人とモビリティのテクノロジー展 2027

Automotive Engineering Exposition 2027

YOKOHAMA

Exhibition Guide

May 26 WED 27 THU 28 FRI

PACIFICO Yokohama Exhibition Hall / North Hall

ONLINE STAGE 1 May 19 WED – June 9 WED

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

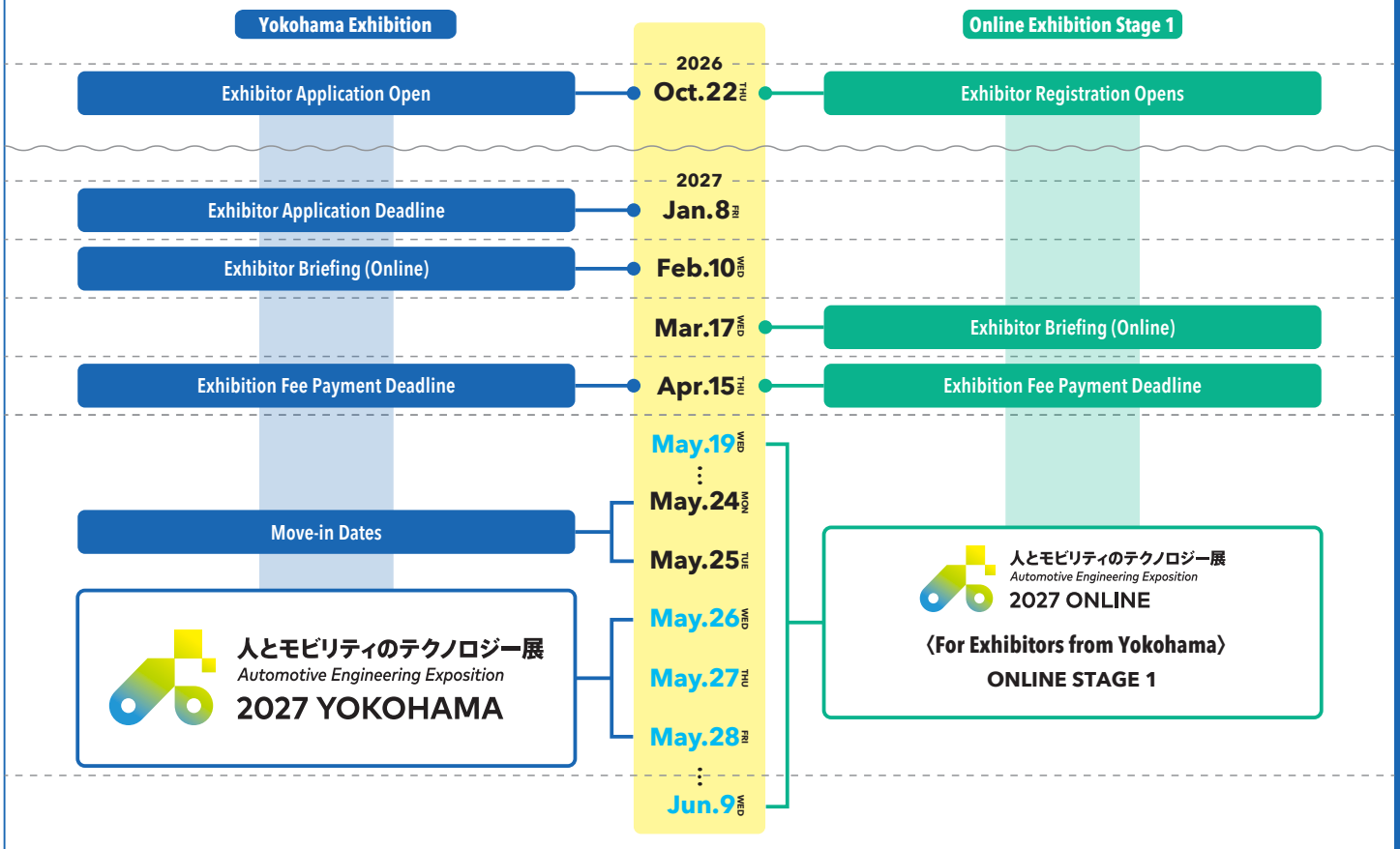
Inquiries Regarding Exhibiting

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

Exposition Outline

	Yokohama Exhibition	Online Exhibition Stage 1
Exhibiton Name	AUTOMOTIVE ENGINEERING EXPOSITION 2027 YOKOHAMA	AUTOMOTIVE ENGINEERING EXPOSITION 2027 ONLINE STAGE1
Organizer	Society of Automotive Engineers of Japan, Inc. (JSAE)	
Exhibition Dates	May 26 (Wed) – 28 (Fri), 2027, 10:00 a.m. – 5:00 p.m.	May 19 (Wed) – June 9 (Wed), 2027
Venue	PACIFICO Yokohama (Exhibition Hall / North Hall) (Exhibition Area: Exhibition Hall 20,000 m² / North Hall 6,300 m² (planned))	Online Exhibition Website
Exhibition Scale	Approx. 600 Exhibitors and 1,400 Booths Expected	Approx. 600 companies (expected) * Including both STAGE 1 and STAGE 2
Number of Registered Visitors	Approx. 80,000 Expected	Approx. 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	

Schedule



* The schedule is subject to change.

Exhibition Fee

* Exhibitors in the Yokohama Exhibition are also required to exhibit in ONLINE STAGE 1.

Yokohama Exhibition

	JSAE Corporate Member	Non-Member
1 Booth	¥ 418,000	¥ 550,000

Booth Specifications and Dimensions: 3.0 m (W) × 3.0 m (D) × 3.0 m (H)

The booth fees above are for space only and do not include basic booth decoration or electrical installation costs. Consumption tax is also applicable to overseas exhibitors. The dates, fees, and other details are subject to change without prior notice.

Online Exhibition Stage 1

