

# TOKYO MARATHON



## Exhibitor Guidelines

**EXPO Period** February 29 (Thu) – March 2 (Sat), 2024

**Venue** Tokyo Big Sight, South Exhibition Halls

**1<sup>st</sup> Application Period** October 31 (Tue), 11:59 p.m.(JST), 2023

**2<sup>nd</sup> Application Period** November 1 (Wed) –  
November 17 (Fri), 11:59 p.m.(JST), 2023

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# Outline

The Tokyo Marathon EXPO 2024 will be held at Tokyo Big Sight prior to the Tokyo Marathon 2024 over a three-day period: February 29 (Thu), March 1 – 2 (Fri – Sat), 2024.

The Tokyo Marathon EXPO 2024 aiming to make this the world's most welcoming and warm-hearted marathon EXPO so that everyone can be true to themselves, performing to their fullest safely and with peace of mind.

We strive to provide a warm and friendly pre-race EXPO for all the people involved in the Tokyo Marathon, making it "My Favorite Place..." more than anywhere else in the world.

We aim to plan the large number of demonstrations, sales of the latest sports gear and apparel in the Tokyo Marathon Expo 2024 .

The EXPO starts with the Official partner's booth and other exhibitors offering goods or services that can connect us to all kinds of running lifestyles of running.

We look forward to the participation from the enterprises and groups of various genres that visitors can enjoy regardless of age, gender, nationality, etc.

## Event Overview

### Tokyo Marathon EXPO 2024

- Venue Tokyo Big Sight, South Exhibition Halls  
South Hall 1 / South Hall 2 / South Hall 3 / South Hall 4  
Tokyo Koto-ku Ariake 3-11-1  
Nearest Stations : Kokusai-Tenjijo Station (Rinkai Line)  
Tokyo Big Sight Station (Yurikamome Line)
- 1<sup>st</sup> Application Period October 31 (Tue), 2023, 11:59 p.m.(JST)  
2<sup>nd</sup> Application Period November 1 (Wed), 2023  
– November 17 (Fri) 11:59 p.m.(JST)
- EXPO Period February 29 (Thu) – March 2 (Sat), 2024  
\*2/29 (Thu), 3/1 (Fri) 10:00 a.m. – 9:00 p.m. (JST)  
\*3/2 (Sat) 10:00 a.m. – 6:00 p.m. (JST)
- Construction Setup : February 27 (Tue) 1:00 p.m. – 28 (Wed), 2024  
Removal : March 2 (Sat) Event Closing – 12:00 a.m.

### Tokyo Marathon Virtual EXPO 2024

- Venue Virtual City Platform Service "REV WORLDS"
- Application Period TBA end of October 2023
- EXPO Period TBA end of October 2023
- Details TBA end of October 2023
- Contact Tokyo Marathon Virtual EXPO Office  
e-mail : info@virtualexpo.tokyo  
\*Inquiries accepted from : TBA at a later date.

# Tokyo Marathon EXPO Stats

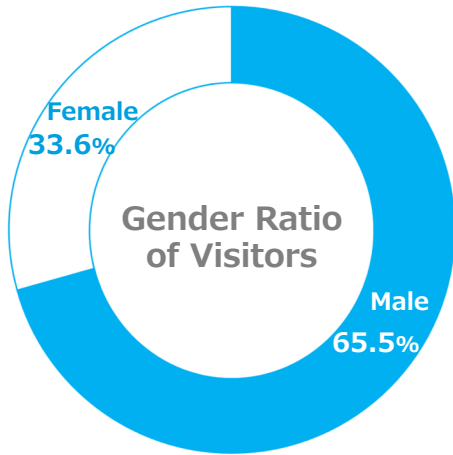
\* According to visitor survey results and visitor counts from the Tokyo Marathon EXPO 2023

## Visitor Count

\*From Tokyo Marathon EXPO 2023 data

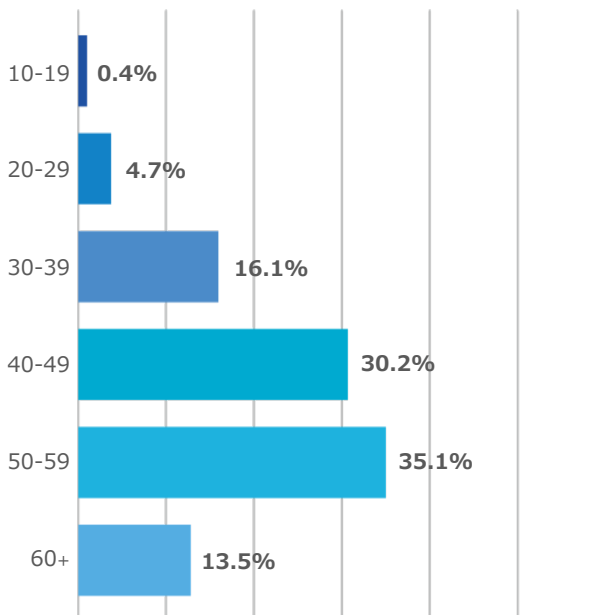
Date	Daily Visitors
March 2, 2023 (Thu)	22,278 peoples
March 3, 2023 (Fri)	21,033 peoples
March 4, 2023 (Sat)	17,350 peoples

Tokyo Marathon EXPO 2023  
Total Visitors : 60,661 people



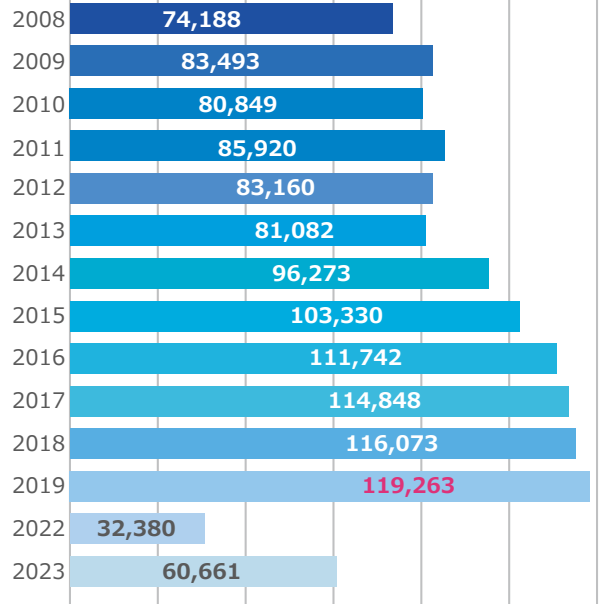
Visitor Gender Ratio: **7 : 3**

## Visitor Age



\*According to the Tokyo EXPO 2023 Visitor Survey

## Visitor Trends



\*Visitor count is only for reference, as visitor routes and measuring points have changed.

\*Tokyo Marathon EXPO 2007 (2 days) = 51,970 people [Tokyo Dome (Limited Entrance)]

\*Held at Tokyo Big Site 2008 – 2018.

Held at the NOP section of Aomi, Daiba in 2019.

Not held in 2020 & 2021 due to cancellation.

Held as "Tokyo Marathon EXPO 2021" at Tokyo Big Sight in 2022.

## Q. What was your purpose for attending the EXPO?

(multiple answers allowed)

1. Athlete bib exchange **73.5%**
2. Shopping **6.1%**
3. Collecting information **9.2%**
4. Accompanying a friend/acquaintance/runner **3.4%**
5. Other **7.8%**

\*According to the Tokyo EXPO 2023 Visitor Survey

## Q. What kind of content would you like to have at the event?

- Running goods (protein, drinks, supplementary gel)
- Sample distribution, trial goods
- Apparel such as T-shirts, socks, shoes, sunglasses
- Commemorative goods
- Running clinic offering massages, body composition measurements, etc.

