

SCAJ 2019



WORLD SPECIALTY COFFEE CONFERENCE AND EXHIBITION 2019
~ INNOVATION WITH HOSPITALITY ~

Information for Exhibitors

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SCAJ 2019



WORLD SPECIALTY COFFEE CONFERENCE AND EXHIBITION 2019
~ INNOVATION WITH HOSPITALITY ~

SCAJ2019 this year promises the largest number of exhibitors and booths ever! And SCAJ sponsored competitions gather at the same venue!

We will hold the big event using the same space at the same venue **with expanded floor size by 1.6 times compared with previous years.**

This year's theme is
Innovation with Hospitality

Introduction



Kentaro Maruyama

Chairman
Specialty Coffee Association of Japan

Thank you for your continued support of the Specialty Coffee Association of Japan (SCAJ). The specialty coffee market in Japan continues to grow and has captured an 11% share of the entire market. SCAJ is also growing with the current total number of personal and company memberships exceeding 1,700.

Once again, we are pleased to hold our largest event of the year, the SCAJ World Specialty Coffee Conference and Exhibition, in September 2019. Since this year is just one year ahead of the coming Tokyo Olympics in 2020, the event will be held two weeks earlier than usual on September 11-13. The theme for this year is "Innovation with Hospitality".

In today's world, innovation is progressing thanks to growing scientific knowledge and new insights. Innovation is welcome, of course, but at the same time, innovation is meaningless without hospitality in our quest to brew the best coffee. In this respect, one could say that innovation and hospitality are the "two wheels".

We have set "Innovation with Hospitality" as our theme this year in order to further advance both concepts. In line with this theme, 25 coffee producing countries and regions, and 300 providers of machines, equipment, and seminars on information and quality will exhibit at the SCAJ World Specialty Coffee Conference and Exhibition 2019. The event will also include final stage competitions for various specialty coffees at event stages set up throughout the venue.

Lastly, we at SCAJ would like to thank all of our loyal supporters such as the Ministry of Foreign Affairs, Embassy representatives from coffee producing countries, SCAJ members, sponsors, committee members, participants, and volunteer staff members.

Please come join us at SCAJ World Specialty Coffee Conference and Exhibition 2019. We are looking forward to welcoming you at the event!



Katsuhiko Hasegawa

Chairman
Exhibition & Conference Committee
Specialty Coffee Association of Japan

I would like to express my sincere appreciation for the consistent and wonderful support everyone has shown for the Specialty Coffee Association of Japan (SCAJ). Thanks to all of you, the SCAJ is celebrating its 16th anniversary, in commemoration of which we have made a new start as we prepare to hold our 15th exhibition this year.

Last year, a total of 177 specialty coffee related companies, organizations and other groups from 25 countries and regions including coffee producing countries exhibited at 316 booths at SCAJ 2018. In addition, a record-surpassing total of 34,519 people from 43 countries and regions visited the exhibition during the three-day event. This is also a demonstration of the value that people from both Japan and the rest of the world attach to this event, which is the largest dedicated to specialty coffee in Asia.

This year marks the 16th anniversary of the SCAJ since its founding. Last year, we expanded the floor space of the SCAJ World Specialty Coffee Conference and Exhibition 2018 by 1.6 times compared to two years previous to a total size of 11,520m² (4,680m² + 6,840m²) in the West 3・4 halls of Tokyo Big Site. The increase in venue size was such a big success that we decided to use the same size space at the same venue for the SCAJ World Specialty Coffee Conference and Exhibition 2019. Thanks to this expansion in space, various new initiatives and competitions which had previously been held outside of exhibition venue could be included within the same venue space. We believe it has and will strongly contribute to the success of our annual event.

Information about the rapidly-advancing specialty coffee industry will be available at SCAJ 2019 before anywhere else. We hope that you will be able to personally experience the innovative progress that everything associated with specialty coffee continues to demonstrate and have a chance to see firsthand the excellence of specialty coffee, an enticing beverage that amazes and inspires people around the world as it continues to become an integral part of our modern lifestyle.

SCAJ2019 event overview

Name	SCAJ World Specialty Coffee Conference and Exhibition 2019	Number of Visitors	40,000 Expected (Number of visitors at SCAJ2018 : 34,519)
Theme	Innovation with Hospitality	Admission	Regular : JPY 1,500 (tax-included) Pre-booked : JPY 1,000 (tax-included)
Date	September 11(Wed) – 13(Fri), 2019	Organized by	Specialty Coffee Association of Japan
Time	10 : 00 – 17 : 00 (Until 16 : 00 on the last day)	Supported by	Ministry of Foreign Affairs of Japan
Venue	TOKYO BIG SIGHT WEST HALL 3 & 4		

Features of the exhibition

Features
1

The biggest specialty coffee event in Asia
where companies in the coffee business gather from Japan and abroad.

Number of companies participating in 2018 : **177**
Number of exhibition booths in 2018 : **316**
(including Coffee Village and Roaster Area)

Features
2

Introduce and tasting the finest specialty coffee beans

from prominent producing countries.

Features
3

Latest coffee machines, roasting machines and other items displayed and demonstrated

Features
4

Lectures, seminars and workshops by professionals from all over the world will be held.

