

EXPOSITION GUIDE



人とくるまのテクノロジー展 2024

Automotive Engineering Exposition 2024

NAGOYA

Aichi Sky Expo

2024 **7/17** WED **18** THU **19** FRI

ONLINE STAGE 2

2024 **7/10** WED **7/31** WED

Organizer

Society of Automotive Engineers of Japan, Inc.

Inquiries to

[Exposition Management Coordinator] Taiseisha Ltd.

MAIL  jsaeexpo@taiseisha.co.jp

The Nagoya Exposition is evolving.

First held in 2014, 2024 marks the eighth Nagoya Exposition.

The Nagoya Automotive Engineering Exposition is held at the Aichi Sky Expo (Aichi International Exhibition Center).

It attracts a wide range of companies and participants from Aichi Prefecture, which is home to a major part of the automotive industry, one of the central pillars of Japan's economy.

The Nagoya exposition features an impressive collection of products and technologies at the forefront of future vehicle development, including initiatives for addressing pressing technical issues related to CASE and MaaS, innovations by new players crossing traditional industry boundaries, EVs, autonomous driving, and other hot topics.

Attracting a wide range of exhibitors from major manufacturers to start-ups, the Nagoya exposition presents an excellent opportunity to meet new people and expand your business.



Japan's foremost manufacturing region

Featuring wide-ranging exhibits from companies
leading the automotive industry

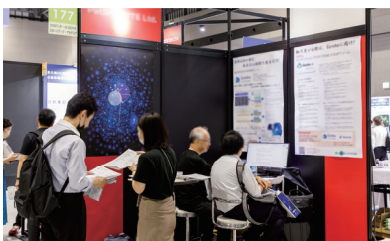
The central Chubu region of Japan is responsible for a remarkably high share of Japan's exports of machine products. In particular, Aichi Prefecture has retained its presence as Japan's foremost manufacturing region and has shipped more manufactured goods than any other prefecture or area in the country for the last forty years*. With the automotive industry facing a once-in-a-century transformation, the Chubu region is striving to keep its role as a world-leading originator of products and technologies. For this purpose, the Aichi Sky Expo will attract large numbers of engineers to take part in energetic networking and discussions.

* Source: Individual industry figures in 2021 Economic Census for Business Activity



Connect with new fields and technologies

Forum for innovation communication and networking/
start-ups and venture businesses originating from universities



Artificial intelligence (AI) is making significant advances, and the automotive field is regarded as an area of massive potential application.

In addition to autonomous driving, AI is attracting attention for its potential to increase efficiency in various phases, including design, inspections, production lines, and so on.

The Nagoya exposition will include a special area for AI and other fields with potential future growth. This area will feature entrepreneurs, research institutes, and other participants looking to promote as-yet-unknown technologies and ideas. Nagoya is the showcase for never-seen-before technologies and new opportunities.

Aichi Sky Expo
(Aichi International Exhibition Hall)

