

JFW INTERNATIONAL FASHION FAIR

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Exhibitor Prospectus

JFW INTERNATIONAL FASHION FAIR

July 21 (Wed.) - July 23 (Fri.), 2010
10:00 - 18:00 (Close 17:00 on July 23)

TOKYO BIG SIGHT
(Tokyo International Exhibition Center - West Hall)

- Organizer: SENKEN SHIMBUN
- Admission: free
- Expected Number of Exhibitors: 750
- Expected Attendance:
28,000 buyers and professionals mainly
from Japan and Asia

[Exhibitor Conditions]

- ① Exhibit items should be either fashion related items, lifestyle related products, or any others that the Organizer admits to exhibit.
- ② The screening will be done by the Organizer based on the contents found on the Application Form and pictures submitted. Companies will subsequently be notified as to the result on their application.
- ③ Please carefully read the General Rules in this brochure to avoid any problems regarding what can be displayed and trademarks.
- ④ OEM company is not accepted to participate in JFW - IFF.

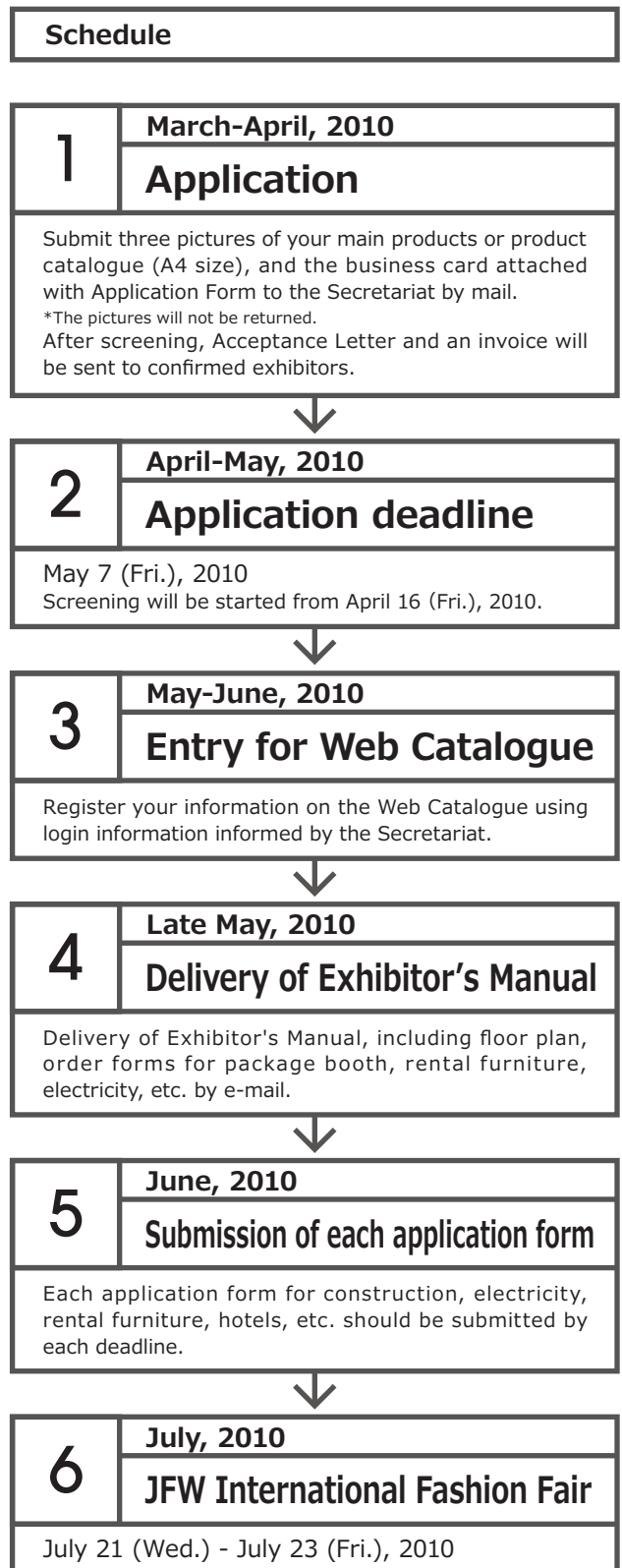
[Inquiries]

Secretariat of JFW International Fashion Fair
c/o ICS Convention Design, Inc.

