



## Exhibitor Guidelines

**EXPO Period** February 26 (Thu.), – February 28 (Sat.), 2026

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

**Application Period** September 1 (Mon.), 12:00 p.m. –  
September 6 (Sat.), 11:59 p.m. (JST), 2025

\*We will set an application period for overseas exhibitors.

September 10 (Wed.), 12:00 p.m. (JST), 2025

\*If there is any surplus space,  
we will reopen applications, including for domestic companies.

\*Regardless of application period, applications will be closed once the planned number of slots is filled.

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# Tokyo Marathon EXPO 2026 Outline

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The Tokyo Marathon EXPO 2026 will be held at Tokyo Big Sight prior to the Tokyo Marathon 2026 over a 3-day period: February 26 (Thu.), 27 (Fri.), and 28 (Sat.), 2026.

With sights set on the upcoming 20th anniversary in 2027, the Tokyo Marathon's new design concept will be "Run. Tokyo. Own. - The Day We Unite."

The Tokyo Marathon is built on the united cooperation of everyone who has participated up until now, so we look forward to a unique event unlike anything else in the world.

We believe that this can be achieved when all participants freely express themselves.

At the EXPO as well, we wholeheartedly identify with the strong determination of each participant to "unite" together while cherishing their "individual spirit." We look forward to supporting them in this grand endeavor at our event.

The Tokyo Marathon EXPO 2026 is being planned with the goal of providing visitors with their first chance to experience the Tokyo Marathon and enjoy Tokyo at large. Placing focus on the exhibitions of our Tokyo Marathon 2026 Official Partners, we are on the lookout for exhibitors to showcase running-related businesses and running-centric city promotion, as well as products, services, publications, etc. that will be beneficial to runners and visitors.

We hope to see participation from enterprises and groups of various genres that visitors can enjoy regardless of age, gender, nationality, experience, etc.

This exhibition will be open to the general public, so we look forward to seeing you at our event!

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## Event Overview

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- Venue  
Tokyo Big Sight, South Exhibition Halls  
South Hall 1 / South Hall 2 / South Hall 3 / South Hall 4  
3-11-1 Ariake, Koto-ku, Tokyo  
Nearest Stations : Kokusai-Tenjijo Station (Rinkai Line)  
Tokyo Big Sight Station (Yurikamome Line)
- Application Period  
September 1 (Mon.), 12:00 – September 6 (Sat.), 11:59 p.m. (JST), 2025  
  
※September 10 (Sat.), 11:59 p.m. (JST), 2025  
\*If there is any surplus space,  
we will reopen applications, including for domestic companies.
- EXPO Period  
February 26 (Thu.), – February 28 (Sat.), 2026  
\*February 26 (Thu.), and 27 (Fri.), 10:00 a.m. – 9:00 p.m. (JST) [entry closes 8:30 p.m.]  
\*February 28 (Sat.), 10:00 a.m. – 6:00 p.m. (JST) [entry closes 5:30 p.m.]
- Construction  
〈Setup〉  
February 24 (Tue.), 2026, 1:00 p.m. – 9:00 p.m. [Provisional]  
February 25 (Wed.), 2026, 9:00 a.m. – 9:00 p.m. [Provisional]  
〈Removal〉  
February 28 (Sat.), 2026, 6:00 p.m. – 9:30 p.m. [Provisional]

### Contact

- Tokyo Marathon EXPO 2026 Office

[Contact Hours: 10:00 a.m. (JST) – 5:00 p.m. (JST) \*Excluding weekends, national holidays, the year-end and New Year holidays.]

e-mail : expo@tokyo42195.org

# Tokyo Marathon EXPO 2026 Appeal

## 1. 1,000 runners more than the previous year!

39,000 runners plan to attend to collect their bibs, up 1,000 from last year!

## 2. A chance to communicate directly with global runners!

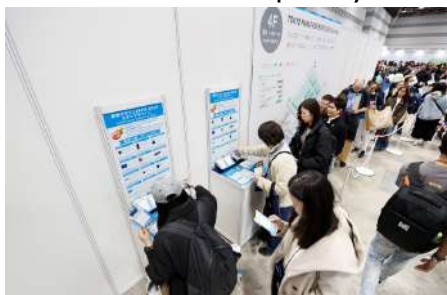
In addition to domestic runners, global runners are also on the rise. As the biggest running trade show, this allows global runners to be accessed domestically in one place.



## Organizer Initiatives

### 1. A stamp rally encouraging visitors to see all booths

A manual stamp rally that attracts both global and domestic visitors



### 2. Various innovations to allow easier traffic flow between floors

- Guidance staff to be placed within the venue to marshal traffic
- Photo spots to be set up along flow routes (details TBD)



### 3. Enhancing the official website, where 90% of visitors obtain information about the EXPO.

Details can be confirmed on the "EXPO" official website, including the latest updates.



### 4. Utilization of "Tokyo Marathon EXPO Official X"

To raise excitement including for general exhibitors, the official EXPO account will repost announcements, etc.