Wed, July 5 10:00 - 18:00
Thu, July 6 10:00 - 18:00
Fri, July 7 10:00 - 17:00

 **Exhibition Scale**

Exhibitors

313

Exhibition booths

644

Registered visitors

25,497

AUTOMOBILE 10

CAE SOLUTIONS 19

PARTS 105

CAR ELECTRONICS 31

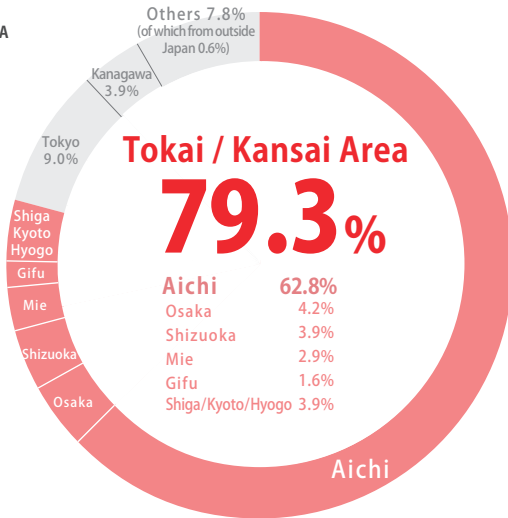
MATERIALS 41

R&D/PUBLICATION /ASSOCIATION 13

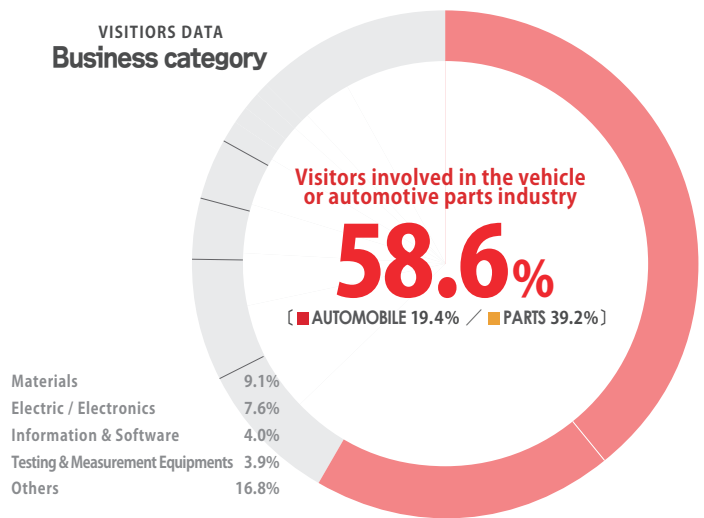
TESTING 81

STARTUP / ACADEMIC LAB 13

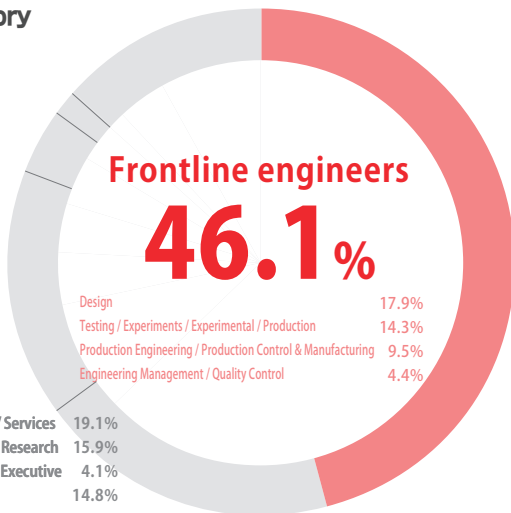
VISITORS DATA
Region



VISITORS DATA
Business category



VISITORS DATA
Job category



VISITORS DATA
Purpose of Visit



Special limited features for Nagoya 2023

● **Japan Automotive AI Challenge Exhibition**



● **Exhibition of Vehicles Featuring the Latest Technologies**



● **STARTUP / ACADEMIC LAB Presentation Stage**



● **Host-organized shuttle buses and company visitor buses**



Outline

Organizer : Society of Automotive Engineers of Japan, Inc.

Name : AUTOMOTIVE ENGINEERING EXPOSITION 2024 NAGOYA

Dates : **NAGOYA Exposition**

Wed., July 17 - Fri., July 19, 2024

July 17 10:00 - 17:00

July 18 10:00 - 17:00

July 19 10:00 - 17:00

*For the 2024 event, the closing time will be changed to 17:00 for all three days.

Aichi Sky Expo

(exhibition space: Exhibition Hall 20,000m²)



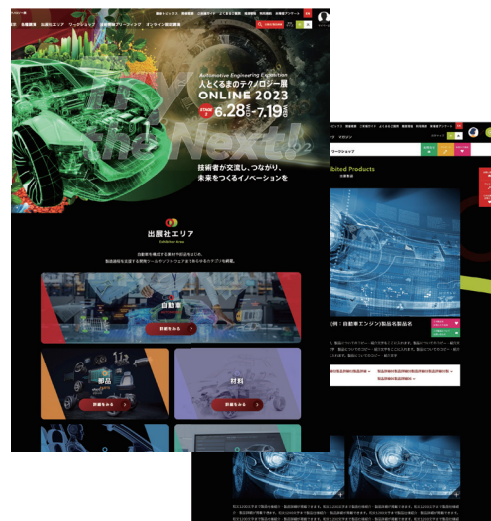
Aichi Sky Expo

Exposition scale : Over 300 exhibitors/650booths (expected)

Registrations : Over 30,000 visitors (expected)

