人とモビリティのテクノロジー展 2027

Automotive Engineering Exposition 2027

ONLINE

Exhibition Guide

ONLINE STAGE 1 May. 19 WED – Jun. 9 WED

ONLINE STAGE 2 Jul. 14 WED – Aug. 4 WED

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

Organizer: Society of Automotive Engineers of Japan, Inc. (JSAE)

Inquiries Regarding Exhibiting

Exposition Management Coordinator: Taiseisha Ltd.
6F, Shintomi Mihama Building, 1-15-3 Shintomi, Chuo-ku, Tokyo
Email: jsaeexpo@taiseisha.co.jp

人とモビリティのテクノロジー展
Automotive Engineering Exposition
2027 ONLINE



ONLINE STAGE 1 May 19 WED – June 9 WED

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600 Exhibitors · Over 120,000 Registered Visitors

One of Japan's Largest Online Technology Exhibitions

THE AUTOMOTIVE ENGINEERING EXPOSITION ONLINE is one of Japan's largest and most distinctive technology exhibitions, bringing together the entire automotive supply chain on a single platform. Since its launch in 2021, the exhibition has continued to grow, and 2027 will mark its seventh edition. In 2027, the exhibition will again be held in a hybrid format in conjunction with the in-person exhibitions in Yokohama and Nagoya.

In 2026, the event attracted more than 120,000 registered visitors across ONLINE STAGE 1 and STAGE 2. In 2027, the exhibition will continue to evolve as a platform that fosters meaningful interaction between exhibitors and visitors.

1. Reach a wide range of visitors and generate high-quality business meetings

Over 120,000 registered visitors in 2026!
Combined with the lead-generation strengths of an online exhibition, Smart Matching facilitates valuable connections with the right partners and supports efficient business meetings.

2. Quickly gather exhibitor information from the official exhibitor list on the website

By enabling direct access from the exhibitor list and theme-based filtering, this service ensures long-term engagement by continuously providing the latest information to highly interested visitors before the exhibition.

3. Identify latent needs with next-generation AI search

Newly equipped with AI search powered by long-context processing, the platform reveals visitors' hidden needs and interests, deepens their understanding of exhibitor information, and leads to new business opportunities.

Features

On the exhibitor page, you can configure various fields to flexibly address your needs, such as information about your company's products and services.

- **Main Visual / Company Profile**
- **Exhibited Products/Technologies***
- **Videos***
- **Catalog Download***
- **Visitor Data Provision***
- **Visitor Survey***
- **Meeting Reservations***
- **Chat (Embedded) ***
- **Technical Briefing***
- **Inquiry Function**
- **Exhibitors Seminar** Option

* This feature may not be available depending on the plan selected.

Exposition Outline

Exhibiton Name	AUTOMOTIVE ENGINEERING EXPOSITION 2027 ONLINE
Organizer	Society of Automotive Engineers of Japan, Inc. (JSAE)
Exhibition Dates	STAGE 1 May 19 (Wed), 2027 – June 9 (Wed), 2027 STAGE 2 July 14 (Wed), 2027 – August 4 (Wed), 2027
Venue	Online Exhibition Website
Exhibition Scale	Approximately 600 companies (expected) * Including both STAGE 1 and STAGE 2
Number of Registered Visitors	Approximately 130,000 people (expected) * Including both STAGE 1 and STAGE 2
Visitor Registration	Free [Pre-registration required for Visitor Registration]
Target Visitors	Engineers and researchers in design, research, testing, and development at automotive, parts, and body manufacturers; personnel in production engineering, quality control, technical management, and purchasing departments; engineers and researchers at public research institutions; technical personnel from automotive-related companies; faculty, staff, and students at universities, vocational schools, and technical high schools.
Supported Languages	Japanese and English

Previous Exhibition Results

ONLINE STAGE 1 May 19 (Tue), – June 9 (Tue), 2026

Number of Exhibitors: **623** companies

Number of Registered Visitors: **82,627**

Number of Visitors: **118,297**

ONLINE STAGE 2 June 10 (Wed), –July 1 (Wed), 2026

Number of Exhibitors: **551** companies

Number of Registered Visitors: **42,285**

Number of Visitors: **50,284**

Schedule

2026

Exhibitor Application Open — Oct. 22 THU

2027

Exhibitor Application Deadline — Mar. 5 FRI

Exhibitor Briefing (Online) — Mar. 17 WED

Exhibition Fee Payment Deadline — Apr. 15 THU

Data Upload Deadline — May. 14 MON

人とモビリティのテクノロジー展 2027 ONLINE STAGE 1 — May. 19 WED ⋮ Jun. 9 WED

人とモビリティのテクノロジー展 2027 ONLINE STAGE 2 — Jul. 14 WED ⋮ Aug. 4 WED



* The schedule is subject to change.
* The image is for illustrative purposes only.

Exhibition Fees/Plan Details

The table below lists the fees and plans for exhibiting exclusively at the online exhibition (which includes participation in both STAGE 1 and STAGE 2)

If you also plan to exhibit at the In-person Exhibition, separate fees will apply. Please refer to the In-person Exhibition guidelines for details.

	STANDARD	PREMIUM
JSAE Corporate Member *	¥ 715,000	¥ 1,045,000
Non-Member	¥ 825,000	¥ 1,155,000
Category area banner	Medium	Large
Main visual	○	○
Posted products	Products : 7 Videos : 7 Catalogs : 7	Products : 15 Videos : 15 Catalogs : 15
Download of visitor data from your pages	○	○
Visitor questionnaire	○	○
Meeting reservation function	—	○
Chat function (embedded)	○	○
Technical information briefing	—	○
Inquiry form	○	○

* JSAE Corporate Member: A JSAE member with an annual membership of 10 units or more.
(Annual membership fee: 11,000 yen per unit × 10 units = 110,000 yen.) To qualify for the member rate, the applicant must be a member at the time of the exhibition. For new membership applications, please contact the Exhibition Management Coordinator, Taiseisha Ltd.

*All prices include tax. Consumption tax will also be added for overseas exhibitors.

Payment deadline for exhibition fees

Thursday, April 15, 2027

The Exhibition Management Coordinator, Taiseisha Ltd., will issue an electronic invoice and send it to the person in charge at the end of February 2027.
Please remit the payment to the designated bank account by the payment deadline. No other method of payment will be accepted. Bank transfer fees shall be borne by the exhibitor.
If you cancel your exhibition participation, please notify the Exhibition Management Coordinator, Taiseisha Ltd. in writing.
In accordance with the Exhibition Terms and Conditions cancellation and change charges will apply.

Inquiries Regarding Exhibiting

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