Chiyoda Bldg.1-5-18, Sarugakucho, Chiyoda-ku, Tokyo
101-8449, Japan

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www.senken-ex.com/iff_en



Exhibition Application Rules

▼ Exhibition Fee

The below charges are for the raw space only. Exhibitors are responsible for building and decorating their own booth along with all costs incurred.

(Single booth unit: 3m×3m=9 m ²)	Booth space charge (5% tax included)
1 to 3	¥388,500 per booth
4 to 9	¥369,075 per booth * 5% off
10 to 29	¥361,305 per booth * 7% off
30 to 49	¥349,650 per booth * 10% off
More than 50 (450 m ²)	¥ 36,691 per m ² * 15% off

*Booking space in meter increments is only available for 50 booth units (450 m²) or more.
*Packaged booth options are available for JFW - IFF exhibitors. Further information will be sent to exhibitors on "Package Booth Displays" in late May.

*The above stated exhibit fees and corresponding discounts are applied for individual company applications. However, if multiple companies/organizations would like to apply for multiple booths, one of them must act as the representative who all communication will be sent with the other companies classified as co-exhibitors. Please understand that in this case, restrictions are placed on concerning the contents listed in the Web Catalogue and floor maps inside the hall.

▼ Booth Allocation

The Organizer will decide booth allocation. Any requests or change of booth locations cannot be accepted. If application is made later than the deadline, booth allocation may not be applied in the zone requested. The Organizer reserves the right to alter floor plan or booth location even after the announcement of floor plan. The Organizer shall not be held liable to reimburse the exhibitor in any case. On assignment of booth(s) location, the number of participations or booth applied in the past is not taken into account by the Organizer.

Zoning plan is determined by the Organizer according to exhibit category on each edition. It may be changed each time.

*In principle, overseas exhibitors' booth location is allocated by country/region. Exceptions to this rule may be granted after the Organizer's review.

▼ Payment Policy

Upon acceptance of your application, the Secretariat will send an Acceptance Letter with an invoice. The exhibition fee should be remitted to the designated bank account no later than the date shown on the invoice. The right to exhibit may be canceled if the amount due is not paid on or before the specified date. Exhibitors must pay the bank transfer charge.

▼ Reduction in space / Cancellation of Participation

Any cancellation or reduction of your booth(s) must be notified to the Organizer in writing stating the reason. In the case that cancellation or reduction are made after the Acceptance Letter has been sent, the following fee is applied:

- (1) From May 7 (Fri.) until June 20 (Sun.), 2010: 50% of the Exhibition Fee
- (2) From June 21 (Mon.), 2010: 100% of Exhibition Fee

*Exhibitors shall pay any remaining amount due as set forth above from such reduction or cancellation immediately.

*If the amount already paid by exhibitors exceed the amount due as set forth above, the Organizer shall refund the excess amount.

Required Information for Application

- a** "① Exhibitor Name (*a company or brand name)" must be filled in to be listed in the Web Catalogue, floor map and other printed matters. In case this field is left blank, the Secretariat adopts the "Company name" on the "② Applicant Information."
- b** "③ Exhibiting Zone" should be selected only one; either "Brand zone" or "Sourcing zone (OEM)."
- c** "④ Person in charge of Web Catalogue" and their "E-mail" address should be filled out for the Secretariat to send information after your application is confirmed.

Booth Decoration

Height Limitation

Height Limitation for adjoining walls, exhibits and display is 2.7m. Detailed information of regulation is found on Exhibitors Manual which will be sent to exhibitors in late May 2010.

Booth Display Cost (Example)

JFW - IFF provides the raw space only to allow exhibitors to decorate their booths according to their individual tastes and requirements, thus no partitions or walls will be installed by the Organizer. The followings are examples of booth displays available which you can refer to when calculating the exhibition cost. Detailed information will be provided to exhibitors in late May.