Plan Name	JSAE Corporate Member	Non-Member
ECONOMY	¥ 55,000	¥ 110,000
LIGHT	¥ 220,000	¥ 275,000
STANDARD	¥ 385,000	¥ 495,000
PREMIUM	¥ 643,500	¥ 753,500

For exhibitors participating in both the Yokohama and Nagoya Exhibitions

The above fee entitles exhibitors to participate in both STAGE 1 and STAGE 2 of the online exhibition.

If a Joint Exhibitor wishes to be listed in the online exhibition

Please apply separately as an independent exhibitor for the online exhibition.
The above online exhibition fee will apply in such case.
For inquiries regarding Joint Exhibitors, please contact the Exposition Management Coordinator, Taiseisha Ltd. Consumption tax is also applicable to overseas exhibitors.

* 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 Exposition Management Coordinator: Taiseisha Ltd.

How to Apply for Exhibition Participation

Please complete the required fields in the exhibitor application form and submit your application.

https://exb.jsae.or.jp/application-form/en/top/

* Applications by telephone or fax are not accepted.

Example of Exhibition Fee Calculation

For participation in the Yokohama Exhibition (2 booths) + ONLINE STAGE 1 under the STANDARD Plan.

JSAE Corporate Member Rate

Yokohama Exhibition	1 Booth	¥ 418,000×2 =	¥ 836,000
Online Exhibition Stage 1	STANDARD Plan:		¥ 385,000
	Total:		¥ 1,221,000

Price for non-sponsoring members

Yokohama Exhibition	1 Booth	¥ 550,000×2 =	¥ 1,100,000
Online Exhibition Stage 1	STANDARD Plan:		¥ 495,000
	Total:		¥ 1,595,000

Invoicing of Exhibition Fees

The Exposition Management Coordinator: Taiseisha Ltd., will issue an electronic invoice and send it to the person in charge.
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.