Seminars

**Producing Country Seminars
Company Seminars
SCAJ Committee Seminars**

Features
5

2019 Competitions

- Japan Siphonist Championship (JSC)
- Japan Hand Drip Championship (JHDC)
- Japan Brewers Cup (JBrC)

- Japan Cup Tasters Championship (JCTC)
- Roast Masters Team Challenge (RMT)
- Japan Coffee Roasting Championship (JCRC) Awards ceremony only
- Japan Barista Championship (JBC)
- Japan Coffee in Good Spirits Championship (JCGSC)

Advantages of Participating in SCAJ Data from SCAJ2018

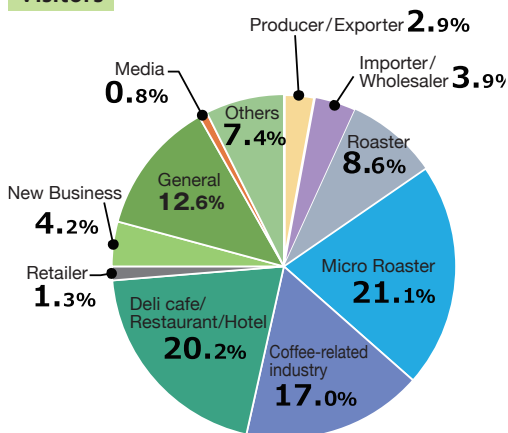
Advantages 1

The Exhibition's target is clear, thus offering opportunities for business expansion and product publicity.

Not only coffee industry experts and professionals but also general guests and future professionals will participate. Attendees have given highly positive feedback on the displays of new products and information made available, and the various seminars held.

SCAJ2018 categories, by industry

Visitors

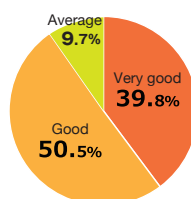


Advantages 2

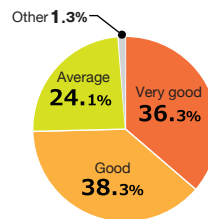
Every year, satisfaction is high among exhibitors and visitors alike.

About the exhibition

Exhibitors

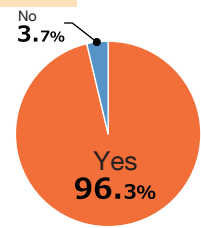


Visitors



Want to participate next year or in the next exhibition

Exhibitors

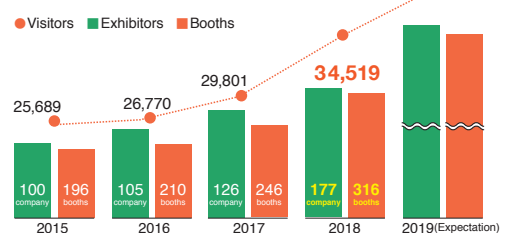


Advantages 3

The number of exhibitors and visitors grows every year.

In 2019, all SCAJ sponsored competition will be held throughout stages at the venue! It will boost for more exhibitors and visitors.

The number of exhibitors and visitors



SCAJ2018 Gallery



SCAJ2018 list of exhibitors

1883 Maison Routin	DAIICHI DENSHI INC.	Kaico	R&K Japan
27 COFFEE ROASTER	DAIYA ORIGINAL CASE CO.,LTD.	KALITA CO., LTD.	RICONN PRECISION TECHNOLOGY CO., LTD.
3 Top Coffee Beans	DCS Co.,Ltd.	KEY COFFEE INC	RIVERS CO.,LTD
All Round Tea co., ltd	De'Longhi Japan Corp.	KINTO CO., LTD.	RK ENTERPRISE K.K.
ALLPRESS ESPRESSO JAPAN	DKSH Japan K.K.	la marzocco / true artisan café	Roast Hut Inc
ANFIM srl	E.K. INT'L (Clever & Handybrew)	La Minita Coffee	S.ISHIMITSU & CO.,LTD.
AOYOSHI CO.,LTD.	ECOM COFFEE Group	LOCA Ceramic Filter	SANYO SANGYO., LTD
ASAHIYA PUBLISHING CO.,LTD.	ECOTACT	Lotus/NIS Foods Service	Satake Co., Ltd
Asiamix Japan Limited	E-LT Corpor	LUCKY COFFEE MACHINE CO .,LTD.	SAZA COFFEE Co.,Ltd.
ATAKA TRADING CO., LTD.	Embassy of the Republic of Rwanda	MacMa Co., Ltd.	SHOKOTEN
B2Beans	Ethiopian Coffee Exporters Association	MAKINOSEIKAN,CO,LTD	SKW East Asia Ltd.
Bach Kaffee co.	EUREKA	Maruka Corporation	Swiss Water Process
Bigsis Co., Ltd	EVERPURE JAPAN, INC.	Marusanai	Synco
Bluekoff	FaritradeLabel Japan	MARUYAMA COFFEE Co.,Ltd.	T.N.Y. S.p.A.
BM Target.Co.,Ltd	IBC International Inc.	MC Agri Alliance Ltd.	Takahiro
BODUM	felicita co.,limited	Melitta Japan	THREE RIVERS
Bolaven beans	FMI Corporation	Minimal - Bean to Bar Chocolate-	Tianwan Industrial(Shanghai) Co., Ltd
Bontaincoffee Co.,Ltd	Fuji Electric Co.,Ltd.	MY BEST GRANOLA / Arcane limited	TOEI KOGYO CO., LTD.
Brazil Specialty Coffee Association	Fuji Co.,Ltd.	Myanmar Coffee Association	TOKANKOGYO
Brewista	FUSO IND. CO., LTD.	NAKAMURA SHOTEN Co.,Ltd	Toyo Beverage
Brewmatic Japan Ltd.	Good Neighbors Japan	Namamame Hongo	Tree Field
Cafe de El Salvador	GrainPro, Inc.	NEUHAUS NEOTEC	UCC Ueshima Coffee Co., Ltd.
CAFE DE HONDURAS	green brewing	Nichifutsu Boeki K.K.	US FOODS & CO.,LTD.
Café Du Burundi	Guatemalan Coffees	Niconos Co., Ltd.	VEDRENNE
café sucre	Hainan Fuwang Industrial Co., Ltd.	NIHON DENNETSU CO.,LTD.	Velvet Connection
CAPITAL CORPORATION	HARIO CO.,LTD.	NIPPON COFFEE TRADING CO.,LTD.	VIDIYA COFFEE K.K
Carpigiani Japan Co., Ltd.	HoneyCoffee	Nitto Coffee Co.,Ltd/Cafe Paulista	Volcafe Limited
C-COOP	INDONESIAN TRADE PROMOTION CENTER	NORTHERN COMMERCIAL,LTD.	WAKO BREWING
CERRAD COFFEE & COMPANY Ltd.	INFINITY CO.,LTD.	Oceanrich	WATARU & CO., LTD.
ChuanPen International Packing CO., LTD	Innocent Coffee	OGAWACOFFEE	WEGA
COCORA AGROINDUSTRIAL SAS	Intelligent Sensor Technology, Inc.	Oishi and Associates Limited	WELD ONE KYOTO YOSANO ROASTER
COFFEE BOARD OF INDIA	International Women's Coffee Alliance Japan Chapter	Organo Co., Ltd	Windfarm Co.Ltd
Coffee.N.Art	IZZO	Panama Specialty Coffee	WMF Corporation
Colombian Coffee Growers Federation	JAMAICA COFFEE EXPORTERS' ASSOCIATION	Panasonic	Yamani Package Co., Ltd
CORNES&CO.,LTD.	JAPAN HAND DRIP ASSOCIATION	PAUS LIVING	Yirgacheffe Coffee Farmers Cooperative Union
DAIICHI DENKASHA	Japan Roaster Network	Qima Coffee	Yunnan Coffee CPN Trading Co.,Ltd

