

interiorlifestyle

TOKYO

Exhibitor's guide

30 May (Wed) – 1 June (Fri)
2018

ambiente
JAPAN

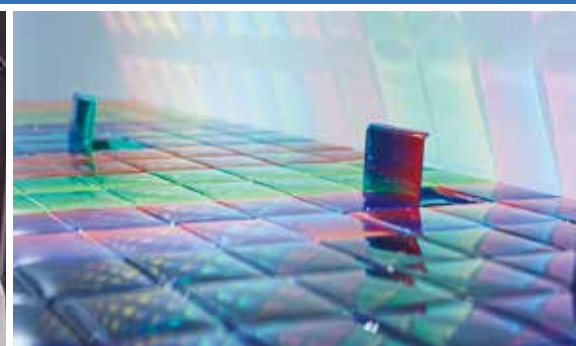
heimtextil
JAPAN

homedesign
JAPAN

www.interior-lifestyle.com



messe frankfurt



HIGH-END HIGH-DESIGN WORLDWIDE

Interior Lifestyle

Tokyo 2018

Interior Lifestyle Tokyo is an international trade fair that showcases lifestyle concepts in interior design markets from around the world. A wide range of buyers including interior shops visit this fair to find a variety of products related to the entire living space, from high-design jewellery and kitchen tools to food and high-end furniture. A further advantage of exhibiting at this fair is that many exhibitors and visitors come from around the world.

3 Advantages of exhibiting

1

High sensitivity towards design

Visitors and exhibitors alike are highly sensitive towards design, and appreciate the history and premium product quality that can be found at this fair. Not only are there domestic and overseas buyers from fashion-forward shops and design houses, but members of the design media too. Also Interior Lifestyle Tokyo's seminars attract prominent buyers.

2

Creating a borderless market

Interior Lifestyle Tokyo features numerous products that are classified under high design and lifestyle. It is a place where exhibitors can connect with these buyers which they have never previously considered, and allows them to open up new sales channels for their business.

3

A window to the global market

With the Messe Frankfurt's headquarters in Germany and with numerous branches scattered globally, Interior Lifestyle Tokyo has the backing of a strong worldwide network. The trade fair provides an ideal opportunity for export-minded exhibitors.

Outline Interior Lifestyle Tokyo 2018

Date | 30 May (Wed) – 1 June (Fri) 2018

Venue | Tokyo Big Sight, West hall 1・2・3・4 + Atrium

Opening hours | 10:00–18:00 (last day until 16:30)

Organiser | Mesago Messe Frankfurt Corp.

Zoning guide

This fair is composed of 11 zones and an 'Atrium special zone' which changes its theme every year. Exhibit in the most suitable zone for maximum business exposure.

HOME

Design concepts for new living spaces

New ideas and inspirations for lifestyle design concepts gather here, with a wide range of items such as furniture, lights, textiles and interior greenery.

Exhibits in 2017 include:
Furniture, home textiles, lights, garden furniture and interior greenery, and more



ACCENT

A new accents to living

This zone is for a broad variety of products such as design items, gifts, art & objects, fragrances, garments, baby and children's goods, stationery, digital gadgets and more. New categories are also welcomed.

Exhibits in 2017 include:
Apparel, aromatherapy items, decorative candles, designer stationery, educational toys, art panels, and more



EVERYDAY

Accessories for more comfortable living

This zone is dedicated to items that facilitate convenience in everyday life. Many flock to this area for attractive storage products, cleaning tools, homeware products and household appliances.

Exhibits in 2017 include:
Laundry care, storage items, towels, bath and toiletry products, household appliances, and more



KITCHEN LIFE

New items to add flavour to the kitchen and dining table

This zone understands that the kitchen and dining areas are at the heart of most homes. As such, the latest kitchenware and dishware are displayed here. Cooking tool demonstrations are encouraged as a way to engage potential business partners.

Exhibits in 2017 include:
Multifunctional pots, branded dishware, kitchenware, designer appliances, lifestyle foods, and more



GLOBAL

A showcase for overseas manufacturers

Here, buyers can meet a high quality range of lifestyle products from all over the world. This is one of the key strengths of Interior Lifestyle Tokyo. Such emerging design countries as Tunisia, Lithuania and Taiwan, were also exhibited.

Business support desk
The organiser will set up a business support desk on site to offer quick interpretation services, advice on small-lot imports and assistance with business negotiations for free.



Atrium special zone

Exhibits are specially screened.

"For Here or To Go?"

