

PHOTO
NEXT
2024
Important
Information
Manual

Main Organizer : Promedia Co. Ltd
Organizer's group : Japan Photo Imaging association ,
Japan Photo and imaging Accessories Association

[1] The basic fee (included /not included)

the basic fee (included exhibit fee)

- included
 - ① the exhibitors' booth area usage fee (from carrying -in and exhibition term to carrying -out day)
 - ② the basic booth construction fee
 - the basic furnishing and supplies for the general booth
 - the special construction for the independent booth
 - ③ the ceiling area lighting fee
 - ④ the air conditioning fee
 - ⑤ the available vehicles' time-share official parking fee
 - ⑥ the vehicles's parking certification fee for carrying -in and carring-out day
 - ⑦ the exhibitors' pass and workers' pass
- ⑤~⑦ for more detail, we shall show " exhibitors manual" after exhibitor applied.

not included

- these fees are not included for the basic fee (therefore, if you need these following option, please pay after the exhibition, we are preparing the invoice.)
 - ① the electric fee in the booth
 - ② the primary and secondary trunk construction fee
 - ③ the anchor bolt fee of floor construction
 - ④ the usage fee of exhibitors work outside of designated hours*
 - ⑤ the issuance fee for vehicle pass of exceed limit
 - ⑥ the parking fee of other than specified organizer
 - ⑦ the internet installation fee
 - ⑧ the insurance of the objective lost or damage, and injury
 - ⑨ the fee of unnecessary waste objects such as decorative items and waste
 - ⑩ the fee which should not included general fee
- ④ designated hours;
 - June 10th (monday) after 20:00
 - June 11th (tuesday) after 20:00
- The last day of exhibition (June12th 2024), it doesn't have designated hour, however the exhibition hall will be closed 24:00 completely. We have to return any facilities and halls to Pacifico Yokohama (the exhibition hall owing comany), so exhibitors may completely finish to carry-out by the time.
For more information, please check the exhibit manual which will be distribute in exhibitor's meeting.

[2] Payment of the exhibit fee and cancelation fee

invoicing and deadline of the exhibit fee

- the dead line of the payment; May 24th (Friday) 2024
- We are going to send the invoice of the exhibit fee (including leased meeting rooms and stock rooms) to all exhibitors in March 2024 from the organizer's office.
- If you need an invoice as soon as possible due to your axcounting etc., please let us know.
- Please transfer your exhibit fee to our requested financial account by the payment deadline. Bank transfer fee is not included in this amount, please burden this at your expense. Thank you.

about the cancellation and change the number of booths

- If the exhibitor would like to cancel, or change the number of booths, after you registered, the cancellation fee will be charged.

offer date	cancellation fee
till February 29th 2024	50% of exhibit fee
after February 29th 2024	100% of exhibit fee

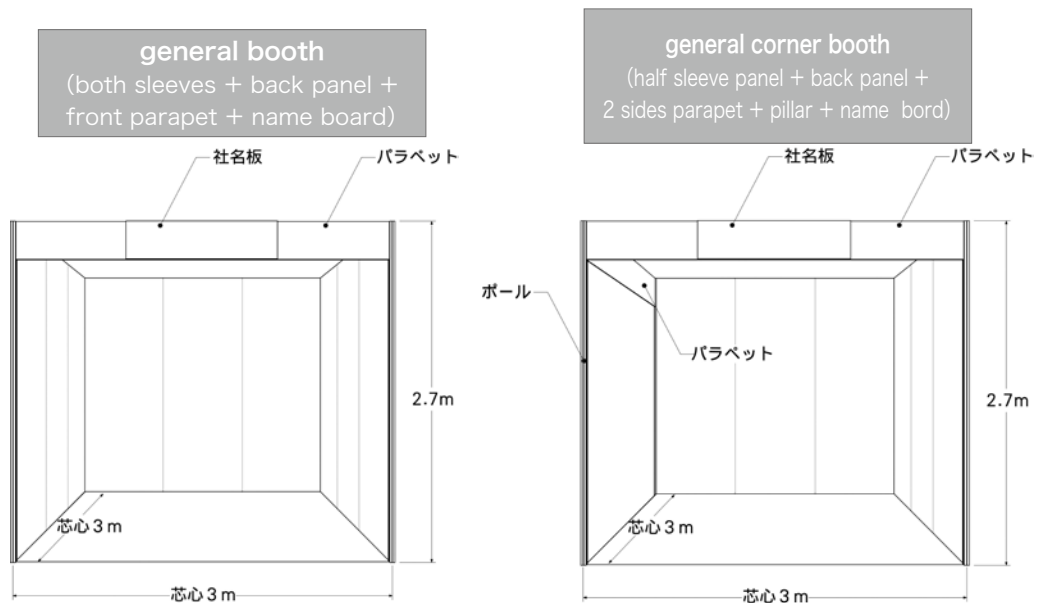
- If you need more additional number of booth, please inform to organizer's office.