Sample Plans of Package Booth

If require only basic items in the booth;

Basic Plan [1 booth]



"OCTANORM" System wall	1 set
Color carpet (The color can be selected.)	9 m ²
Woodwork panel with company name. (The design of wallpaper on woodwork panel can be selected.)	1 set
Arm spot light	3 sets
Electrical outlet (700W)	1
Main electrical power work (1kW) (*Second wiring and outlet are not included.)	1 set
Total ¥125,000 (5% consumption tax included)	

Color wall version ¥185,000 (5% consumption tax included)

If wish to choose colors for wall partitions and floors;

Wood Plan [1 booth]



Wood wall (The design of wallpaper can be selected.)	1 set
Color carpet (The color can be selected.)	9 m ²
Woodwork panel with company name. (The design of wallpaper on woodwork panel can be selected.)	1 set
Arm spot light	3 sets
Electrical outlet (700W)	1
Main electrical power work (1kW) (*Second wiring and outlet are not included.)	1 set
Total ¥250,000 (5% consumption tax included)	

- If more electrical power is needed than included with the package booth (1kW), the additional cost will be charged to the exhibitor.
- If exhibitors choose to build their own booths, they will be charged the amount of ¥11,970 per/1kW (tax incl.) for electrical installation and current consumed (for spotlights, outlets, etc.).

Additional Rental Items

Shelf JPY 15,750/unit W1090 x D400 x H700 ~ 1180		Hanger Stand JPY 2,835/unit W900 x D450 x H1100 ~ 1800	
Chair JPY 3,150/unit ø410 x SH440		Round Table JPY 4,200/unit ø600 ~ 750 x H60	

The form contains the following sections:

- Steps for Application:** Includes application form, floor map, and other printed matters.
- Applicant Information:** Fields for company name, address, URL, person in charge, and agent/contact address in Japan.
- Exhibiting Zone:** Selection for Brand Zone or Sourcing Zone.
- Person in charge of Web Catalogue:** Fields for name and email.
- Exhibiting Booth:** Selection of booth size (1 to 3, 4 to 9, 10 to 29, 30 to 49, More than 50) and booth type (Basic Plan, Wood Plan).
- Exhibiting Item:** Selection of items to be displayed.

JFW International Fashion Fair General Exhibition Rules

1. Exhibition Application and Contract Conclusion

(1) Those who wish to join the Exhibition are asked to submit to the Organizer, the application form together with the necessary documents in accordance with the application procedures as described in the said form after agreeing to observe the exhibition rules.

(2) Upon reviewing the application documents, the Organizer will issue the Acceptance Letter as well as an invoice for the Exhibition Fee only to those who will display goods or services which are deemed suitable in accordance with the intent of the Exhibition. An exhibition contract to be concluded between an exhibitor and the Organizer shall be deemed binding upon sending of the Acceptance Letter.

Exhibit space applications are only accepted for whole booth units. Applications for booth fractions such as 0.5 or 1.5 booth units will not be accepted.

2. Payment of Exhibition Fee

(1) Exhibitors shall pay in full their Exhibition Fee by the date specified in the Exhibition Fee Invoice sent with the Acceptance Letter. If the payment is not confirmed by the Organizer by the specified date, the Organizer has the right to void the exhibition contract.

(2) Exhibitors who plan to exhibit using a grant or other financial assistance from any national or local government shall pay the Exhibition Fee in full prior to the opening of the Exhibition even if said grant is paid after the opening of the Exhibition.

3. Reduction in space / Cancellation of Participation

(1) As to cancellation of exhibition participation or any reduction in exhibition space (hereafter called the "Booth"), exhibitors shall notify the Organizer thereof in writing, specifying the reason. As to cancellation or reduction made after the Acceptance Letter has been issued, the following cancellation fee shall be imposed if the notice of cancellation reaches the Organizer during the period of:

(a) From the deadline of the application to 30 days or more prior to the opening day of the Exhibition (the opening day being included):

50% of the Exhibition Fee

(b) 29 days or less until the opening day of the Exhibition (the opening day being included):

100% of the Exhibition Fee

(2) Any exhibitor who fails to pay the amount equal to that set forth in Paragraph (1) of this Article at the time of alteration or cancellation shall pay said amount immediately.

(3) If the sum paid at the time of alteration or cancellation exceeds the relevant amount set forth above, the Organizer shall refund the excess amount to the exhibitor.

4. Group and Co-exhibitors

(1) Group Exhibition means such exhibition as to be made by more than one member firm of any existing group. A Co-exhibitor means firms which have formed a temporary group or joint participation for the purpose of exhibiting.

One of the member firms representing the group serves as a contact for correspondence with either the Organizer or the Secretariat, construction companies, etc. and handles application procedures, payment of Exhibition Fee, etc. on behalf of the group.

(2) When the number of Booths to be used for either Group Exhibition or Co-exhibitor is 4 Booths or more such exhibition is regarded as being made by a single exhibitor and will receive a discount.