*except Coffee Village and Roaster Area

Publication of advertisements and articles on SCAJ2018

Noticed and discussed by a variety of media outlets!

Shokuhin-Shimbun



【Posting at Other Publications】 *No particular order.

Netallica	Entabte
@Press	TOREMAGA News
@nifty Business	Asahi Shimbun Digital
BlogPeople	Tokyo Beauty
RBB TODAY	Tokushima Newspapers
RentalOffice.bz	Excite News
ReseMom	Rakuten Woman
SEO Tools	Bizhack!
Mapion News	PR TIMES
BIGLOBE News	@DIME
Infoseek News	30min.
SankeiBiz	BEST TIMES
SANSPO.COM	CREA WEB
ZAKZAK	Cube News
N+	DIAMOND online
Enuchi	eltha

HOTERES ONLINE



Mart Community Blog	Jorudan News!
NewsCafe	Trend Times
Ok Guide take a break Nigiyā Café	Niconico News
ORICON NEWS	Freshyee News
PRESIDENT Online	Gendai Business
STRAIGHT PRESS	Zaikai Shimbun
IZA!	Sankei News
Urepia SOUKEN	Jiji.com
Otakuma Keizai Shimbun	Toyo Keizai Online
	Nikkan Koogyo Shimbun

Foodrink News



Retty Gourmet News	Ameba News
Livedoor News	Gunosy
MdN Design	LINE NEWS
Interactive	Gadget Tsushin