[3] the booth standards and types

general type

- You could apply up four general boots.
 - You may use the system control panel in the general booth, please look at the following chart.
- *general booth size : frontage 3m × depth 3m × hight 2.7m
- The basic of a general booth is structured by the parapet and the company name board.
The parapet that spans across the top of an opening in front of the booth to attach company name board, and consists of a cat board that forms the walls and serves as a partition between adjacent booth and aisles.
 - However, the corner booth will have only the parapet, no panel and also may stand the post (40mm) which support the parapet.
 - Over two general booths, there are posts for each booth for support the parapet in an opening space.
 - It is not possible to attach adhesive sheets or tapes, nail it, screw it, and drill holes to the cardboard cutout (system control panels) directly. If you would like to show the explanation signs, and photos or posters on the panel, please use thumbtacks, push pins, hanging hardware (Spike and chain).

When you carrying out, please be sure to restore it to its original state.
Just in case, if the system control panel is damaged, the actual cost might be billed by the official construction company after the end of the exhibition.
(Example: 22,000 yen (tax included) per board

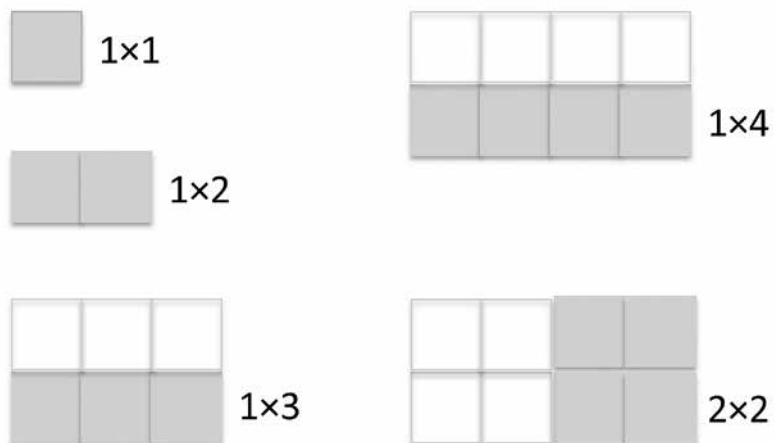


the basic equipment (included exhibit fee)

- the basic equipments are included for the exhibit fee for the each booth.
 - ① the wing panel, the back panel : hight 2.7m
(only the parapet for the coner booth)
 - ② parapet : wide : 3m
 - ③ company's name board one booth of each
(white · black letter : wide 3m × hight 30cm)
Please do not use your comapny's or brand's rogo mark
The company's name board should be one, even you have two booths.
- If you need tables, chairs, desks, exhibit shelves, and special lightings, plese arrange yourself or use " the guide of optional equipments" which will be prepared by the exhibition official construction company.

the booth form of the general booth

- the booth form of the general booth is the following;



the inclusive booth (with equipment)

- We prepared the inclusive plan which is included some equipments like special spot lights, a reception counter, chairs, carpets in the general booth. Please use this plan if you would like.
- For more details about the inclusive plans, plese see and confirm " the guide of optional equipments" will be prepared by the official constructor company.
- the inclusive booth rate; expample : one booth= 67,650yen, two booths=105,600yen, three booths= 150,150yen, over four booths = negotiable

independent booth

At PHOTONEXT2024, applications for " the independent booth" will be over six booths because it will be able to not only respond to more exhibitors request and also to prioritize the layout of the exhibition hall that it is easy for visitors to move around.

