

We, the applicant exhibitor listed below, hereby apply to the secretariat of the JATA World Tourism Congress & Travel Fair Organizaing Committee for participation in the JATA World Travel Fair 2010 as an exhibitor. With our signature and official seal we agree to adide by the terms and conditions of exhibition stated on the back side of form.

↓ For Catalogue Entry.

Date: \_\_\_\_\_, \_\_\_\_\_, \_\_\_\_\_

Exhibitor Name: English Japanese		(Corporate seal / stamp)
↑ Name to be appeared in the exhibitors list.		
Name of representative : First Name Mr. / Ms.	Last Name	Signature
Title:	E-mail:	
Address : (Room # Bldg.) (Office) (State/Province)	(Street/Town) (Country)	(City) (Postal Code)
Phone : (Country Code) _____ (Area Code) _____ (Local Number) _____	Fax : (Country Code) _____ (Area Code) _____ (Local Number) _____	
URL : http:// _____		

↓ Contact Person (one person)

Name: First Name Mr. / Ms.	Last Name	Attach your business card here (Contact Person)
Department:		
Title:		
Phone :		
Fax :		
E-mail:		

**Booth(s) / Space Required**

● **Exhibition Type** (The early registration discount of 5% is applied to the applications who are registering before Feb. 12, 2010.) \*tax included(5%)

Standard Booth \_\_\_\_\_ Booth(s) × 472,500 JPY = \_\_\_\_\_ JPY  
↑ One Standard Booth is minimum number of reservation.

Space Only (4 unit minimum) \_\_\_\_\_ Units of Space × 409,500 JPY = \_\_\_\_\_ JPY  
↑ Space only reservations require a minimum of **4 units (36m<sup>2</sup>)**. Additional space is available for purchase in **units of 9 m<sup>2</sup>**.

↓ Please check if you need.

● **Rental Room (For storage or meetings)** \*first come, first served (20 rooms) \*tax included(5%)

Rental Room \_\_\_\_\_ room(s) × 105,000 JPY = \_\_\_\_\_ JPY

**Type of Business**

↓  Check please.

Government Tourist Office, Embassy  Transportation ( Airline  Bus  Railway  Cruise  Car Rental)  Travel Magazine, Media  Travel Agency, Tour Operator  
 Hotel, Hotel Representative  Computer, Information Technology  Amusement, Entertainment Attraction  Travel Associations  Other ( \_\_\_\_\_ )

**Preferred Booth Location**

↓  Check please.

Japan  Asia  Middle East  Europe  Africa  North America  Central & South America  Pacific  Travel Agency  
 Transportation  Hotel  Travel IT  Media  Other ( \_\_\_\_\_ )

**Requests to the Organizer**

\_\_\_\_\_

Leave blank Organizer use only	Date: _____	Reg. No. _____
	Secretary of JATA World Tourism Congress & Travel Fair Organizing Committee	Organizer Official Seal
	Secretary General:	Exhibitor ID _____ Invoice No. _____

Notes

- 1) A signed or sealed copy of this form will be returned to the applicant. Please retain the copy.
- 2) After this application is accepted, the organizers will issue a payment invoice. Please ensure that payment is made by the date noted on the invoice. Payment conditions (payment deadlines, cancellation fees, etc.) are given on the back side of this form in terms and conditions of participation agreement.

## APPLICATION AND COMPLETION OF AGREEMENT

1. Application is defined as the consent of persons wishing to exhibit at the JATA World Travel Fair (hereafter referred to as "applicants") to the terms and conditions of the application and this agreement, the completion of the necessary information of the application, the signing or application of an official seal, and the sending of the application to the secretariat of the JATA World Tourism Congress & Travel Fair Organizing Committee (hereafter referred to as "organizers") noted below. (Applications can be made by mail, fax, or as an email attachment.)
2. The participation agreement (hereafter referred to as "this agreement") is considered completed when the organizers of the event sign or place an official seal in the "organizer-use only" section of the application, make a copy and send that copy to the applicant via mail. Applicants (applicants in receipt of the application) should retain the copy of the application form as a record of their application.
3. In the event that the organizers judge that research on applicant is necessary to determine the acceptance of the application, the applicant will be expected to cooperate in the research and provide information in accordance with the instructions of the organizer.
4. The closing date for applications is Friday, April 30, 2010. However, if all booths are reserved before the closing date, the organizer reserves the right to stop accepting applications before the closing date. Alternatively, if there are still booths available after Saturday, May 1, 2010, the secretariat may consider accepting additional applications.

### Applications and questions should be directed to:

JATA World Tourism Congress & Travel Fair Organizing Committee Secretariat  
Ikeden Bldg., 8F,  
2-12-5 Shimbashi, Minato-ku,  
Tokyo, 105-0004, JAPAN  
Phone: + 81-3-6891-1150 Fax: + 81-3-6891-1152 E-mail: expo@jata-wf.com

## QUALIFIED EXHIBITOR

Only travel companies, embassies and tourism bureaus, governmental agencies, municipal governments, transportation companies (airline, railway, cruise, rental car, etc.), hotels, tour operators, travel industry related IT businesses and media, other groups or businesses related to the travel industry, and groups or businesses accepted by the organizers of the event may exhibit.