The theme of this year's Atrium special zone is "For Here or To Go?", – a familiar phrase heard at coffee stands and fast food shops. This highlight will provide buyers with an environment to either buy at the venue (For Here) or take the purchase back to the company (To Go). Mr. Yamada, an experienced buyer in the design market, will create a new form of trade fair negotiations through this zone.



Atrium director

Yu Yamada

After working as a buyer for IDEE SHOP in Minami-Aoyama, Mr. Yamada founded method in 2007 and began working as a freelance buyer shortly afterwards. He is currently a representative director of method, inc. In September 2014, he released the book "THE METHOD OF SHOP SUCCESS" published by SEIBUNDO SHINKOSHA.

wearemethod.com

*Please enquire for more details.

*Photos are images.



The lower 2 photos: Nacasa & Partners Inc.

Premium zone

Exhibits are specially screened.

JAPAN STYLE

Japanese design and craftsmanship

High-quality Japanese products with refined designs are in high demand from the European and Asian markets. This zone has carefully selected designs of gifts, items for everyday use and tools to be showcased.



NORDIC LIFESTYLE

High-quality Scandinavian brands

Nordic lifestyle brands from Sweden, Denmark, Norway and Finland are more popular than ever in Japan. This zone collects various Nordic products from textiles, furniture and kitchenware to gifts.



MOVEMENT

A must-see trendsetting zone

Popular design products from all over the world such as moooi, NakNak, LE KLINT, Kvadrat, METAPHYS and 100% were showcased at the 2017 edition.



Supporting programme (Please contact the organiser for more details.)

NEXT

Here, young entrepreneurs will expand their new brands into the design market.

TALENTS

This is where young up-and-coming designers can propose their designs to corporations.

FOODIST

This zone will present a diverse array of foods from in and outside Japan that are now part of the modern lifestyle.



Costs + schedule

July 2017

» Apply now

Participation fee (raw space only) 1 booth=9m² (W3m × D3m)

☐ JPY **340,000** / 1 booth (tax excluded)

Fee structure has been revised.

*Application is available with the multiple of 9m² (W3m × D3m).

*Construction costs such as booth furnishings, electricity and water supply is at the exhibitor's responsibility.

Additional fees (occur upon your request)

☐ 2 side open / JPY **30,000** (tax excluded)

☐ 3 side open / JPY **50,000** (tax excluded)

☐ 4 side open / JPY **100,000** (tax excluded)

*Open sides may not always face aisles, and open side request is to request stands open on more than one side, not to guarantee any specific location or zone of the booth.

*Booth location will be assigned by the organiser based on the booth presentation draft and product information. We will try to reflect your booth configuration requests but this is not guaranteed.

*Consumption tax rate will be applied to the prices declared.

12 January 2018

» Application deadline

If your application is received after the hall is at maximum capacity, you will be added to the wait list of potential exhibitors.

January

» Start preparation

Exhibitor manual and promotion guide will be delivered.
Please submit the necessary forms.

End of January

» Booth presentation draft deadline

Booth location will be assigned by the organiser, based on products, concept, taste and booth presentation.

End of February

» Zone assignment

The use of an appointed package booth is required depending on the zone. If you pass the special screening, we will ask you to submit the application form for the package booth.

Middle of March

» Booth location assignment

Online "Exhibitor search" opens.

April –

» Visitor promotion

30 May – 1 June

» Interior Lifestyle Tokyo

After fair

» Visitor follow-up



Fair schedule 2018

9 – 12 (Tue – Fri) January

heimtextil

Messe Frankfurt Fairground

9 – 13 (Fri – Tue) February

ambiente

Messe Frankfurt Fairground

30 May (Wed) – 1 June (Fri)

interiorlifestyle

TOKYO
Tokyo Big Sight, West hall

30 June (Sat) – 3 July (Tue)

tendence

Messe Frankfurt Fairground

September

interiorlifestyle

CHINA
Shanghai

14 – 16 (Wed – Fri) November

**IFFT
interiorlifestyle living**

Tokyo Big Sight, West hall

Results

Title: Interior Lifestyle Tokyo
Ambiente Japan / Heimtextil Japan / Home Design
Japan- International Trade Fair for Interior Designs

Date: 14 – 16 (Wed – Fri) June 2017

Venue: Tokyo Big Sight, West hall 1-3-4 + Atrium

Exhibition space: Exhibition hall (gross) 22,400m² /
Exhibition space (net) 8,718 m² (rent space (net):
8,377.2 m² + special presentation: 340.8m²)

