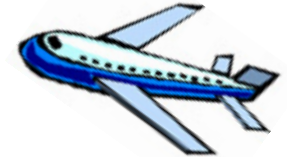


## JATA World Travel Fair 2010

# “Food and Beverages” Booth

- Tourism Promotion through Dining Culture -



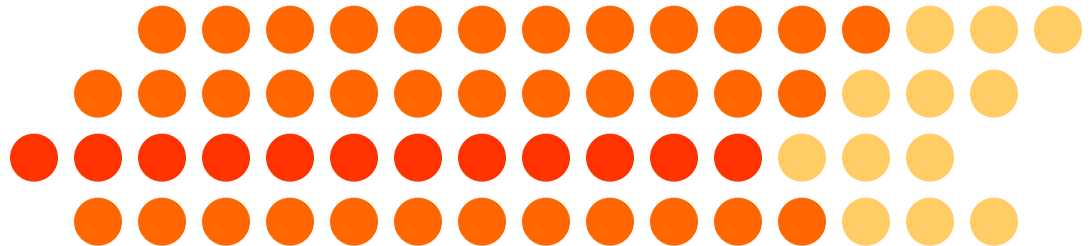
### Contact

#### JATA World Travel Fair Secretariat

Loykrathong Yotsuya bldg. 4F,  
1-18 Funamachi, Shinjuku-ku,  
Tokyo 160-0006 JAPAN

TEL: +81-3-5368-1170 FAX: +81-3-5368-1172

Email: [expo@jata-wtf.com](mailto:expo@jata-wtf.com) URL: <http://jata-wtf.com>





As we have experienced in past fairs, booths that use food and beverages (including tasting) to obtain publicity for their own countries attract media, mainly TV, and many visitors. The result of promotion is to have much more public response than ordinary booths, regardless of the size of booth.

Why don't you obtain this benefit greater than that from an ordinary exhibition by running a booth with the key words of food and beverage in the only travel industry exhibition in Japan and the biggest travel fair in Asia?

(Example)

- One of the government tourist offices that provide food and beverages was picked up by a commercial TV news program for two consecutive years, and their booth was always crowded with people.
- An exhibitor who ran a food booth commented, "Thanks to the food, the exhibition was great success!"



In the JATA WTF 2010, booths with foods and beverages (restaurants) for PR purposes are offered at \*a lower price. One booth is JPY315,000 (tax inc.) instead of the ordinary JPY472,500(tax inc.) per booth.

\*Certain condition in addition to the normal exhibition rules apply to food and beverage stands, including that the operator provides food and beverages (sales and tasting) and that the stand will be located in the hall's low-ceiling area as close as possible to the associated exhibitor's booth.

The secretariat will announce food and beverage stands in the press release and official website for general public (<http://ryokohaku.com>).



# Overview

TEL: +81-3-6891-1150

FAX: +81-3-6891-1152



**Purpose** PR of exhibitor's country emphasizing food and beverages

## Condition for operating food / beverage stand

The food / beverage stand operator needs to be presented by an exhibitor (existing applicant) of the JATA World Travel Fair 2010.  
The purpose of operating a stand is to support the PR of the exhibitor's country.

## Location of stand

The location of the food / beverage stand space is determined by the organizer. The organizer will allot a low-ceiling area close the exhibitor's booth. However, it is possible that the stand location will not be very close to their booth.

## Size of stand

**Total 12m<sup>2</sup>**  
• Exhibition booth 9m<sup>2</sup> :W 3m × D 3m × H 2.7m  
• Stock Room 3m<sup>2</sup> :W 3m × D 1m × H 2.7m

**Stand space charge** JPY 315,000 (Tax inc.)

## Facilities

Facilities are not provide by the organizer except for \*the booth equipment.  
Cost for facilities required for demonstration and cooking utensils are covered by the applicants.

\*Company name plate (with parapet), side walls, back panel, and 5 exhibitor's badges

● Gas, electricity, and water usage fees will be charged later.



Image  
(Actual from 2009)



# Overview

TEL: +81-3-6891-1150

FAX: +81-3-6891-1152



## Conditions on stands

The food / beverage stand operator must be introduced by an exhibitor.

Only stands related to food and beverages are permitted.  
(Stands selling goods or merchandise are not permitted)

The operator is responsible for arranging all necessary equipment (water-supply and drainage / sewage facilities, gas fittings etc.) for the stand's operation.

The operator must apply for permission from the public health center before opening a stand. Please make the application to the public health center under your organization's name. please forward notice of approval from the public health center to the secretariat.

During the fair, please have a person In charge at your booth at all times in the event of a health center inspection without notice.

Permission for certain types of cooking must be obtained from the fire department. Please check with your representative to see whether you require such permission.

The secretariat takes no portion of proceed from sales at stands.