\*According to the Tokyo EXPO 2023 Visitor Survey

# Tokyo Marathon EXPO 2024 Official Shop Data

\*From Tokyo Marathon EXPO 2023 official shop data

## Trends during the Event (3 days)

- Day 1 sales were high due to the large number of foreign visitors and high sales per customer.
- Day 2 followed Day 1 trends, but more products were sold out.
- Day 3 saw domestic/Japanese visitors as the primary target and fewer foreign visitors.

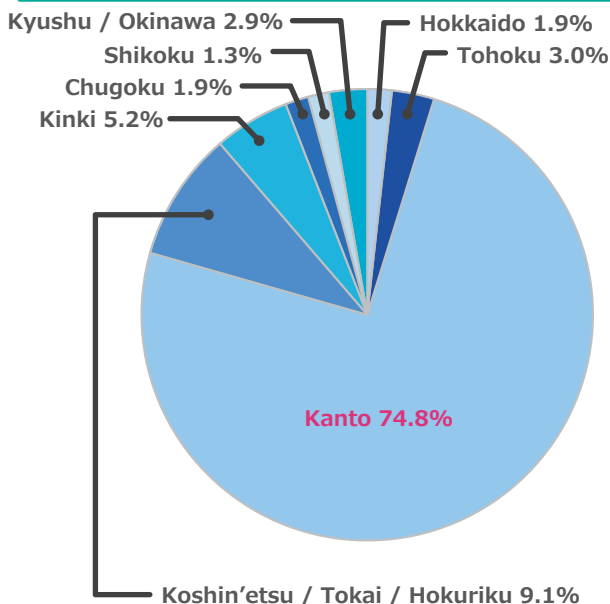
## Visitor Spending Trends

- Domestic (Japanese visitors) = ~3,408 JPY
  - Overseas (Visitors from abroad) = ~6,868 JPY
- \*3-day total

