

AUTOMOTIVE ENGINEERING EXPOSITION 2023 YOKOHAMA

2023

5.24 [Wed] → 5.26 [Fri]

PACIFICO Yokohama

Pacifico Yokohama Exhibition Hall, Yokohama Japan

HYBRID

**AUTOMOTIVE ENGINEERING
EXPOSITION 2023 ONLINE**

STAGE 1 5.17 [Wed] → 6.7 [Wed]

Inquiries to

Exposition Management Coordinator, Taiseisha Ltd.

✉ jsae-expo@taiseisha.co.jp

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

A glimpse of upcoming technologies at Japan's biggest automotive engineering exposition

AUTOMOTIVE ENGINEERING EXPOSITION 2023 YOKOHAMA is a hybrid event that will be held both in person and online.

By customizing the information that you disclose on your company's exhibitor pages and the information you keep under wraps, the online expositions can be used as a teaser to draw people to the real expositions.

We hope that this will provide the best showcase for your company's products and technical information.



Outline

Organizer : Society of Automotive Engineers of Japan, Inc.

Name : AUTOMOTIVE ENGINEERING EXPOSITION 2023 YOKOHAMA

Dates : **YOKOHAMA Exposition**

Wed., May 24 - Fri., May 26, 2023

May 24 - 25 10:00 - 18:00

May 26 10:00 - 17:00

📍 PACIFICO Yokohama (exhibition space: 20,000m²)

Name : AUTOMOTIVE ENGINEERING EXPOSITION 2023 ONLINE

Dates : **ONLINE STAGE 1**

Wed., May 17 - Wed., June 7, 2023

[Pre-Open]

Wed., May 17 - Tue., May 23, 2023

📍 Online Exposition Website

Exposition scale : Over 450 exhibitors/1,000 booths (expected)

Registrations : Over 40,000 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

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

Exhibition fees (including tax)

Real Exposition

	JSAE Corporate Members*	Non-members
Per Booth	¥363,000	¥484,000

- * 1 booth: W3.0mxD3.0m×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 1

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 Yokohama and Nagoya expositions 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 exposition】

- Please apply to participate in the online exposition 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.

*Exhibition fee

e.g.) 2 booths at the real exposition, online exposition: **STANDARD PLAN**

JSAE Corporate Members

Yokohama Exposition Exhibition fee 1 booth: ¥363,000 x 2 ¥726,000	+	Online Exhibition fee STANDARD PLAN ¥385,000	=	Total (including tax) ¥1,111,000
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Non-members

Yokohama Exposition Exhibition fee 1 booth: ¥484,000 x 2 ¥968,000	+	Online Exhibition fee STANDARD PLAN ¥495,000	=	Total (including tax) ¥1,463,000
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*Sample

Payment deadline for exhibition fees
Friday, April 28, 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.

2022 EXPOSITION DATA

AUTOMOTIVE ENGINEERING EXPOSITION 2022 YOKOHAMA Wed., May 25 - Fri., May 27, 2022 **PACIFICO Yokohama**

◆Outline

Exhibitors 484 companies	Exhibition booths 1,055 booths	Registrations 43,665 people
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AUTOMOTIVE	9	CAE SOLUTIONS	38
PARTS	173	CAR ELECTRONICS	33
MATERIALS	46	R&D/PUBLISHING / ASSOCIATIONS	52
TESTING	133		

Event Contents >>>

JSAE Spring Annual Congress

AUTOMOTIVE ENGINEERING EXPOSITION
◆ General exhibits ◆ JSAE special events

2022 Spring Annual Congress

◆ Technical Sessions ◆ Keynote Address
◆ Student Poster Sessions

AUTOMOTIVE ENGINEERING EXPOSITION 2023 YOKOHAMA

2022
Tue., Dec. 6 ○ Starting date for
accepting applications

2023
Fri., Jan. 13 ○ Deadline for Yokohama exposition applications

Wed., Feb. 15~ ○ Yokohama exposition exhibitors' meeting

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

Fri., Apr. 28 ○ Deadline for payment for Yokohama exhibition fees

Fri., Apr. 28 ○ Deadline for payment for online exhibition fees

Wed., May 17 ○ Exhibitors at YOKOHAMA
START **ONLINE STAGE 1**

Mon., May 22 ○ Booth set-up
Tue., May 23

Wed., May 24 ○ **YOKOHAMA Exposition**
Thu., May 25 **AUTOMOTIVE ENGINEERING EXPOSITION**
Fri., May 26 **2023 YOKOHAMA**

Wed., Jun 7 ○ **ONLINE STAGE 1**
END

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

Wed., Jul 5 ○ **NAGOYA Exposition**
~ Fri., Jul 7

**AUTOMOTIVE ENGINEERING EXPOSITION
2023 NAGOYA**

Starting in 2023, the Nagoya exposition will move to a new venue.
Please check the Nagoya exposition guidance for details.

Exhibitor's meeting 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.



AUTOMOTIVE ENGINEERING EXPOSITION 2023 ONLINE

Exhibitors at YOKOHAMA

STAGE1 | **5.17** [wed] → **6.7** [wed]
Stage 1 of online exhibition, ONLINE Website

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 national 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]

	Recommended			
	ECONOMY	LIGHT	STANDARD	PREMIUM
* All amounts include tax.				
	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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* 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.

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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/en/>