Exhibition Fee Payment Deadline: Thursday, April 15, 2027

If you cancel your exhibition participation or reduce your booth space, please notify the Exposition Management Coordinator: Taiseisha Ltd. in writing.
In accordance with the Exhibition Terms and Conditions cancellation and change charges will apply as follows.

Deadline	Cancellation Charges
January 9, 2027 (Sat) – February 9, 2027 (Tue)	50% of the exhibition fee
On or after Wednesday, February 10, 2027	100% of the exhibition fee

* If you cancel your participation in the in-personal exhibition and exhibit only in the online exhibition, a separate fee will apply. For details, please refer to the online exhibition exhibitor guide.

* All amounts include tax.

Results of the Previous Exhibition

AUTOMOTIVE ENGINEERING EXPOSITION 2026 YOKOHAMA

PACIFICO Yokohama (Exhibition Hall / North Hall)

Exhibition Dates: **May 27 (Wed), – May 29 (Fri), 2026** 10:00 a.m. – 5:00 p.m.

Exhibition Scale: Number of Exhibitors **612** companies | Number of Booths **1,516** booths | Number of Registered Visitors **80,493**

Event

2026 JSAE Annual Congress (Spring)

- Technical Sessions
- Keynote Address
- Prototype Car Exhibition
- Student Poster Session
- Luncheon Seminar

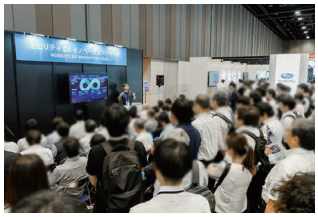
AUTOMOTIVE ENGINEERING EXPOSITION 2026 YOKOHAMA

- General Exhibition
- JSAE Special Exhibits
- JSAE Special Presentations
- Chief Engineer Presentations
- Exhibitors Seminar
- Forum YOKOHAMA
- Mobility DX Innovation Stage


Scenes from the Venue (North Hall)


Scenes from the Venue (Exhibition Hall)


JSAE Special Presentation


Mobility DX Innovation Stage

〈For Exhibitors at the Yokohama Exhibition〉

ONLINE STAGE 1

May 19, 2027 (Wed) – June 9, 2027 (Wed)



*The image is for illustrative purposes only.

Connecting Visitors and Exhibitors
The Next-Generation Online Guide

Online exhibitions are evolving into digital platforms that complement in-person events and create new opportunities for connection between visitors and exhibitors.
Visitors can efficiently discover exhibitors and information tailored to their interests, while exhibitors can share their information with a broader audience.
In 2027, these matching capabilities will become even more advanced with new features that enable direct online communication between exhibitors and visitors.
Online exhibitions will no longer be limited to information delivery.
They will also serve as a channel for exhibitors to connect directly with highly interested visitors.
By leveraging the expertise we have built through years of exhibition management, we will create new encounters and business opportunities that go beyond what can be achieved at the in-person exhibition venues alone.

3 Features Most Frequently Used by Visitors

1. Smart Matching Feature
2. List of Exhibitors for Pre-Event Research
3. AI Search Engine

1. Smart Matching Feature

Challenges Identified Through Previous Exhibitions

- Mismatch between visitor interest areas and exhibitors' value propositions
- Limited opportunities for efficient business matchmaking during the exhibition

Solution Approach Enabled by New Features

Capture visitors' areas of interest through the pre-registration system

Prioritized Display as Recommended Exhibitors for Highly Relevant Visitors

Priority Placement for Exhibitors Matching Visitors' Interests
* Available Only to STANDARD and PREMIUM Plan Exhibitors

We are considering adding new features to further improve usability.
Details will be announced around February 2027.

BENEFITS

New Value for Exhibitors

- More opportunities to connect with highly qualified prospects
- Access to potential visitors before the exhibition
- More efficient use of time for business meetings

Connect with the Right Prospects!