Exhibitors: 787 / 22 countries-regions (Japan 645, Overseas 142)

Visitors: 27,573 / 38 countries-regions (Japan 26,587, Overseas 986)

Target visitors: Specialty retail store / Department store / Large scale retail outlet / Mail order house / Exporter, importer / Distributor, wholesaler / Interior designer, decorator / Architect office / Construction, housing manufacturer / Hotel / Restaurant, cafe, bar / Florist, flower shop / Manufacturer

Buyers visited in 2017 (extracted)

21st Century Museum of Contemporary Art, Kanazawa
ACTUS
Adastria
AEON RETAIL
Amazon Japan
ANNIVERSAIRE
ASPLUND
BALS CORPORATION
Barneys Japan
BAYCREW'S
BEAMS
CASSINA IXC.
Conran Shop Japan
Costco Wholesale Japan
Culture Convenience Club
Daimaru Matsuzakaya Department Stores
Dinos Cecile
ETOILE KAITO & CO.
Futaba
H.P. FRANCE
Hankyu Hanshin Department Stores
HIBIYA-KADAN FLORAL
Hoshino Resort
IDEA INTERNATIONAL

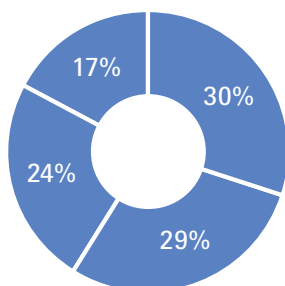
IDEE
IHG ANA Hotels Group Japan
inter office
INTERCONTINENTAL TOKYO BAY
Isetan Mitsukoshi
itoya
Ito-Yokado
JALUX
Japan Airport Terminal
JP MITSUKOSHI MERCHANDISING
JR East Station Retailing
JR Tokai Takashimaya
JTB Trading
JUN
Keio Department Store
KINOKUNIYA
LAFORET HARAJUKU
LUMINE
MARUI GROUP
MaruzenJunkudo Bookstores
Matsuya
MEITETSU Department Store
Mitsui Fudosan
MITSUHOME DESIGN INSTITUTE

Mitsukoshi Nagoya
MORI BUILDING
NAKAGAWA MASASHICHI SHOTEN
NIPPON HOTEL
Nissen
Odakyu Department Store
Okura Nikko Hotel Management
ONWARD KASHIYAMA
Oriental Land
OTSUKA KAGU
PARCO
Pola Art Foundation
PRINCE HOTELS
QVC Japan
Royal Park Hotel
Ryohin Keikaku
SAZABY LEAGUE
SEVEN-ELEVEN JAPAN
SHADDY
SHIMACHU
SHIPS
Smiles
Sogo & Seibu
SWEDEN HOUSE

Takashimaya
Take and Give Needs
THE LOFT
The Nezu Museum
TIMELESS
Tobu Department Store
Tokyo Midtown Management
TOKYOinterior corporation
TOKYU DEPARTMENT STORE
TOKYU HANDS
TOMORROWLAND
UNITED ARROWS
URBAN RESEARCH
VILLAGE VANGUARD
Wacoal Art Center
Watashi no Heya Living
WELCOME
World
Galleries Lafayette (France)
Hyundai Department Store (South Korea)
New Time (China)
Takashimaya Singapore (Singapore)

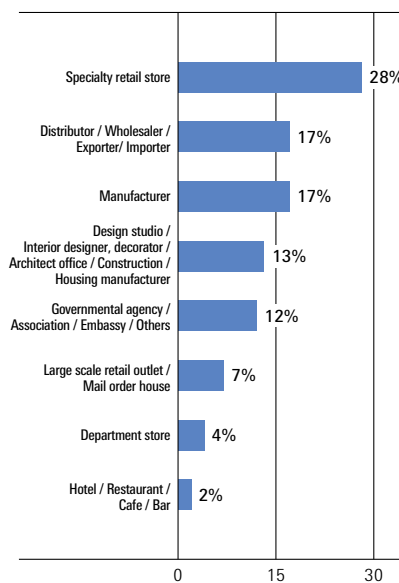
Visitor data

Influence of trade visitor on purchasing / procurement decisions

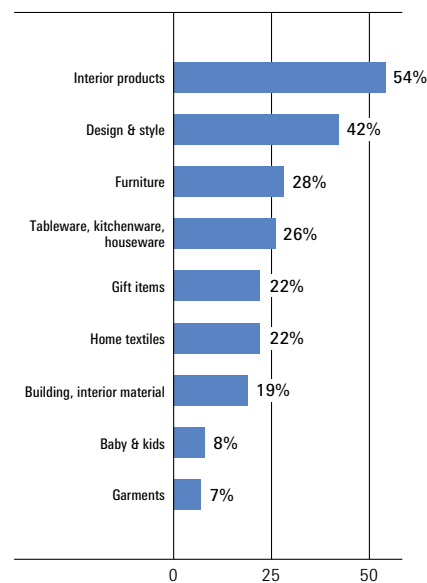


30% Decisive
29% Collective
24% Consultative
17% No influence

Visitors by business categories



Trade visitors' interest (multiple answers)