\*However, this will be limited to accounts applied for and approved prior to the event

# Tokyo Marathon EXPO Stats

\* According to visitor survey results and visitor counts from the Tokyo Marathon EXPO 2025

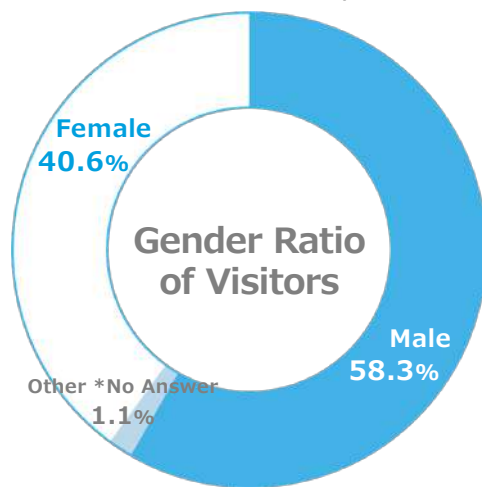
## Visitor Count

\*From Tokyo Marathon EXPO 2025 data

Date	Daily Visitors
February 27, 2025 (Thu.)	25,294
February 28, 2025 (Fri.)	25,225
March 1, 2025 (Sat.)	22,084

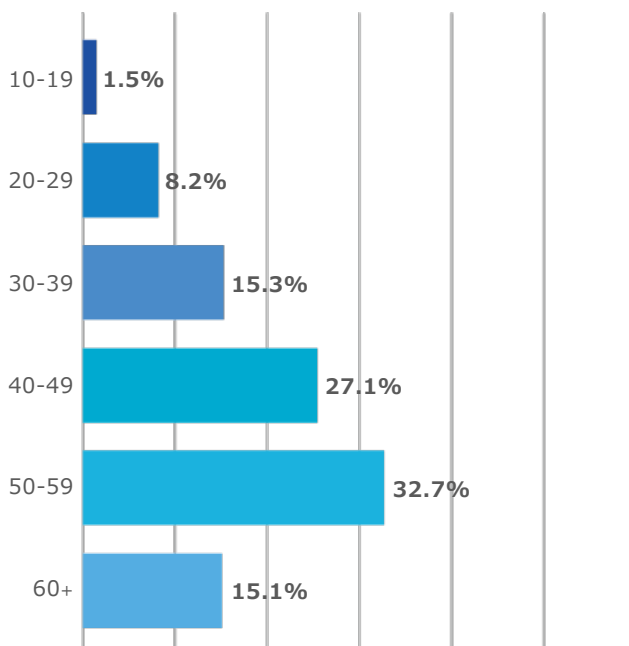
Tokyo Marathon EXPO 2025

Total Visitors : 72,603



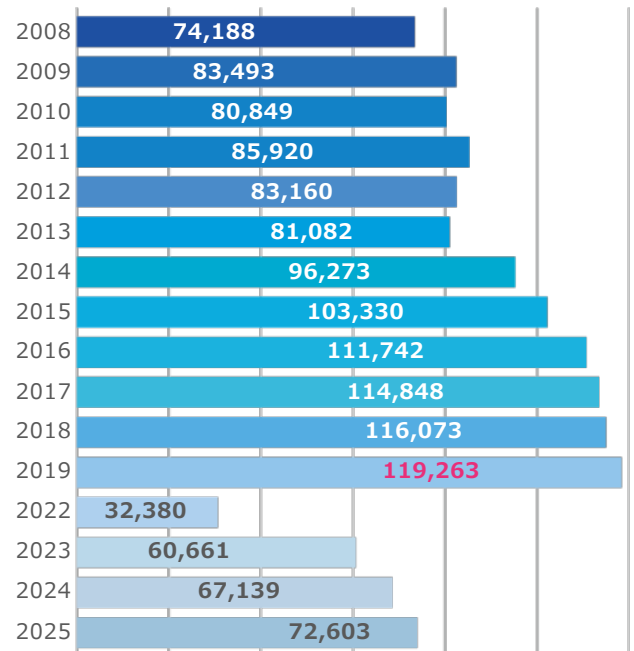
Visitor Gender Ratio : around **6 : 4**

## Visitor Age



\*According to the Tokyo EXPO 2025 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. Packet Pick-up **61.4%**
2. Shopping **32.6%**
3. Exhibition booth **39.3%**
4. Collecting information **18.1%**
5. Accompanying a friend/acquaintance/runner **7.1%**
6. Other **4.6%**

\*According to the Tokyo EXPO 2025 Visitor Survey

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

- Running goods (athlete-focused foods, T-shirts, etc.)
- Runner-specific services (body care, taping techniques, etc.)
- Samples and commemorative items
- Athlete talk show (interactive event)
- Running form analysis, massage, Hands-on booth, etc.

\*According to the Tokyo EXPO 2025 Visitor Survey

# Tokyo Marathon EXPO 2025 Official Shop Data

## Trends during the Event (3 days)

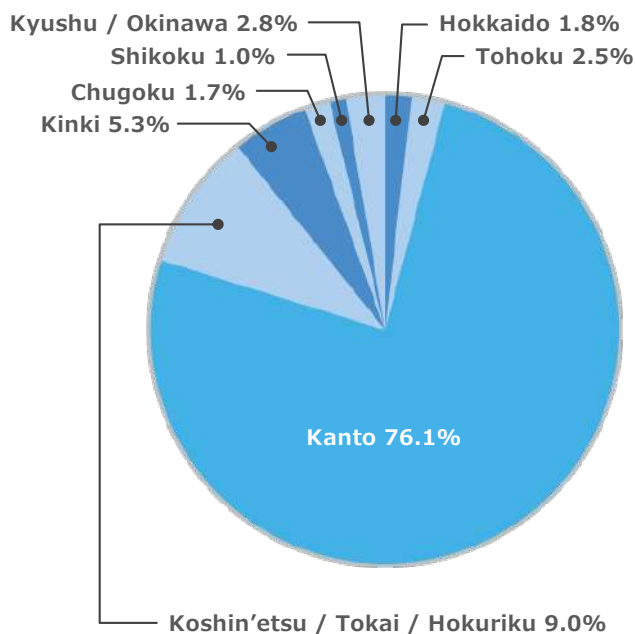
- Sales from international visitors surpassed those of domestic visitors.
- Day 1 saw an increase in international visitors.
- Day 3 saw domestic/Japanese visitors as the primary target, but Sales were comparable between Japanese and international visitors.