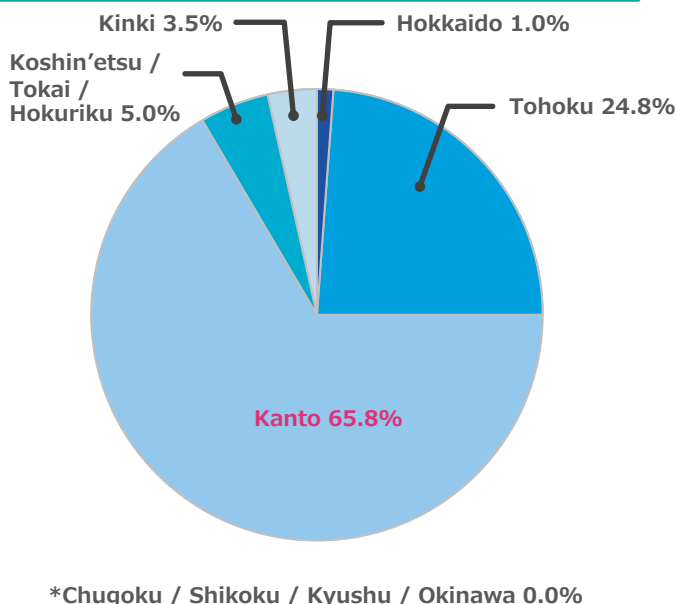
# Tokyo Marathon 2023 Runner Stats

\*From Tokyo Marathon 2023 runner data

## Marathon Participants by Region

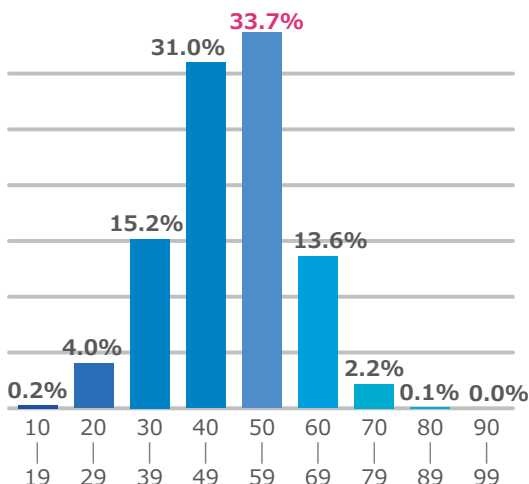


## 10.7km Participants by Region



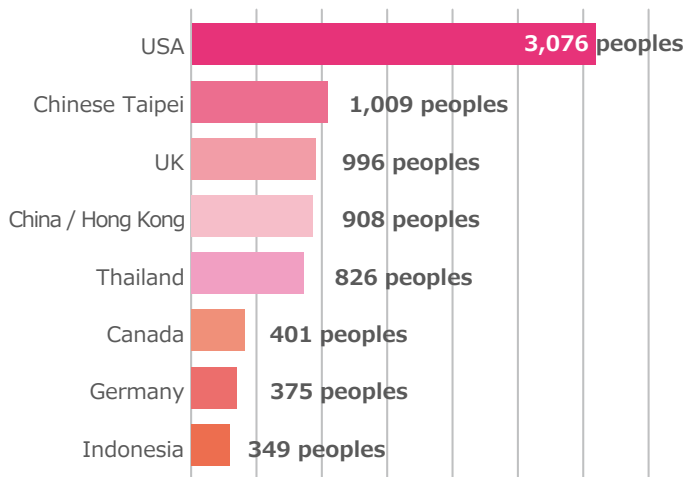
## Sorted by Age Group

\*Including 10.7km



## Runner Country/Region

\*Japan excluded

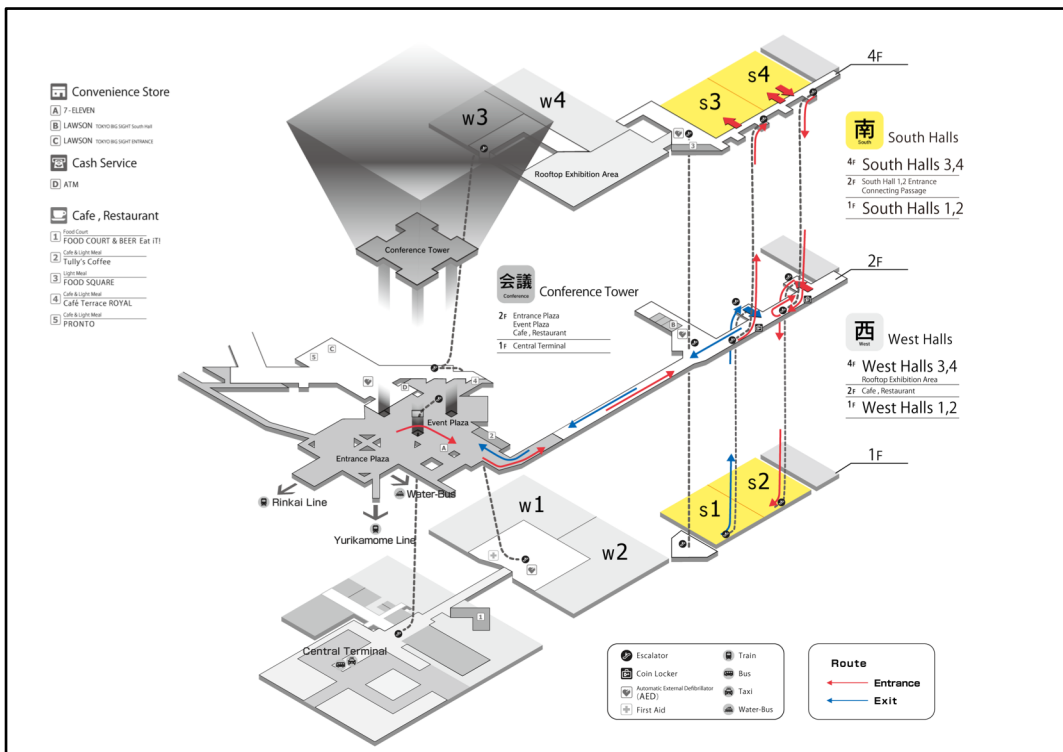


# Tokyo Marathon EXPO 2024 Venue

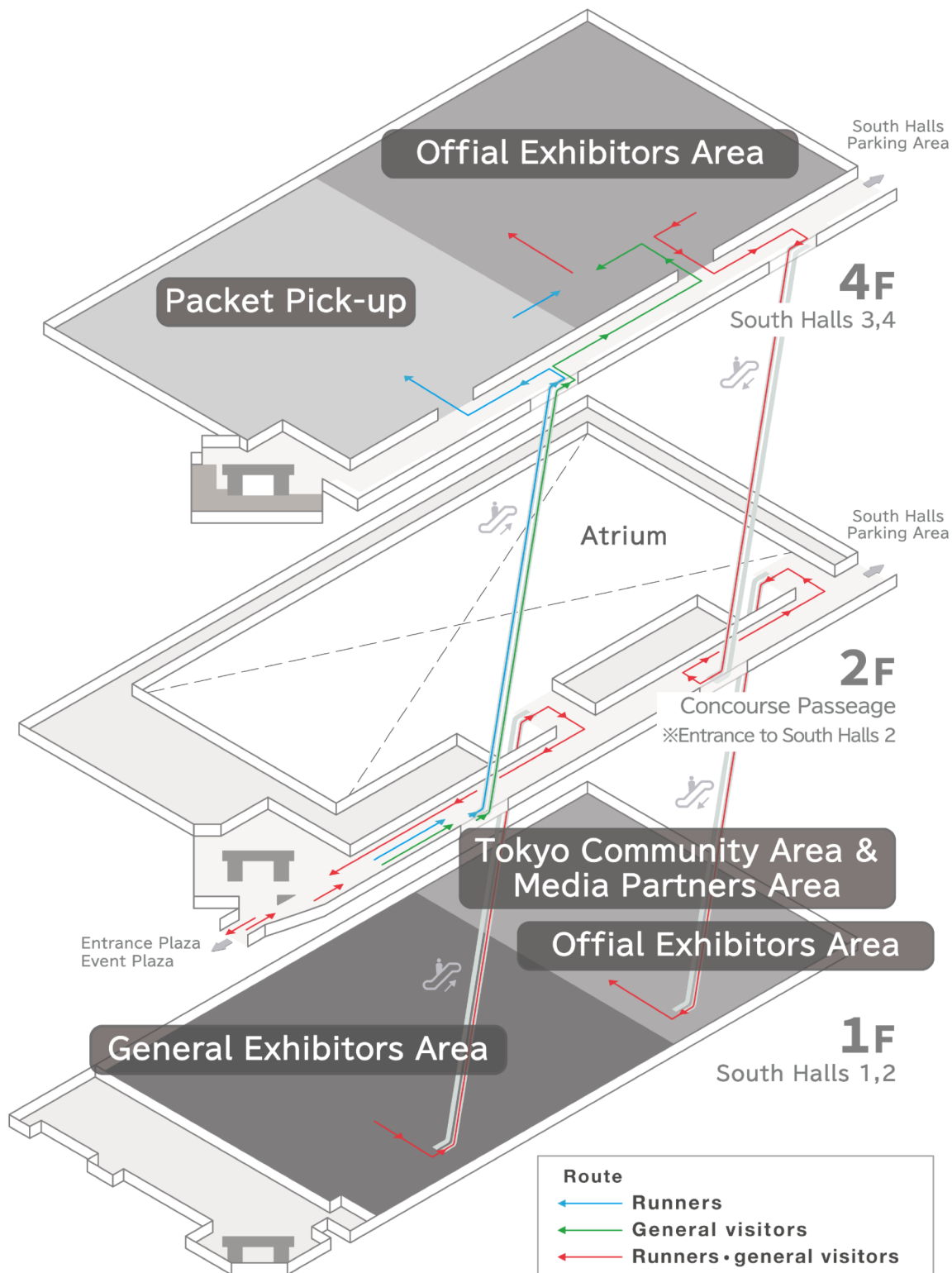
## Venue Map



## Tokyo Big Sight Isometric Floor Plan



# Tokyo Marathon EXPO 2024 Zoning



In order to reduce visitor congestion, this year's venue will be laid out in a **"Free Flow"** layout. We will create an environment that allows visitors to walk around the venue in all directions, reducing the stress caused by congestion.

# Exhibition Overview

At the Tokyo Marathon EXPO 2024, we look forward to representing **“a diversity of genres”** in our exhibitions.

As we hope to bring joy and excitement to our many guests, we are on the lookout for exhibitors who offer products, services, and information related to fashion, beauty, travel, fitness, healthcare, music, healthy lifestyle, and more.

In addition, we are also preparing **“Sampling Booths”** for the event. These booths are ideal for those who wish to pass out free samples of products for visitors.

Further, this year will mark the 3<sup>rd</sup> advent of the **“Virtual EXPO”** which will be held simultaneously. This fun-filled event will allow Tokyo Marathon fans from all over the world to participate from the comfort of their own homes at any time of the day without having to visit Tokyo Big Sight.

## Tokyo Marathon EXPO 2024

- Venue Tokyo Big Sight, South Exhibition Halls (South Halls 1 – 4)
- EXPO Period February 29 (Thu) – March 2 (Sat), 2024

Our plan will take safety and security into consideration while remembering the successes of previous offline events. Exhibition spaces will be available in Basic Booth style (1-3 booths) or Space Delivery style (4+ booths including self-prepared constructions).

## Tokyo Marathon Virtual EXPO 2024

- Venue Virtual City Platform Service “REV WORLDS”
- EXPO Period TBA end of October 2023

\*In addition to the EXPO period, booth specifications, regulations, schedule, application procedures, etc., will be also announced separately.

# Exhibition Fees (In-person Exhibition)

## Exhibit Details

- Exhibition contents should be products and services that match the theme and direction of Tokyo Marathon EXPO 2024. The EXPO Office will confirm the details of the exhibit at the time of application and determine whether or not an exhibit will be accepted.
- This exhibition application is for the in-person Exhibition. Please note that only the in-person Exhibition fee is listed.

General Exhibitor Booth	1 Booth 3m×3m (9㎡)	¥660,000 (incl. tax)	Please input how many booths you will need via the application form on the official website.
Sampling Booth	1 Booth 2m×2m (4㎡)	¥330,000 (incl. tax)	Applications are limited to 1 booth per company.

\*In the case that a large number of applications are received, booth applications may close before the listed deadline. Further, we recommend that you apply for booths early as there may be difficulty filling requests for a specific number of booths.



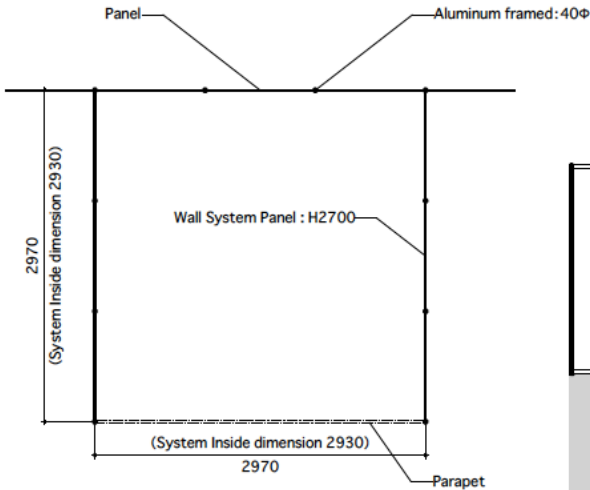
# General Exhibitor Booths

Basic booths will be provided with system fittings.