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

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



* Sample

Name : AUTOMOTIVE ENGINEERING EXPOSITION 2024 ONLINE

Dates : **ONLINE STAGE 2**

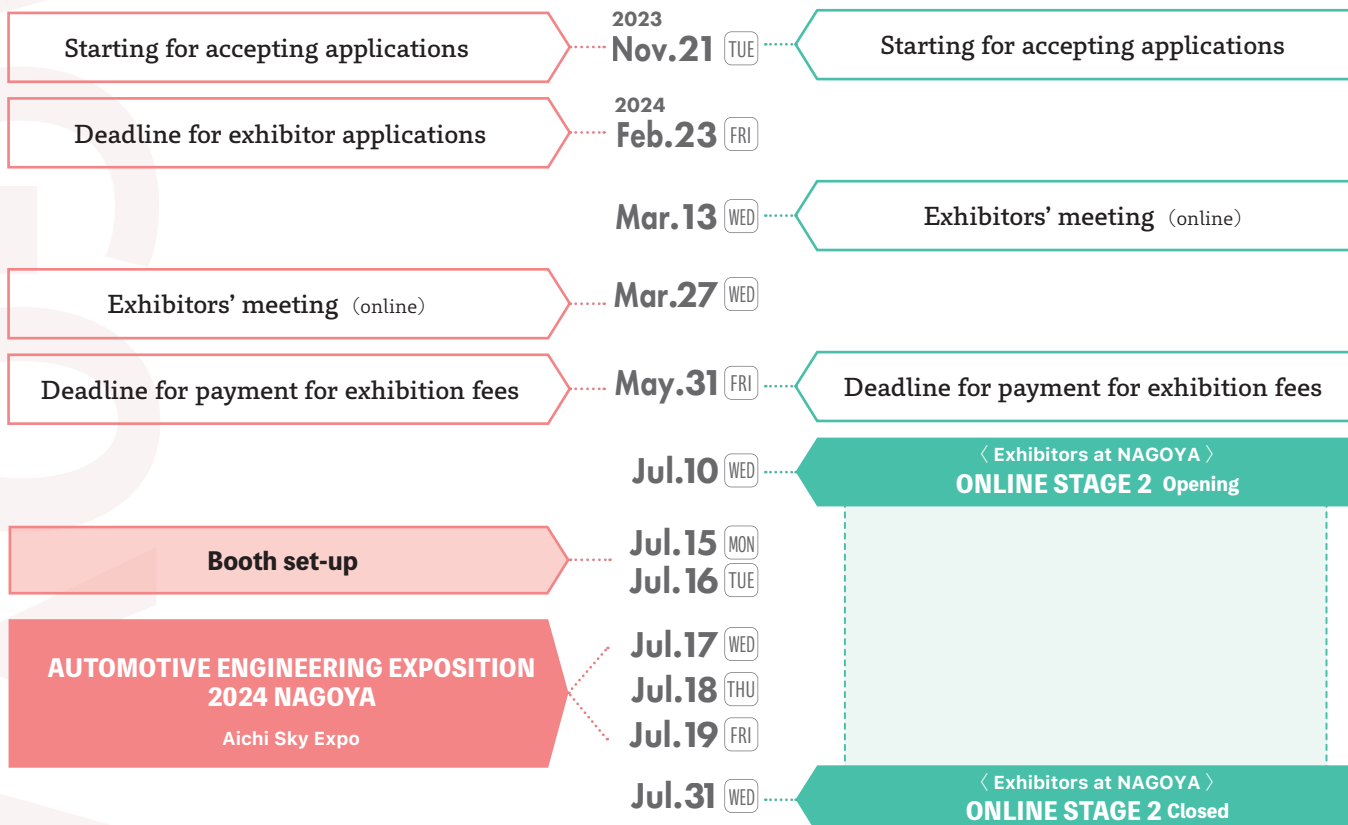
Opening Wed., July 10 - Wed., July 31, 2024

Online Exposition Website

Schedule

AUTOMOTIVE ENGINEERING EXPOSITION 2024 NAGOYA

AUTOMOTIVE ENGINEERING EXPOSITION 2024 ONLINE



NAGOYA Exposition

	JSAE Corporate Members *	Non-member
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 online exposition fee will be charged in addition to the above fees.
- Exhibitors from outside Japan will also be charged consumption tax.
- Please note that this schedule may be subject to change without notice.

* Corporate members: Members that have paid the annual membership fee of the Society of Automotive Engineers of Japan, Inc. (11,000 yen) × 10 memberships = 110,000 yen (minimum of 10 members).

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-member
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.

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

[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.

How to apply for exhibition

Submit the exhibition application form after entering the necessary items.

* Applications will not be accepted by telephone or fax.