(3) For either Group Exhibition or Co-exhibitors, if the number of Booths per firm is less than one, the content of introduction columns in the official catalogue will be restricted since the space for such columns is based on one Booth.

5. Invitation Guaranty

Under no circumstances will the Organizer issue an invitation guaranty or issue documents to the Ministry of Foreign Affairs of Japan.

6. Visas

(1) Foreign exhibitors who need a visa must make arrangements on their own for obtaining a visa by preparing the required documents, including the invitation guaranty and a letter giving the reason for the invitation. Please note that, concerning preparation of such documents, the Organizer will not issue any documents other than the Acceptance Letter.

(2) Exhibitors who cannot exhibit because the Japanese embassy or consulate does not issue visas shall not have the right to claim against the Organizer compensation for damages arising therefrom.

7. Prohibition of Booth Subleasing

Exhibitors are prohibited to sublease, sell, or exchange their contracted Booth without the Organizer's written approval.

8. Booth Allocation

(1) Booth allocation shall be determined by the Organizer. Exhibitors can not object to the allocation once it is determined. The Organizer reserves the right to change the Booth allocation after announcement thereof when it determines such change is necessary.

(2) If any exhibitor wishes to cancel its exhibit due to dissatisfaction with the Booth allocation, the normal procedure for cancellation in writing and payment of the prescribed cancellation fee will be required.

(3) The exhibitor cannot claim for compensation due to change of Booth allocation.

(4) On assignment of booth(s) location, the number of participations or booth applied in the past is not taken into account by the Organizer.

9. Use of Booth

(1) All publicity and sales activities by exhibitors must be performed within their own Booth. Activities using the areas outside the Booth shall be prohibited. In conducting publicity activities, exhibitors will be responsible for not causing congestion of the aisles around their Booth.

(2) Where Booths abut one another, exhibitors shall agree not to arrange their Booth display or decoration in such manner as to interfere with the adjacent Booths. Should any exhibitor of the adjacent Booth make a claim, the Organizer will determine whether it is necessary to change the Booth arrangement in view of management of the Exhibition. If the Organizer determines it to be necessary, the exhibitor must comply with the decision and change the Booth arrangement.

(3) The height of Booth decorations shall not exceed that stipulated in the Exhibitor Manual to be distributed by the Organizer in the future. Under no circumstances shall the decorations extend beyond the allocated floor space.

(4) Unless otherwise approved by the Organizer, the exhibitor shall not conduct any sales activity within the exhibition site.

(5) The Organizer reserves the right to restrict displays that are considered to have problems due to their sound, operational methods, materials, or any other reasons and to ban or remove exhibits not suitable for the purpose of the Exhibition from the viewpoint of the Organizer. Such right shall extend to persons, articles, actions, printed matter, and any other things and matters that the Organizer judges as problematic.

(6) The exhibitor shall bear the cost incurred due to restriction or removal set forth in Paragraph (5), and shall not claim against the Organizer compensation for any loss or damages arising therefrom.

10. Items and Conditions for Exhibition

(1) Exhibits shall be restricted to the items for exhibition defined in the Exhibition Application Form, or items that are permitted by the Organizer.

(2) Domestic exhibitors may only display their contracted brands or products, either licensed or authorized for import in Japan.

Products on a parallel import basis shall not be displayed. Exhibits of foreign exhibitors shall be limited to their original brand products.

(3) In the event that any exhibit is deemed to violate the provision of the preceding paragraph, the Organizer reserves the right to request such exhibit to be removed. If the exhibitor does not obey the Organizer's instruction, the Organizer may terminate the exhibition contract.

11. Guaranty

Exhibitors shall guarantee the Organizer that the exhibits, the related printed matters or other media do not infringe any third party's trademark rights, design rights, patent, utility model rights or other intellectual property rights.

12. Exhibitor's Obligations

(1) If any third-party asserts to the Organizer that an exhibitor's acts related to its exhibition at infringes on such party's trademark right, design right, patent, utility model right or other intellectual property right, the exhibitor shall assume the obligation to settle such dispute with such third-party on its own responsibility and not to hinder the normal and smooth proceedings.

(2) The person responsible in the case of a Group Exhibition shall assume similar obligations as specified in the preceding paragraph for any claim concerning the infringement of intellectual property rights from any third-party against the exhibitor who is a member of the said group.