However, regardless of whether an applicant is a part of one of the above groups or businesses, if the organizers judge that the applicant has little or no connection to the travel and tourism industries or the goals of the fair, or if the exhibitor's exhibit is related to a country or region which has been the topic of an overseas travel warning by the Japanese Ministry of Foreign Affairs, or if the organizers judge that an exhibitor's presentation poses a threat to life, bodily injury, property, or reputation, the organizers reserve the right to refuse participation.

## PAYMENT OF EXHIBITION FEE

1. After receiving the invoice, exhibitors are required to pay the full sum as given on the invoice in one payment, either by bank transfer to the specified bank account or by bank draft to the secretariat, by the payment deadline given on the invoice (generally one month after the date of application).
2. In the event that an exhibitor fails to pay the full amount of the exhibition fee, as described above, the organizers will impose a delinquency charge of 14.6% per year (calculated on a daily basis and on the basis of a 365-day year).

### Bank transfers should be made to:

Name of Account: Japan Association of Travel Agents  
Name of Bank: Mizuho Bank, Marunouchi Branch(SWIFT No.MHBKJPJT)  
Address of Bank: 1-6-1 Marunouchi, Chiyoda-ku, Tokyo 100-0005, Japan  
Account No.: Ordinary #249854

### Bank drafts should sent to:

JATA World Tourism Congress & Travel Fair Organizing Committee Secretariat  
Ikeden Bldg., 8F,  
2-12-5 Shimbashi, Minato-ku,  
Tokyo, 105-0004, JAPAN  
Phone: + 81-3-6891-1150 Fax: + 81-3-6891-1152

\* Payment is to be made in Japanese yen. International transfers should apply the current rate at time of payment.

\* All transfer charges and bank commissions will be charged to the exhibitor.

## CANCELLATION OF APPLICATION AND CANCELLATION FEES

If an exhibitor wishes to cancel their application, the exhibitor must submit in writing the following: 1. the exhibitor's name, 2. the sign or official seal of their representative, 3. the name and contact information of the person responsible, 4. the time and date of the application for cancellation, 5. the reason for cancellation, and deliver this documentation to the organizers. However, cancellation fees will apply as described below:

1. For cancellations made before Saturday, May 15, 2010, 50,000 yen per 9 square meters, booth will not be refunded.
2. For cancellations made between Sunday, May 16, 2010, and Tuesday, June 1, 2010, 50% of the total exhibition fees will not be refunded.
3. For cancellations made after Wednesday, June 2, 2010, 100% of the total exhibition fees will not be refunded.

## ORGANIZER'S RIGHT OF TERMINATION

Even if this agreement has been completed, if the organizers judge that the applicant has little or no connection to the travel and tourism industries or the goals of the fair, or if the exhibitor's exhibit is related to a country or region which has been the topic of an overseas travel warning by the Japanese Ministry of Foreign Affairs, or if the organizers judge that an exhibitor's exhibit poses a threat to life, bodily injury, property, or reputation, or if for any other reason the organizers determine that an exhibit should not be accepted, the organizers reserve the right to terminate this agreement. In this event, the exhibitor's exhibition fees will not be refunded.

## CANCELLATION OF AGREEMENT

1. The organizers may cancel the agreement, without submission of formal demand, if the exhibitor allows the following situations to occur:
  - (1) If all or part of the exhibition fees are not paid by the payment deadline.
  - (2) If an exhibition booth is used for a purpose other than the accepted purpose.
  - (3) If there is a violation of the terms and conditions given in the application form, this agreement, or the exhibition guidelines or manual.
  - (4) If action takes place which damages the credibility of the organizers.
  - (5) If an exhibitor does not follow the instructions of the organizers.
  - (6) If an event which can be objectionably judged to damage the relationship of trust between the exhibitor and the organizer takes place.
2. In the event that a situation described in the previous clause does occur and this agreement is canceled, the organizers may remove the exhibitor from the event.
3. In the event that a situation described in clause 1 does occur and this agreement is canceled, the exhibitor forfeits any exhibition fees which have already been paid.
4. The provisions described in clauses 1 and 3 do not impede the ability of the organizers to claim and sue for damages.

## GUARANTOR DOCUMENTATION FOR EXHIBITORS AND VISA POLICY

The organizers will not issue a guarantor document for any exhibitor. Obtaining the necessary documents to enter Japan is the responsibility of the individual exhibitors. Requirements vary depending on the exhibitor's nationality. Further details can be found at the Japan Ministry of Foreign Affairs website([http://www.mofa.go.jp/j\\_info/visit/visa/index.html](http://www.mofa.go.jp/j_info/visit/visa/index.html)).

