

Don't miss the evolution of the NAGOYA AUTOMOTIVE ENGINEERING EXPOSITION!

Unveiling a new era for the Automotive Engineering Exposition in Nagoya

Support for
exhibitions
exclusive
to Nagoya

**Greater support
for new and
returning
exhibitors!**

Exhibit
Support
Program

New area!
**Greater support
for international
exhibitors!**

New area!
**Greater support
for start-ups
and research institutes
from universities!**

**Greater support for
government and
industry bodies!**

Total area of exhibition hall

20,000 m²

Total area of hall in 2022 **13,500m²**

Number of booths

Over **750** booths

Number of booths in 2022 **406**

The details of new plans
and the latest information
will be posted on the official site
as it becomes available.



<https://aee.expo-info.jsae.or.jp/en/nagoya/>

From this year, the exposition moves to a new venue with facilities capable of taking the Nagoya event onto the next level!

New Location!

Aichi Sky Expo



The exhibition will be held at a new venue starting in 2023

Easy access

Direct flights to 19 Japanese and 34 non-Japanese cities.
Easy access by land, sea,
and air to the gateway of central Japan.
The perfect location with many hotels close at hand.

Directly connected to the airport.

Duty free

The new venue is the only permanent bonded
exhibition facility in Japan.
Exhibits from outside Japan can be brought
in and shown exempt from taxation.

Complicated customs procedures are not required.

AUTOMOTIVE ENGINEERING EXPOSITION 2023 NAGOYA

EXPOSITION GUIDE

2023

7.5_[Wed] → 7.7_[Fri]

Aichi Sky Expo

Aichi International Exhibition Center

Outline

Organizer : Society of Automotive Engineers of Japan, Inc.

Name : AUTOMOTIVE ENGINEERING EXPOSITION 2023 NAGOYA

Dates : **NAGOYA Exposition**

(Real Exposition) Wed., July 5 - Fri., July 7, 2023

July 5 - July 6 10:00 - 18:00

July 7 10:00 - 17:00

📍 Aichi Sky Expo (exhibition space : 20,000 m²)

Name : AUTOMOTIVE ENGINEERING EXPOSITION 2023 ONLINE

Dates : **ONLINE STAGE 2**

Wed., June 28 - Wed., June 19, 2023

[Pre-Open]

Wed., June 28 - Tue., June 4, 2023

📍 Online Exposition Website

Exposition scale : Over 250 exhibitors/750 booths (expected)

Registrations : Over 20,000 visitors (expected)

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

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



Exhibition fees (including tax)

NAGOYA Exposition

	JSAE corporate members*	Non-members
Per booth	¥330,000	¥440,000

- 1 booth : W3.0m×D3.0m×H3.0m
- The above exhibition space fees are for the space only, and do not include fees for work to set up basic decorations or electrical work.
- The above fees will be charged in addition to the online exposition fee.
- Exhibitors from outside Japan will also be charged consumption tax.
- Please note that this schedule may be subject to change without notice.
- * The fee for JSAE corporate members applies to exhibiting companies with a minimum of 10 memberships (equivalent to an annual membership fee of ¥110,000).

Attn. To receive the members' discount, membership must be valid for the date that the exhibition is held. If you wish to become a new member, please contact the Exhibition Management Office.

ONLINE STAGE 2

Plan	JSAE Corporate Members*	Non-members
ECONOMY	¥55,000	¥110,000
LIGHT	¥220,000	¥275,000
STANDARD	¥385,000	¥495,000
PREMIUM	¥643,500	¥753,500

Companies planning to exhibit at both the Nagoya and Yokohama exhibitions can exhibit at both Stage 1 and Stage 2 of the online exposition by paying the exhibition fee for either stage.

* The fee for JSAE corporate members applies to exhibiting companies with a minimum of 10 memberships (equivalent to an annual membership fee of ¥110,000).

Attn. To receive the members' discount, membership must be valid for the date that the exhibition is held. If you wish to become a new member, please contact the Exhibition Management Office.

[Joint exhibitors wishing to exhibit at the online exhibitions]

Please apply to participate in the online exhibitions only as a single exhibitor. In this case, the online exposition exhibition fees described above will be charged.

- Any inquiries from joint exhibitors should be directed to the Exposition Office.
- Exhibitors from outside Japan will also be charged consumption tax.

Payment deadline for exhibition fees
Wednesday, May 31, 2023

The Exposition Management Coordinator will send the invoice for the exhibition fees after issuing an electronic invoice. Please transfer the exhibition fees to the designated bank by the payment deadline.

Fees will only be accepted by bank transfer. You are responsible for any bank transfer fees that occur.

* To withdraw from an exposition, please notify the Exposition Management Coordinator in writing. Cancellation/change fees shall occur based on the Exhibitors' Agreement.

Inquiries to

Exposition Management Coordinator,
Taiseisha Ltd.