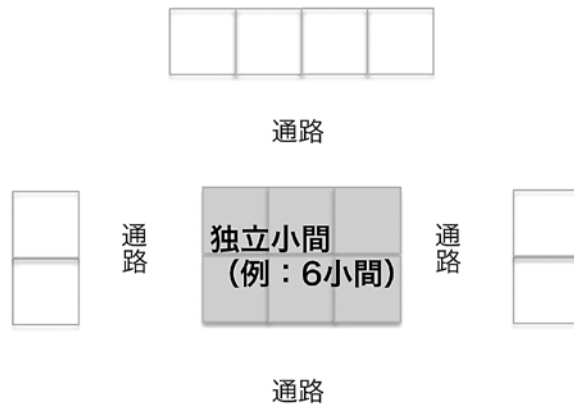
An independent booth is a booth that is not adjacent to other companies' booths.

It becomes the space for setting-in and setting-out and the system control panels and company's name plate are not included.

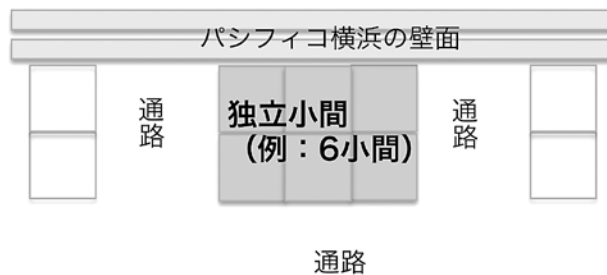
If you will exhibit in an independent booth, you cannot decide yourself for "opening 4 or 3" at the time of your application.

Due to the layout of the venue, There are two types of the independent booth;

Booth (A)
is open on all four sides facing the aisle



Booth (B)
is open on three sides and wall on one side.



booth style for the independent booth

- For easy for visitors move around, the independent booth will be decided as shown as below; depending on the number of applications.
- At the time of application, please apply as an integer multiple;
1 unit= frontage 3m × depth 3m
However, you cannot apply unlisted the number of booth (7 11 13 16 17 19 20 booths)
- It is not possible to change the combination (direction of the frontage and the depth) for the number of applying booths.
- The organizer shall decide the vertical and horizontal arrangement (direction of the frontage and the depth) in the layout of the exhibition hall.
- The venue exhibition lay out will be announced at the " Exhibitor briefing/ booth allocation lottery" to be held in March 2024.
- If you wish to exhibit with more than 21 booths, please contact to the organizer at first.

application number	booth style
6	2 × 3
8	2 × 4
9	3 × 3
10	2 × 5
12	2 × 6 or 3 × 4
14	2 × 7
15	3 × 5
18	3 × 6
21	3 × 7

[4] Booth height restrictions and opening rules

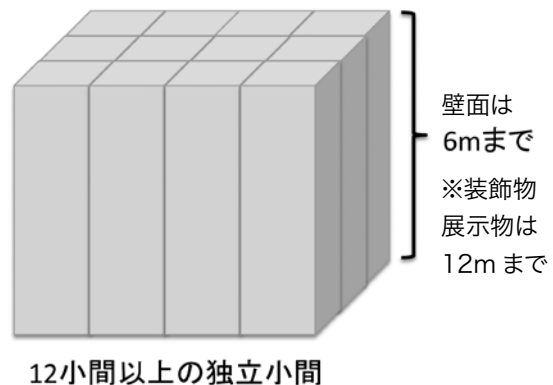
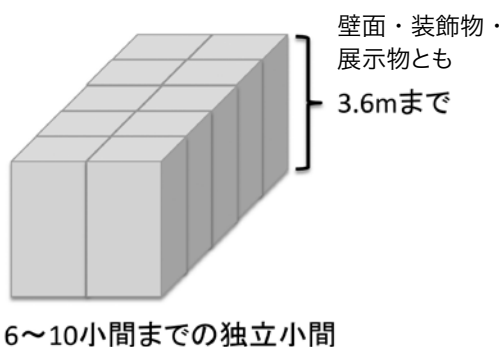
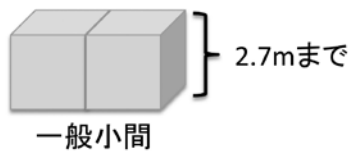
height restrictions for general or independent booths