Image  
Actual from 2009

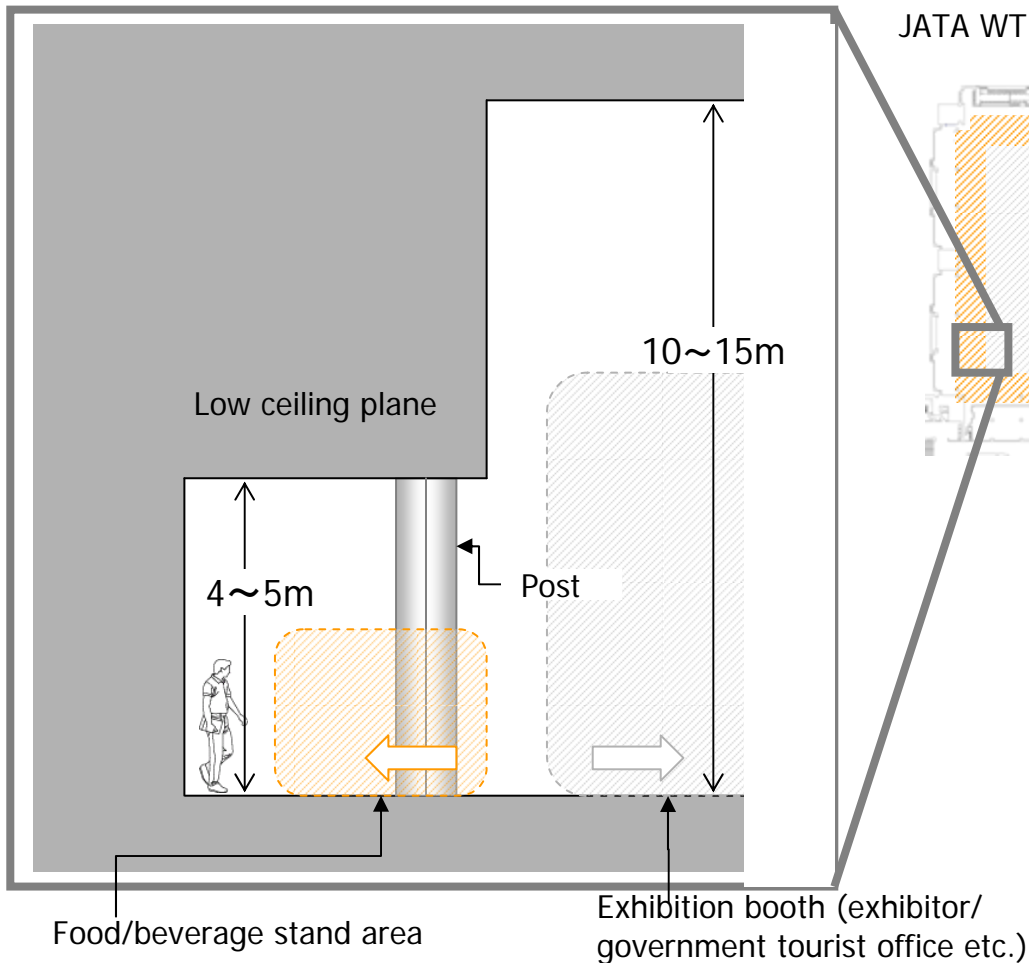


# Available food / beverage stand area (Low-ceiling area)

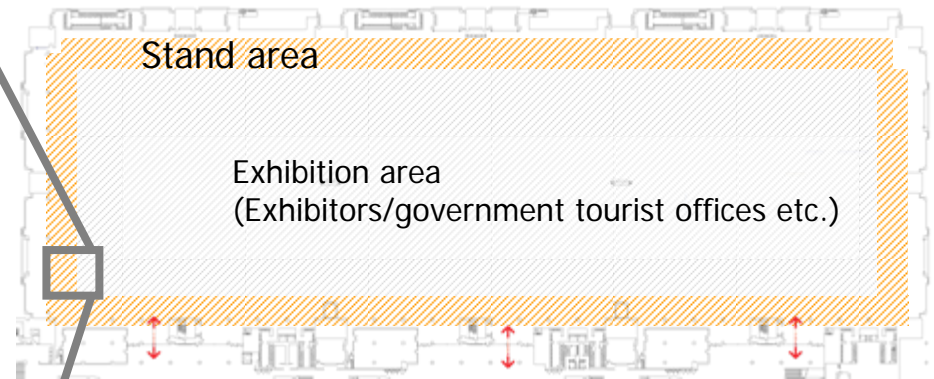
TEL: +81-3-6891-1150  
FAX: +81-3-6891-1152



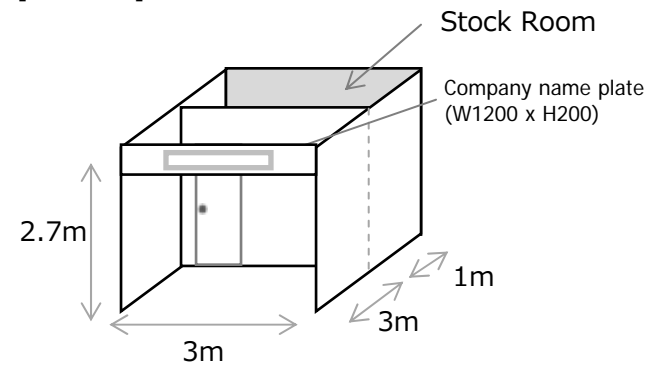
Available food/beverage stand area (low ceiling area)



JATA WTF site (Tokyo Big Sight East Hall 1/2/3)



[One stand]



# Application for food and beverage stand

Deadline: Fri., April 30, 2010  
FAX: +81-3-6891-1152



## Application

Applicants are requested to mail or fax their application form upon understanding and consenting to the JATA World Travel Fair 2010 exhibition rules issued by the exhibition organizer on the separate sheet.

