

EXPOSITION GUIDE



人とくるまのテクノロジー展 2025

Automotive Engineering Exposition 2025

YOKOHAMA

PACIFICO Yokohama

2025 **5 / 21_{WED} 22_{THU} 23_{FRI}**

ONLINE STAGE 1

2025 **5 / 14_{WED} - 6 / 4_{WED}**

Organizer

Society of Automotive Engineers of Japan, Inc.

Inquiries to

[Exposition Management Coordinator] Taiseisha Ltd.

MAIL  jsaeexpo@taiseisha.co.jp

Outline

Name : **AUTOMOTIVE ENGINEERING EXPOSITION 2025 YOKOHAMA**

Organizer : Society of Automotive Engineers of Japan, Inc.

Dates : **YOKOHAMA Exposition**

Wed., May 21 - Fri., May 23, 2025

May 21, May 22 10:00 - 18:00

May 23 9:00 - 16:00

※ Time may be subject to change.

Venue : PACIFICO Yokohama Exhibition Hall / North
(exhibition space: Exhibition Hall 20,000 m² / North 6,300m²)

Exposition scale : Over 550 exhibitors / 1,300 booths (expected)

Registrations : Over 70,000 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 2025 ONLINE**

Dates : **ONLINE STAGE 1**

Opening Wed., May 14 - Wed., June 4, 2025

Venue : Online Exposition Website

Schedule

AUTOMOTIVE ENGINEERING EXPOSITION 2025 YOKOHAMA

Starting for accepting applications

2024
Oct.30 WED

Deadline for exhibitor applications

2025
Jan.10 FRI

Exhibitors' meeting (online)

Feb.12 WED

Mar.12 WED

Deadline for payment for exhibition fees

Apr.30 WED

Booth set-up

May.14 WED

May.19 MON

May.20 TUE

May.21 WED

May.22 THU

May.23 FRI

Jun.4 WED

**AUTOMOTIVE ENGINEERING EXPOSITION
2025 YOKOHAMA**
PACIFICO Yokohama

AUTOMOTIVE ENGINEERING EXPOSITION 2025 ONLINE

Starting for accepting applications

Exhibitors' meeting (online)

Deadline for payment for exhibition fees

〈 Exhibitors at YOKOHAMA 〉
ONLINE STAGE 1 Opening

〈 Exhibitors at YOKOHAMA 〉
ONLINE STAGE 1 Closed

Exhibition fees

[To exhibit at the Yokohama exposition, exhibitors must also apply for stage 1 of the online exposition.]

YOKOHAMA Exposition

(including tax)

	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.
- Exhibitors from outside Japan will also be charged consumption tax.
- Please note that this guide may be subject to change without notice.

ONLINE STAGE 1

(including tax)

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

[Exhibiting at both Yokohama and Nagoya]

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.

[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.

* 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 members 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.).

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 STAGE 1 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 STAGE 1 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

Wednesday, April 30, 2025

* 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 11 2025 - Tue., Feb 11 2025	50% of exhibition fee
On or after Wed, Feb 12, 2025	100% of exhibition fee

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

2024 SUMMARY REPORT

AUTOMOTIVE ENGINEERING EXPOSITION 2024 YOKOHAMA

📍 PACIFICO Yokohama (Exhibition Hall / North)

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

May 22, May 23 10:00 - 18:00

May 24 9:00 - 16:00

Exposition scale

Exhibitors	Exhibition booths	Registered visitors									
590	1,378	75,972									
<table> <tr> <td>AUTOMOBILE 11</td><td>PARTS 197</td><td>MATERIALS 53</td></tr> <tr> <td>TESTING 154</td><td>CAE SOLUTIONS 39</td><td>CAR ELECTRONICS 57</td></tr> <tr> <td></td><td></td><td>R&D/PUBLICATION/ ASSOCIATION 79</td></tr> </table>			AUTOMOBILE 11	PARTS 197	MATERIALS 53	TESTING 154	CAE SOLUTIONS 39	CAR ELECTRONICS 57			R&D/PUBLICATION/ ASSOCIATION 79
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TESTING 154	CAE SOLUTIONS 39	CAR ELECTRONICS 57									
		R&D/PUBLICATION/ ASSOCIATION 79									