About exhibitor applications

Exhibitor requirements	Must be a manufacturer (company or individual), trading company, information media outlet, organization or association, etc. that is involved in spreading and popularizing specialty coffee, or that handles products, services or publications, etc. that contribute to the development of the coffee industry in Japan and worldwide.						
Exhibition area	<p>The exhibition area is scheduled to be divided in to five zones. (Plans)</p> <p>(1) Official sponsor zone (Plans)</p> <p>The zone where the official sponsors, associated media outlets and related associations of SCAJ2019 set up their displays.</p> <p>(2) Standard booth zone / (3) Semi-Standard booth zone</p> <p>The zone where standard and semi-standard exhibitors can set up their displays regardless of SCAJ membership status.</p> <p>(4) Stage Area / (5) Organizer space zone</p> <p>The zone used for competitions, corporate seminars, workshops and displays by parties related to the association.</p>						
How to apply	<p>To apply, please fill in the required entries on the official website.</p> <p>*Applications that the organizers do not deem to be in line with the purport of the exhibition may be rejected. (e.g. Exhibitor applications by companies or associations that do not meet participation requirements.)</p> <p>Official website for exhibitor applications http : //www.scajconference.jp/eng/</p>						
Application due date	<p>[Primary application due date (early entry)] April 19 (Fri), 2019</p> <p>[Secondary application due date (final)] May 31 (Fri), 2019</p> <p>*Application will close once all scheduled spaces have been assigned, regardless of the application due date.</p> <p>*Early entrants will enjoy special benefits. For more information, see "Special benefits for early applicants" or "How to become exhibitor"</p>						
Paying the exhibition fees	<p>Once your exhibitor application is confirmed, the SCAJ2019 Conference Office will send you an invoice; please pay the exhibition fee into the specified account. You must adhere to the remittance due date indicated on the invoice (bank fees are payable by the Exhibitors.) Your Application will officially be considered complete once payment is confirmed.</p> <table border="1"> <tr> <td>Due date for the payment of exhibition booth fees</td><td>[Payment due date for the primary application period] : May 15(Wed), 2019</td></tr> <tr> <td></td><td>[Payment due date for the secondary application period] : June 12(Wed), 2019</td></tr> </table>	Due date for the payment of exhibition booth fees	[Payment due date for the primary application period] : May 15(Wed), 2019		[Payment due date for the secondary application period] : June 12(Wed), 2019		
Due date for the payment of exhibition booth fees	[Payment due date for the primary application period] : May 15(Wed), 2019						
	[Payment due date for the secondary application period] : June 12(Wed), 2019						
Changes and cancellation	<p>■ Changes to the Number of exhibition spaces</p> <p>Make sure to contact the SCAJ2019 Conference Office for changes. Please note that you will be charged a cancellation fee if you decrease the number of Spaces.</p> <p>■ Cancellations</p> <p>Please submit letters in writing when you make cancellation after registration. Also note that you will be charged a cancellation fee (Refer to the right section).</p> <table border="1"> <thead> <tr> <th>Due date</th><th>Cancellation fee</th></tr> </thead> <tbody> <tr> <td>June 12 (Wed) or before</td><td>50% of the participation fee</td></tr> <tr> <td>June 13 (Thu) or later</td><td>100% of the participation fee</td></tr> </tbody> </table>	Due date	Cancellation fee	June 12 (Wed) or before	50% of the participation fee	June 13 (Thu) or later	100% of the participation fee
Due date	Cancellation fee						
June 12 (Wed) or before	50% of the participation fee						
June 13 (Thu) or later	100% of the participation fee						
Expenses not included in the exhibition fee	See p.5 for more information.						
Joint Displays	<p>Basically one Exhibition booth applies to one brand (or company) even with multi booth registration, however, joint displays upon application by multiple corporations, associations or brands are also allowed provided that the requirements indicated below are met.</p> <p>Also, in the case of joint displays, one managing company and its representative (the person who will serve as liaison) will be appointed, and payments of participation fee, as well as other payments required, will be made by the managing company.</p> <p>[Joint display requirements]</p> <p>① Organizations that comprise multiple companies or associations</p> <p>② Group companies, associated companies or brands, etc. linked by capital relationships.</p> <p>③ Companies, associations or brands, etc. that are implementing or planning projects based on joint businesses or collaborations</p> <p>*The SCAJ Conference Committee will make decisions and response to any exhibitor applications that are made by multiple companies but do not qualify as joint displays.</p>						
Number of spaces applied for	Please take into account your company's place of presentation, stock, visitor queue area and tasting space when applying for booth space. Areas outside of the Exhibitor's space and passageways are not allowed to be used for PR or the queue areas. Please limit displays to the booth area.						
Determining booth position	The organizer decides booth position and venue layout upon taking into account official sponsors, number of booths, and display contents, among other factors.*Details will be discussed at the Exhibitor Orientation.						
Special benefits for early applicants <small>*For SCAJ members companies</small>	<p>Exhibitors who apply by the primary application due date (early application) for space equivalent to Four(4) standard booths or less are eligible for special benefits when transporting items into the venue (Applications will be deemed complete upon payment confirmation).</p> <p>Special benefits will be applied to SCAJ member companies as well as new members who became members at registration. (Semi standard booth exhibitors are excluded regardless of the number of booths) *Please consult SCAJ Conference Office for details.</p>						
About the Exhibitor Orientation	<p>June 19(Wed), 2019</p> <p>Subjects discussed will include regulations concerning the exhibition, Exhibitor Rules, decoration regulations, application entries, and application methods.</p> <p>The SCAJ2019 Exhibitor Manual will also be distributed on the day. *See "How to Become Exhibitor"(p.6)</p>						

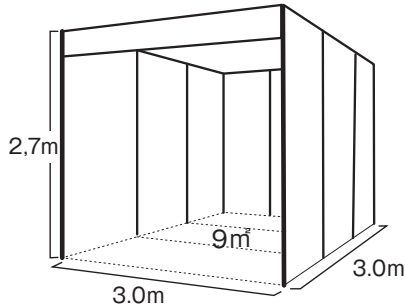
Exhibition Booths

Basic Booth (Standard booth / Semi-standard booth)

Exhibition fees include the following fees for the installation of a basic booth.

Special benefits for early applicants are ready again this year (Refer to P6)

① Standard booth (booth for general exhibitions)



Standard booth image (1booth)



Corner booth image (1booth)

● Size

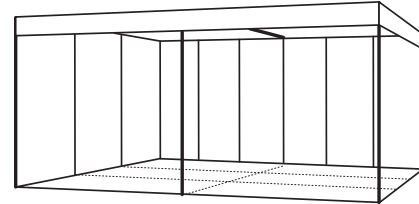
W3.0m×D3.0m×H2.7m per booth (Space assigned : 9m²)

Contents	General display booth (tasting allowed)
Spaces available	300 booths (appx)
Exhibition fees (tax-included)	SCAJ members' special price : JPY360,000/booth Non-members' price : JPY410,000/booth

Corner booth reservation JPY50,000 / corner

*Corner booths (at corners) will be 20~30. Corner booths may be limited and the application will be accepted on a first-come, first-served basis. No panels will be placed on the passageway side in corner booth installations.

A Example of the line of one to three booths



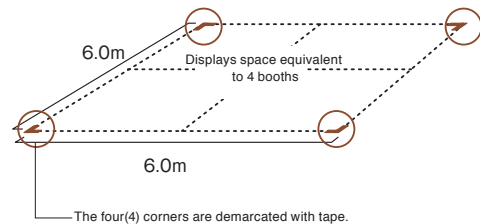
2 booths image

Basic Facilities

- 2 side walls / 1 back wall / white
- 2 arm spotlights
- 1 Exhibitor name plate (parapet signboard)
- Power outlets : 1 single-phase 100V-500W outlet

B Space with no separation panels; Example of block of 4 booths or more

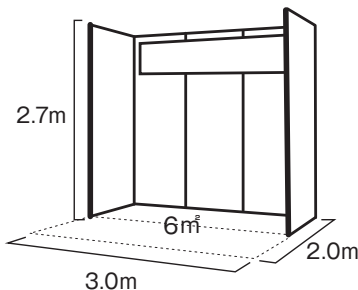
- Please inquire about decoration regulations



The Exhibitor can freely design and use multiple sections (multiple 3m×3m spaces). Please ask about surface area, specifications, requirements and other aspects.

*Only display spaces is provided, without any of the basic facilities included in basic booths.

② Semi-standard booth (Booths suitable for small-scale exhibitions)



● Size

W3.0m×D2.0m×H2.7m per booth (space assigned : 6m²)

Contents	Small-scale display booth (tasting allowed)
Spaces available	30booths (appx)
Exhibition fees (tax-included)	SCAJ members' special price : JPY216, 000 / booth Non-members' price : JPY270,000/booth

Corner booth reservation JPY50,000 / corner

*Corner booths (at corners) will be 20~30. Corner booths may be limited and the application will be accepted on a first-come, first-served basis. No panels will be placed on the passageway side in corner booth installations.



Semi-Standard booth image (1booth)



Corner booth image (1booth)

● Basic booth specification

Basic Facilities

- 2 side walls (1 panel each)/ 1 back wall/white
- 1 Exhibitor name board (company name sign-board on the back wall)
- *Arm spotlights and power outlets not included. If required, please inquire separately to the Conference Office.
- *You can apply for space equivalent to up to two booths

Seminars and presentations

③ Producing country seminar (Priority given to producing countries/SCAJ members)

Spaces available	20 organizers (appx)
Exhibition fees (tax-included)	With exhibition : JPY 260,00/seminar Without exhibition : JPY 310,000/seminar

Venue : Conference Tower 101/102 or special venue in the hall
 Contents : presentation + tasting or cupping
 Duration : 90 minutes (once during the period)
 Basic facilities : microphone, speaker, projector, screen

*If you require interpreting, please inquire separately with the SCAJ2019 Conference office (paid service)



Producing country seminar

④ Company seminar (Priority given to SCAJ members)

Spaces available	10 organizers (appx) *Lots drawn in the presence of a large number of applications
Exhibition fees (tax-included)	SCAJ members' special price : JPY 260,000/seminar Non-members' price : JPY 310,000/seminar

Venue : room on the mezzanine level in the exhibition hall(theater format)
 Content : coffee-related seminar
 Duration : 90 minutes (once during the period)
 Basic facilities : microphone, speaker, projector, screen



Company seminar

⑤ Seminar or workshop

Spaces available	5 organizers (appx) *Lots drawn in the presence of a large number of applications
Exhibition fees (tax-included)	SCAJ members' special price : JPY 310,000/seminar Non-members' price : JPY 360,000/seminar

Venue : Conference Tower 101/102 or special venue in the hall
 Contents : coffee-related seminar or workshop (tasting allowed)
 Duration : 90 minutes (once during the period)
 Basic facilities : microphone, speaker, projector, screen



Workshop

⑥ Stage presentation (Priority given to producing countries/SCAJ members)

Spaces available	3 organizers (appx) *Lots drawn in the presence of a large number of applications
Exhibition fees (tax-included)	SCAJ members' special price : JPY 310,000/seminar Non-members' price : JPY 360,000/seminar

Venue : special venue in the hall (plans)
 Contents : coffee-related presentation
 Duration : 120 minutes (once during the period)
 Basic facilities : microphone, speaker, projector, screen



Stage presentation

Expenses not included in the exhibition fee

- Exhibitor's costs of booth decoration, transporting items into the venue and running the booth.
- Expenses for electrical facilities other than the following, if required : Basic electrical facilities (2 arm spotlights, 1 single-phase 100V-500W power outlet)
- Expenses for plumbing facilities inside the booth, if required.
(Shared sinks and grinders will be installed in the exhibition venue).
- Labor costs for staff or interpreters inside the booth, if required.
- Costs of additional equipment on top of basic ones listed above.

Notes

- As a general rule, official sponsors and Exhibitors occupying space equivalent to Four (4) or more booths will be given priority right to choose the position of their booths. Other than that, decisions will be made by drawings at the Exhibitor Orientation.
- Each individual booth includes basic facilities; if you wish to change/add facilities, or to have other equipment available, apply to the SCAJ2019 Conference Office with the relevant application form in the Exhibitor Manual.
- If you wish to hold a paid seminar, event or workshop, adjustments will need to be made in relation to venue availability, etc., so please make sure to discuss the matter in advance with the SCAJ2019 Conference Office.
- In the event that holding the exhibition should be difficult due to a natural disaster or other unforeseen circumstances, the exhibition may be postponed or suspended at the organizer's discretion. Please note that exhibition fees and other associated payments are non-refundable.

Become exhibitor

Mar.	Exhibitor applications open	12 : 00 - (noon) on March 8 (Fri)	Apply through the SCAJ2019 official website. Apply here : www.scajconference.jp/eng/ *If you wish to apply via fax or e-mail, please take contact to SCAJ2019 Conference Office.
Apr.	Application [Primary application due date] [Secondary application due date]	[Early entry] by April 19(Fri) [Final] by May 31(Fri)	[About early application] Only SCAJ members are eligible for special benefits. To become SCAJ members, please refer to following SCAJ association official website. http : //www.scaj.org
May			
Jun.	Payment due dates for exhibition booth fees [Primary application due date] [Secondary application due date]	[Early entry] by May 15(Wed) [Final] By June 12(Wed)	[Cancellations] If you wish to cancel after applying for participation, make sure to submit a request in writing. See (P3) for more information.
Jul.	Exhibitor orientation	June 19(Wed) 14 : 00 - 16 : 00 [Venue] AP Hamamatsucho ■ Detailed explanation of regulations ■ Presentation of venue layout ■ Booth position draw	An Exhibitor Manual containing in-depth information on exhibition-related regulations, applications and schedule, etc. will be distributed, and the preparations required before the event will be discussed.
	Application documents due for submission	By July 12 (Fri) ■ Application for booth decorations, electricity, water and demonstrations ■ Application documents will be discussed and distributed at the Exhibitor Orientation.	Please submit the documents indicated in the Exhibitor Manual. Contact the SCAJ2019 Conference Office should you have any questions.
	Sending various materials	Mid July - late August Invitation card · Exhibitor badge etc. Issue shipping	[Invitations] Will be sent out to exhibitors in Japan. Please feel free to give them out to partner companies and new customers. [Exhibitor Badges] Will be sent out to exhibitors in Japan. *Extra charges apply for any additional materials.
Aug.			
Sep.	Booth installation dates	September 9(Mon) ,10(Tue)	
SCAJ2019 September 11th (Wed) ,12th (Thu) , 13th (Fri)			

● The above schedule may change without previous notice. For more information, see the Exhibitor Manual.