## Visitor Spending Trends

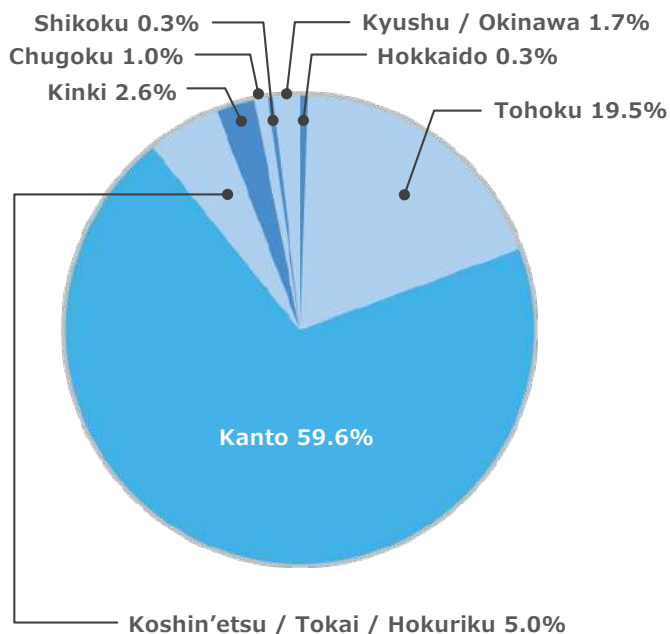
- Domestic (Japanese visitors) = 4,520 JPY  
(+920 JPY year-on-year)
- Overseas (International visitors) = 7,691 JPY  
(+591 JPY year-on-year)  
\*3-day total