13. Management of Exhibits and Indemnity

The Organizer will do its utmost regarding the management and security of exhibits, by assigning security personnel at the site of the Exhibition or otherwise, however, the responsibility for the management of exhibits shall be borne by individual exhibitors, and the Organizer shall be indemnified and held harmless from and against any losses or damages arising out of any causes whatsoever.

14. Installation and Removal of Exhibits, etc.

(1) Moving-in and installation of displays, etc. at the Exhibition site shall be completed within the hours specified in the Exhibitor's Manual to be distributed by the Organizer in due course.

Arrangement of Booth displays shall be completed by 6 p.m. on the day before the opening day of the Exhibition. Should any exhibitor not occupy its booth by 6 p.m. on the day before the day of opening of the exhibition, the Organizer may deem the exhibition contract as void and be entitled to use the Booth in any way it considers appropriate. In such case the Organizer will not refund the Exhibition Fee.

(2) During the Exhibition exhibitors shall not move-in, transfer, or move-out the items to be exhibited without obtaining the prior approval of the Organizer.

(3) Exhibitors shall finish removal of their booth displays, decorations, etc. by 10 p.m. of the last day of exhibition. Any items (i.e. exhibits, displays, etc) not removed by that time will be considered abandoned and treated as rubbish which will be disposed of by the Organizer at the exhibitor's expense.

15. Termination of Contract

(1) Even after issuing the Acceptance Letter, the Organizer may terminate the exhibition contract in case the exhibitor falls under any of the following cases:

(a) the Exhibition Fee has not been paid by the specified date;

(b) the Exhibitor violates the provisions of Articles 7 and 9 concerning the use of Booth, etc. and does not obey the instructions issued by the Organizer regarding correction thereof;

(c) the Exhibitor violates the provisions of Article 10 (Items and Conditions for Exhibition);

(d) a judicial authority judges that the exhibit of the Exhibitor violates the guaranty clause specified in Article 11;

(e) a dispute under the situation specified in Article 12 is not settled properly, and is thereby likely to cause serious trouble to the normal and smooth management;

(f) unjustified display is recognized on the handling commodity including exhibit item;

(g) any other cases in which serious trouble is deemed likely to affect the normal and smooth management.

(2) If the Organizer terminates Exhibition as specified in the preceding paragraph, the exhibitor shall approve the following matters without raising any objection.

(a) In case termination is notified during the exhibition period, following the Organizer's instruction, the exhibitor shall immediately remove the exhibits at its expense, and return the Booth to its original state.

(b) The exhibitor shall by no means claim any damages caused by the termination against the Organizer.

(c) The exhibitor shall compensate any damages incurred by the Organizer owing to the exhibitor's violation of its obligations.

(d) In case the Organizer is claimed by a third-party for damages, etc. caused because the exhibitor has not accepted the termination, the exhibitor shall compensate all the legal costs and damages.

(3) Regardless of the timing of the termination as specified in Paragraph (1) of this Article, in the event the exhibitor conducts any of the acts specified in the items of said Paragraph (1), the Organizer may take measures such as deleting the article related to such exhibitor from the official catalogue published by the Organizer and the bulletin board within the site.

16. Compensation for Damages

(1) Exhibitors shall compensate damages to the facilities of the site or the building of the Exhibition, or bodily injuries due to or arising from negligence or fault on their own part or by their agents.

(2) Exhibitors shall agree to assume the obligation to compensate the Organizer for legal costs, debts (including attorney's fee), necessary expenses, and other damages arising from a lawsuit based on the claims in the following cases:

(a) A lawsuit is filed against the Organizer based on the assertion that an exhibitor's acts related to its exhibition at infringe such party's trademark right, design right, patent, utility model right or other intellectual property right (including the case where the Organizer becomes the accused together with the exhibitor).

(b) The Organizer assumes the obligation of compensating damages as a result of court judgment, or reconciliation whether judicial or non-judicial, with respect to the lawsuit as specified in (a) above. (In case of reconciliation, the Organizer shall not be bound by the exhibitor's intention.)

17. Cancellation of the Exhibition

The Organizer may postpone or cancel the Exhibition because of natural disaster such as earthquake, fire, etc. or any causes beyond its control. If the Exhibition is cancelled, the Exhibition Fee will be refunded to each exhibitor after deducting the necessary costs therefrom. Other than such refund, the Organizer will not compensate for any expenses incurred by exhibitors.