EVENTS

JSAE Annual Spring Congress

2024 JSAE Annual Congress

- ◆ 2024 JSAE Annual Congress
- ◆ Keynote Address
- ◆ White body Exhibition
- ◆ Student Poster Sessions

AUTOMOTIVE ENGINEERING EXPOSITION

- ◆ General exhibition
- ◆ JSAE Special Exhibits
- ◆ JSAE Special Presentations
- ◆ Chief Engineer Presentations



Unit system booth

The unit system booth can save you money and shorten your preparation time! Ideal for realizing an affordable and simple exhibition. This booth can also be customized according to the needs of the exhibitor. See the Exhibitor's Manual (due to be released in February) for details.

Unit System Booth

- System wall panels (back, side)
 - Punch needle carpet
 - ◎ Power outlet with 2 plug-ins (1KW) x 1
 - ◎ Information Counter x 1
 - System Fascia
 - LED fluorescent light x 2
 - ◎ Company nameplate x 1
 - ◎ Folding Chair x 1
- ◎ symbol: Same number of items provided for all sizes of booth.

○ Fascia / LED fluorescent lights × 2

Total height 300mm. attached on the top of the aisle facing side of the booth. In case of 2 or more booths, one pole after every 1-booth will be attached for support and stability.

◎ Power outlet with 2 plug-ins (1KW) × 1

Power supply to the outlet is 1KW(100V). In case you need more than 1KW of power, please apply.
*The same applies to 2-booth and 3-booth configurations.

○ Flooring Punch needle carpet

For Punch needle carpet, please select the color from the color catalogue.

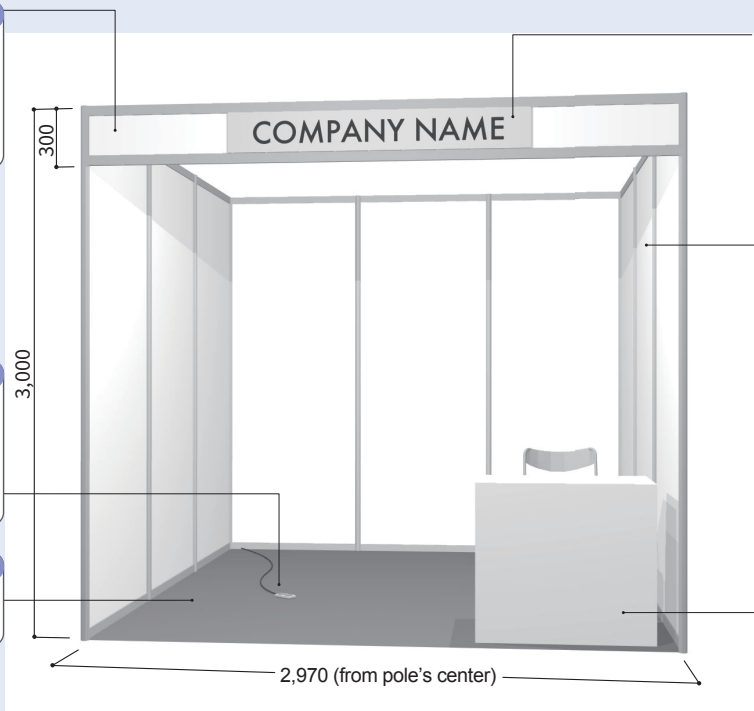
◎ Company Nameplate × 1

Basic company nameplate will be W1,500x H300mm size in Gothic font black letters.
* Customizable with additional charge

○ Octanorm System Panel

System panels are basically plywood panels with PVC vinyl color sheet finish. Please attach graphic panels using chain hook or double sided tape.
* Only fabric based double-sided tape is acceptable.
* Please bear in mind that an additional charge may be assessed if marks from the adhesive of the sheets or tape is left on the wall.

◎ Information counter / folding chair × 1



Variation

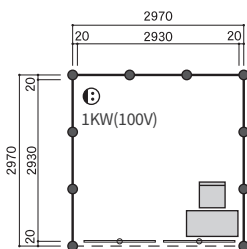
Depending upon the booth size we have prepared 3 types of Unit System Booths.