# Tokyo Marathon 2025 Participant Stats

## Marathon Participants by Region

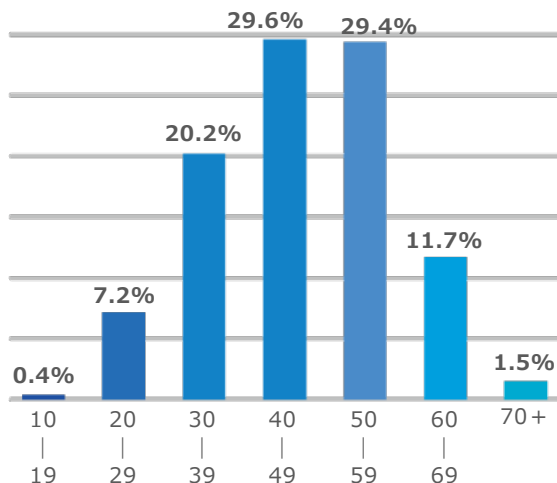


## 10.7km Participants by Region



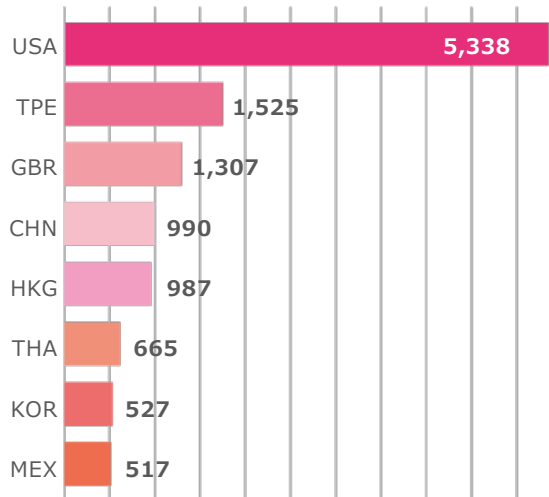
## Sorted by Age Group

\*Including 10.7km



## Runner Country/Region

\*Top 8 countries excluding Japan



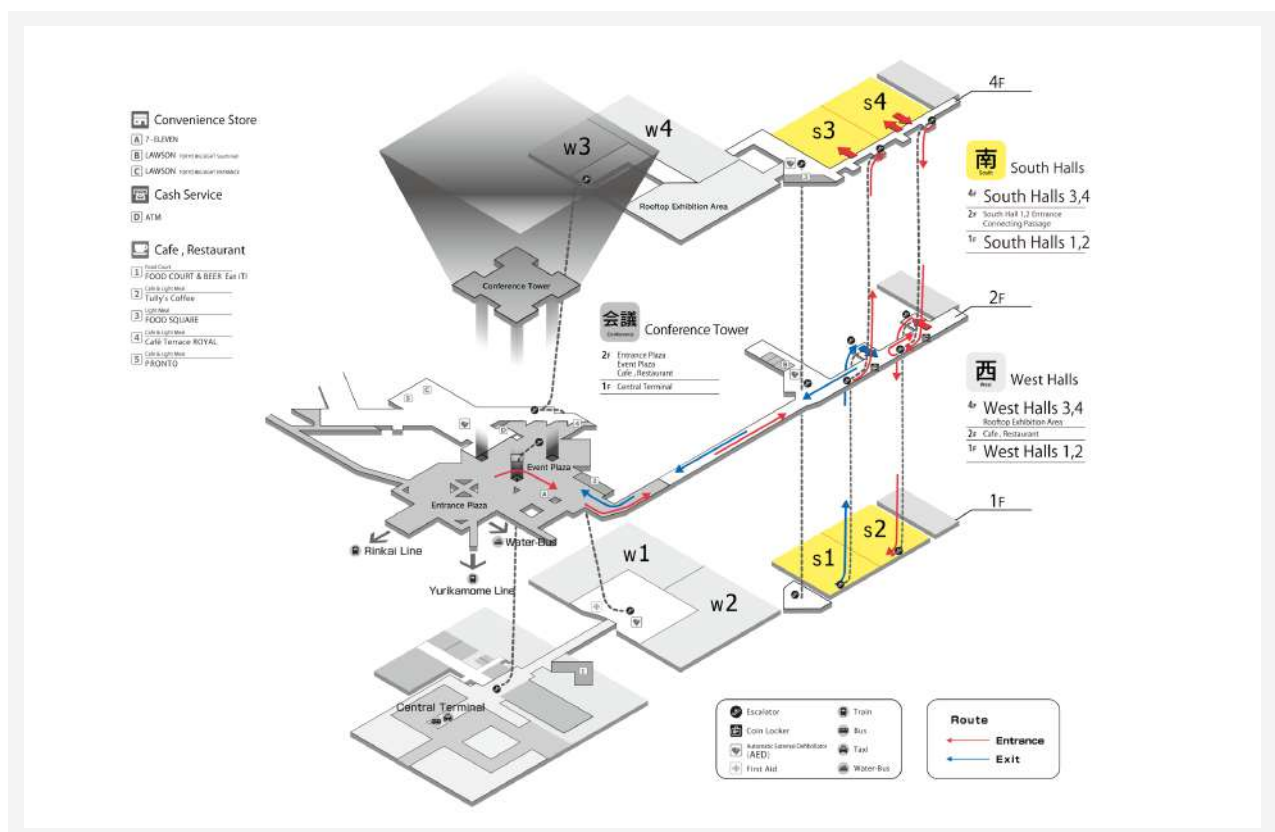


# Tokyo Marathon EXPO 2026 Venue

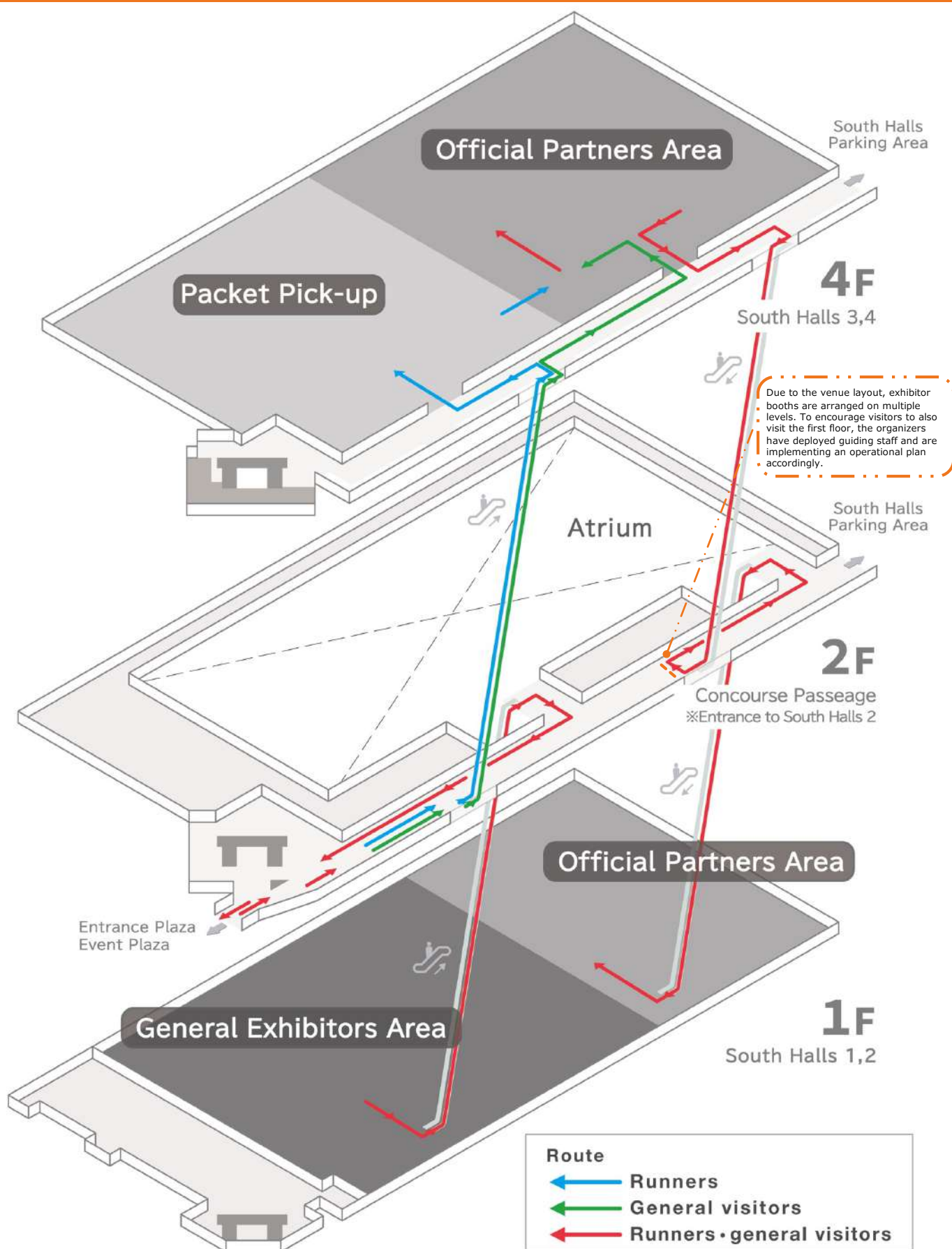
## Venue Map



## Tokyo Big Sight Floor Map



# Tokyo Marathon EXPO 2026 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 Conditions

At the Tokyo Marathon EXPO 2026, we look forward to **“exhibitions of various genres.”** We are on the lookout for exhibitors to showcase running-related businesses and running-centric city promotion, as well as products, services, publications, and more.

## ●Exhibition Area

The Exhibition Area for the Tokyo Marathon EXPO 2026 will be divided into an Official Exhibitor Area and a General Exhibitor Area.

### Official Partners Area

Exhibitions by the Official Partners and co-organizers of the Tokyo Marathon 2026, as well as associations affiliated with the Tokyo Marathon.

### General Exhibitors Area

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

# Exhibition Booth Details

## Exhibit fee

- 1 or 2 Booths: ¥770,000 (tax included) per booth  
\*Includes basic booth equipment, one meeting table, and two chairs per booth.
- 3 Booths: Not accepted due to layout constraints.
- 4 or More Booths: ¥660,000 (tax included) per booth.