18. Observance of the Rules

Exhibitors shall deem a series of regulations set forth by the Organizer as part of these Exhibition Rules, and agree to observe them. Moreover, exhibitors shall understand that all said rules and regulations are intended to protect the benefit and well-being of the Exhibition and agree to abide by them.

19. Governing Law

The exhibition contract shall be governed by, and construed and interpreted in accordance with the laws of Japan.

20. Official Language

The exhibition contract shall be executed in Japanese when the exhibitor is a firm based in Japan, and in English for all other cases.

21. Jurisdiction

In case any disputes arise out of or in connection with the exhibition contract, the Tokyo District Court in Japan shall have the sole and exclusive jurisdiction.

Note: Upon positive approval, a copy of the application form will be returned to the Exhibitor with the official "Accepted" stamp which will be regarded as the Acceptance Letter.

January 31, 2009

Exhibition Application Form

JFW International Fashion Fair
Organizer: SENKEN SHIMBUN

For Secretariat use only	
Recipient Stamp	Ref. Number

Deadline: May 7 (Fri.), 2010

Steps for Application

- Fill out Application Form.
- Three pictures of your main products must be sent with the application form, the business card of contact person and the retail price list. The pictures will not be returned.
- Remit the payment as soon as you receive the invoice.

IMPORTANT! The screening will be done before the confirmation to exhibit.
The booth(s) is not assigned until payment is received.

Send To: **Secretariat of JFW International Fashion Fair
(c/o ICS Convention Design, Inc.)**
Chiyoda Bldg.1-5-18, Sarugakucho, Chiyoda-ku, Tokyo 101-8449, Japan
Tel: +81-3-3219-3566 Fax: +81-3-3219-3628

1 Exhibitor Name

Either your company or brand name to be listed in the Web Catalogue, floor map and other printed matters.

In Japanese *if possible

2 Applicant Information

Company name			
Address	Street		
	City	State / Province	Country
URL	http://		
Person in charge	Mr. / Ms.	Position	tel.
			fax.
Agent or contact address in Japan	Address		tel.
	Department/ Position	Position	fax.

3 Exhibiting Zone

*Please check an appropriate box.

<input type="checkbox"/>	 Brand Zone	Brand Name	<input type="checkbox"/>	 Sourcing Zone (OEM)
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4 Person in charge of Web Catalogue


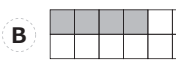
*Write legibly in order to send the Web Catalogue login ID/Password to this e-mail address.

Person in charge	e-mail
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5 Number of booth(s)

Booth Size : 3m×3m=9㎡ TAX included

*Exhibition fee listed below includes SPACE ONLY.
Booth installation or decorations shall cost separately.

1 to 3 booths	¥388,500 each × booth(s) = Total ¥	Layout *For 4 booths or more Please circle your preference.  A  B
4 to 9 booths	¥369,075 each × booths = Total ¥	
10 to 29 booths	¥361,305 each × booths = Total ¥	
More than 30 booths	¥ each × booths or ㎡ = Total ¥ •30 to 49 booths: ¥349,650 per booth •50 booths (450㎡) up: ¥36,691 per ㎡	

*Bank remittance charges are to be paid by exhibitors.

6 Exhibiting Item

*Please circle your items.

- ① Ladies' Wear (Young / Casual) ② Ladies' Wear (Non-Casual / Semi-Formal) ③ Men's Wear (Casual) ④ Men's Wear (Non-Casual / Semi-Formal)
 ⑤ Babies' & Children's Wear ⑥ Legwear, Nightwear, Inner Wear & Swimwear ⑦ Leather & Fur Clothing ⑧ Bag ⑨ Shoes
 ⑩ Accessory, Other Fashion Related Items ⑪ Display, Information & System ⑫ Interior Items ⑬ Others ()

Please fill in the name of your main clients.

Remarks

7 Please check the appropriate one, if you have an agent or contact person in Japan.

- (1) Invoice to be sent to Applicant Company Agent or Contact in Japan
 (2) Exhibitor's Manual and Floor Plan (The map of booth location) to be sent by e-mail to Applicant Company Agent or Contact in Japan Both

8 I agree to abide by the terms in the Exhibition Application Rules and JFW - IFF General Exhibition Rules.

Authorized Name (Please type or print):

Authorized Signature:

Date: