

# SCAJ 2019



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

## Sponsorship Opportunities

Organized by



Specialty Coffee Association of Japan

Supported by Ministry of Foreign Affairs of Japan

# 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 11,520m<sup>2</sup> (4,680m<sup>2</sup> + 6,840m<sup>2</sup>) 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.

## About SCAJ World Specialty Coffee Conference and Exhibition 2019

<b>Name</b>	SCAJ World Specialty Coffee Conference and Exhibition 2019	<b>Number of Visitors</b>	40,000 expected (Number of visitors at SCAJ 2018: 34,519 visitors)
<b>Theme</b>	<b>Innovation with Hospitality</b>	<b>Admission</b>	Regular : JPY 1,500 (tax-included) Pre-booked: JPY 1,000 (tax-included)
<b>Date</b>	September 11 (Wed)-13 (Fri), 2019	<b>Organized by</b>	Specialty Coffee Association of Japan
<b>Time</b>	10:00-17:00 (until 16:00 on the last day)	<b>Supported by</b>	Ministry of Foreign Affairs of Japan
<b>Venue</b>	TOKYO BIG SIGHT WEST HALL 3 & 4		

## The Specialty Coffee Association of Japan is looking for official sponsors for SCAJ2019.

How to benefit from official SCAJ2019 sponsorship

Strengths of SCAJ2019

### We expect a larger number of visitors

due to the expanded floor size by 1.6 times compared with previous years and gathering all of the SCAJ sponsored competitions at the same venue.

Brand publicity through a variety of media

**You can expect your company's brand to receive effective publicity online, via SNS, on magazines and in many other media.**

**Improved visibility for your company and products,  
Sales promotion, Better customer satisfaction**

2018 data		
Exhibitor Composition	177 Companies/316 Booths 25 Countries and Regions	
Visitor Composition	Total visitors over three days: 34,519 visitors from 43 countries and regions	
SCAJ2018 Survey		
"What did you think about the exhibition?"		
Exhibitors	Very good	40%
	Good	50%
	Usually	10%
Visitors	Very good	36%
	Good	39%
	Usually	25%

We hope you will join forces with us at SCAJ2019, which is part of the Association's efforts to promote the growth of the specialty coffee industry.

# SCAJ2019 SPONSORSHIP OUTLINE

## Sponsorship fee

(tax included)

No.	Sponsor Category	Fee	No.	Sponsor Category	Fee
1	Special sponsor	JPY10,000,000	8	Goods sponsor	JPY500,000
2	Platinum sponsor	JPY5,000,000		② Straps	JPY500,000
3	Gold sponsor	JPY3,000,000	9	Wi-Fi sponsor	JPY250,000
4	Silver sponsor	JPY1,000,000	10	Digital media partner	JPY500,000
5	Bronze sponsor	JPY750,000	11	Water supply	JPY250,000
6	Hospitality sponsor	JPY500,000	12	Travel partner	JPY1,000,000
7	Goods provider sponsor	JPY250,000			

\*Please inquire for more information on sponsor benefits ⑧ to ⑫.

\*The above rates include the following sponsorship benefits.

## Official sponsorship benefits

Sponsor Category		1	2	3	4	5	6	7	8		9	10	11	12
Contents									⑧					
									⑧					
1	Logo Display	Shown on the back of the front cover	●	●	●	●	●	●	●	●	●	●	●	●
2		Sponsor description in the main text (logo and company description) (50 words)	● *6	● *6	● *6	● *6	● *6	Testimonials	Testimonials	● *6	● *6	Testimonials	● *6	Testimonials
3		Advert publishment *1	2page ● *7	2page ● *7	2page ● *7	1page ●	1page ●	1page ●	1page ●	1page ●	1page ●	1page ●	1page ●	1page ●
4		Reception area or business discussion area (logo or company name shown)	●	●	●									
5		Competition venue (event stage) *2	●	●	●	●			●	●				●
6		Invitation ticket	●	●	●	●			●	●				●
7		Venue map (to be handed out)	●	●	●	●			●	●				●
8		Entry ticket	●	●	●	●	●		●	●		●		●
9		Name badge holders (exhibitor/visitor passes)	●											
10		Official website *3 (logo/company description (50 words), link to website)	●	●	●	●	●	Logo only	Logo only	●	●	Logo only	●	Logo only
11	Exemption from payment of fees for booth inside the exhibition venue *4		● 6booths	● 2booths										
12	Entitled to insert your advert into our official program (optional)*5		●	●	●	●			●	●				●
13	Products provided in the competition preparation area and at judge workshops, etc.		●	●					●				●	

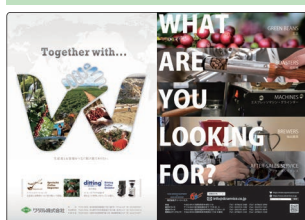
\*5 We ask that companies prepare materials to hand out and other adverts.

\*6 Logo and company / corporate profile

\*7 Two full pages or a spread advertisement

## Visual examples of sponsor benefits (from 2018)

Adverts published in the official program \*1



Your company's advert will be published in the official program to be handed out to exhibition visitors (we ask that you prepare your own adverts).

Competition area (event stage) \*2



Your company logo will be shown at two special event stages.

Official website \*3



Corporate Logo, 150-words corporate profile and link on the SCAJ2018 website

Booth fee exemption \*4



Exhibition booths were provided free space at the SCAJ2018 venue (Special Platinum Sponsors).



Contact Us

## SCAJ2019 Conference Office

SCAJ2019

Search

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

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TEL : +81-3-3831-2698 FAX : +81-3-5807-3019 \*Weekdays 10:00-18:00(JST) EMAIL : [info@scajconference.jp](mailto:info@scajconference.jp)

## SCAJ2019 Sponsorship Application Form

Sponsor Category	Amount	JPY
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Company/Organization Name:

Sponsor Name (Please print name as preferred on promotional materials) :

Address:

Zip/City:

Country:

Person in charge:

Company/Title:

Phone:

Fax:

E-mail:

URL:

Notes:

**I (We) agree to apply for sponsorship above.**

Responsible Party (Please write in print):

Title:

Date:

Signature:

### Terms and Condition

- This decision will be considered binding upon receipt of this Sponsorship Application (by e-mail or via fax).
- Payment must be done in full within 30 days after you receive invoice.
- Please send your company/association logo by e-mail in one of the following formats:  
vector file (Adobe Illustrator, EPS) or high resolution image file (JPEG or TIFF file higher than 350dpi)

### Application and Inquiry

**SCAJ2019 Conference Office** c/o Event & Convention House, Inc.,  
Shuwa Okachimachi Bldg. 8F 4-27-5, Taito, Taito-ku, Tokyo 110-0016 Japan  
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