Special benefits for SCAJ members

***Please make sure to read below**

● Application deadline will be in two steps as in last year,

[Primary due date (Early entry)] and [Secondary due date (Final)] ,to offer special benefits for SCAJ member companies for early entry. It applies to new companies who became members at application. (semi-standard booth exhibitors are not eligible.)

[Primary application due date (Early entry)]
By April 19(Fri), 2019

[Secondary application due date (Final)]
By May 31(Fri), 2019

In-depth information concerning the exhibition will be provided at the Exhibitor Orientation of **June 19 (Wed).**

● Preferential Content

Type	① Early entry	② Application for space equivalent to multiple booths (applications for space equivalent to four booths or more)	③ Major Exhibitors (applications for space equivalent to eight(8) booths or more)
Content			
Option to early transport items into the venue (extension of time)	●	●	●
Privileges of booth space location drawing (on the day of the Exhibitor Orientation) (*1)	●	—	—
Selection of booth position before the Exhibitor Orientation (*2)	—	●	●
Use of "Exhibition Period Vehicle Pass" (for those who wish to use it) (*3)	—	—	●
Removal of booth height limit (*4)	—	●	●

(*1) Limited to SCAJ member that have applied for space equivalent to less than four(4) booths and have paid the exhibition fee by the appointed due date.

(*2) Lots drawn if ,more than one company apply for the same position.

(*3) "Exhibition Period Vehicle Pass" only allow you to park your vehicle for short period. You cannot park your vehicle for more than 10 minutes.

(*4) Extension to as high as 7.0 m without set back of usual height limitation 4.0 m.
(Please consult us when you need more than 7.0 m height)

SCAJ2019 Exhibition Terms and Conditions

■ Compliance

Companies, organizations and other parties that participate in this event by displaying exhibits, conducting seminars, etc. (hereinafter "Exhibitors") must abide by all the terms and conditions listed below and rules presented by the organizer. If an Exhibitor is found to have breached such rules, engaged in an act of nuisance on a third party or carried out an act contrary to public order and good morals, the organizer may reject the Exhibitor's exhibition application, terminate the exhibition agreement, or instruct it to remove or modify its booth, exhibits and decorations. In such an event, the organizer shall not reimburse the Exhibitor with any of pre-paid costs and shall not be held liable for any damage caused to the Exhibitor and associated parties. If the organizer suffers damage, the Exhibitor must compensate the full amount to the organizer.

■ Application

To participate in the exhibition, use the application form available on SCAJ2019 official website (<http://www.scajconference.jp/eng/>)

and follow the instructions. (Contact the SCAJ2019 Conference Office if you wish to apply by fax or email)

Once your participation application is confirmed, the SCAJ2019 Conference office will send you an invoice. Your Application will officially be considered complete once payment is confirmed. The organizer shall approve or disapprove the application after examining whether the Exhibitor's goods, services, etc. match the purport of this event.

[Primary application due date (Early entry): April 19 (Fri), 2019]

[Secondary application due date (Final): May 31 (Fri), 2019]

■ Exhibitor name

The Exhibitor name provided in the application form may be shown in this event's announcements, advertisements, official website, official program / guide, etc. Make sure to provide the correct and official company name / organization name that you wish to see on such publications and media.

■ Expenses covered in the participation fee

(1) Venue usage fee and lighting / air-conditioning charges during the preparation and exhibition periods

(2) Basic booth installation expenses including the installation of panels, lights and base power outlet

(Basic facilities included in the fee vary according to the choice of booth type.)

(3) Installation and maintenance expenses for shared facilities

(4) Public Relations / advertising expenses for the overall exhibition and costs of producing promotional materials

(5) Expenses associated with the Secretariat's event planning, administration, safety management and on-site security, etc.

■ Expenses not covered in the participation fee

(1) Exhibitor's costs of decorating its own booth, transporting its exhibition materials into the venue and running the booth

(2) Cost of additional electrical work (including primary and secondary), and electricity charge

(3) Cost of installing water supply and drainage, and water charge

(4) Venue usage charge outside standard hours

(5) Any other expenses not included in the regular participation fee

■ Payment of the participation fee

The organizer shall send an invoice upon receiving each application. Exhibitors must complete payment by the date specified in the invoice.

Bank: MUFG Bank, Ltd. / (Bank Code: 005)

Branch: Ueno Chuo Branch / (Branch Code: 065)

Swift Code: BOTKJPJT

Account Number: 0066221

Account Name: SCAJ Tenjikai

Payment due date:

[Primary application period: May 15 (Wed), 2019]

[Secondary application period: June 12 (Wed), 2019]

Payment method: Bank remittance in the Japanese yen

(All banking transfer fees are payable by Exhibitors.)

■ Cancellation after application and cancellation fee

An Exhibitor must notify the organizer in writing if it wishes to cancel all or part of

its participation application after the application is submitted. A cancellation fee is payable as detailed below. If an Exhibitor fails to pay its participation fee by the applicable due date, its exhibition agreement shall be cancelled, also incurring the cancellation fee.