2. List of Exhibitors for Pre-Event Research

90% of Visitors to the Official Website View the Exhibitor List Page!

Growth Built on Our Track Record

- Exhibitor List / Booth Layout Pages: Approx. 290,000 page views* (YOKOHAMA and NAGOYA combined, May–June 2026)
- A strong traffic base of approximately 2.47 million page views across the entire exhibition website (over the two-month period from May to June)
- We have consistently provided access to exhibitor information through multiple channels.

*Page Views (PV): The number of times a page is viewed on a website

Enhanced Value with New Features

Direct Access from the Exhibitor Directory to Exhibitor Pages

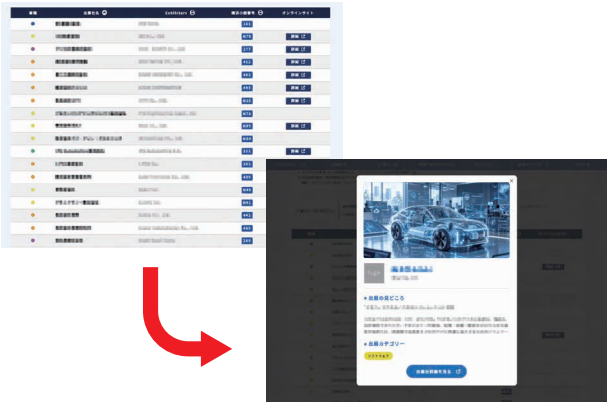
Exhibitor Directory Page Views Increased to 120% of the Previous Year Based on the 2026 Pilot Program

Interest-Based Filtering

BENEFITS

New Value for Exhibitors

- Ongoing exposure beyond the exhibition dates
- Accurate information delivery to highly interested visitors
- Timely dissemination of the latest product and service information



The exhibitor list on the official website now instantly displays a summary of each exhibitor's information and directs visitors to the exhibitor's individual page.
The new structure generates additional traffic while preserving the existing navigation paths to the online exhibition site.

*The image is for illustrative purposes only.

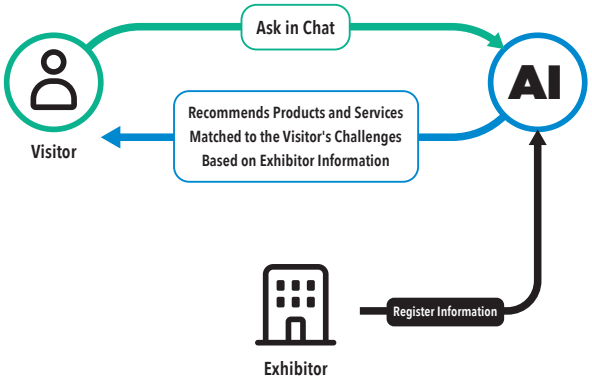
3. AI Search Engine

AI Generates Responses Tailored to Visitors' Challenges Based on Exhibitor Profile Information

Significant Enhancement of Search Capabilities

From 2026, we have dramatically upgraded our search capabilities with the introduction of **long-context AI search**. Unlike conventional synonym-based search, which was still limited to keyword matching, the latest AI search can understand the context behind chat-based queries and use large-context processing to suggest exhibitor products and services tailored to each visitor's needs and challenges.

How AI-Generated Responses Work

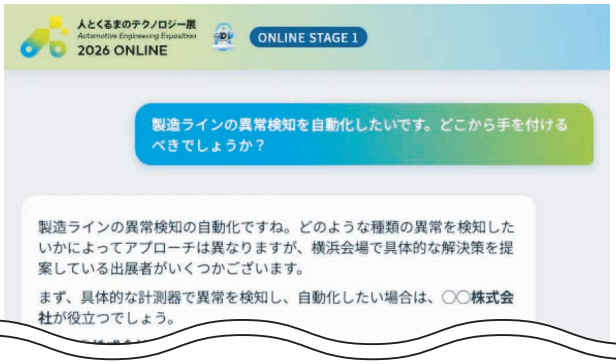


BENEFITS

New Value for Exhibitors

- New connections with visitors who have latent needs
- Facilitate solution-oriented discussions based on technical challenges and needs
- Unlock the full value of exhibitor content

Specific Examples of Large-Context Search



*The image is for illustrative purposes only.