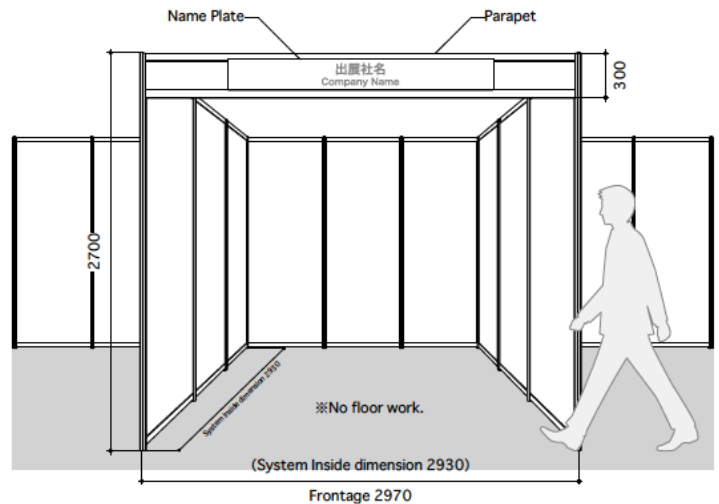
- Auxiliary equipment (desks, chairs, etc.), decoration costs, line charges, booth cleaning, and waste disposal fees are not included.

If any of the above will be needed, exhibitors are requested to prepare on their own.

## Floor Plan



## 3D View



## Name Plate



## Basic Booths

- Wall System Panel (white)
- Parapet (white)
- Name Plate (white base / black letters)
- 1kW Electric Installation & Usage per 1 Booth
- Double Outlet × 1 per Booth
- Fluorescent Lights × 2 per Booth

- For booth application info, please refer to "EXPO Exhibition Application" on P.9 & P.10

- Information on decoration regulations can be found on P.11

- Booth sizes are as follows:

(Please note that details may change according to the status of applications received.)

1 Booth	3 m × 3 m	6 Booths	6 m × 9 m
2 Booths	6 m × 3 m	8 Booths	9 m × 8 m
3 Booths	9 m × 3 m	10 Booths	9 m × 10 m
4 Booths	6 m × 6 m		

- For exhibitors who wish to receive 4 or more booth spaces (including self construction), the Office will handle the primary trunk line construction (circuit board installation). Exhibitors are requested to make their own arrangements for secondary wiring work.

\*Please note that for exhibits of 4 or more booths (self construction), only the circuit board will be provided as ancillary booth equipment.

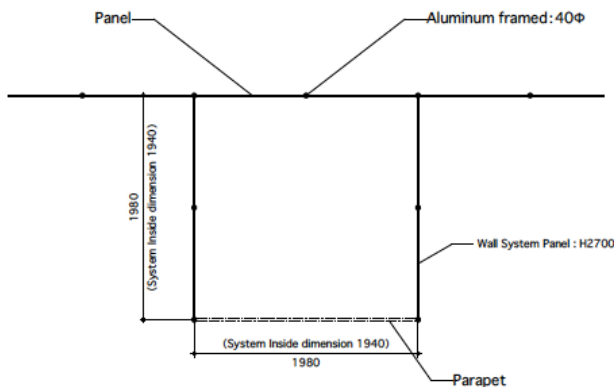
# Sampling Booths

Only sampling can be conducted at these booths.  
Basic booths will be provided with system fittings.

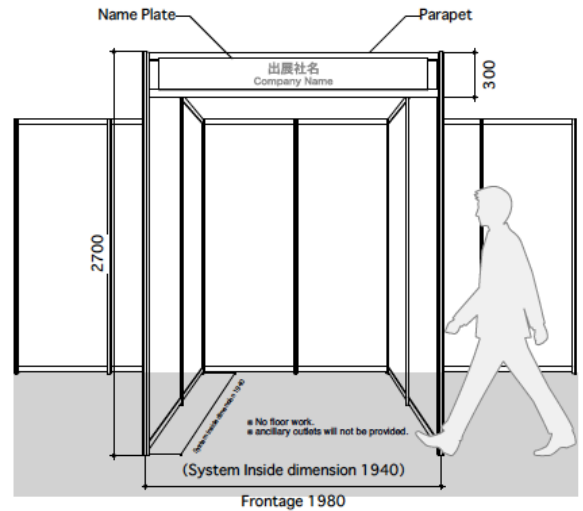
- Auxiliary equipment (desks, chairs, etc.), decoration costs, line charges, booth cleaning, and waste disposal fees are not included.

If any of the above will be needed, exhibitors are requested to prepare their own.

## Floor Plan



## 3D View



## Name Plate



## Basic Booths

- Wall System Panel (white)
  - Parapet (white)
  - Name Plate (white base / black letters)
  - Fluorescent Lights × 2 per Booth
- \*ancillary outlets will not be provided.

- For booth application info, please refer to "EXPO Exhibition Application" on P.9 & P.10
- Information on booth decoration regulations can be found on P.12
- For exhibitors (sales, displays, demonstration, etc.) who will not conduct sampling within their booth, please apply for a "General Exhibitor Booth" instead
- Only 1 booth will be permitted per 1 exhibitor (multiple booths cannot be applied for)

# EXPO Exhibition Application ①

## Business Fields for Exhibitors

Manufacturers, trading companies, information media businesses, and organizations, etc., associated with foot race sports or that contribute products, services, and publications, etc.

## Exhibition Area

The Exhibition Area for the Tokyo Marathon EXPO 2024 will be divided into an Official Exhibitor Zone and a General Exhibitor Zone.

### Official Exhibitor Zone

Exhibitions by the Official Partners and co-organizers of the Tokyo Marathon 2024, as well as associations affiliated with the Tokyo Marathon.

### General Exhibitor Zone

Exhibitions by enterprises and organizations entered by general applications.  
\*Competitors will not be excluded from this zone.

## How to Apply

Complete the application form on the official website. The Organizer of the Tokyo Marathon EXPO 2024 reserves the right to decline any applicant deemed unsuitable or who does not qualify as an exhibitor (groups who do not fulfill the application requisites listed above).

### Official Website

[https://www.2024.tokyo42195-expo.org/entry/form\\_e.php](https://www.2024.tokyo42195-expo.org/entry/form_e.php)

## Application Deadline

### 1<sup>st</sup> Application Deadline : October 31 (Tue) 11:59 a.m.(JST), 2023

\*Booth locations are on a first-come, first-served basis for each size of booth.

### 2<sup>nd</sup> Application Deadline : November 1 (Wed) – 17 (Fri) 11:59 a.m.(JST), 2023

\*Exhibitors are not allowed to choose their booth location. The Office will propose a location.

\*Applications will be closed once the number of booths has run out regardless of the application period.

## Payment of Application Fee

The Exhibitor shall complete payment of the exhibition fees to the designated bank by the deadline indicated on the invoice from the Tokyo Marathon EXPO 2024 Office.

The exhibitor will be responsible for payment of ALL handling charges.

All payments must be deposited by the due date specified on the respective invoice.

## Changes / Cancellation

A cancellation of or any changes to the booth shall be made by submitting a written notification setting forth the reasons for such changes or cancellation to the Organizer for approval. Once the exhibition has been approved, cancellation fees shall apply if the Organizer receives notification during the periods outlined below:

- 1) From Exhibition Approval\* until the day before the Exhibitors Meeting (December 3) = 50% Booth Fees
- 2) The day before the Exhibitors Meeting or after (December 4) = 100% Booth Fees

\*Exhibition Approval will be the date that the "Exhibition Approval Notice" is sent from the Tokyo Marathon EXPO 2024 Office. It will take approximately one week to process upon receipt of the application.

\*In the event that the EXPO is canceled, please refer to "14. Cancellation of the EXPO" on page 15.

# EXPO Exhibition Application ②

## Booth Specifications

- 1) There are no limits to how many booths may be applied for.
- 2) Booths may be adjacent to one another or independently located.
- 3) Please consider visitor waiting line space, viewing space, fitting room space, etc. when deciding how many booths to apply for.
- 4) Usage of space outside of one's booth for PR activities or visitor wait lines will be strictly prohibited.

\*Depending on booth layout, the Office may make adjustments to the shape.

\*It cannot be specified which side of the booth will come into contact with the visitor route.

## Venue Layout (Visitor Flow)

In order to reduce visitor congestion, this year's venue will be laid out in a **"Free Flow"** layout. We will create an environment that allows visitors to walk around the venue in all directions, reducing the stress caused by congestion.