〈 Booth Size: 1 booth = 3mX3m (9m<sup>2</sup>) 〉

Please check the next page for the details on the basic booth equipment.

\* We will decide on a first-come, first-served basis. Thank you for your understanding.

## Exhibit Details

- Exhibition contents should be products and services that match the theme and direction of Tokyo Marathon EXPO 2026. 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.
- The exhibition fee will be a net fee. Therefore, there will be no sales margin for advertising agencies.
- For booth size, please refer to the chart below.  
Please be aware that booth shape may change depending on the number of applications received. Booth shape will either be square or rectangular, with standard booth shape as shown below.

1 booth	3.0m × 3.0m	2 booths	6.0m × 3.0m	4 booths	6.0m × 6.0m	6 booths	9.0m × 6.0m
8 booths	9.0m × 8.0m	9 booths	9.0m × 9.0m	10 booths	9.0m × 10.0m	12 booths	12.0m × 9.0m

\* Please note that exhibitions of 4 or more booths may be allocated in an adjacent layout depending on the number of applications.

\* The shape of the booth may be adjusted by the Office for booth layout reasons.

\* Which “side” of the booth will line up with traffic flow cannot be specified.

\* Please ensure that any waiting lines for visitors are kept within your own booth space. Kindly manage the lines so as not to obstruct the flow of traffic for neighboring exhibitors and other visitors. We ask for your cooperation in maintaining clear visitor pathways to ensure the safety of all attendees.

## Standard Booth (1 or 2 Booths)

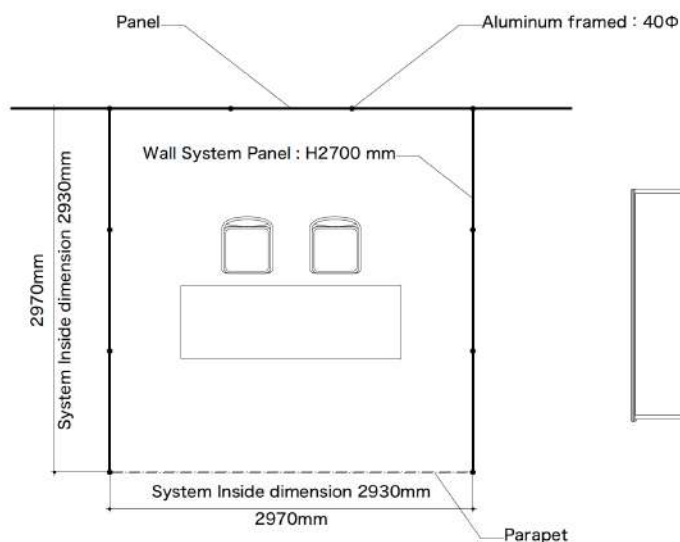
Standard booths will be provided with system fittings.

- Fixtures such as decoration costs, line charges, booth cleaning, and waste disposal fees are not included.

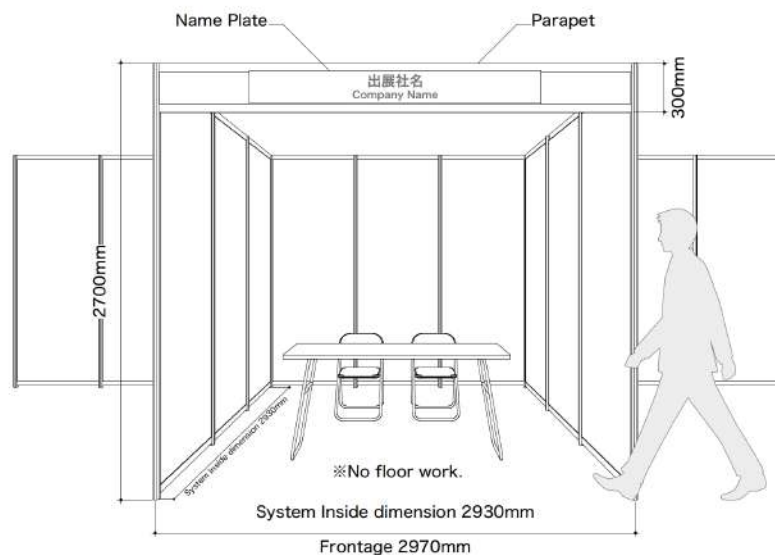
If any of the above will be needed, exhibitors are requested to prepare on their own.

No. of Booths	Layout	
1 booth	Standard Booth	Wall system panel (white) x9, Parapet (white), Name plate (white base / black letters), 1kW Electric installation & usage, Double outlet x1, Fluorescent light x2, Pipe chair x2, Long table x1
2 booths	Standard Booth	Wall system panel (white) x12, Parapet (white), Name plate (white base / black letters), 1kW Electric installation & usage, Double outlet x2, Fluorescent light x4, Pipe chair x4, Long table x2

### ● Floor Plan



### ● 3D View



### ● Name Plate

Booth No.	<b>出展社名</b>
**	<b>Company Name</b>

## Space Handover (4+ booths)

Booths of 4 spaces or more will be provided as raw space.

- For Space Handover applications of 4 or more booths (self-constructed), the EXPO Office will perform only the primary electrical trunk line work (distribution board installation) at the exhibitor booth. Exhibitors are requested to make their own arrangements for secondary electrical work.

No. of Booths	Layout	
4+ booths	Space Handover [self-constructed]	Electric installation & usage in line with no. of booths *Booth ancillary equipment is distribution board only (Basic electricity supply capacity: 1kW per 1 booth)

# EXPO Exhibition Application ①

## How to Apply

After confirming the Exhibitor Guidelines and Terms and Conditions, please apply by filling in the required information on the official exhibitor application website.

