

EXPOSITION GUIDE



人とくるまのテクノロジー展 2024

Automotive Engineering Exposition 2024

YOKOHAMA

PACIFICO Yokohama

2024 **5/22** WED **23** THU **24** FRI

ONLINE STAGE 1

2024 **5/15** WED → **6/5** WED

Organizer

Society of Automotive Engineers of Japan, Inc.

Inquiries to

[Exposition Management Coordinator] Taiseisha Ltd.

TEL ☎ **03-5542-0811**

MAIL ✉ **jsaeexpo@taiseisha.co.jp**

Outline

Organizer : Society of Automotive Engineers of Japan, Inc.

Name : AUTOMOTIVE ENGINEERING EXPOSITION 2024 YOKOHAMA

Dates : **YOKOHAMA Exposition**

Wed., May 22 - Fri., May 24, 2024

May 22 - 23 10:00~18:00

May 24 9:00~16:00

Time may be subject to change.

📍 PACIFICO Yokohama Exhibition Hall / North

(exhibition space: Exhibition Hall 20,000m²/North6,300m²(expected))

Exposition scale : Over 500 exhibitors/1,200 booths (expected)

Registrations : Over 60,000 visitors (expected)

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

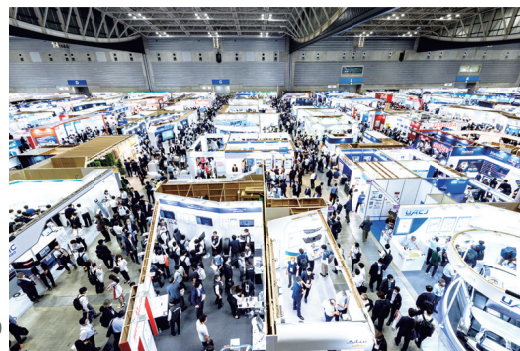
Likely attendees : Engineers, researchers, and related people from automakers, parts suppliers, body makers, and manufacturers of measurement instrumentation, information software, and so on/educational staff and students from universities, schools of technology, and technical high schools/researchers,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