(1) If canceled between the date of application and June 12, 2019: 50% of the participation fee

(2) June 13, 2019 onwards: 100% of the participation fee

■ Determining booth layout and seminar schedule / locations

The organizer shall determine booth layout and seminars' schedule / locations in consideration of exhibition scales, display / seminar contents, past participation records, past sponsorship and other details. In principle, priority options are given to Exhibitors who are also event sponsor or use space equivalent to at least four booths. The booth locations of all the other Exhibitors shall be determined in a draw, to be held at the Exhibitor Information Session.

■ Prohibition of sub-letting, selling, buying, transferring or exchanging exhibition booths

Exhibitors are prohibited from sub-letting, selling, buying, transferring or exchanging all or part of their exhibition booths. Parties other than Exhibitors are not allowed to display any exhibit without the approval of the organizer.

■ Exhibits / sale products

Exhibitors are allowed to display only the exhibits / sale products declared by them in advance and approved by the organizer in accordance with the Exhibition Manual. The organizer may demand immediate removal of any exhibits that have not gained advance approval.

■ Management of decorations and exhibits, and disclaimer

Exhibitors are responsible for managing their decorations and exhibits during the exhibition period and the period of transporting such items into and out of the venue (including during exportation and importation). The organizer shall not be held liable for any damage, theft, loss or breakage of decorations and exhibits.

■ Payment associated with the use of facilities, etc.

Exhibitors must, if they require facilities or services provided by the organizer, apply for their use in advance according to the Exhibitor Manual, and complete payment of the applicable fees by the day before the start of the exhibition.

■ Transporting items into and out of the venue

The Exhibitors must complete transporting booth decorations, exhibits, etc. into the venue by the end of the period defined in the Exhibition Manual. Exhibitors must also take all the booth decorations, exhibits, etc. out of the venue after the exhibition by the end of the defined period and restore the exhibition space to its original condition. Exhibitors must compensate for any and all damage incurred by the organizer as a result of their failure to adhere to the given timeframe or remove all items after the exhibition.

■ Fire prevention and safety

Exhibitors must comply with all laws, regulations and rules concerning fire prevention and safety, applied to the exhibition venue.

■ Damage liability

Exhibitors are liable to compensate for any damage caused by themselves or their associated parties to the exhibition venue, venue facilities, third-party persons and their properties, etc. The organizer shall not be held liable for any of such damage.

■ Exhibition cancellation and rescheduling

Should a natural disaster or other unexpected event make it difficult to hold the exhibition as scheduled, the organizer may decide to reschedule it or cancel it altogether. In this case, participation fees and any other associated payments that have already been made shall not be refunded. The organizer shall not be held liable for any damage caused by such rescheduling or cancellation.

■ Miscellaneous

The Japanese language shall be the governing language of these Exhibition Terms and Conditions. If there is any discrepancy between the Japanese version and its English translation concerning any matters described in the Exhibition Terms and Conditions, the Japanese version prevails. For matters not described in the Exhibition Terms and Conditions, refer to provisions set out in the Exhibitor Manual.

Common questions

About exhibitor applications

Q1. What is the application due date? How to Apply?

A1. [Primary Application due date (Early entry)] is April 19th(Fri), 2019 and [Secondary Application (Final)] is May 31st(Fri). Applications will be closed once all scheduled spaces have been assigned, regardless of the due date. Please inform the SCAJ2019 Conference Office if you wish to be placed on the waiting list. Please use the application form available on the official SCAJ2019 official website to apply.

Q2. Can we change or cancel application after submitted?

A2. Yes. Please submit a written request when you wish to cancel your application. Please note that you will be charged a cancellation fee as follows :

- June 12 (Wed) or before : 50% of participation fee
- June 13 (Sat) or later : 100% of participation fee

Q3. Is it possible to specify the booth position?

A3. In principle, priority options are given to exhibitors who are also event sponsor or use space equivalent to at least four booths. All the other booth location will be decided by lottery at the exhibitor orientation. The same applies to booth layout in the case of application for a space equivalent to multiple booths.(P5・6)

Q4. When we receive our invitation?

A4. Invitations will be delivered from late July onward.(P6)

Q5. When we receive exhibitor badges, vehicle passes, and worker stickers, etc.?

A5. Exhibitor badges, parking car tickets, stickers will be delivered from mid to late August.(P6)

About displays

Q1. How to manage exhibits from the loading time of previous day to the opening day?

A1. Please take your own responsibilities to control your valuables at night even security guards will be around and locked the booth. In addition, there is chargeable space for stock.

Q2. When power supply will be provided? (Is it possible on the day before the event?)

A2. Electricity power supply will be available in order of precedence from the exhibit installation date of before the event.

Q3. Can use the fire? Is it possible to roast?

A3. Open flames will not be allowed. More information will be provided at the exhibitor orientation.

Q4. Can play music?

A4. Yes. Please note that the volume so as not to interfere with the neighbor booths. More information will be provided at the exhibitor orientation.

Q5. Is it possible to sell goods?

A5. Yes. However, please refrain from exhibits that primarily intended to the product sales.

Q6. Is sampling/coffee tasting allowed outside the booths?

A6. No. All displays and demonstrations that involve sampling should take place inside the exhibitor's own booth. Please be careful not to disturb other exhibitors.

Q7. Are there any restrictions on decorations?

A7. Yes. More information will be provided at the exhibitor orientation.

Q8. How about stock space?

A8. Yes. Available the sign up first-come, first-served basis at an additional cost.

Q9. How many water stations will be available?

A9. Please wait until venue drawings are ready with regards to the number and location of water stations to be installed.

Q10. When will we be billed for additional works and rented equipment?

A10. The invoice will be sent to you after the exhibition period.

Q11. Is there business discussion space?