\* The Organizer of the Tokyo Marathon EXPO 2026 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).

The official exhibitor application website

[https://www.2026.tokyo42195-expo.org/entry/form\\_e.php](https://www.2026.tokyo42195-expo.org/entry/form_e.php)

### ● Application Deadline

\*Applications will close once the planned number of booths is reached, regardless of the application period.

**Application Deadline : September 6 (Sat.), 11:59 p.m. (JST), 2025**

### ● Exhibition Confirmation

An approval notice will be issued via e-mail once the exhibition details have been confirmed. Once this correspondence has been received, the exhibition is considered confirmed.

### ● Payment of Application Fee

Payment of exhibition fees shall be made to the designated bank by the deadline indicated on the invoice from the EXPO Office.

\*Transfer fees will be carried by the exhibitor.

### ● Payment Process

An invoice for the exhibition fee will be issued at the end of the month in which the notice is received, to be transferred by the end of the following month.

Payment terms: Invoice at the end of the month, wire transfer at the end of the following month (invoice to be sent within 5 business days).

The above procedure will apply as a general rule, so please pay careful note.

\*Please note that companies applying in August will be completing the wire transfer at the end of October, with the end of September as the closing date.

### ● Changes / Cancellation

Cancellations or changes to the applied for booths shall be made by submitting to the Organizer for approval a written notification (including e-mail) outlining the reasons for such changes or cancellation. Once the exhibition has been approved (and the "Exhibitor Approval Notice" received), cancellation fees shall be incurred as 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 EXPO Office.

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

# EXPO Exhibition Application ②

## Booth Location Allotment

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

\*Once finalized, the overall layout will be announced.

## ●Exhibitors Meeting

The Exhibitors Meeting will take place on December 4 (Thu.), 2025.

This meeting will be held online.

More information on this event is expected to be shared late November 2025.

\*Exhibitors meeting will be held online in Japanese language only.

If you have any questions, please contact Tokyo Marathon EXPO 2026 office.

\*Attendance will require prior registration. Meeting registration details will be announced late November.

The announcement will be made to exhibitor representatives or to the contact details registered at the time of application.

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

## Name / Logo Usage

The terms (name) and logo mark of "Tokyo Marathon EXPO 2026" will be available for use in announcements that your company is exhibiting at the EXPO. We ask that each exhibitor proactively contributes to spreading awareness of the "Tokyo Marathon EXPO."

However, when using the terms (name) and logo mark of the "Tokyo Marathon EXPO 2026", **you must request approval from the EXPO Office in advance.**

## Logos Available for Use



## ●Social Media Posts

Posts may be published via various social media or owned media portals after receiving prior approval. Posts that have not received prior approval will be removed until approval has been received. Thank you for your understanding.

**\*Details will be shared at the Exhibitors Meeting.**

## Logos Prohibited for Use



## ●Exhibitors are prohibited from using Tokyo Marathon property.

Only Official Partners / Co-sponsors of the Tokyo Marathon 2026 will be able to use the Tokyo Marathon name and logo. Please be aware.

〈Examples of Prohibited Use〉

\*Combinations of the following elements that clearly evoke the Tokyo Marathon.

The year, diagrams of the Tokyo Marathon course, landmarks that evoke the course, images of runners on the course, etc.



# Booth Decoration Rules / Precautions ①

## ● Standard booths Decoration Rules (For 1-2 Booth Exhibitors)

- The system panels are leased items. Please note that exhibitors will be liable for any damage caused to the panels.
- Nails or tacks cannot be driven directly into the panels. Additionally, no modifications, such as cutting or splicing, can be made to the panels or poles.
- Basic booths are lined up adjacent to each other. Therefore, basic booth specifications include system walls (left and right walls, back wall), which cannot be removed. If you wish to decorate the walls, you may have your own decoration company install wooden panels or other materials to cover them.

## ● Regulations on Booth Decoration / Exhibitor Rules (For all Exhibitors)

- Please plan for all objects and decorations to fit within the confines of your booth. (Exhibits, structures, waiting lines, and protrusions [e.g., signs, lighting fixtures])
- 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.
- Please keep and manage your own valuables.
- Out of consideration for other exhibitors, speaker volume will also be limited.
- Gas constructions are not permitted within the booth.

### Items that Require Prior Consultation with the EXPO Office

- Installation of anchor bolts in the floor:  
Please pay the floor repair fee.
- Ceiling & roof constructions:  
These are prohibited in principle as they may interfere with automatic fire alarm and sprinkler systems. However, installation may be permitted only in cases with venue approval.

#### (1) Constructions with wall-less roofs / ceilings:

- a. The size of the roof and ceiling shall be 50 m<sup>2</sup> or less, and the height shall be between 3 m and 7 m (inclusive).
- b. If the installation standards in the preceding item (a.) are exceeded due to construction work that causes interference with sprinkler systems and water cannons, the installation standards in the preceding item may be waived on the condition that one of the following measures is taken:
  - ① Effective surveillance (on foot) is possible with indoor fire hydrants.
  - ② Package-type fire extinguishing equipment and auxiliary sprinkler valves are installed.
- c. Columns and beams are made of non-combustible materials for steel frame structures and have sufficient strength.
- d. Flame-retardant fabrics for cloth, blackout curtains, sheets, and other textile products are used.
- e. Sensors will be installed if there is a detection failure in the automatic fire alarm system's sensors and scanning fire detectors.

#### (2) Constructions with walls, roofs, & ceilings:

- a. The size of the roof and ceiling shall be 50 m<sup>2</sup> or less, and the height shall be 3 m or more and 7 m or less. In addition, walls facing scanning fire detectors and water cannons shall be kept open as much as possible.
- b. As a general rule, only exhibits that require light-proofing or dust-proofing measures are allowed.
- c. Interior finish and base coat shall be made of flame-retardant materials or higher.
- d. To prevent evacuation obstacles, provide two or more exits and install evacuation exit lights or signs.
- e. Other criteria are equivalent to b-d constructions, which have roofs and ceilings without walls.