Exhibition Fees/Plan Details

The table below shows the online exhibition fees and plans for exhibitors participating in both the in-person and online exhibitions.

If you are participating only in the online exhibition, different fees will apply. Please refer to the separate online exhibition guidelines for details.

\Recommended!/

	ECONOMY	LIGHT	STANDARD	PREMIUM
JSAE Corporate Member*	¥ 55,000	¥ 220,000	¥ 385,000	¥ 643,500
Non-Member	¥ 110,000	¥ 275,000	¥ 495,000	¥ 753,500
Category area banner	Company Name Only	Small	Medium	Large
Yokohama exhibition booth introduction	○	○	○	○
Main visual	—	○	○	○
Posted products	—	Products : 3 Videos : 3 Catalogs : 3	Products : 7 Videos : 7 Catalogs : 7	Products : 15 Videos : 15 Catalogs : 15
Download of visitor data from your pages	—	○	○	○
Visitor questionnaire	—	○	○	○
Meeting reservation function	—	—	In-person : ○ Online : —	In-person : ○ Online : ○
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 Exposition Management Coordinator: Taiseisha Ltd.

Additional Stage Fee **¥ 165,000**	Exhibitors who wish to participate in both Stage 1 and Stage 2 of the online exhibition may do so by paying the additional fee shown on the left. However, exhibitors on the Economy Plan cannot add another online exhibition stage. To apply for participation in both stages, please submit the Online Plan Change and Add-on Application Form through your Exhibitor My Page. (If you are exhibiting at both the Yokohama and Nagoya exhibitions, you may participate in both Stage 1 and Stage 2 for the above fee only.)
Payment deadline for exhibition fees **Thursday, April 15, 2027**	The deadline for payment of the exhibition fee for the Yokohama and online exhibition Stage 1 is Thursday, April 15, 2027. The Exposition 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.

* All prices include tax.

Inquiries Regarding Exhibiting

Exposition Management Coordinator: Taiseisha Ltd.
Shintomi Mihama Bldg., 6F, 1-15-3 Shintomi, Chuo-ku, Tokyo 104-0041 Japan
Email: jsaeexpo@taiseisha.co.jp

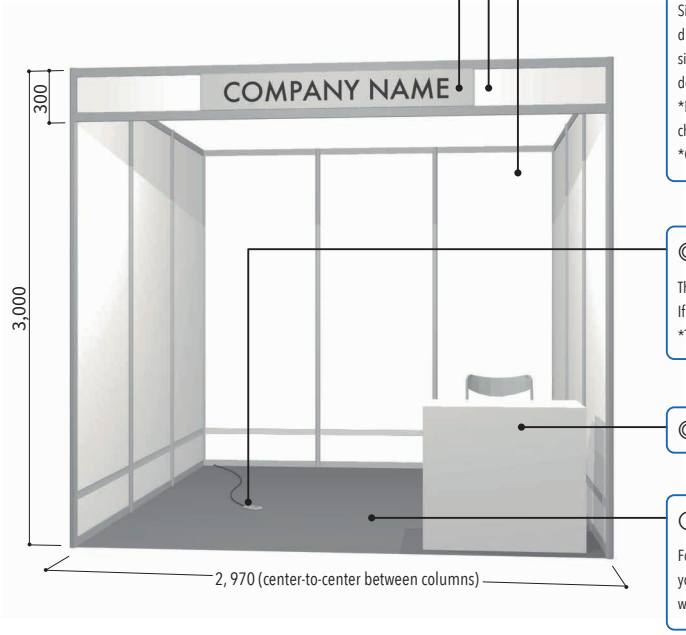
Unit system booth

The unit system booth helps reduce costs and preparation time, making it ideal for a simple and cost-effective exhibition.
It can also be customized to suit the exhibitor's needs. For details, please refer to the Exhibitor's Manual, which is scheduled to be released in February.

