Electricity fee : ¥2,860 per kilowatt (including tax)

Power Ratings

- 100V/200V 60Hz single phase AC with double core wire (ELB 30mmA)
- 200V/60Hz three-phase AC with triple core wire (ELB 30mmA)

Options

(including tax)

LED Scent lamp	¥3,740
100W Spotlight	¥3,850
100W Arm Spotlight	¥4,180
300W Halogen Light	¥8,250
Equivalent to 60W LED	¥9,900
AC Outlet (100V 15A grounded)	¥3,300
AC Outlet (200V)	¥6,600

* Additional branch circuit installation may be required depending on the total power capacity required and whether 24-hour power supply is necessary.

Preparation of presentation panels

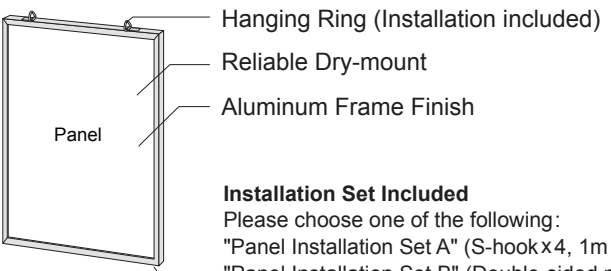
Application deadline: Friday, May 30

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

Installation Set Included

Please choose one of the following:

- "Panel Installation Set A" (S-hook x4, 1m chain x2)
- "Panel Installation Set B" (Double-sided magic tape x1m)

(including tax)

* Custom sizes also available.

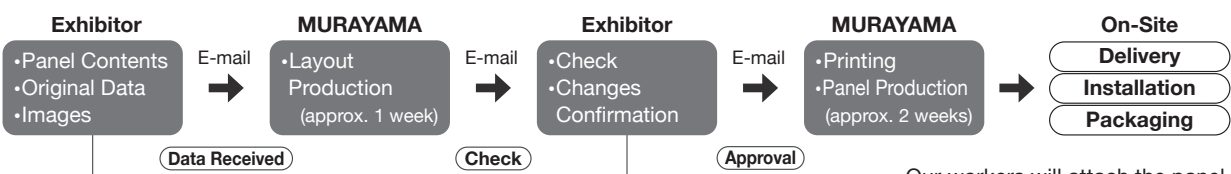
【Preparation based on new panel design data】 Data delivery deadline: Friday, June 13

Panel Information Data Production ...

- 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.

【Panel Production Process】



Data Provided. If the data is incomplete or if it's an image file, please contact us separately.

Checks will done via E-mail.

Our workers will attach the panel at your point of preference. At take-down we'll also package the panel for you to take home. (Shipping Additional Charge)

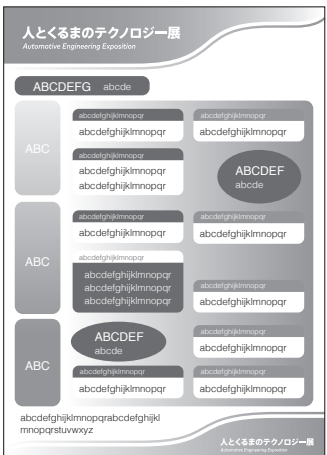
【Examples】

These layouts and designs for reference only. Proposals that meet your needs will be provided.