\*We are planning to distribute a map to visitors of the venue.

## Booth Location Allotment

Booths will be allocated on a first-come, first-served basis as decided by the Organizer.

\*You will be informed once this has been decided.

## Exhibitors Meeting

The Exhibitors Meeting will take place December 4, 2023.

This meeting will be held online.

More information on this event is expected to be shared late November 2023.

\*Detailed exhibition rules / decoration regulations / application information will be discussed at the Exhibitors Meeting.

## Name / Logo Usage

Please note that there are restrictions on usage of the Tokyo Marathon name/logo in booth exhibition announcements once an exhibition has been confirmed.

### "Tokyo Marathon" Name / Logo

Official partners and co-sponsors of the Tokyo Marathon will be able to use the Tokyo Marathon name and logo. Tokyo city booth exhibitors and General Exhibitors will not be permitted to use the Tokyo Marathon name and logo. Promotional images and text that are reminiscent of Tokyo Marathon 2024 will also not be permitted.

### "Tokyo Marathon EXPO 2024" Name / Logo

Usage of the Tokyo Marathon EXPO 2024 name and logo will be permitted in exhibition announcements and subsequent exhibition updates prior to the event.

# General Booth Regulations / Precautions

## Basic Booth Decoration Regulations / Exhibition Rules (For All Exhibitors)

- Please plan for all objects and decorations to fit within the confines of your booth.
- In order to properly maintain the facility, the following construction will be prohibited:
  - (1) Driving nails/studs
  - (2) Drilling, chipping, cutting, gas welding
  - (3) Direct Application of paint, etc.
  - (4) Applying adhesives to paste something
  - (5) Direct application of a cutter/knife
  - (6) Wrapping wires around pillars, etc.
  - (7) Using the building to support signboards, etc.
  - (8) Any other act that might cause damage to the facility

\*Decorating or displaying items on the building framework is prohibited.
- Placing any object (signs, lights, etc.) in a way which extends into shared spaces is not allowed.
- For anchor bolts to be installed in the floor, please submit an application to the Office and pay the floor repair fee.

\*Only core rod driving anchor bolts within 16mm in diameter and of a shield depth within 60mm (drill within 17mm in diameter) will be allowed.
- Please keep and manage your own valuables.
- Ceiling/roof structures are generally prohibited as they interfere with automatic fire alarm detection and sprinkler systems. However, if the ceiling structure is under 50m<sup>2</sup> in area, under 1.2m in width/depth, and the roof/ceiling has an aperture ratio of 70% or more (louvred, mesh, or nonflammable material), then it will be permitted.
- Gas constructions are not permitted within the booth.
- Out of consideration for other exhibitors, speaker volume will also be limited.
- If you would like to implement balloons or other floating decorations in the venue, please contact the Office in advance.
- Please submit a diagram of your booth plan (floor plan/3D view) in advance to the Office. [Approximately 2 months before the event]

## Booth Height Limits

- Exhibition decorations (wall decorations, fixtures, exhibit items) must extend no higher than 6.0m (6,000mm) above the venue floor.
  - 1) 1 – 3 Booths (Basic Booth) : 6.0m (6,000mm) above the venue floor
  - 2) 4+ Booths (Self-Construction) : 6.0m (6,000mm) above the venue floor

\*If your booth is adjacent to another, a setback of 1 m will be applied to the boundary between them, so please be aware that you may not build a wall or structure over 2.7m in height.

## Precautions

- System paneling is provided on lease. Please be careful, as damages will be charged.
- Use of nails or thumbtacks directly into paneling is prohibited. Do not damage or adjust the paneling or poles.
- If water supply/drainage is desired, please contact the Office.
- Applications for electricity and Internet lines must be completed by the application deadline. Please ensure that you submit everything by the deadline.

**\*Details will be discussed at the Exhibitors Meeting.  
Additional materials are planned to be distributed at that time.**

# Sampling Booth Regulations / Precautions

## Basic Booth Decoration Regulations / Exhibition Rules

- Please plan for all objects and decorations to fit within the confines of your booth.
- Sampling Booth decorations will be limited to panels, posters, and other simple product displays.
- In order to properly maintain the facility, the following construction will be prohibited:
  - (1) Driving nails/studs
  - (2) Drilling, chipping, cutting, gas welding
  - (3) Direct Application of paint, etc.
  - (4) Applying adhesives to paste something
  - (5) Direct application of a cutter/knife
  - (6) Wrapping wires around pillars, etc.
  - (7) Using the building to support signboards, etc.
  - (8) Any other act that might cause damage to the facility

\*Decorating or displaying items on the building framework is prohibited.
- Placing any object (signs, lights, etc.) in a way which extends into shared spaces is not allowed.
- Anchor bolts installed into the floor will not be permitted.  
Please keep and manage your own valuables.
- Ceiling/roof structures are prohibited
- Gas constructions or water supply/drainage constructions are not permitted within the booth.
- Out of consideration for other exhibitors, speaker volume will also be limited.
- Balloons and other similar decorations cannot be released in the venue.
- Be aware that all contents must be confined within the booth (including exhibit items, fixtures, and waiting lines).
- Please submit a diagram of your booth plan (floor view/3D view) in advance to the Office.  
[Approximately 2 months before the event]

## Booth Height Limits

- Exhibition decorations (wall decorations, fixtures, exhibit items) must not extend higher than 2.7m (2,700mm) above the venue floor.  
\*If your booth is adjacent to another, a setback of 1 m will be applied to the boundary between them, so please be aware that you may not build a wall or structure over 2.7m in height.

## Precautions

- System paneling is provided on lease basis. Please be cautious, as damages will be charged.
  - Use of nails or thumbtacks directly into paneling is prohibited. Do not damage or adjust the paneling or poles.
  - Applications for electricity and Internet line installations must be completed by the application deadline.  
Please ensure that you submit all necessary documentation by the deadline.
- \*Details will be discussed at the Exhibitors Meeting. Additional materials are planned to be distributed at that time.**

# EXPO Exhibition Application Precautions

## Provision of Food & Drink

- Food and drink can only be provided if it is individually packaged and does not require cooking.  
\*Cooking and other preparative activities are not permitted within the booth.
- Exhibition (sale or free provision) of beverages is possible ONLY IF it is provided in a sealed can, bottle, and PET bottle.  
\*If the seal is broken or cap is changed for another, beverage cannot be used in the exhibition.
- Regarding candy and supplements, exhibition (sale or free provision) is possible if each item is individually packaged and meets the listed food product requirements.
- Exhibitors planning to distribute food/drink must contact the Office prior to submitting a health center application. After confirming the contents, we will consult the Organizer to determine whether it will be possible.
- Prior applications to the health center will be carried out by each exhibitor.  
Once you have applied, please submit a copy of the application to the Office.
- Disposal of food/drink containers distributed by an exhibitor will be the responsibility of that exhibitor.

## Provision of Medicine, etc.

- When exhibiting or sampling pharmaceuticals and quasi-pharmaceuticals, exhibitors must check directly with the relevant health center.
- Please notify the Office of products/exhibit items handled within the booth.
- Each exhibitor is required to apply in advance to a health center.  
When applying to the health center, please submit a copy of the application form to the Office.