Basic Components of the Unit System Booth

- ○ System wall panels (back, side)
- ○ System Parapet
- ○ Needle-punch carpet flooring
- ○ LED spotlights ×2
- ◎ Power outlet with 2 plug-ins (1KW) ×1
- ◎ Company nameplate ×1
- ◎ Information counter ×1
- ◎ folding chair ×1

Items marked with ◎ are provided in fixed quantities regardless of booth size.
* Corner booths have no walls facing the aisle.
(Open on two sides; parapets on two sides)



◎ Company Name Sign × 1

Unless otherwise specified, the standard size (W1 ,500 × H300) will be used, with text displayed in black Corner Gothic font. "Kabushiki Kaisha" will be standardized as "(K.K.)".
*Font selection is available for an additional fee. Please specify this in the "Company Name/Logo Change" section of the [Unit System Booth Application].

○ Parapet / LED Fluorescent Lights × 2

Parapets consist of 300mm-high system trim installed along the aisle. For booths consisting of two or more units, a parapet support post will be installed for each unit.

○ Octanorm System Panels

Since the system panels are vinyl-coated (white) plywood panels, direct decoration such as nailing, drilling, applying wallpaper, or cutting–is not permitted. Please suspend informational panels or similar items using chains or attach them with double-sided tape. *Please note that only fabric-based double-sided tape maybe used.
*Please note that if adhesive residue from sheets or tape remains on the wall surface, you may be charged a separate fee.
*Corner booths do not have walls facing the aisle.

◎ 1 two-outlet power outlet (1 kW)

The power outlet capacity is 1 kW (1 00 V).
If you require a power supply exceeding 1 kW (1 00 V), a separate application is required.
*The same applies to 2-booth and 3-booth units.

◎ Reception counter and folding chair × 1

○ Needle-punch carpet flooring

For the punched carpet, you may select one color of your choice from the color samples. Please specify your desired color code when applying for a Unit System Booth. If no color is specified, the default color will be dark gray.

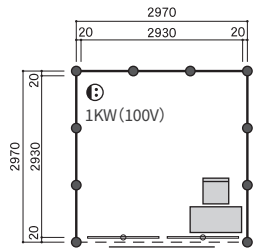
Variations

We have prepared three types of modular booths to suit the number of exhibition booths you are booking.

1 booth

W2,970×D2,970×H3,000

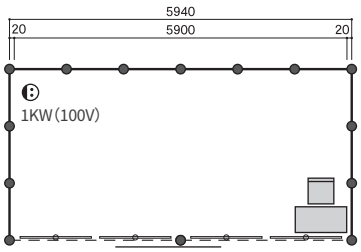
¥ 166,100-



2 booths

W5,940×D2,970×H3,000

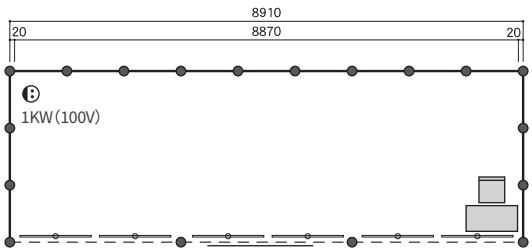
¥ 236,500-



3 booths

W8,910×D2,970×H3,000

¥ 306,900-



* All amounts include tax.

Inquiries regarding the unit system booth:

Murayama Inc. Contact: Construction Administration Office *Inquiries via email are preferred.
TEL: +81-03-6221-1960 E-mail: hito-mobility2027yokohama@murayama.co.jp