Name : AUTOMOTIVE ENGINEERING EXPOSITION 2024 ONLINE

Dates : **ONLINE STAGE 1**

Opening Wed., May 15 - Wed., June 5, 2024

📍 Online Exposition Website

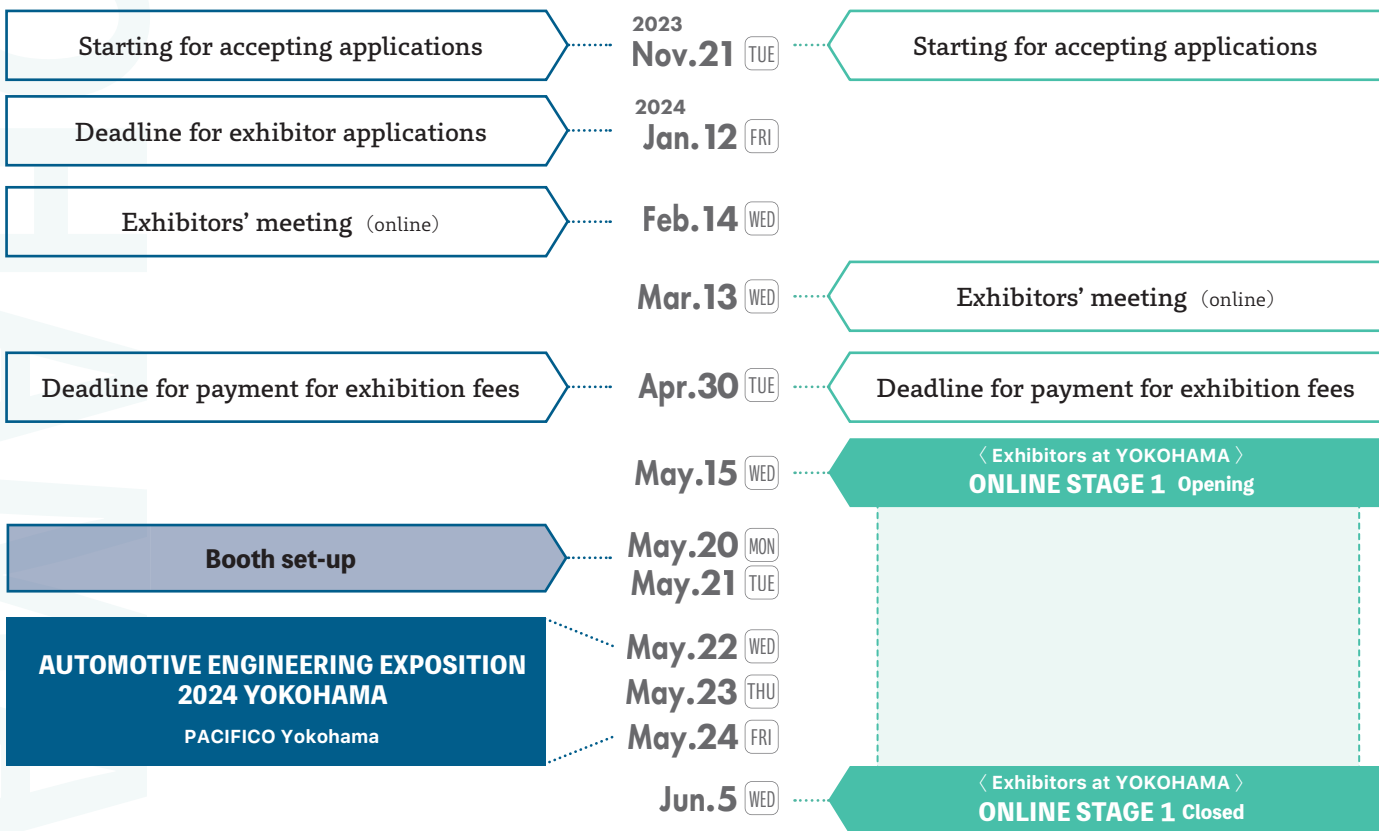


* sample

Schedule

AUTOMOTIVE ENGINEERING EXPOSITION 2024 YOKOHAMA

AUTOMOTIVE ENGINEERING EXPOSITION 2024 ONLINE



Exhibition fees (including tax)

YOKOHAMA Exposition

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

- 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.

* 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 1

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

Yokohama Exposition Exhibition fee 1 booth ¥363,000 × 2 = **¥726,000**

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

Total (including tax) **¥1,111,000**

Non-members

Yokohama Exposition Exhibition fee 1 booth ¥484,000 × 2 = **¥968,000**

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

Total (including tax) **¥1,463,000**

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 **Tuesday, April 30, 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., Jan 13 - Tue., Feb 13 2024	50% of exhibition fee
On or after Wednesday, February 14, 2024	100% of exhibition fee

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

2023 EXPOSITION DATA

2023 SUMMARY REPORT

The 2023 Annual Spring Congress

AUTOMOTIVE ENGINEERING EXPOSITION 2023 YOKOHAMA

- General Exhibition
- JSAE Special Exhibits
- JSAE Special Presentations
- Chief Engineer Presentations

2023 JSAE Annual Congress

- Technical Sessions
- Keynote Address
- White body Exhibition
- Student Poster Sessions

AUTOMOTIVE ENGINEERING EXPOSITION 2023 YOKOHAMA

PACIFICO Yokohama Exhibition Hall

Exhibition Scale

Wed, May 24 10:00 - 18:00

Thu, May 25 10:00 - 18:00

Fri, May 26 10:00 - 17:00

Exhibitors

499

Exhibition booths

1,115

Registered visitors

63,810

AUTOMOBILE

11

PARTS

167

MATERIALS

48

TESTING

137

CAE SOLUTIONS

37

CAR ELECTRONICS

34

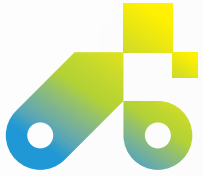
R&D/PUBLICATION /ASSOCIATION

65

Inquiries to

Exposition Management Coordinator, Taiseisha Ltd.