For promotion

Effective strategies for added success!

The power of trade fairs is the ability to gather large pools of prospects from all over the world to convene in one place over a few days. We encourage exhibitors to set clear targets of what they hope to achieve during the trade fair to maximise positive results.

Examples: Receive orders at least USD/EUR○○. Develop new prospects at least ○○contacts.

1 Send invitations to your prospects

Every year, half of all visitors indicated that their attendance at the fair was prompted by personalised invitations from exhibitors.

Free admission tickets and stickers will be sent upon your request. Send more free admission tickets to your customers.

*No shipping fee



2 Business support desk

The organiser will set up a business support desk onsite to offer efficient interpretation services, general advice and assistance for international negotiations at no additional charge.



3 Welcoming booth design

Be sure to maximise space when designing your booth to ensure visitors' comfort. Have a table available to encourage visitors to sit and have extended discussions.

If you are looking for easy way to arrange your booth, economical and convenient rental stands are available upon request.

**Participation fee (raw space only)
+ Rental stand (Below price is for one booth.)**

Participation fee (raw space only)	JPY 340,000 (tax excluded)
	+
Rental stand (TYPE C)	JPY 112,000 (tax excluded)
Total	JPY 452,000 (tax excluded)

*The use of an appointed package booth is required depending on the zone. If you pass the special screening, we will ask you to submit the application form for the package booth.





Rental stand

*Consumption tax rate will be applied to the prices declared.

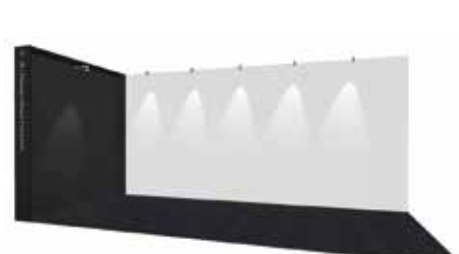
TYPE A Basic rental stand

☐ 1 booth / JPY 140,000 (tax excluded) ☐ 2 booths / JPY 200,000 (tax excluded)

	1 booth	2 booths
Floor carpet	9m ²	18m ²
Wooden wall panels (H 2.7m)	○	○
Wooden panel for sign	○	○
Company name · booth number (Font: Arial)	○	○
Trash box	○	○
LED spotlights (10W)	3	6
Socket outlet (100V/1kW)	1	1
Electric wiring power & electricity usage*	1kW	1kW
Booth cleaning (29 – 31 May)	○	○



1 booth image (1-side open)



2 booths image (2-side open)

TYPE B NEW Rental stand for roof decoration

* TYPE B is available for 1 booth and 2 booths.

☐ 1 booth / JPY 172,000 (tax excluded) ☐ 2 booths / JPY 210,000 (tax excluded)

	1 booth	2 booths
Floor carpet	9m ²	18m ²
Wooden wall panels (H 2.7m)	○	○
Roof decoration · sign panel	○	○
Company name · booth number (Font: Arial)	○	○
Sleeve parapet	This is only for corner booth	
Trash box	○	○
LED spotlights (10W)	3	6
Socket outlet (100V/1kW)	1	1
Electric wiring power & electricity usage*	1kW	1kW
Booth cleaning (29 – 31 May)	○	○



1 booth image (1-side open)



2 booths image (1-side open)

TYPE C Simple and economical rental stand

☐ 1 booth / JPY 112,000 (tax excluded) ☐ 2 booths / JPY 180,000 (tax excluded)

	1 booth	2 booths
Floor carpet	9m ²	18m ²
Wooden wall panels (H 2.7m)	○	○
Company name · booth number (Font: Arial)	○	○
LED spotlights (10W)	3	6
Electric wiring power & electricity usage*	1kW	1kW
Booth cleaning (29 – 31 May)	○	○



1 booth image (1-side open)