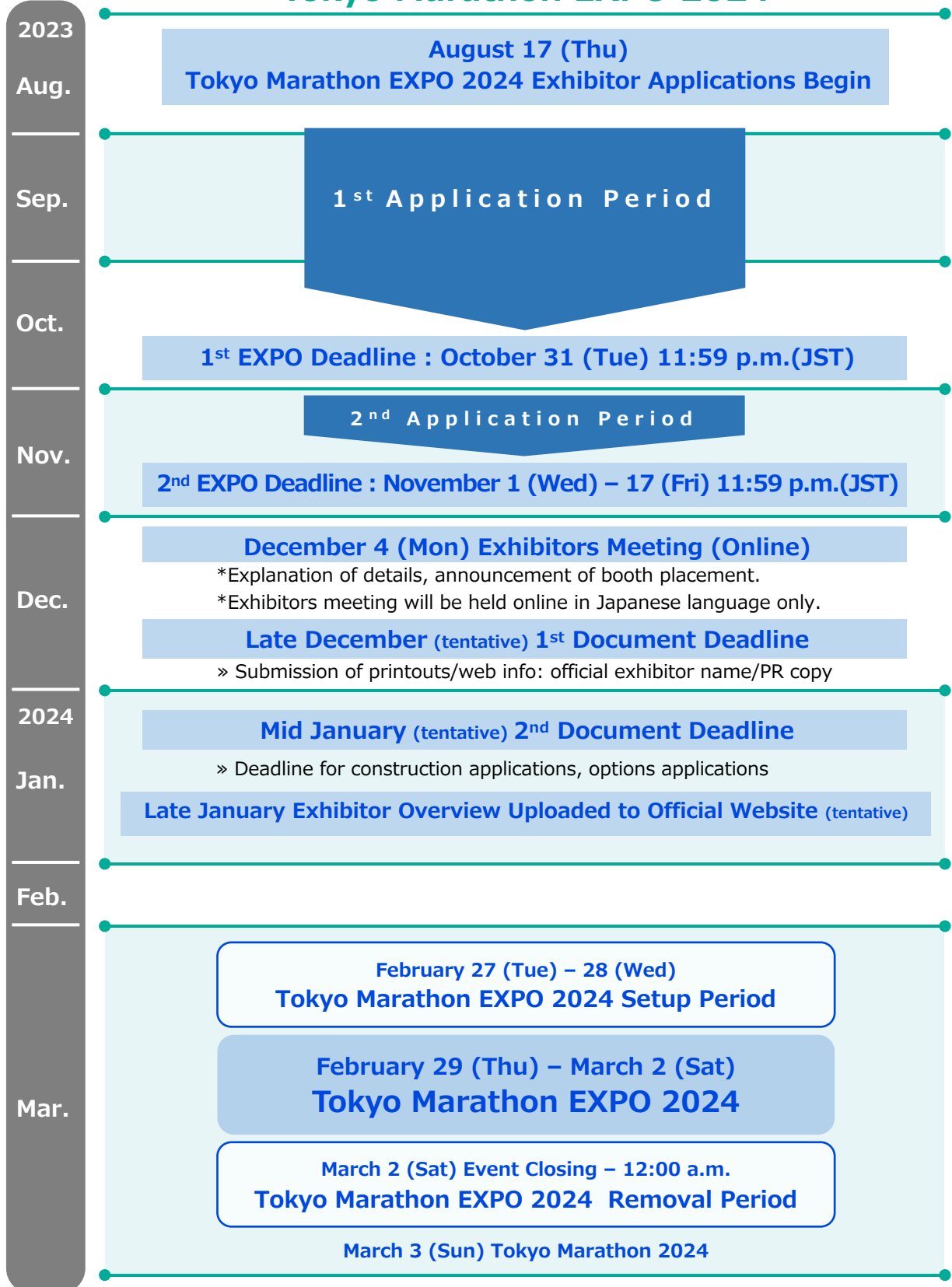
If you are planning to distribute food/drink, pharmaceuticals/quasi-pharmaceuticals through sampling, etc., please directly contact the relevant health center (Koto Ward Health Center/TEL: +81-03-3647-5855) prior to the event.

## Use of Flame or Dangerous Items

- 1) About Open Flame:  
Open flame is prohibited at this event.  
This includes gas stoves, gas burners, fireworks, firecrackers, and any activities involving fire.
- 2) About Dangerous Items:
  - Dangerous items like gasoline, kerosene, electric generators, etc. are strictly prohibited.
  - If it is absolutely necessary to use dangerous items in your demonstration, or if you must bring them in for your exhibition, please notify the Office beforehand so that we can coordinate with the venue and the local fire department. We will inform you whatever it will be possible after receiving approval from the fire department.  
\*Below are some examples of situations which would require fire department approval:
    - Chemical compounds with the potential to emit poisonous gas, etc.
    - Oils used for relaxation
    - Hydrogen-based products (please note that hydrogen water and other products which contain hydrogen fall under the category of dangerous items)
    - High-concentration rubbing alcohol (concentration of 60% and up/volume of 80L and up)

# Schedule

## Tokyo Marathon EXPO 2024



\*The schedule for the Virtual Exhibition will be made public on the official website around the end of October.



# Terms of the Exhibition Agreement

## 1. Exhibition Application and Agreement

An exhibitor who wishes to exhibit at the Tokyo Marathon EXPO 2024 (the "EXPO") may, on the condition that it agrees to comply with the terms set forth in this Exhibition Agreement (this "Exhibition Agreement"), submit an application form in accordance with the procedures set forth in such application form. The organizer of the EXPO (the "Organizer") will examine the application and issue an "Exhibition Confirmation Notice" and "Invoice" only to those applicants whose items for the exhibition satisfy the objectives of the EXPO. The Exhibition Agreement between the Organizer and the exhibitor shall come into effect upon receipt of this "Exhibition Confirmation Notice" by the exhibitor.

## 2. Payment of Exhibition Fees

The exhibitor shall complete payment of the exhibition fees by the deadline shown on the "Invoice." If the payment of exhibition fees cannot be confirmed by the designated deadline, the Exhibition Agreement may be canceled. If an exhibition is being financed through a national or local government grant, exhibition fees shall be paid prior to the EXPO even if such grant may not be provided until after the EXPO.

## 3. Change in or Cancellation of Exhibition

A cancellation of or any changes to the exhibition space for which an application was made (hereinafter referred to as the "Booth"), shall be made by submitting to the Organizer a written notification setting forth the reasons for such changes or cancellation. In the event of any changes or cancellations after confirmation of the exhibition, cancellation fees shall apply if the Organizer receives notification during the periods outlined below:

- (1) From the date of Exhibition Confirmation until the Exhibitors Meeting (December 3): 50% of exhibitor fees.
  - (2) Beginning the date of the Exhibitors Meeting (December 4): 100% of exhibitor fees.
- If an exhibitor has not paid the above amount by the date of the cancellation notification, such exhibitor shall pay such amount immediately.

## 4. Invitation Guarantee

Under no circumstances shall the Organizer issue an Invitation Guarantee or Letter of Reasons for Invitation in the format stipulated by the Japanese Ministry of Foreign Affairs.

## 5. Acquiring Visas

If an overseas exhibitor requires a visa, it shall be the responsibility of such exhibitor to prepare the necessary documents, including an Invitation Guarantee or a Letter of Reasons for Invitation, and to follow the procedures for acquiring a visa. In preparing such documents, the Organizer shall not provide any documents other than the "Exhibition Confirmation Notice." Furthermore, the Organizer shall not be held liable for any damages whatsoever resulting from an exhibitor's inability to participate in the EXPO due to a visa not being issued by the Japanese Embassy or Consulate.

## 6. Prohibition on Subleasing of Booths

Exhibitors and Applicants are prohibited from subleasing, selling, exchanging or transferring any contracted Booths without obtaining written consent from the Organizer.

## 7. Decisions Regarding Location of Booths

Decisions regarding location of Booths shall be determined at the discretion of the Organizer upon giving consideration to the number of Booths and content of the exhibitions, etc.

## 8. How to Use the Booths

All promotional and sales activities are to be conducted within the relevant Booths. No such activities shall be conducted in spaces that are outside of the Booths. Exhibitors shall have the responsibility to ensure that the aisles near the Booths do not become congested as a result of any promotional activities.