✉ jseaexpo@taiseisha.co.jp



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

Exhibitors at YOKOHAMA

ONLINE STAGE 1
5/15_{WED} → 6/5_{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 1

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

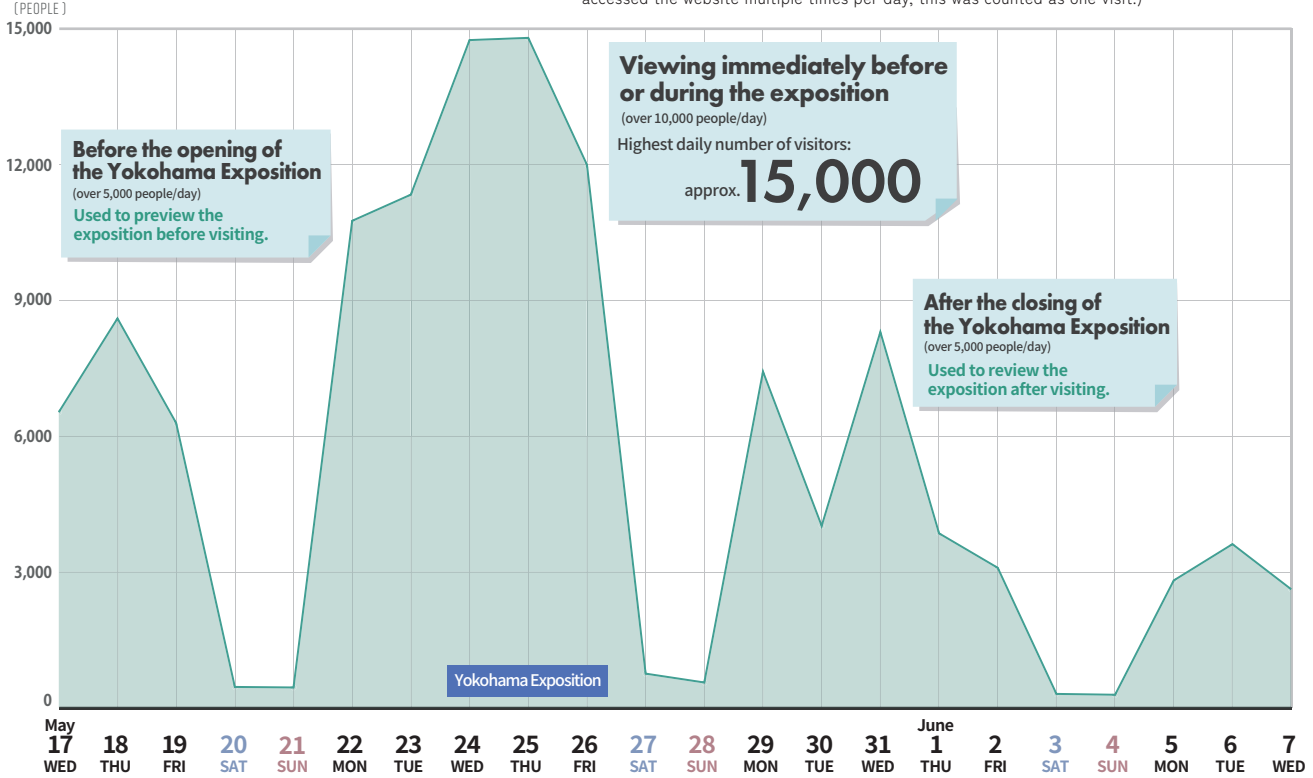
Exhibitors 
513

Registrations 
81,382

Visitors 
123,566

VISITOR TRENDS FOR ONLINE EXPOSITION STAGE 1

* 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 participant 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 : Yokohama Exposition Stage
STAGE 1: Wed., May 15 - Wed., June 5, 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)	ECONOMY	LIGHT	Recommended 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
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	✓	✓	✓	✓

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◆ 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

Tuesday, April 30, 2024

The exhibition fee payment deadline for Yokohama + Online Stage 1 exhibitors is April 30, 2024 (Tuesday).

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

✉ jsaexpo@taiseisha.co.jp