\*Please consult with the EXPO Office in advance regarding venue confirmation.

Detailed diagrams (specifications of fixtures, materials used, ceiling area, etc.) are required for confirmation.



## Booth Decoration Rules / Precautions ②

- **Balloons & other similar decorations:**

Please consult with the EXPO Office if you wish to have floating decorations in the venue.

- **About water supply and drainage facilities:**

Please contact the EXPO Office if you wish to include these.

- **Please strictly adhere to the submission deadlines for various application and requests.**

\*For items that require prior confirmation with the venue, such as electrical, internet, and water supply/drainage applications, applications not be accepted after the deadline.

- **You must provide the EXPO Office with a booth diagram (floor plan/elevation) in advance.**  
[Ideally around 1.5 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.**

\*Regarding the basic booths (1 or 2 Booths), the system wall height will be 2.7m (2,700mm).

\*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.

- **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)

**\*Details will be discussed at the Exhibitors Meeting.**

**Additional materials are planned to be distributed at that time.**

# Exhibition Application Precautions

## ● Provision of Food & Drink

- At the Tokyo Marathon EXPO 2026, food and drink (as well as tastings) will be permitted. However, please be sure to check with the relevant health center in advance.

Based on the results, please submit one of the following documents to the EXPO Office.

If an application is required by the health center : A copy of the application form you submitted  
(food/drink tasting report, food distribution notification)  
(submit a scanned copy by email)

If an application is not required : A document declaring that an application is not required and why.  
(example: a copy of e-mail with the public health center, etc.)

- If offering temporary samples, please submit a tasting report to the relevant health center. If you are providing packaged food and beverages, please submit a food distribution notification form.

\*Although there may be many different methods, such as providing individually packaged products, opening them for tasting, or transferring them to other containers, please check with the health center regardless for all cases. It may be necessary in some cases to submit an application or notification form.

Please note that if you repeatedly offer samples for tasting or provide food and beverages, you may need a business license based on the Food Sanitation Law.

- When providing food and beverages, please include labels as specified by the Food Labeling Act.
- Please dispose of any trash generated by your booth on your own. The same applies to trash such as containers involved in the provision of food and beverages.

## ● Provision of Medicine & Quasi-Pharmaceuticals

- If you plan to exhibit or sample pharmaceuticals or quasi-pharmaceuticals, please be sure to check directly with the health center with jurisdiction. Each exhibitor is responsible for submitting an application to a health center. Please submit a copy of your application for to the EXPO Office.

If you plan to provide food and beverages or distribute samples of pharmaceuticals or quasi-pharmaceuticals, please confirm directly with the relevant health center (Koto Ward Health Center) in advance.

### 【Provision of Food & Drink】

Mail : [hc-shokuhin1@city.koto.lg.jp](mailto:hc-shokuhin1@city.koto.lg.jp)

Fax : +81 03-3615-7171

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Health Department (Public Health Center),  
Public Hygiene Division, Food Sanitation Section 1  
2-1-1 Toyo, Koto City, Tokyo, 135-0016  
TEL : +81 03-3647-5882

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Health Department (Public Health Center),  
Public Hygiene Division, Food Sanitation Section 3  
2-1-1 Toyo, Koto City, Tokyo, 135-0016  
TEL : +81 03-3647-5812

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Health Department (Public Health Center),  
Public Hygiene Division, Food Sanitation Section 2  
2-1-1 Toyo, Koto City, Tokyo, 135-0016  
TEL : +81 03-3647-5854

### 【Provision of Medicine & Quasi-Pharmaceuticals】

Health Department (Public Health Center),  
Living & Health Division, Pharmaceutical Sanitation Section  
2-1-1 Toyo, Koto City, Tokyo, 135-0016  
TEL : +81 03-3647-5815 Fax : +81 03-3615-7171

# Schedule

## Tokyo Marathon EXPO 2026

2025

Sep.

September 1 (Mon.), 12:00 p.m.(JST)  
Tokyo Marathon EXPO 2026 Exhibitor Applications Begin

**Application Period**

Deadline: September 6 (Sat.), 11:59 p.m. (JST)

September 10 (Wed.), 12:00 p.m. (JST)

\*If there is any surplus space, we will reopen applications, including for domestic companies.

Oct.

Nov.

**December 4 (Thu.), Exhibitors Meeting (Online)**

\*Explanation of details, announcement of booth placement.

\*Exhibitors meeting will be held online in Japanese language only.

Dec.

**Late December (Provisional) 1<sup>st</sup> Document Deadline**

» Submission of printouts/web info: official exhibitor name/PR copy

2026

Jan.

**Mid January (Provisional) 2<sup>nd</sup> Document Deadline**

» Deadline for construction applications, options applications

**Late January, Exhibitor Overview Uploaded to Official Website** (tentative)

Feb.

February 24 (Tue.), – 25 (Wed.),  
**Tokyo Marathon EXPO 2026 Setup**

February 26 (Thu.) – 28 (Sat.)  
**Tokyo Marathon EXPO 2026**

February 28 (Sat.), 6:00 p.m. – 9:30 p.m. (JST)  
**Tokyo Marathon EXPO 2026 Removal**

Mar.

**March 1 (Sun.), Tokyo Marathon 2026**

\*In the event of a change, it will be announced on the official website.

# Terms of the Exhibition Agreement

## 1. Exhibition Application and Agreement

An exhibitor who wishes to exhibit at the Tokyo Marathon EXPO 2025 (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. 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.

## 6. Decisions Regarding Location of Booths and Stock Spaces

The final decision regarding locations of Booths and Stock Spaces shall be determined at the discretion of the Organizer with consideration to the number of Booths and content of the exhibitions, etc.