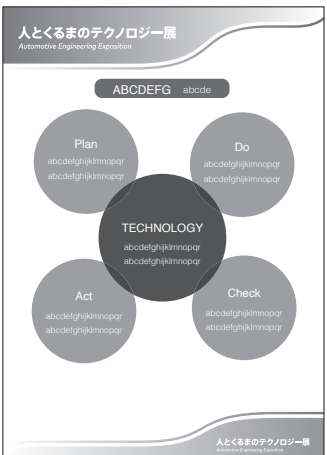
Product Explanation Style



Graph Style

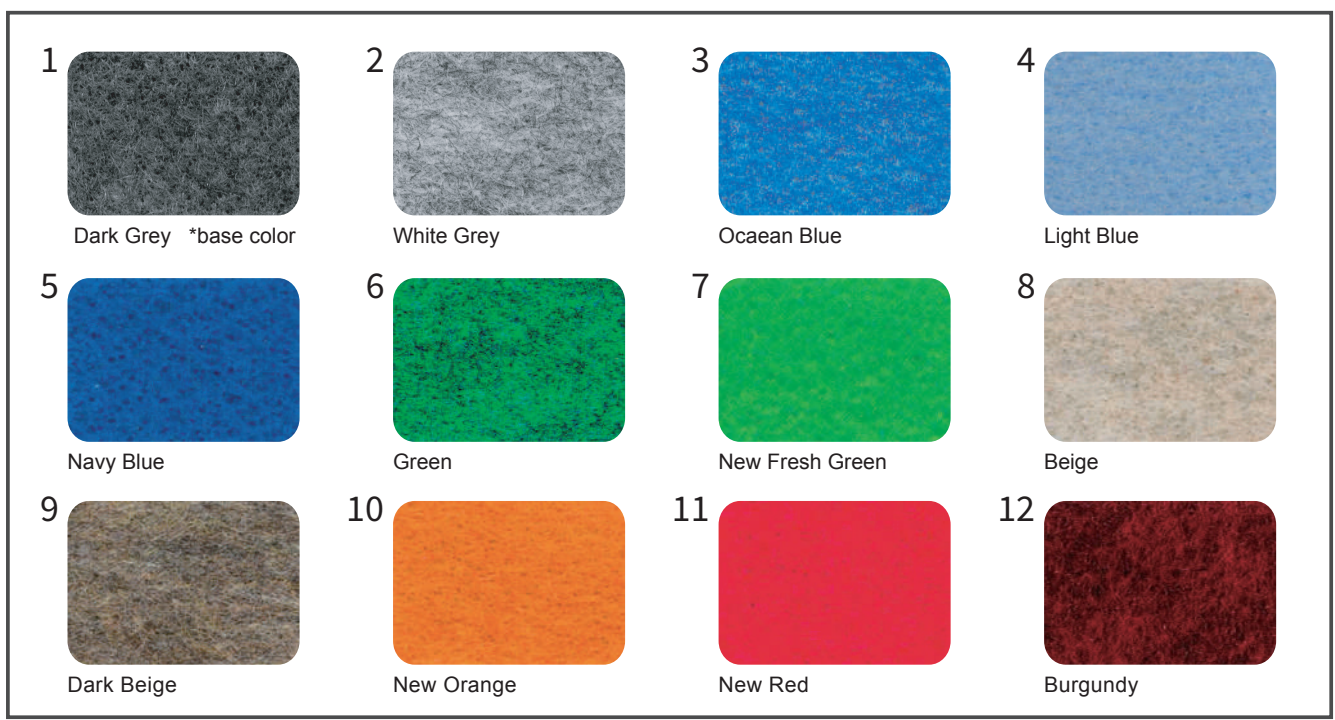


Background Image Style



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

Flooring Color Sample 【12-Color Punch Carpet】



* Please note the printed colors above vary slightly from actual colors.

Wall Color Sample 【14 System Wall Colors】 ※Separately charged



* Please note the printed colors above vary slightly from actual colors.

Color Booth Image

● With "color" it's possible to give your company and/or products a stronger impression and deeper impact.

● Blue Booth

Image created:
Pure
Precise
Mechanical
Knowledgeable
etc.



● Red Booth

Image created:
Energetic
Enthusiastic
Reliable
Sensual
etc.



Schedule

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 intended to support first-time and returning exhibitors. 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

March	12 <small>[Wed.]</small>	ONLINE STAGE 2: Explanatory meeting for exhibitors (release of on-demand video)
	26 <small>[Wed.]</small>	NAGOYA exposition: Explanatory meeting for exhibitors (release of on-demand video)
April		ONLINE STAGE 2: Uploading of documents to exhibitor pages scheduled to start
		Optional items and equipment rental: applications open
May	End of month	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
June		
July	9 <small>[Wed.]</small>	AUTOMOTIVE ENGINEERING EXPOSITION 2025 ONLINE STAGE 2 Opening
	14 <small>[Mon.]</small>	AUTOMOTIVE ENGINEERING EXPOSITION 2025 NAGOYA: Set up day 1
	15 <small>[Tue.]</small>	Set up day 2
	16 <small>[Wed.]</small>	AUTOMOTIVE ENGINEERING EXPOSITION 2025 NAGOYA: Day 1
	17 <small>[Thu.]</small>	Day 2
	18 <small>[Fri.]</small>	Final day, disassembly and removal
	30 <small>[Wed.]</small>	AUTOMOTIVE ENGINEERING EXPOSITION 2025 ONLINE STAGE 2 Closes

Exhibition fee payment

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.

ATTENTION ▲

This exhibition guidance only applies to the Trial 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.



Automotive Engineering Exposition 2025 special pack application website

https://aee.expo-info.jsae.or.jp/ja/nagoya/call_for_exhibitors/

Inquiries about rental equipment and the like

✉ 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 regarding booth and equipment rental, etc.

✉ hito-kuruma2025nagoya@murayama.co.jp

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