- The height limit for general booths is 2.7m for walls, decorations and exhibits.
- The height limit for the independent booth, 6-10 booths, is 3.6m for walls, decorations and exhibits.
- The height limit for the independent booth, over 12 booth is 6m for walls, 12m for decorations and exhibits.

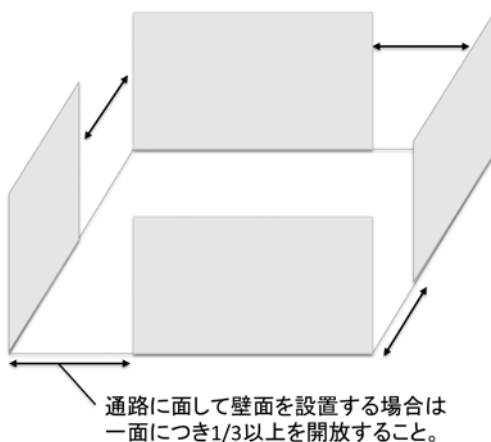
However, if there is a possibility of water discharge obstruction from the sprinkler, we may consult with you about the height.

In case of an independent booth with three sides against the wall, if there is a guide sign for Pacifico Yokohama or firefighting equipment on the wall side, it is not possible to display decorations that hide them.

【height restrictions for general booth】



【Independent booth】



[5] The joint exhibit

the rule of the joint exhibit

- Two or more companies could jointly exhibit in one booth.
- If you wish to participate in a joint exhibition, please decide on one managing company and submit a project proposal stating the purpose of the joint exhibition to the organizer for approval.
- For joint exhibitions, please arrange the exhibition layout as all the joint exhibitors will be in one booth. It is not possible to set partition in the booth just like each company is exhibiting individually. All each company must agree on the layout of the exhibition.
- For general booth, one company's name board set per booth. In case of the joint exhibition, all each company will be set on one company's name board.

Starting with the managing company, it will be written each company's name in alphabetical order separated by " / slash", other personal notation is not possible.

- The managing company shall be responsible for all matters relating to exhibition applications, fees and other payments, various inquiries and operations. The organizer could not handle the individual project form co-exhibitors.
- The organizer will be regarded as " one company" , a representative/ managing company and other co-exhibit companies and apply each terms, included carry-in and out vehicle's certified pass and exhibitor's pass . The managing company provide each company's management please.

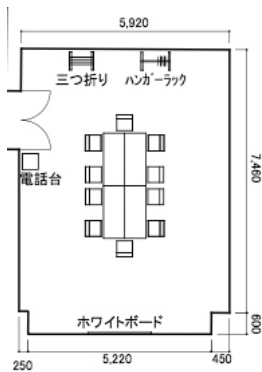
[6] The meeting room

the kind of meeting rooms

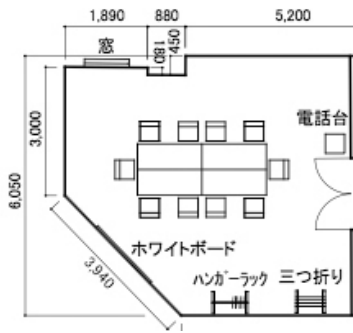
- Exhibitors could use the business meeting rooms and waiting rooms (which are attached to the exhibition Hall B in Pacifico Yokohama on the mezzanie floor of the exhibiton hall) for a fee.
- Available rooms are seven rooms BM1 to BM3 and BM5 to BM8 in the diagram below.