Example of exhibition fees calculation

- 2 booths at the real exposition, online exposition: STANDARD PLAN

JSAE Corporate Members

Nagoya Exposition Exhibition fee 1 booth ¥330,000 × 2 = **¥660,000**

Online Exhibition fee STANDARD PLAN **¥385,000**

Total (including tax) **¥1,045,000**

Non-member

Nagoya Exposition Exhibition fee 1 booth ¥440,000 × 2 = **¥880,000**

Online Exhibition fee STANDARD PLAN **¥495,000**

Total (including tax) **¥1,375,000**

Exhibition fee payment

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.

Payment deadline for exhibition fees **Friday, May 31, 2024**

- * To withdraw from an exposition, please notify the Exposition Management Coordinator in writing.

Cancellation/change fees shall occur based on the Exhibitors' Agreement.

Deadline	Cancellation fee
Sat., Feb 24 - Tue., Mar 26 2024	50% of exhibition fee
On or after Wednesday, March 27, 2024	100% of exhibition fee

* If a company withdraws from the real expositions, the joint online/real exposition plans are no longer applicable.

Inquiries to

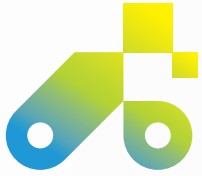
Exposition Management Coordinator, Taiseisha Ltd.

✉ jsaeexpo@taiseisha.co.jp

Special exhibition plans are currently being prepared for exhibitors only participating in the 2024 Nagoya exposition. See the special page on the official site for the latest information.

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





人とくるまのテクノロジー展
Automotive Engineering Exposition
2024 ONLINE

Exhibitors at NAGOYA

ONLINE STAGE 2
7/10_{WED} → 7/31_{WED}

500 exhibitors and at least 100,000 registered visitors are expected. Japan's largest online exposition

This will be the fourth online Automotive Engineering Exposition since it began in 2021. Both the 2024 Yokohama and Nagoya expositions will be hybrid events featuring online expositions held simultaneously with in-person exhibitions. These expositions are held on an unprecedented scale and attract exhibitors from every part of the automotive supply chain.

In 2023, the online expositions (stages 1 and 2) featured 543 companies and attracted the participation of more than 100,000 registered visitors. Starting in 2023, the online expositions have opened a week before the in-person expositions. This gave many people the opportunity to use a range of pre-prepared tools and functions to help connect them with exhibitors before the events. The online expositions were also used by visitors to help them look back on the events after the end of the in-person expositions. In 2024, the aim is to further develop the online expositions as a forum for encouraging networking between exhibitors and visitors.



*Sample



The hybrid format helps to attract people to your company's booth and follow up after they have left!

Before the in-person expositions start, use the online expositions to post information that will draw people to your company's booth. After the in-person expositions end, visitors frequently use the online expositions to help them review what they have seen. Posting detailed technical and product information on the exhibitor pages is an effective way of appealing to exposition visitors.



Use the online expositions to promote your company to a wide range of engineers.

Visitors to the exhibitor pages can see images and videos, and even download company catalogs. These pages can be used to promote your products and technologies to people who are unable to visit the venue or didn't have the opportunity to visit your booth.





Download timely visitor information and make rapid changes in your approach.


Data on visitors to exhibitor pages can be downloaded almost immediately. Use this data to help you approach visitors more effectively by identifying which online content people are accessing and how long they are spending on your pages.

ONLINE STAGE 2

[wed., June 28 - wed., July 19, 2023]