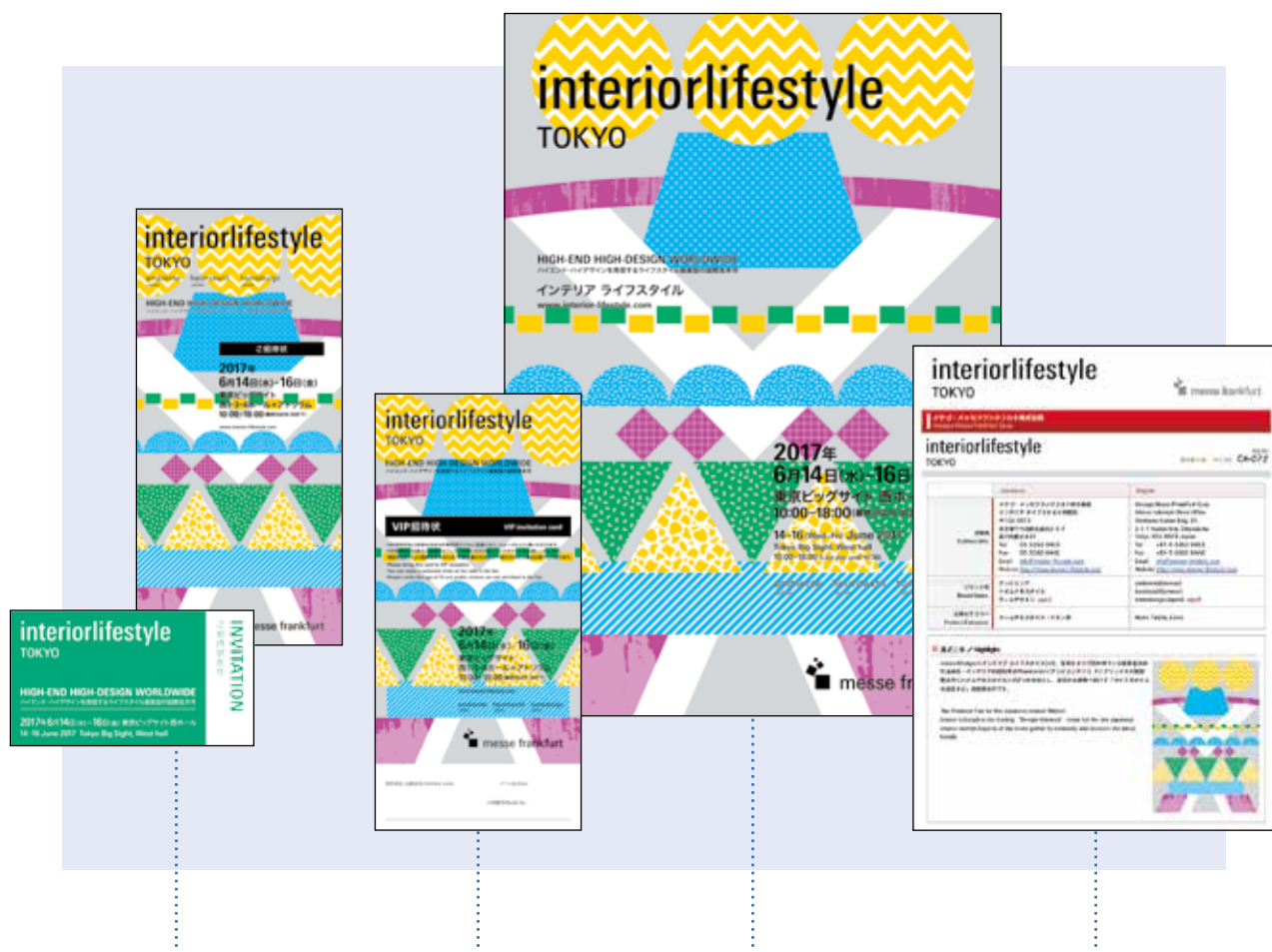
2 booths image (2-side open)

*In case of excessive use, extra fee will be charged.

Enquiry on rental stand: Shoei Bijutsu Co., Ltd. Tel. +81-3-5148-6656 Fax. +81-3-5148-6606 E-mail. lifestyle@shoei-bijutsu.co.jp Contact: Mr. Cascini, Mr. Kojima

Basic promotion Free tools

Please make good use of the free promotional tools.



Free admission ticket · sticker

Send them to your potential clients to promote your participation.

VIP invitation card

Invite your important clients using these tickets!

Poster

Display at your reception counter or showroom.