- i. Exhibitors agree that they will not set up their Booths in ways that obstruct adjacent Booths. If there are complaints from any adjacent Booths, the Organizer will determine whether changes to any of the Booths are necessary for the proper operation of the EXPO. Should the Organizer find that certain changes to the Booths are warranted, exhibitors shall comply with any requests from the Organizer to make the necessary changes.
- ii. The height of the decorations is to be kept within the dimensions outlined in the "Exhibition Manual" which will be provided by the Organizer. Under no circumstances shall the decorations protrude from the allocated floor space. The "Exhibition Manual" is planned to be provided at the Exhibitors' Meeting.
- iii. The Organizer reserves the right to limit any exhibitions which is considered problematic due to noise, operating methods, materials used, or any other reasons. The Organizer also reserves the right to prohibit or remove any exhibits if, from the perspective of the Organizer, any such exhibits do not meet the objectives of the EXPO. This right may be extended to people, objects, behaviors, printed materials and anything else which the Organizer may find problematic.

- iv. Exhibitors shall bear all costs and expenses relating to the limitations or removal of exhibitions mentioned in Paragraph (4) above. Furthermore, no exhibitors shall be allowed to bring a claim against the Organizer for any losses and/or damages that result from such changes and/or limitations.

## 9. Exhibition Items and Requirements

- i. Exhibition items are limited to those items set forth in the "Exhibition Requirements." However, any exhibition items that are determined to be inappropriate by the Organizer will not be allowed to be exhibited even if they otherwise meet the requirements.
- ii. Should the Organizer determine that any exhibitor is in breach of the requirements as set forth above, the Organizer reserves the right to demand removal of the relevant exhibition item. In the event the exhibitor refuses to comply with such removal instruction given by the Organizer, the Exhibition Agreement may be terminated.

## 10. Warranty

Exhibitors warrant that none of the printed materials and other media of products displayed or used in connection with any of the exhibition items at the EXPO and other associated exhibition items do not infringe trademark rights, design rights, patent rights, utility model rights or other intellectual property rights of any third party.

## 11. Management of Exhibition Items and Responsibility of Exhibitors

The Organizer will employ security guards and make the utmost effort to manage and protect the exhibitions and to prevent accidents, but exhibitors are responsible for managing their own exhibitions. The Organizer shall not be held liable for any losses and/or damages of any sort whatsoever incurred by any exhibitors.

## 12. Exhibition Placement and Removal

- i. The delivery and placement of exhibitions in the venue are to be carried out within the allocated time outlined in the "Exhibition Manual" which will be provided by the Organizer at a later date. Placement of exhibitions within the Booths must be completed by the time specified by the schedule set by the Tokyo Marathon EXPO Office. If any exhibitor does not occupy its Booth by 9 p.m. on the day prior to the opening day of the EXPO (February 28, 2024) the Organizer will deem the Exhibit Agreement to have been terminated. The Organizer shall have the right to use such Booth in ways it considers appropriate. Under such circumstances, the Organizer shall not refund the exhibition fees.
- ii. Exhibitors must obtain permission from the Organizer before delivering, moving or carrying any of the exhibition items in and out of the venue during the EXPO.
- iii. Exhibition items and decorations within the Booths must be removed by the time specified by the schedule set by the Tokyo Marathon EXPO Office. Any materials not removed by that time shall be deemed abandoned and it shall be removed by the Organizer. The cost of removal shall be borne by the exhibitor.
- iv. If any exhibitor wishes to conduct work at times different from what are stated in the "Exhibition Manual," prior notification to the Tokyo Marathon EXPO Office is required. In such cases, the exhibitor will be charged JPY 10,000 yen (tax not included) per hour for any work conducted outside of the scheduled times.

## 13. Termination

- i. The Organizer may terminate its contract with any exhibitors after an "Exhibition Confirmation Notice" has been issued, if any of the following events occurs:
  1. There is a violation of Clause 8 (How to Use the Booths) or Clause 9 (Exhibition Items and Requirements) of the Exhibition Agreements and necessary steps are not taken to rectify the situation as directed by the Organizer.
  2. A determination by a judicial body has been made or an advisory guidance from relevant governmental authority has been made which confirms that an exhibition item is in violation of Clause 7, the Warranty provision, of the Exhibition Agreement.
  3. Other situations in which an exhibitor may be determined to pose grave threat to the proper and smooth operation of the EXPO.
  4. An exhibitor is subject to suspension of banking privileges due to dishonored checks or bills.
  5. A petition for provisional seizure, provisional injunction, compulsory execution, auction, special liquidation, bankruptcy, civil rehabilitation, corporate reorganization or other similar petition has been filed.
  6. It is determined that an exhibitor is an organized crime group or an organized crime affiliated group, or such exhibitor has a relationship with such groups or any other anti-social forces, or such exhibitor has used such anti-social forces for the exhibitor's advantage.

- ii. In the event the Organizer notifies its termination of the Exhibition Agreement due to the above Paragraph, exhibitors must agree to the following terms without objection:

- 1) If notification is made during the EXPO, the exhibitor must, at its own expense, immediately remove the exhibition items and return the Booth to its original state, in accordance with the instructions of the Organizer.
  - i. The exhibitor shall be prohibited from bringing any claims for damages or liabilities against the Organizer in connection with the termination of this Exhibition Agreement.
  - ii. The exhibitor shall hold harmless and indemnify the Organizer for any liabilities of the Organizer that arise in connection with the exhibitor's breach which led to the termination of the Exhibition Agreement.
  - iii. In the event a third party brings a claim for damages or liabilities against the Organizer as a result of an exhibitor's refusal to comply with the termination of the Exhibition Agreement, such exhibitor shall indemnify the Organizer for all court costs and liabilities.
- 2) If an exhibitor falls under any of the items in Paragraph (1) of this Clause, regardless of before or after the termination of the Exhibition Agreement, the Organizer reserves the right to delete coverage related to the exhibitor in the venue notices and official brochure published by the Organizer.

## 14. Indemnification

- i. The exhibitor shall hold harmless and indemnify the Organizer for all liabilities of any kind that relate to damages to the equipment at the venue or the building in which the EXPO is held, or injuries caused to people, resulting from any negligent acts of the exhibitor or its agent, or any other causes.
- ii. The exhibitor agrees to indemnify the Organizer for all court costs, liabilities (including legal fees), necessary expenses and losses arising from lawsuits relating to the following claims:
  1. If a lawsuit is filed against the Organizer (includes cases in which an exhibitor is also named as a defendant) because an exhibitor's exhibition at the EXPO is in violation of trademark rights, design rights, patent rights, utility model rights or other intellectual property rights of third parties.
  2. If, due to a lawsuit in "I," the Organizer is held liable for damages pursuant to a decision made by a court or through settlement, regardless of whether such settlement is made in or out of court. (The Organizer shall not be restrained by the exhibitor in a settlement.)

## 15. Cancellation of the EXPO

The Organizer may be forced to cancel or postpone the holding of the EXPO or shorten its duration due to natural disasters, such as earthquakes, fires, and other inevitable circumstances. In the event of a cancellation, no refund for exhibition fees, including fees for the Booths, shall be made.

## 16. Compliance with the Exhibition Agreement

The exhibitor acknowledges that a series of regulations provided by the Organizer shall become a part of this Exhibition Agreement and agrees to comply with all of the terms of the Exhibition Agreement. The exhibitor also acknowledges that all terms of the Exhibition Agreement and regulations set forth by the Organizer are intended to protect the interests of the EXPO, and that it agrees to cooperate in the protection of such interests.

## 17. Acquiring Visas

If an overseas exhibitor requires a visa, it shall be the responsibility of such exhibitor to prepare the necessary documents, including an Invitation Guarantee or a Letter of Reasons for Invitation, and to follow the procedures for acquiring a visa. In preparing such documents, the Organizer shall not provide any documents other than the "Exhibition Confirmation Notice." Furthermore, the Organizer shall not be held liable for any damages whatsoever resulting from an exhibitor's inability to participate in the EXPO due to a visa not being issued by the Japanese Embassy or Consulate.

## 18. Jurisdictional Court

Any disputes arising in connection with this Exhibition Agreement shall be settled in the Tokyo District Court.