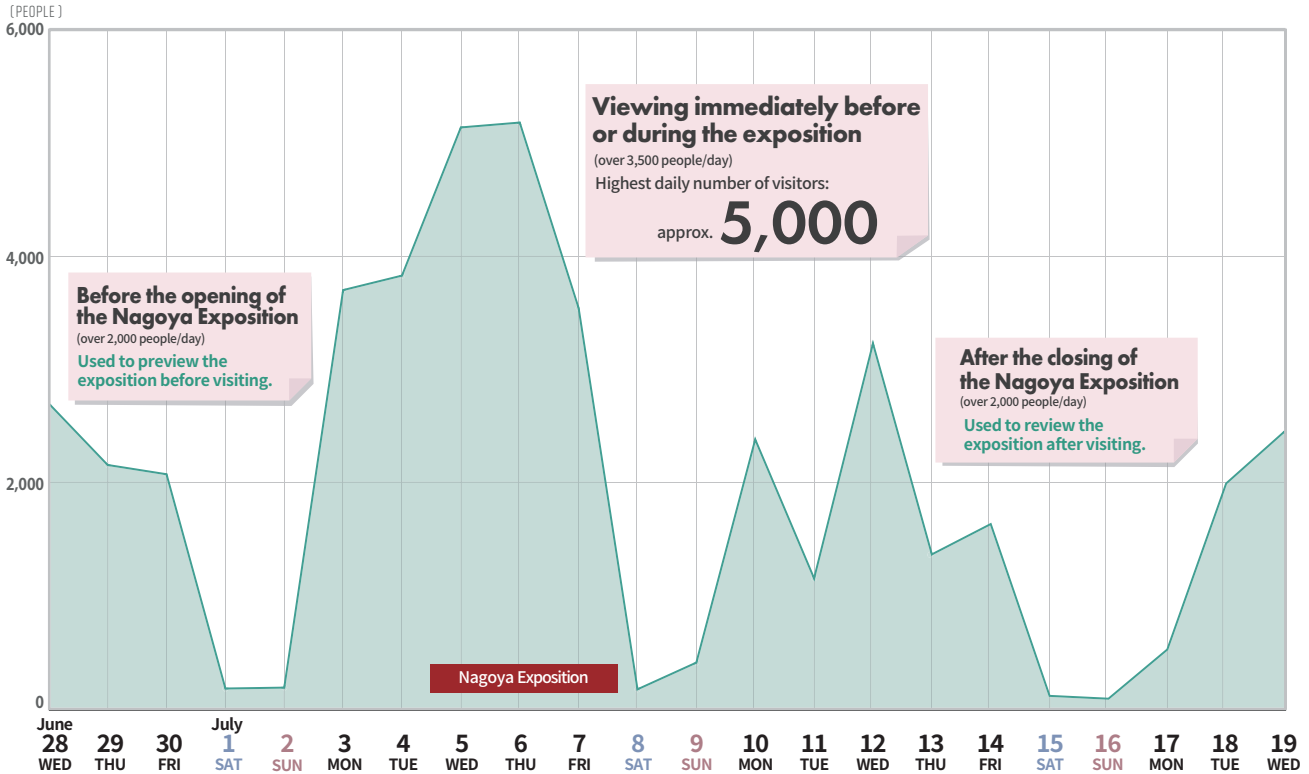
Exhibitors 
327

Registrations 
29,808

Visitors 
44,132

VISITOR TRENDS FOR ONLINE EXPOSITION STAGE 2

* The number of visitors refers to the number of times registered participants accessed the online exposition website. (One visit was defined as one access per day. If a registered participants accessed the website multiple times per day, this was counted as one visit.)



NEW Utilization of new functions: digital map

In 2023, we added a function that enables the creation of a visit list for the in-person events from search results for favorite technologies and products. Companies on a visit list can be added to a digital map before visiting the in-person exposition.

Digital map function

Approximately **1 in 3 visitors** stated that they used the digital map.

(calculated from the Nagoya visitor questionnaire.)

A large proportion of visitors used this function.

Percentage of pinned exhibition booths:
95.2% of total
(total exhibitor accounts: 543 companies)

Average number of pinned booths per user:

9 companies per user



Outline

Name : AUTOMOTIVE ENGINEERING EXPOSITION 2024 ONLINE

Registrations : 100,000 (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)

Event : Nagoya Exposition Stage
STAGE 2: Wed., July 10 - Wed., July 31, 2024

Language : Japanese / English

Venue : ONLINE EXHIBITION 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 : 550 companies (expected), including companies exhibiting at both stages 1 and 2

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

(including tax)	Recommended			
	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	—	Products 3 Video 3 Catalog 3	Products 7 Video 7 Catalog 7	Products 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	✓	✓	✓	✓

* Corporate members: Members that have paid the annual membership fee of the Society of Automotive Engineers of Japan, Inc. (11,000 yen) × 10 memberships = 110,000 yen (minimum of 10 members). The special corporate member's price only applies to corporate memberships valid on the date that the exhibition is held.

Applications for new members should be submitted to the Exposition Office (Taiseisha Ltd.).

◆ 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.

Payment deadline for exhibition fees

Friday, May 31, 2024

The exhibition fee payment deadline for Nagoya + Online Stage 2 exhibitors is May 31, 2024 (Friday).

The exposition office 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.

[Inquiries to] Exposition Management Coordinator, Taiseisha Ltd. Shintomi Mihama Bldg., 6F, 1-15-3 Shintomi, Chuo-ku, Tokyo 104-0041 Japan

✉ jsaeexpo@taiseisha.co.jp