The application is regarded as a formal application upon receipt.

We will send a bill upon receiving the application form. Applicants are requested to remit payment by the date designated on the bill.

## Deadline

Friday, April 30, 2010

## Cancellation charge

1. For cancellations made before Saturday, May 15, 2010, 50,000 yen 9 square meters. Booth will not be refunded.
2. For cancellations made between Sunday, May 16 and Tuesday, June 1, 1020 50% of the total exhibition fees will not be refunded.
3. For cancellations made after Wednesday, June 1, 2010, 100% of total exhibition fees will not be refunded.

- For other rules, please check the JATA World Travel Fair 2010 exhibition term and conditions.



# Application for food and beverage stand

Deadline: Fri., April 30, 2010  
 FAX: +81-3-6891-1152



We hereby apply for food and beverages stand in JATA World Travel Fair 2010. With this application, we agree to all the terms conditions of participation.

Company name	(Corporate Seal)		
Person in charge			
Name of stand			
Tel:	Fax:	E-mail:	Cell-phone:
Address	(Post Code _____ )		
Name of exhibitor (who presented by)	Name of exhibitor _____ (Booth No. _____ ) Person in charge _____		
Number of stands required	_____ Booth(s) × <b>JPY315,000</b> (Tax inc.) <ul style="list-style-type: none"> <li>● This above amount is only for the facilities stated below. Please contact the secretariat for other decorations and equipment.</li> <li>● Company name plate (with parapet), side walls, back panel, and 5 exhibitor's badges</li> <li>● Additional facilities cost (equipment and utilities cost) is not included in the above amount.</li> </ul>		
Food / beverages to be served Menus  *Please be as specific possible.	Food	Beverages	

Date: _____ Secretariat of JATA World Tourism Congress & Travel Fair Organizing Committee  Executive Director: _____ Official Seal	Reg. No. _____ Exhibitor ID No. _____ Invoice No. _____
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# Terms and Conditions for food and beverage stand



## APPLICATION AND COMPLETION OF AGREEMENT

- 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.)
- 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.
- 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.
- The closing date for applications is Thursday, April 30, 2009. 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 Friday, May 1, 2009, the secretariat may consider accepting additional applications.

### Applications and questions should be directed to:

JATA World Tourism Congress & Travel Fair Committee Secretariat  
Loykrathong Yotsuya Bldg., 4F  
1-18 Funamachi, Shinjuku-ku,  
Tokyo 160-0006 Japan  
Phone: 03-5368-1170 Fax: 03-5368-1172 e-mail: expo@jata-wtf.com

## PAYMENT OF EXHIBITION FEE

- 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).
- 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 #2498554

### Bank drafts should sent to:

JATA World Tourism Congress & Travel Fair Organizing Committee  
Loykrathong Yotsuya Bldg., 4F  
1-18 Funamachi, Shinjuku-ku,  
Tokyo 160-0006 JAPAN  
Phone: 03-5368-1170 Fax: 03-5368-1172

\* 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:
- For cancellations made before Saturday, May 15, 2010, 50,000 yen per a booth will not be refunded.
  - For cancellations made between Sunday, May 16, 2010, and Tuesday, June 1, 2010: 50% of the total exhibition fees will not be refunded.
  - For cancellations made after Wednesday, June 2, 2009, 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

- The organizers may cancel the agreement, without submission of formal demand, if the exhibitor allows the following situations to occur:
  - If all or part of the exhibition fees are not paid by the payment deadline.
  - If an exhibition booth is used for a purpose other than the accepted purpose.
  - If there is a violation of the terms and conditions given in the application form, this agreement, or the exhibition guidelines or manual.
  - If action takes place which damages the credibility of the organizers.
  - If an exhibitor does not follow the instructions of the organizers.
  - If an event which can be objectionably judged to damage the relationship of trust between the exhibitor and the organizer takes place.
- 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.
- 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.
- 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

- The exhibitor agrees that the allocation and location of booths shall be determined at the sole discretion of the organizers.
- Allotted booths may not be transferred, sublet, or exchanged without the consent of the organizers.
- 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

- 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.
- 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.
- 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.
- 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.
- 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

- 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).
- The exhibitor is responsible for paying all transportation expenses for display items and other exhibit related materials.
- 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

- At the close of the fair, or when this agreement is canceled, terminated, or ended for any reason, exhibitors are required to restore their allocated booth to its original condition.
- 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.
- 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.
- 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.
- 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.

- Booth decoration (including electrical work)
- Temporary telephone installation (for use in booths)
- Printed matter
- Display items
- Advertising support, etc.
- Set up and tear down of exhibits
- Submission of official forms and deadlines
- Equipment for lease
- Service facilities
- 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.