1-booth size

W2,970 × D2,970 × H3,000

¥ 145,200 -

(including tax)

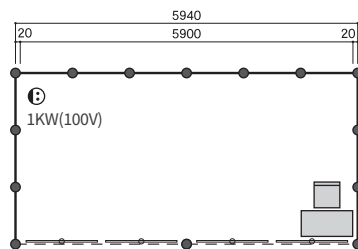


2-booth size

W5,940 × D2,970 × H3,000

¥ 205,700 -

(including tax)

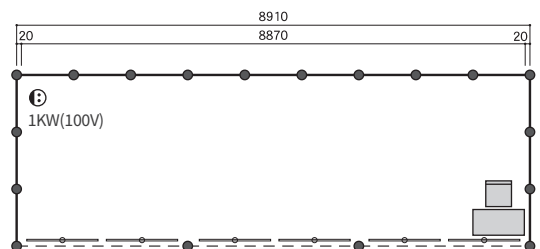


3-booth size

W8,910 × D2,970 × H3,000

¥ 266,200 -

(including tax)



[Inquiries regarding the unit system booth]

Exposition Management Coordinator, Taiseisha Ltd. / Shintomi Mihama Bldg., 6F, 1-15-3 Shintomi, Chuo-ku, Tokyo

✉ jsaeexpo@taiseisha.co.jp



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

Exhibitors at YOKOHAMA

ONLINE STAGE 1
5/15_{WED} → 6/5_{WED}

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, 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.



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

Before the in-person exposition starts, use the online exposition to post information that will draw people to your booth. After the in-person exposition ends, visitors frequently use the online exposition 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 exposition 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.



Analyze your visitors through detailed data!

Extensive visitor data is available, including product views and time spent on your pages. Use categorized data to visualize which content attracted visitor interest.

2024 SUMMARY REPORT

ONLINE STAGE 1

[Wed, May 15 - Wed, June 5 2024]