Exhibitors who would like to use the room, please apply at the same time as the exhibitors' application (on a first-come, first-served basis)

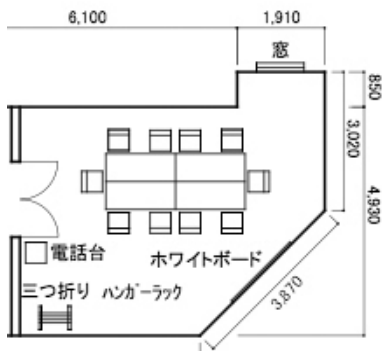
BM1



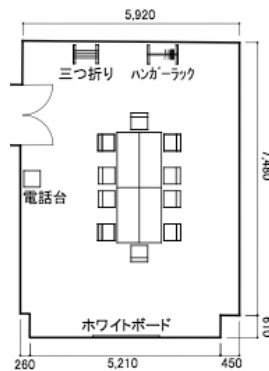
BM2



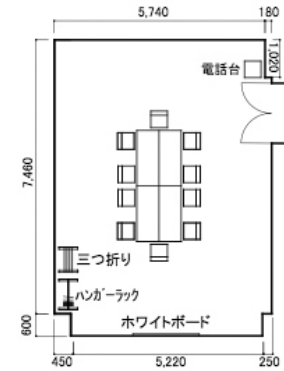
BM3



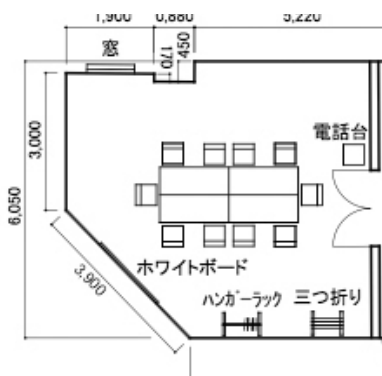
BM5



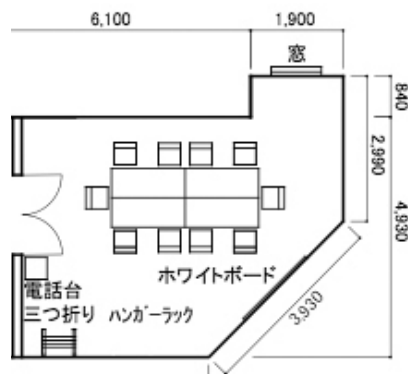
BM8



BM6



BM7



M2F



the meeting room (waiting room)

Hall B							
M2F							
	BM1 (54m ²)	BM2 (38m ²)	BM3 (30m ²)	BM5 (54m ²)	BM6 (38m ²)	BM7 (30m ²)	BM8 (54m ²)
window with a view of exhibition hall		○	○		○	○	
desks	4	4	4	4	4	4	4
chirs	10	10	10	10	10	10	10
white board	1	1	1	1	1	1	1
partition	1	1	1	1	1	1	1
hanger-rack (10 hangers)	1	1	1	1	1	1	1
extension telephone	1	1	1	1	1	1	1
scotch tape	1	1	1	1	1	1	1

You could use equipments freely, please return to the original state after use. The telephone is internal, no outside line.