Exhibitors should be advised that the stated cancellation and refund policy applies whether or not the exhibitor obtains the necessary documents to enter Japan.

## ALLOCATION AND LOCATION OF BOOTHS

1. The exhibitor agrees that the allocation and location of booths shall be determined at the sole discretion of the organizers.
2. Allotted booths may not be transferred, sublet, or exchanged without the consent of the organizers.
3. Exhibitors requesting 72 square meters. (equivalent to 8 booths) or more of space will be allotted an island space (open on four sides).

## LIABILITIES OF ORGANIZERS

1. Regardless of reason, if the fair is not held, the organizers will refund all fees to exhibitors minus costs already incurred for the preparation of the fair up to the time of cancellation. However, this will not apply if the failure to hold the fair is due to intentional action or is the fault of the exhibitor.
2. The organizers will not be liable for any damages, regardless of reason, which may be caused if the organizers decide it is necessary or desirable for the benefit of exhibitors or visitors to postpone the fair, close the fair earlier than scheduled, extend the duration of the fair, or change the venue of the fair, and then execute such a decision accordingly.
3. The organizers will not be liable for any damages to exhibitors, their employees, agents, or the general public and other third parties, caused by fire, natural disaster, burglary, or other reasons.
4. The organizers will not be liable for damages to buildings or facilities caused by the carelessness, regardless of reason, of exhibitors, their agents, or employees.
5. The organizers will not be liable, regardless of reason, for errors in printing, such as wrong or missing words, occurring in the guidebook of the fair or other promotional materials.

## LOSS OR DAMAGE TO EXHIBITOR PROPERTY

1. The organizer shall not be liable, regardless of reason, for damage to, loss, or theft of any articles, display items, or other materials related to exhibition belonging to the exhibitor, their agents, employees, or other related parties (set up and tear down included).
2. The exhibitor is responsible for paying all transportation expenses for display items and other exhibit related materials.
3. The exhibitor will be responsible for paying the booth use fee even if the exhibitor's display items fail to arrive.

NOTE: The organizer advises all exhibitors to take out insurance to protect against the above risks.

## DUTY OF CARE

Exhibitors are required to exhibit with the care of a good manager. In addition, exhibitors are required to strictly adhere to all safety and fire regulations implemented by the fair site.

## NOISE

Exhibitors must obtain written permission from the organizers before using any noise-producing machinery or electrical equipment. Such equipment must be operated in a way which does not cause a disturbance to other exhibitors. The organizers reserve the right to determine what constitutes a reasonable noise level.

## NON-INTERFERENCE

Exhibitors are to refrain from interfering with the operations of other exhibitors. If any disputes do arise between exhibitors, they will be resolved by the organizers. Exhibitors who do not abide by such decisions made by the organizers may be removed from the event.

## REMOVAL OF EXHIBITS

1. At the close of the fair, or when this agreement is cancelled, terminated, or ended for any reason, exhibitors are required to restore their allocated booth to its original condition.
2. Restoring the booth to its original condition as described in the above clause is the responsibility of and will be done at the expense of the exhibitor. If the booth is not restored to its original condition the organizers may restore the booth to its original condition at the expense of the exhibitor.
3. After a booth has been vacated, if there remains any property belonging to the exhibitor, their agents, or others not related to the organizers, the organizers may at their own discretion and without the consent of the exhibitor, dispose of said property at the expense of the exhibitor.
4. The exhibitor will not for any reason demand any payment for expenses incurred in the furnishing of their allotted booth, nor will the exhibitor claim any reimbursement for useful expenses, other equipment expenses, relocation expenses, eviction compensation, nor key money paid.
5. In the event that the exhibitor does not vacate their booth by the time for vacation set by the organizers, and during this period causes loss to the organizers, the exhibitor will be responsible for reimbursement to the organizers.

## OTHER ITEMS

If the organizers send notice to the exhibitors regarding the items listed below or any other items, the exhibitors will abide by said notices.

1. Booth decoration (including electrical work)
2. Temporary telephone installation (for use in booths)
3. Printed matter
4. Display items
5. Advertising support, etc.
6. Set up and tear down of exhibits
7. Submission of official forms and deadlines
8. Equipment for lease
9. Service facilities
10. Entertainment, information, and advice, etc.

## REVISIONS AND ADDITIONS

Concerning matters not covered in this agreement and any discrepancies related to the interpretation of this agreement, both the exhibitor and the organizers will attempt to resolve the matter in good faith. In the event that a resolution can not be reached the exhibitor agrees to abide by the decisions of the organizers. If deemed necessary by the organizers, the organizers may make revisions or additions to this agreement, upon notification of the exhibitors.

## RESOLUTION OF DISPUTES

By signing this agreement submitted to the organizers the exhibitor agrees to the terms and conditions of this agreement. As this agreement is governed under the laws of Japan, for all disputes regarding this agreement the Tokyo District Court will be the exclusive agreement court of first instance.