Shintomi Mihama Bldg., 1-15-3, Shintomi,
Chuo-ku, Tokyo 104-0041, Japan

✉ jsae-expo@taiseisha.co.jp



2022 EXPOSITION DATA

Wed., June 29 - Fri., July 1, Portmesse Nagoya



Exhibitors

165

companies

Exhibition booths

406

booths

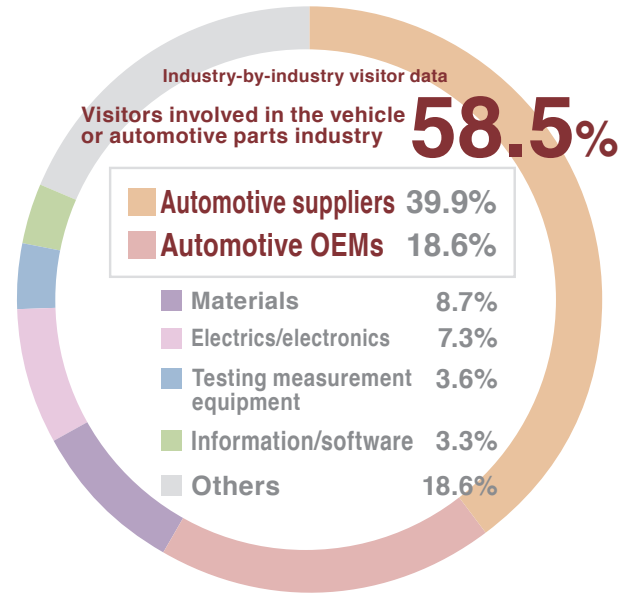
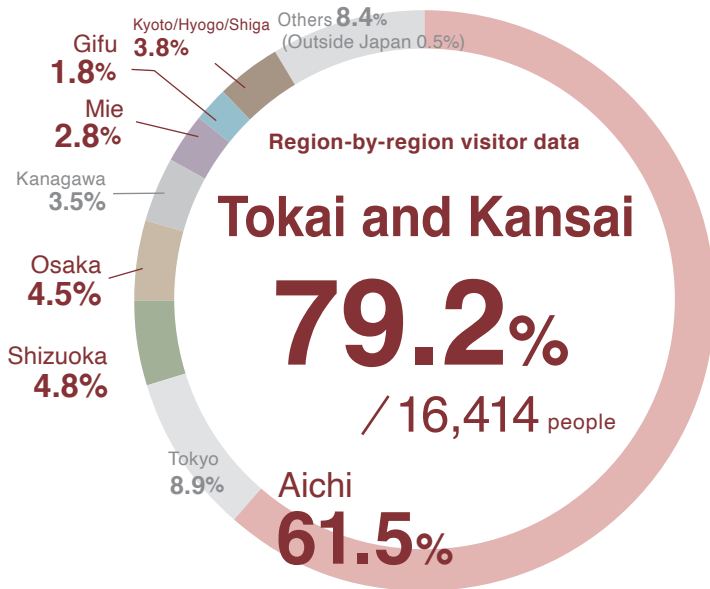
Registrations

16,414

people

Key points for exhibiting at the Nagoya exposition

Pinpoint appeal to companies in central Japan and people involved in the automotive industry!



The target visitors are people involved in the automotive industry from the regions in and around central Japan.

This description covered around 80% of visitors at the previous event.



This is a perfect opportunity to form new networks with people you can only meet in Nagoya!

Voice from exhibitors

* From the 2022 Nagoya visitor questionnaire

The exposition was held in both Yokohama and Nagoya, but the types of visitors were different at each venue, and it was a very useful exposition. The Nagoya event in particular led to many high-level technical consultations and requests, and the people working in our booth had to be even more on their toes than usual.

We felt that most of the visitors were from companies located in Aichi Prefecture. This was a satisfactory result because this is the home of many companies involved in the automotive industry. If we can attract more people from further west than Chubu, the exposition might become even more exciting.

This was our first time exhibiting at the exposition, but more people came to our booth than we expected. We had technical discussions with many companies, both large and small, and we hope that the exposition will help to grow our business in the future.

As this was the first in-person event in three years, we were a little apprehensive about how it would go. However, the hall was lively as soon as it started. We had a constructive three days, meeting new people and seeing other familiar faces again.

The 2023 Nagoya exposition features new areas and new special events in a new venue.

Comments we heard after talking to exhibitors in random booths while walking around the exhibition hall.

In Nagoya, you can find new connections and inspirations.

Experience the passion and out-of-the-box ideas of start-ups

Enjoy an uplifting and inspirational exhibition experience in Nagoya

Expect the AUTOMOTIVE ENGINEERING EXPOSITION NAGOYA to break the bounds of the conventional.



AUTOMOTIVE ENGINEERING EXPOSITION 2023 NAGOYA

2022

Tue., Dec. 6 ○ Starting date for accepting applications

Applications

Exposition Management Coordinator, Taiseisha Ltd.

✉ jsae-expo@taiseisha.co.jp

*Exhibition applications will not be accepted by telephone or fax.

Inquiries about special exhibition plans for the Nagoya exposition only should be made directly to the Exhibition Office.

2023

Fri., Feb. 24 ○ Deadline for Nagoya exhibition applications

Wed., Mar. 15 ~ ○ Online exposition exhibitors' meeting

Wed., Mar. 22 ~ ○ Nagoya exposition exhibitors' meeting

Exhibitor's meetings will be held online.
Detailed notifications of these meetings will be sent to companies applying to participate in the expositions.
Videos of the explanatory meetings can also be viewed up until the opening of the expositions.