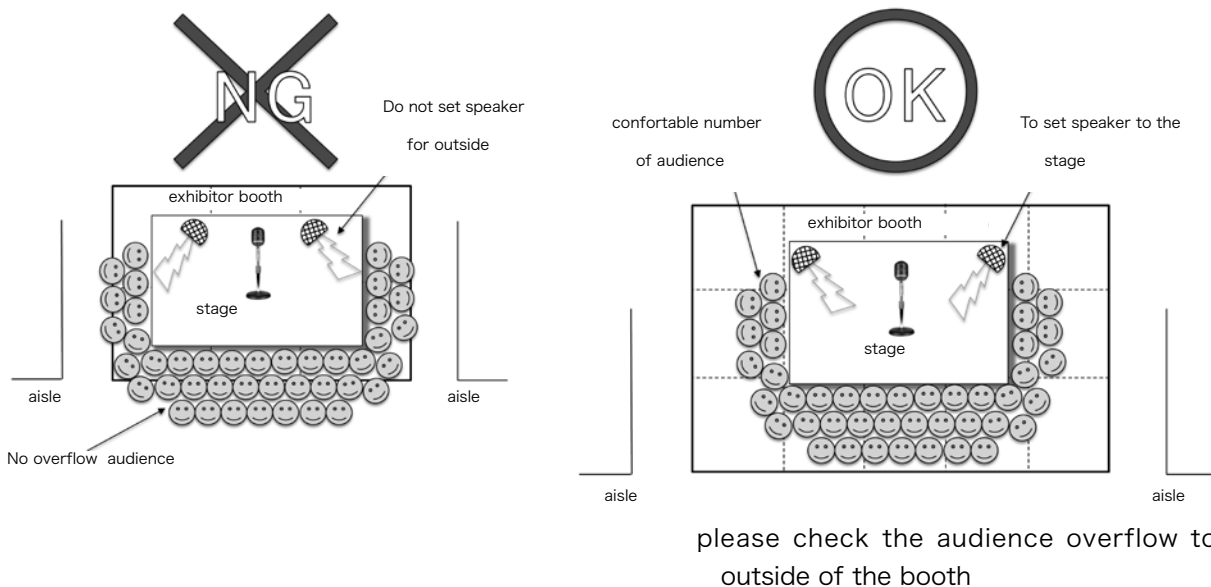
[7] the rule of the wrokshop or meetup

the rule of the workshop or meetup within a booth

- Exhibitors could have workshops/meetups, product explanations and demonstrations using the microphone or speaker in own booth. At this time, please strictly observe the following rules

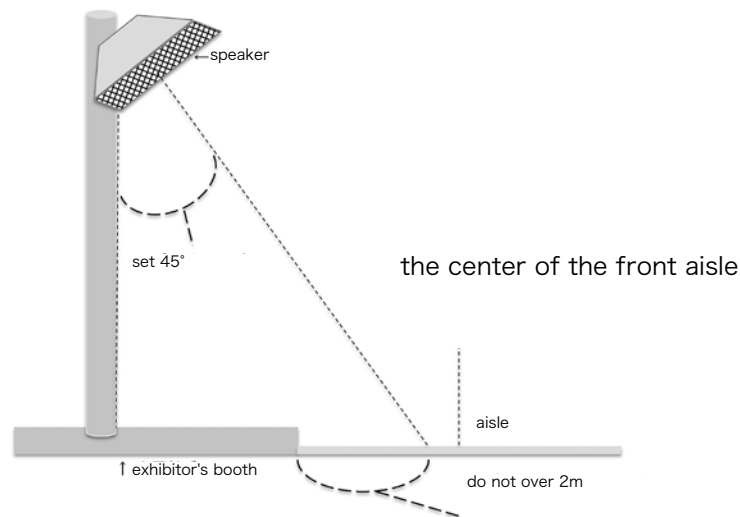
【Rule ① prohibition of use of space outside booth】

- Exhibitors should design and plan the stage at first, before apply number of booths and the necessary space, because it is for visitors who would like to join the workshop /meetup and listen to the product explanation and demonstration, could stay comfortable .
- If the accident or problems have happended such as visitors who joined a workshop/demonstration, are protruding to the aisle outside of the booth and obstructing traffic and sticking out of the booth, the organizer might decide to change the implementation of its workshop/demonstration, or will ask you to stop, so please follow the intructions promptly.



[Rule ② volume regulation]

- The exhibitor should not set up the loudspeakers in the aisle, and toward the adjacent out of the booth.
- When to set a speaker, the direction of the speaker should be toward the inside of the exhibitors' own booth, and the angle of the speaker should be within 45 ° of the vertical direction of the center axis of the speaker, and should not exceed 2m from the boundary line of the exhibitor's own booth, and do not exceed the center line of the front aisle.
- The volume of the speaker is the volume regulation of PHOTONEXT2024(Positon 2m away from the boundary line of the booth, hight 1m50cm, less than 70dB)



[Rule ③ prohibition of other nuisances]

- It is prohibited to project the lighting onto the aisles, walls, ceilings, outside the booth.
- Repeatedly playing the same music or demo tape all day long is prohibited.
- No smelly demonstrations.