## 7. How to Use the Booths

(1) All advertising and sales activities must be conducted inside the Booth. Exhibitors may not use aisles or any other space outside of their booths for advertising activities. Exhibitors are responsible for ensuring that the aisles near their booths are not crowded due to promotional activities.

(2) 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.

(3) 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.

(4) 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.

(5) 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.

(6) Exhibitors must strictly adhere to all disaster prevention and safety regulations and administrative guidance applicable to the exhibition venue.

## 8. Exhibition Items and Requirements

(1) 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.

(2) 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.

## 9. 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.

## 10. 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.

## 11. Exhibition Placement and Removal

(1) 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 25, 2026) 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.

(2) 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.

(3) 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.

(4) 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, an overtime fee will be charged for any work conducted outside the schedule times. However, there is a limit to the time available for work.

## 12. Termination

(1) The Organizer may terminate its contract with any exhibitors after an "Exhibition Confirmation Notice" has been issued, if any of the following events occurs:

i. There is a violation of Clause 7 (How to Use the Booths) or Clause 8 (Exhibition Items and Requirements) of the Exhibition Agreements and necessary steps are not taken to rectify the situation as directed by the Organizer.

ii. 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 9, the Warranty provision, of the Exhibition Agreement.

iii. Other situations in which an exhibitor may be determined to pose grave threat to the proper and smooth operation of the EXPO.

iv. An exhibitor is subject to suspension of banking privileges due to dishonored checks or bills.

v. A petition for provisional seizure, provisional injunction, compulsory execution, auction, special liquidation, bankruptcy, civil rehabilitation, corporate reorganization or other similar petition has been filed.

vi. 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.

(2) 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:

i. 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.

ii. 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.

iii. 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.

iv. 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.

(3) 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.

## 13. Indemnification

(1) 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.

(2) 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:

i. 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.

ii. 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.)

## 14. 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.

## 15. Compliance with the Exhibition Agreement

The exhibitor acknowledges that 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.

## 16. 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.

## 17. Jurisdictional Court

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

## 18. Governing Law

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

## 19. 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.

## 20. Miscellaneous

The Organizer will take photographs to document the exhibition (including exhibitors and exhibited products). Please note that the photographs taken may be used by the Organizer.

## 21. 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.

Revised September 1, 2025

# 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 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.4 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.5 Can we use electricity at our booth during prior setup?**

- A. The power will be turned on at 2:00p.m. on February 25 (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.

## **Q.6 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.



# Frequently Asked Questions ②

## Q.7 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 you to take measures to ensure queues must be contained within your booth. From a perspective of keeping visitors safe, queues or PR activities that extend out into the walking areas will be prohibited.

## Q.8 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.9 Will there be a space for exhibitor stock?

- A. Stock space for exhibitors will be available with extra cost 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.10 Will there be limitations on what we can bring on the day of the Tokyo Marathon 2026?

- 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 2025 list of restrictions.  
\* In the event that a restricted item is found, it will be confiscated or destroyed on the spot.

### Prohibited Items

- ✗ Hydro flasks, bottles, cans, or PET bottles (regardless of size or open/opened)
- ✗ Hydration packs, soft flasks, etc.
- ✗ Hazardous items such as poison, explosives, gunpowder, oils, items that may generate hazardous gases, and other dangerous goods
- ✗ Blades, flammable objects, and other small tools which could become dangerous
- ✗ Items that pose the threat of being used as a weapon, such as box cutters, scissors, industrial tools, long umbrellas, etc.
- ✗ Selfie sticks and other stick-like objects that surpass 30 cm in length
- ✗ 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're used, or which may disrupt operations.
- ✗ Printed materials, flags, banners, placards, and other similar items intended for distribution.

\*Some items for sale at the Tokyo Marathon EXPO 2025 may be judged to be prohibited items on the marathon day. Please be careful especially of the volume of drink containers.

### Handling of Beverages

Beverages may be brought in ONLY on the condition that all of the following requirements are met. All other cases will result in disposal.

- ✗ Paper cartons or aluminum pouches
- ✗ Commercially available products that are unopened
- ✗ Items with a unit volume of 250 mL or less
- ✗ A total combined volume of 500 mL or less

\*Food is allowed to be brought in.



### Handling of Spray Cans

Spray cans may be brought in ONLY on the condition that all of the following requirements are met. All other cases will result in disposal.

- ✗ Commercially available products that are unopened
- ✗ Products that are clearly classified as pharmaceuticals or cosmetics
- ✗ Items with a unit volume of 120 mL or less
- ✗ Limit of up to 1 item



\* Reference: Tokyo Marathon 2025 Runner's Participation Guide

This information will be officially published on the Tokyo Marathon 2026 official website in February 2026. Exhibitors who are considering selling products, etc., should refer to the previous event's restrictions as listed above.

## Frequently Asked Questions ③

### Q.11 Will there be a resident doctor?

- A. Although there will be no resident doctor during the exhibition, a nurse will be stationed in the venue's first aid room.

### Q.12 Will there be a motorcycle parking lot for exhibitors?

- A. Please be aware that there is not a specific "Organizer-provided parking lot."  
Please make use of general venue parking on your own.  
The status of each parking lot may vary depending on the event conditions, so please refer to the homepage.  
<https://www.bigsight.jp/visitor/parking/>

### Q.13 Will there be a safety deposit box for valuables?

- A. No, safety deposit box will not be provided.  
Please keep valuable items on your own, or otherwise in coin lockers etc. for other items.

### Q.14 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.15 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.

### Q.16 Will there be a rest area for exhibitors?

- A. Please be aware that there will be no designated rest area for exhibitors. Please use the venue's rest areas.



## **Contact**

Tokyo Marathon EXPO 2026 Office

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

[Contact Hours: 10:00 a.m. (JST) – 5:00 p.m. (JST) \*Excluding weekends, national holidays, the year-end and New Year holidays.]