A11. Yes. Please wait until venue drawings are ready for details.

Q12. Can use the power supply in the semi-standard booth?

A12. Electricity is not included in the semi-standard booth exhibition fee, but it is available upon separate application for a fee.

About Tokyo Big Sight

Q1. Are there a post office, ATMs, and convenience stores inside?

A1. There is no post office inside Tokyo Big Sight, but there is one in the TFT building nearby. An ATM is available on the 2nd floor of the entrance hall. You can drop off Yu-Pack parcels at the Lawson convenience store inside Tokyo Big Sight, and parcels for Yamato Transport at the Seven Eleven outside.

Q2. Are parcel delivery services available to transport items in and out of the venue?

A2. Yes. You can receive parcels at the venue on the day by sending them to a pre-designated address (SCAJ2019 Conference Office is not involved and not at all concerned)

About seminars

Q1. Can we indicate a desired seminar time?

A1. We would like to ask your schedule time for exhibitors who have applied for the seminar. While we cannot guarantee that your seminar can be held at the desired time, we will do all we can to offer a time slot that is in line with your wishes.

Q2. Is it possible to order interpreter for seminars?

A2. Yes. Interpreter is available on a paid basis through the SCAJ 2019 Conference Office.

Q3. Are cupping and tasting allowed at seminars?

A3. Yes. If you wish to carry out cupping or tasting, you will need to provide the SCAJ2019 Conference Office with information on the beans and the equipment you intend to use in advance.

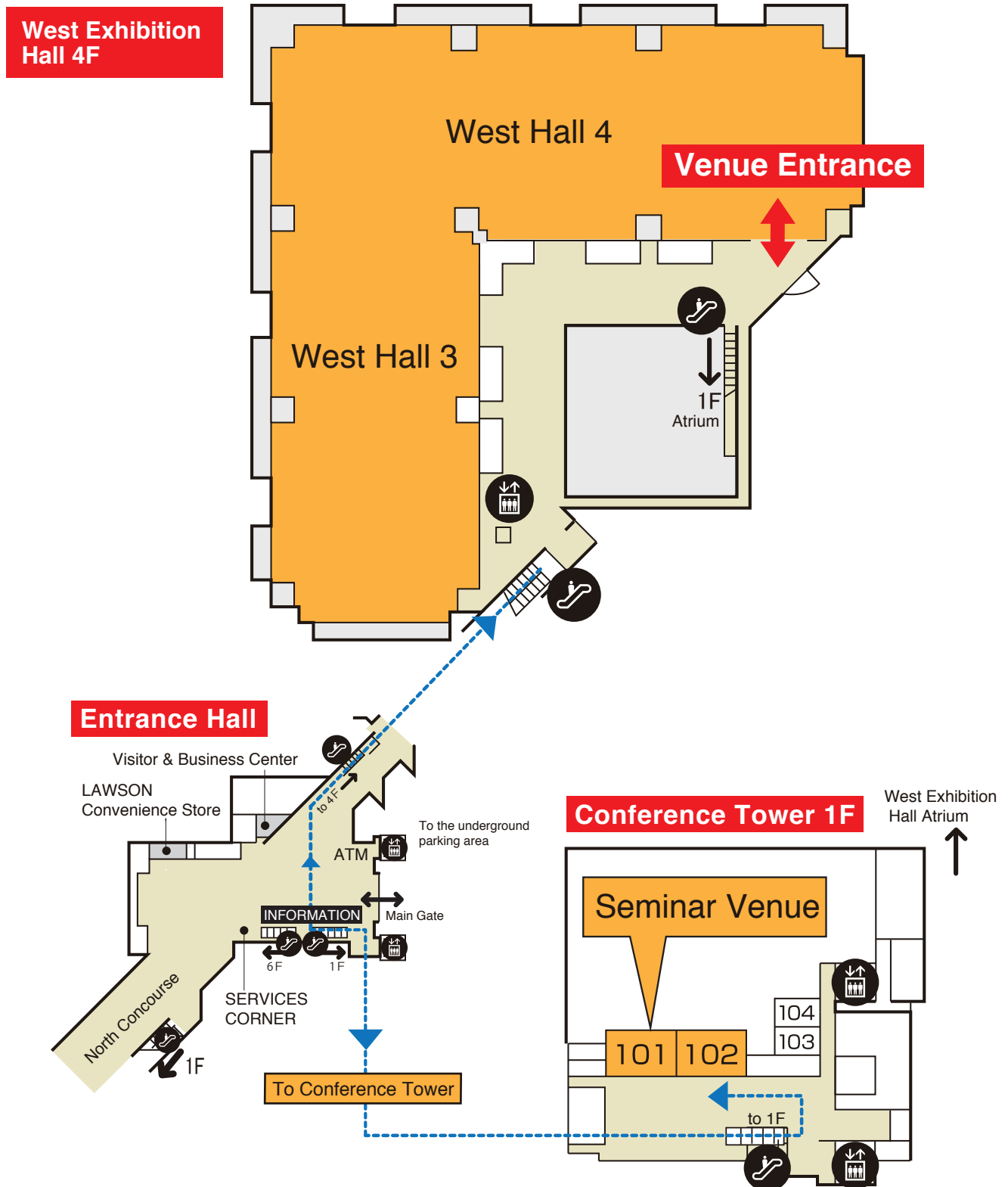
Other

Q1. Do you have regulations in place concerning the protection of personal information?

A1. The personal information we receive will be handled in accordance with the "Policy for the Protection of Personal Information" stipulated by SCAJ.

Q2. Is there any insurance for the theft of proceeds or display products during the event?

A2. We do not have any insurance, please manage valuables, products, and proceeds by your own responsibility.





Contact Us

SCAJ2019 Conference Office

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

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