Wed., May 31 ○ Deadline for payment for Nagoya exhibition fees

Wed., May 31 ○ Deadline for payment for Online exhibition fees

Wed., Jun. 28 ○ **Exhibitors at NAGOYA**
ONLINE STAGE 2

Mon. Jul. 3 ○ Booth set-up
Tue. Jul. 4

Wed., Jul. 5 ○ **NAGOYA Exposition**

Thu., Jul. 6
Fri., Jul. 7

AUTOMOTIVE ENGINEERING EXPOSITION 2023 NAGOYA

* From 2023, the exposition is moving to a new venue: Aichi Sky Expo.

Wed., Jul. 19 ○ **ONLINE STAGE 2**
END



Exhibitors at NAGOYA

STAGE2

6.28 [Wed] → 7.19 [Wed]

Stage 2 of online exhibition, ONLINE Website

Both the Yokohama and Nagoya expositions are hybrid events that feature online expositions held simultaneously with the real expositions.

In the same way as in 2022, Stage 1 of the online expositions will be held in conjunction with the Yokohama exposition and Stage 2 will be held in conjunction with the Nagoya exposition.

The online expositions can help you engage more closely with exposition visitors.



Use the online expositions to attract visitors to your in-person exhibits

Showcase your products and technologies during the pre-open period to attract more visitors and maximize the potential of the real expositions at Yokohama and Nagoya. The online expositions can help increase the number of visitors to your booth.



Use the online expositions to connect with engineers even after the end of the exposition

Visitors view and use the online exhibitor pages after visiting the real expositions. Connect with engineers who visited your booth and engineers that you didn't have the chance to meet even after the end of the exposition.



Use the online expositions to contact people unable to come to the venues

88.3% of visitors said that they intended to visit next year's online expositions as well.

[Report and results of the 2022 online expositions]



You can use products, videos, and catalog descriptions to showcase your products and technologies to people unable to come to the venues. Online meeting and chat functions are also available to connect with visitors to your exhibitor pages.

*Available features vary by plan.

2022 EXPOSITION DATA

AUTOMOTIVE ENGINEERING EXPOSITION 2022 ONLINE

STAGE 1 [Wed., May 25 – Tue., May 31] STAGE 2 [Wed., Jun. 29 – Tue., Jul. 5]

	 Exhibitors	 Registrations	 Visitors
STAGE 1	511	66,028	104,265
STAGE 2	194	23,719	38,967
TOTAL	705	89,747	143,232

* The visitor count refers to the number of times that registered participants accessed the online exposition website.

(One visit was defined as one access per day. If a registered participant accessed the website multiple times per day, this was counted as one visit.)

Outline

Name	AUTOMOTIVE ENGINEERING EXPOSITION 2023 ONLINE	Registrations	: 89,000 (expected), including visitors to both stages 1 and 2
Organizer	: Society of Automotive Engineers of Japan, Inc.	Entrance fee	: Admission free (all visitors must pre-register)
Dates	: STAGE 1: Wed., May 17 - Wed., June 7, 2023 STAGE 2: Wed., June 28 - Wed., July 19, 2023	Language	: Japanese/English
Venue	: Online exposition website	Likely attendees	: Engineers, researchers, and related people from automakers, parts suppliers, body makers, and manufacturers of measurement instrumentation, information software, and so on/educational staff and students from universities, schools of technology, and technical high schools/researchers, engineers, and related people from research institutes
Exposition scale	: 700 companies (expected), including companies exhibiting at both stages 1 and 2		

Online exhibition fees / plan details [exhibitors at Yokohama or Nagoya]

* All amounts include tax.

	ECONOMY	LIGHT	STANDARD	PREMIUM
	JSAE corporate members* ¥ 55,000 Non-members ¥ 110,000	JSAE corporate members* ¥ 220,000 Non-members ¥ 275,000	JSAE corporate members* ¥ 385,000 Non-members ¥ 495,000	JSAE corporate members* ¥ 643,500 Non-members ¥ 753,500
Category area banner	Company Name Only	Small	Medium	Large
Real exhibition booth introduction	✓	✓	✓	✓
Main visual	—	✓	✓	✓
Posting of products	—	Product 3 Video 3 Catalog 3	Product 7 Video 7 Catalog 7	Product 15 Video 15 Catalog 15
Downloading of data about visitors to your pages	—	✓	✓	✓
Visitor questionnaire	—	✓	✓	✓
Meeting reservation acceptance function	—	—	Real : ✓ Online : —	Real : ✓ Online : ✓
Chat function (embedded function)	—	—	✓	✓
Technical information briefing	—	—	—	✓
Inquiry form	✓	✓	✓	✓

◆ If you wish to exhibit in the other stage of the online exhibition, you may exhibit in both Stages 1 and 2 for an additional fee of 165,000 yen (including tax) per company.

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Inquiries to

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Please check the official website for the latest information.
<https://aee.expo-info.jsae.or.jp>