

[Exhibition Outline]

Title: PLUG IN

Date: October, 26 (Wed.) – 28 (Fri.), 2016

Time: 10:00 a.m.-7:00 p.m. (Close at 6:00 p.m. last day.)

Venue: Shibuya Hikarie 9F Hikarie Hall (2-21-1 Shibuya, Shibuya-ku, Tokyo, Japan)

<http://www.hikarie.jp/>

Organizer: SENKEN SHIMBUN (Fashion Business Daily Newspaper)

Official Website: <http://www.senken-ex.com/plugin> (Japanese only/Please refer for photos.)

[Exhibition Application Rules]

Exhibition Fee

Type A (4.5㎡: W3m×D1.5m)	¥278,640 (¥258,000 exclusive of tax) / booth
Type B (6.75㎡: W4.5m×D1.5m)	¥401,760 (¥372,000 exclusive of tax) / booth

*The above fee includes;

- Back wall partition (H2.7m)
- Side wall partition (H2.7m)

*Application for multiple booths unit is not allowed.

*Side partition on the aisle won't be set up.

Exhibitor Conditions

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.

Application for Exhibition

Fill out necessary information on the Application Form and submit it to the secretariat of PLUG IN, together with the following documents;

- Designer profile
- 10 or more pictures or a catalog of the exhibiting brand's products
- Business card of contact person

Screening documents are not to be returned. Also, please make the documents for screening within A4 (210mm×297mm) size.

Cancellation of the Exhibition

Any cancellation must be notified to the Organizer by stating the reason in the written form. In the case that cancellation or reduction are made after the Acceptance Letter has been sent, the following fee is applied:

- (1) From the day of Accepted your participation until September 24 (Sat.), 2016 : 50% of the Exhibition Fee
- (2) From September 25 (Sun.) , 2016 : 100% of the 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 exceeds the amount due as set forth above, the Organizer shall refund the excess amount.

Deadline

Primary deadline: July 22 (Fri.), 2016

Final deadline: August 5 (Fri.), 2016

Exhibitor Screening

The result of the screening will be notified to all companies by the end of August.

Please note that we cannot answer any inquiries on the screening criteria.

Booth Allocation

The organizer will decide booth allocation. Any requests or change of booth locations cannot be accepted.

Equipment and Booth Regulation

- The secretariat provides information about rental items/equipments and the supplier company to the exhibitors.
- Exhibitors are also able to arrange rental items/equipments by themselves.
- All the exhibitors should follow booth decoration regulations. (*Details will be announced.)

[About Previous Editions]

	Visitors	Exhibitors
March, 2015:	4,315	140
October, 2015:	4,860	140

[Inquiries/Contact]

Secretariat of PLUG IN (c/o ICS Convention Design, Inc.)

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

Tel : +81-3-3219-3592 Fax : +81-3-3219-3628

Email: plug-16@senken.co.jp

For Secretarist use only		
No.		

Exhibition Application Form

★Steps for Application

1. Fill out the application form.
2. Ten pictures or a catalogue of your main products must be sent with the application form, name card and designer profile. The pictures will not be returned.
3. Remit the payment as soon as you receive the invoice.

★IMPORTANT!

The screening will be done before the confirmation to exhibit. The booth is not assigned until payment is received.

Send to: Secretariat of PLUG IN (c/o ICS Convention Design, Inc.)

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

Tel : +81-3-3219-3592 Fax : +81-3-3219-3628

Company Name				
Address	Street			
	City	State/ Province	Zip/Postal Code	Country
URL	http://			
Person in Charge	Mr./Ms.	Position		
	Tel	Fax	Email	

Booth Type <small>*Make a check and fill in which apply.</small>	<input type="checkbox"/> Type A (4.5 m²: W3m×D1.5m) ¥278,640 (¥258,000 exclusive of tax) ×1booth = ¥278,640		
	<input type="checkbox"/> Type B (6.75 m²: W4.5m×D1.5m) ¥401,760 (¥372,000 exclusive of tax) ×1booth = ¥401,760		
<small>*Exhibition fee includes partitions.</small>			
Brand Name	Main Exhibit Item		Price Range
	1. _____	_____ ~ _____	
	2. _____	_____ ~ _____	

Name of your main clients	
Exhibition name in which you have previously exhibited	

I agree to abide by the terms in the Exhibition Application Rules and Plug In General Exhibition Rules.

Authorized Name (*Please type or print) : _____

Authorized Signature: _____ **Date:** _____

PLUG IN 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 internet 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.

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 days 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. Prohibition of Booth Subleasing.

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

5. 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.

6. 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.

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

(3) 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.

(4) The exhibitor shall bear the cost incurred due to restriction or removal set forth in Paragraph (3), and shall not claim against the Organizer compensation for any loss or damages arising therefrom.

(5) Filming, photographing, and/or any act of reproduction of booths other than one's own are strictly prohibited except in case allowed.

(6) The exhibitor is required to comply with Fire Defense Law in Japan.

7. 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.

8. 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.

9. Exhibitor's Obligations

If any third-party asserts to the Organizer that an exhibitor's acts related to its exhibition infringe 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.

10. Management of Exhibits and Indemnity

The Organizer will do its utmost regarding the management and security of exhibits, 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. Management of valuables at night is responsible for exhibitors themselves.

11. 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 or Booth display shall be completed by the determined time on the opening day of the Exhibition. Should any exhibitor not occupy its booth by the determined time on the opening day 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 their booth displays, decorations, etc. by the determined time 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.

12. 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 Article 4 and 6 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 7 (Items and Conditions for Exhibition);
 - (d) A judicial authority judges that the exhibit of Exhibitor violates the guaranty clause specified in Article 8.
 - (e) Unjustified display is recognized on the handling commodity including exhibit item;
 - (f) A dispute under the situation specified in Article 9 is not settled properly, and is thereby likely to cause serious trouble to the normal and smooth management;
 - (g) Any other cases in which serious trouble is deemed likely to affect the normal and smooth management.
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(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 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.

13. 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 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.)

14. 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.

15. Observance of the Rules

Exhibitors shall deem a series of regulation 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.

16. Governing Law

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

17. 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.

18. 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 "Acceptance Letter".

March, 30, 2016