Online exhibitor search

Register your product and company information so potential clients can find you more easily before and after the fair.

Tips & success

Take advantage of our advertising and sponsorship package!

Effective promotional tools are sure to attract more of your target audience. Plan ahead to take advantage of participating in the leading interior & design trade fair in Japan!

Q1

How can we promote our participation in the fair to potential clients as much as possible before the fair?



Advertising on the Interior Lifestyle Tokyo website is some of your most effective promotional tools. This digital tool provides prospects with new information 24/7.

Q2

What is the most effective way to approach all visitors at the fair?



Purchase the advertisement page on the official fair guide. This is the only printed tool which is distributed during the fair.

1 Banner on the official fair website

2 Advertisement on the official fair guide

More promotion Optional tools

Join our advertising & sponsorship package!

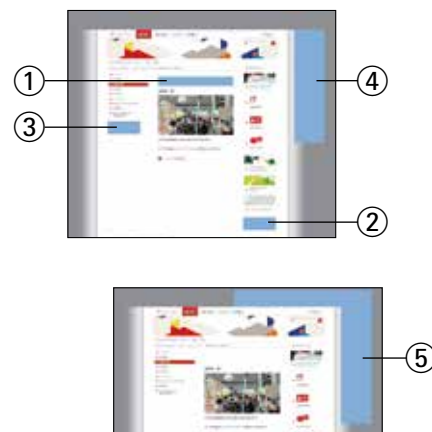
Pre-show opportunities

1 Banner on the official fair website

Promote your brand by utilizing the last one month before the fair! Many of your potential customers come to the official website especially during the last one month before the fair. Post a banner and promote your brand on the official website, precisely the "For visitors" page which is the page that everyone that comes to the website will see. The banner could be selected from a variety of sizes.

*Please contact the organiser's office if you would like to arrange the term to post your banner or to post your banner for more than one month.

Format	Size (Pixel)	Location	Viewing period	Price (tax excluded)
①	W468 × H60	Top page on the official fair website	1 month (from 1 month before the fair to the last day of the fair)	JPY 250,000
② Right	W175 × H69			JPY 150,000
③ Left	W175 × H69			JPY 150,000
④	W160 × H600			JPY 300,000
⑤	W880 × H600			JPY 500,000

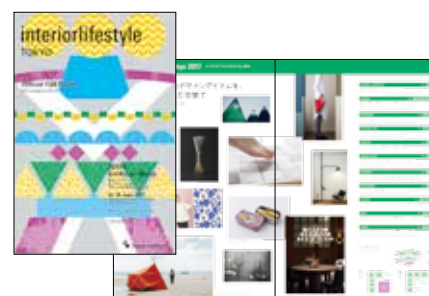


On-site opportunities

2 Advertisement on the official fair guide

Boost your market presence before, during and after the fair! Our official fair guide will be available before the fair via our official fair website and distributed to all visitors onsite at the venue.

			(tax excluded)
Back cover (W262×H392)	JPY 500,000	1/2 page (W245×H175)	JPY 180,000
Inside back cover (W262×H392)	JPY 400,000	1/4 page (W245×H85)	JPY 100,000
1 page (W262×H392)	JPY 300,000	Posting logo on the exhibitor list (W60×H10 [max.])	JPY 30,000



On-site opportunities

3 Professional photography service

Do you want a professional photographer with extensive career experience in the interior and design industry to shoot photos for you? The organiser and the professional photography company "Nacasa & Partners Inc." will offer you the wonderful opportunity to creatively record your booth. Let's make the best use of this chance!

JPY 50,000 (tax excluded) / 5 photos



Q3

How can we record our booth for branding and promotion after the fair?



We recommend the professional photography service offered by "Nacasa & Partners Inc." You can use the designed booth photos after the fair effectively.

3 Professional photography service

Promotional package discount

To help ensure your business success and assist in your multifaceted promotional strategy for targeting visitors, we offer a 10% discount on multiple orders of promotional tools. Select 2 items or more from our list of popular and proven tools to promote your presence in the most effective way.

☐ Select 2 or more from designated promotion tools, we offer you **10% OFF**

There are more effective tools available! Please contact below.

Enquiry on more promotional tools

E-mail. promotion@japan.messefrankfurt.com
For the details, please refer to [Promotion guide] which will be sent after application form is submitted.

*Photos are images. *Consumption tax will be applied to the prices declared.

Mesago Messe Frankfurt Corp.
Interior Lifestyle Tokyo organiser's office

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