

# EXPOSITION GUIDE



## 人とくるまのテクノロジー展 2025

*Automotive Engineering Exposition 2025*

### ONLINE

#### ONLINE STAGE 1

2025 **5 / 14**<sup>WED</sup> → **6 / 4**<sup>WED</sup>

#### ONLINE STAGE 2

2025 **7 / 9**<sup>WED</sup> → **7 / 30**<sup>WED</sup>

Organizer

Society of Automotive Engineers of Japan, Inc.

Inquiries to

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人とくるまのテクノロジー展  
Automotive Engineering Exposition  
2025 ONLINE

[ONLINE STAGE 1]  
Wed, May 14 - Wed, June 4 2025  
[ONLINE STAGE 2]  
Wed, July 9 - Wed, July 30 2025

## 600 exhibitors and at least 120,000 registered visitors are expected. Japan's largest online exposition

This will be the fifth online Automotive Engineering Exposition since it began in 2021.

Both the 2025 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 2024, stages 1 and 2 of the online expositions attracted the participation of more than 120,000 registered visitors.

In 2025, the aim is to further develop the online expositions as a forum for encouraging networking between exhibitors and visitors.



### Reach a wide audience and increase awareness of products and technologies

More than 120,000 people have registered to visit the Automotive Engineering Exposition ONLINE. (Actual results for 2024)

By utilizing the online exhibition function, you can promote your products and technologies to a large number of visitors.



### Easy registration to create pages/Support for editing during the exhibition

Equipped with an input platform that allows page production without website production knowledge. Anyone can register products and edit manuscripts from My Page at any time. Visitor trends can also be determined in real time, so content can be added or edited during the exhibition.



### Instant download of visitor information/quick approach

Data on visitors to exhibitor pages can be downloaded on the same day. Contents accessed by visitors, time spent, etc. can also be determined, enabling effective approaches to visitors. Visitors can visualize the contents they are interested in with segmented data.

#### List of Features for the Automotive Engineering Exposition ONLINE

On the exhibitor pages, you can set various items to flexibly respond to needs, such as information about your products and services.

Main visual

Catalog

Downloading of data about visitors to your pages

Visitor questionnaire

Exhibited Products/Technologies

Video

Inquiry form

Option  
Technical information briefing



\*image

## Outline

Name : **AUTOMOTIVE ENGINEERING EXPOSITION 2025 ONLINE**

Organizer : Society of Automotive Engineers of Japan, Inc.

Date : [STAGE 1] Wednesday, May 14, through Wednesday, June 4, 2025  
[STAGE 2] Wednesday, July 9, through Wednesday, July 30, 2025

Venue : Online Exposition Web site

Exposition : 600 companies (expected), including companies exhibiting at both stages 1 and 2  
scale

Registrations : 100,000 (expected), including visitors to both stages 1 and 2

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

Language : Japanese / English

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

## Online exhibition fees / Plan details

\*including tax

	STANDARD	PREMIUM
When exhibiting at an online exposition only	JSAE Corporate Members * <b>¥715,000</b>	JSAE Corporate Members * <b>¥1,045,000</b>
	Non-Members <b>¥825,000</b>	Non-Members <b>¥1,155,000</b>
Category area banner	Medium	Large
Main visual	✓	✓
Posting of products	Products <b>7</b>	Products <b>15</b>
	Video ✓ <b>7</b>	Video ✓ <b>15</b>
	Catalog <b>7</b>	Catalog <b>15</b>
Downloading of data about visitors to your pages	✓	✓
Visitor questionnaire	✓	✓
Meeting reservation acceptance function	—	Online Meeting
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 membership fees).  
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.).

\* The above rates and plans are for exhibitors who are only exhibiting in the online exhibition and are applicable to both STAGE 1 and STAGE 2. If you also wish to exhibit in a physical exhibition, you will be charged a separate fee. Please refer to the Real Exhibition Guide for details. (Consumption tax will also be added for overseas exhibitors.)

## 2024 SUMMARY REPORT

	Exhibitors	Registrations	Visitors
<b>ONLINE STAGE 1</b>			
Wed, May 15 - Wed, June 5 2024	<b>601</b>	<b>89,761</b>	<b>126,793</b>
<b>ONLINE STAGE 2</b>			
Wed, July 10 - Wed, July 31 2024	<b>405</b>	<b>34,861</b>	<b>45,008</b>

## Schedule

**Starting date for accepting applications**

Wednesday, October 30, 2024



**Temporary deadline for exhibitor applications**

Friday, March 7, 2025



**Exhibitors' meeting**

Wednesday, March 12, 2025



**Deadline for payment for exhibition fees**

Wednesday, April 30, 2025



**Exhibition data uploading deadline**

Friday, May 9, 2025



**[ STAGE 1 ]**

Wednesday, May 14, 2025 - Wednesday, June 4, 2025



**[ STAGE 2 ]**

Wednesday, July 9, 2025 - Wednesday, July 30, 2025

**Payment deadline for exhibition fees**

**Wednesday, April 30, 2025**

The Administrator will issue and send an electronic invoice for the exhibition fees at the end of **February 2025**. Please transfer the exhibition fees to the designated bank by the payment deadline. Fees will only be accepted by bank transfer. The exhibitor is responsible for any bank transfer fees that occur. Cancellation and change fees will be charged in accordance with the Exhibit Rules and Regulations.

## [Inquiries to]

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