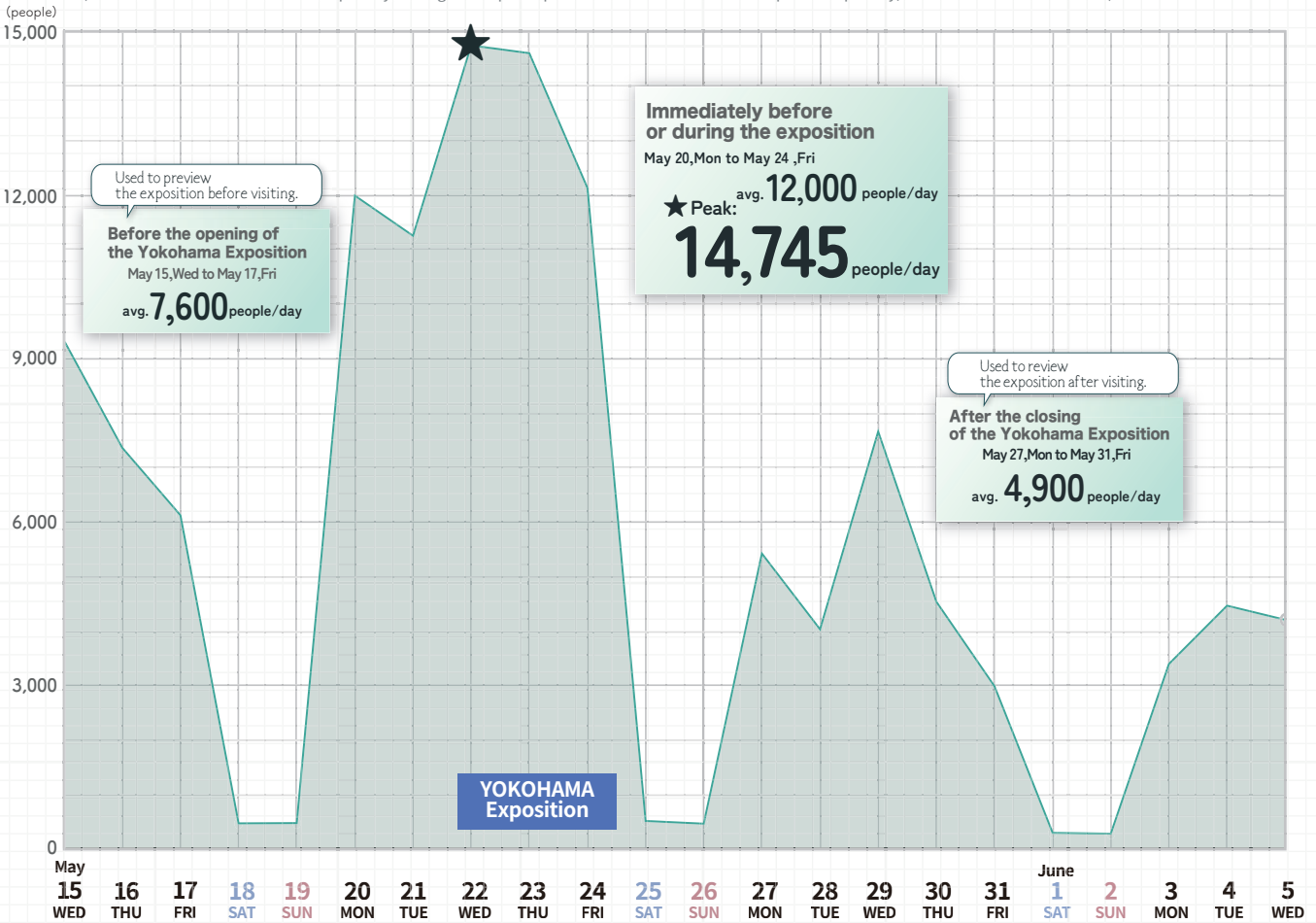
Exhibitors
601

Registrations
89,761

Visitors
126,793

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.)



A function is available that creates a visit list for 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.



A large proportion of visitors used this function.

Percentage of pinned exhibition booth

95.2%

(total exhibitor accounts: 611 companies)

Average number of pinned booths per user

267 pins per exhibitor

10 pins per user

Outline

Name : **AUTOMOTIVE ENGINEERING EXPOSITION 2025 ONLINE**
 Organizer : Society of Automotive Engineers of Japan, Inc.
 Date : **ONLINE STAGE 1**
 Wednesday, May 14, through Friday, June 4, 2025
 Venue : Online Exposition Web site
 Exposition : 600 companies (expected),
 scale including companies exhibiting at both stages 1 and 2

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

To exhibit at the Yokohama exposition, exhibitors must also exhibit in stage 1 of the online exposition.
 The following table shows the online exposition fees and plans when exhibiting at both the in-person and online expositions.
 * A separate fee is required to exhibit at the online exposition only. Please see the guidance about exhibiting at the online exposition.

When exhibiting at both the in-person and online expositions	ECONOMY	LIGHT	Recommended ! STANDARD	(including tax) PREMIUM
	JSAE Corporate Members* ¥55,000	JSAE Corporate Members* ¥220,000	JSAE Corporate Members* ¥385,000	JSAE Corporate Members* ¥643,500
	Non-members ¥110,000	Non-members ¥275,000	Non-members ¥495,000	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 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.).

Additional online exposition stage fee

¥165,000 (tax included)

Exhibitors wishing to exhibit at both stage 1 and 2 of the online expositions may do so by paying the fee shown on the left. However, an online exhibition stage cannot be added under the ECONOMY PLAN.
 To exhibit at both stages, please submit the online plan change/addition application form on the personal exhibitor pages.

Payment deadline for exhibition fees

Wednesday, April 30, 2025

The exhibition fee payment deadline for Yokohama + Online Stage 1 exhibitors is **April 30, 2025 (Wednesday)**. 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.

[Inquiries to]

Exposition Management Coordinator, Taiseisha Ltd. / Shintomi Mihama Bldg., 6F, 1-15-3 Shintomi, Chuo-ku, Tokyo

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