## 19. Governing Law

The governing law of this Exhibition Agreement shall be the Law of Japan.

## 20. Language of Use

The language used in this Exhibition Agreement shall be Japanese in the case of exhibitors that are companies located in Japan, but it shall be English for all other cases.

# Frequently Asked Questions ①

## Q.1 How can I add tables, display stands, or other equipment?

- A. After the Exhibitors Meeting, the Office will accept paid applications for various kinds of equipment, including audio/video materials, computers, etc. Although there will be a deadline for applications, additional arrangements for equipment can be made at the venue during setup or during the EXPO event. Please note that the number of items that can be arranged during the setup and exhibition period is limited. Exhibitors may also make their own arrangements.

\*Details will be explained at the Exhibitors Meeting based on the materials provided.

## Q.2 Is it possible to connect our booth to the venue internet line?

- A. Yes, for a separate fee.  
Details on connection speeds will be explained based on materials provided at the Exhibitors Meeting.

## Q.3 What kind of COVID-19 countermeasures will be in place?

- A. As the status of COVID-19 was changed to category 5 infectious disease on May 8, 2023 under the Infectious Disease Control Law, the Office will not set any regulations for participants in this event and will leave it to the discretion of exhibitors (businesses) and visitors. If one deems it necessary to take countermeasures against infection, please do so on your own accord.

## Q.4 How will display items etc. be handled between prior setup and the day of the event?

- A. Night security guards will be stationed at the venue from prior setup until the day of the event. However, the Organizer does not provide insurance for exhibits, and exhibitors are responsible for managing their own exhibits. Exhibitors who wish to bring in their display items the day before the event are especially asked to understand the above point. We recommend that you do not leave expensive or valuable items at the venue, instead keeping them with you. Please note that once you have left the venue after the exhibition, you will not be allowed to enter the venue at night.

## Q.5 Are we allowed to play music?

- A. Yes. However, speaker volume will be limited in order to reduce sound interference in the venue and to avoid disturbing other exhibitors. Details will be explained based on materials provided at the Exhibitor Meeting.

Please note that each exhibitor is responsible for submitting an application to JASRAC, etc. for the use of music.

## Q.6 Can we use electricity at our booth during prior setup?

- A. The power will be turned on at 2:00p.m. on February 28 (Wed), the day before the exhibition. However, please note that there may be a delay due to the progress of construction. Details will be explained at the Exhibitor Meeting. The entire venue will be in the setup phase the day before the event, so circuitry work may be conducted at this time. The power may be cut off suddenly, so please be careful. We recommend that exhibitors who will be using computers or videos prepare backups.

# Frequently Asked Questions ②

## Q.7 What will the lighting be like during the exhibition?

- A. We plan to use 100% of the venue lighting during the exhibition. Further, while we generally think of setup time as using 50% lighting, we plan to use 100% lighting during setup to allow exhibitors the chance to adjust for the event day. Details of the supply time will be explained based on materials provided at the Exhibitors Meeting.

## Q.8 Can we conduct sampling outside of our booth?

- A. No, you cannot. Sampling, as well as all displays and demonstrations, must take place within your company's booth. Be careful that you do not disturb the other exhibitors. Additionally, we ask that you take measures to ensure that any queues that form be contained within your booth as well. From a perspective of keeping visitors safe, queues or PR activities that extend out into the walking areas will be prohibited.

## Q.9 Can we sell merchandise?

- A. Yes, you may. However, you will be required to submit a notification to the Office informing that merchandise sales will take place. More details will be explained based on materials provided at the Exhibitors Meeting.

## Q.10 Will there be a space for exhibitor stock?

- A. Stock space for exhibitors will be available for a fee at the venue during the event. (Please note that the number of stockrooms is limited.) The space can be used for stocking exhibits and as a waiting room for exhibitors.

## Q.11 Will there be limitations on what we can bring on the day of the Tokyo Marathon 2024?

- A. Yes. In order to prevent unforeseen circumstances from occurring, there will be restrictions on items that may be brought into the starting area and onto the course. Please refer to the following the Tokyo Marathon 2023 list of restrictions.

\*In the event that a restricted item is found, it will be confiscated or destroyed on the spot.

### No Hydro Flasks, Bottles, Cans, or PET Bottles are allowed



#### Handling rules of Spray Cans

Spray cans are prohibited. However, spray cans may be brought in ONLY on the condition that all of the following requirements are met:

- Commercially available products that are unopened. However, only products that are clearly classified as pharmaceuticals or cosmetics.
- Items with a single content of 120 mL or less and up to one unit



#### Handling rules of Beverages

Beverages are prohibited. However, beverages may be brought in ONLY on the condition that all of the following requirements are met:

- Commercially available products that are unopened (paper cartons, aluminum pouches)
- Products with a single content of 250 mL or less.
- Products with a total volume of 500 mL or less.

### Other Restrictions on Outside Items



- × Poisonous and deleterious substances, explosives, gunpowder, oils, items that may generate toxic gases, and other hazardous materials.
- × Knives, flammables, and other potentially hazardous props.
- × Items that may be used as deadly weapons, such as cutter knives, scissors, industrial tools, long umbrellas, etc.
- × Stick-shaped objects exceeding 30 cm in length, such as selfie sticks.
- × Wireless communication devices (\*excluding cell phones, PHS, Wi-Fi).
- × Loudspeakers, boom boxes, musical instruments, laser pointers, reflectors, and other items that emit sound or light that may disturb other runners depending on how they are used. Also, items that may affect the safety operation of the event.
- × Printed materials, flags, banners, placards, and other similar items intended for distribution.

This information will be officially published on the Tokyo Marathon 2024 official website in February 2024. Exhibitors who are considering selling products, etc., should refer to the previous event's restrictions as listed above.

## Frequently Asked Questions ③

### Q.12 Will there be a resident doctor?

- A. During the exhibition, a nurse will be stationed in the venue's first aid room.

### Q.13 I would like to travel to the venue by car. Will there be a parking lot available?

- A. Please note that there will be no designated "Exhibitor Parking" arranged by the Organizer. Instead, the Organizer will guide you to the parking facilities provided by the venue. Further details will be explained based on the materials provided during the Exhibitions Meeting.

### Q.14 Will there be a motorcycle parking lot?

- A. Parking will only be permitted in two parking lots:  
Ariake East Temporary Parking Lot and Shinonome Temporary Parking Lot.  
(The operation of each parking lot will depend on the conditions of the event.)  
The fee for both is ¥300 per use.

### Q.15 Will there be a safety deposit box for valuables?

- A. No safety deposit box will be provided.  
Please keep valuable items on your person, or otherwise in coin lockers etc. for other items.

### Q.16 I received an email that appears to be a virus...

- A. It is possible that an email virus is using an email address that seems to be from the Office, possibly obtained from a webpage or the address book of an infected PC. We urge everyone to take their own antivirus measures. Please note that all emails from the Office will be sent from the following address: <expo@tokyo42195.org>  
Additionally, all emails will have Japanese titles, and no emails will be sent with English-only titles.

### Q.17 Is there insurance available in case of theft of sales or display items?

- A. The Organizer will not be held responsible for any financial difficulties faced by exhibitors. Since there is no official insurance, we kindly request exhibitors to take good care of their valuables and merchandise during sales.

## Contact Us

### **Tokyo Marathon EXPO 2024 Office**

Contact Hours : 10:00 a.m. – 5:00 p.m.

\*Except weekends and national holidays

e-mail : [expo@tokyo42195.org](mailto:expo@tokyo42195.org)

### **Tokyo Marathon Virtual EXPO 2024 Office**

e-mail : [info@virtualexpo.tokyo](mailto:info@virtualexpo.tokyo)

\*Inquiries accepted from: TBA at a later date.

\*Please note that points of contact differ between the Tokyo Marathon EXPO 2024 (physical exhibition) and the Tokyo Marathon Virtual EXPO 2024 (virtual exhibition).