[8] Prohibited matters and precautions in the hall

prohibited in aisles

- Transportation vehicles and mobility support devices are not permitted in the aisles of the exhibition hall.
- Other than moving from the changing room to your exhibition booth, you are not allowed to walk around the corridors of the exhibition hall wearing fur-suits or event costumes.
- These are not allowed in aisle of corridors; to distribute flyers, catalogs, product's samples promotional items such as pocket tissues and funds, collection of questionnaires, submission of placards, demonstrations, calling in.

These are not only get in the way of visitors and other neighbor exhibitors, but also will make trouble.

- Exhibitors who wish to collect questionnaires, handout leaflets, catalogs, product's samples, should be within your own booth, do not outside of your booth.

do not leave equipment or personal items outside

- Exhibits items, packing materials, transportation tools, personal belongings are not allowed to protrude outside the booth, should not be left in a place away from the booth. If it is judged that there is a risk of obstructing the passage of visitors or blocking the flow of firefighters, the organizer shall instruct the exhibitor to remove the abandoned items, if so please follow the instructions promptly.
- If the exhibitor not accept the organizer's request, items will be removed or discarded by the organizer, or the exhibitor must be used stockrooms with charge.

other notes

- To distribute and handout balloonsare to visitors is strictly forbidden in the exhibition, because in the past, there have been problems with balloons which were handout visitors by exhibitors, were rising up on the ceiling of the exhibition hall then disrupted the operation of nearby transportation systems.
- If exhibitor is causing significant trouble to other exhibitors, the organizer shall request that the act be stopped. Thank you for your cooperation.

[9] Exhibitor Liability

prohibited matter

- Exhibitors are prohibited from selling, subleasing, transferring or exchanging booths. ● Exhibitors are prohibited to lead visitors to PHOTONEXT2024 to the relevant location and also prohibited hold product displays or workshop at locations other than the venue.

handling of personal information

- To exhibit that is just a purpose of the collecting visitor's personal information, is prohibited.
- When there is an opportunity to acquire personal information of visitors through exhibitions and workshop, exhibitors are requested to obtain information legally and appropriately in compliance with the Personal Information Protection Act and related laws.
- Please take legal and appropriate measures in compliance with laws and ordinances.

accident prevention

- Exhibitors shall be fully responsible for any damages to venue facilities, event structures, and personal injury caused by negligence or other causes of themselves or their representatives. ● Exhibitors are responsible for accidents and damage caused by overturning or falling of exhibits or decorations in their booths. Please pay attention to safety to avoid accidents.

protection of exhibits

- Exhibitors are solely responsible for the protection of exhibits. Organizer request to exhibitors to take necessary insurance for during transporting and exhibiting.
- Please be very careful with your valuables to prevent them from being stolen or lost. Please take sufficient precautions not only during the carrying-in but also carrying-out period and take necessary measures as a protection against theft.

[10] Organizer disclaimer

changes and cancellations before exhibition

- Since in case of some situations such as below, the organizer may change the exhibition period, holding time, or may cancel the event itself; the natural disasters such as earthquakes, typhoons, torrential rains and heavy snow, fires, traffic disturbances, and to spread of virus infections.
- If the organizer decide to cancel the event due to force majeure before the carrying -day of PHOTONEXT2024, the organizer shall deduct the necessary expenses to be reimbursed and return the remaining exhibition fee to the exhibitors and invoice you for the necessary expenses. In addition, organizer shall not compensate exhibitors for expenses incurred up to the point.

organizer's disclaimer

- In the duration of the PHOTONEXT 2024 exhibition, in case of shortended holding time or canceled due to force majeure, (including the preparing day) the organizer is not going to be return exhibit fee. In addition, the organizer is not going to compensate the exhibitor for expenses incurred so far.
- The organizer is not reaponsible for any damages which are in case of the injury or damage of exhibitor causing personal, visitors, other exhibitors, and related patries' injury within the venue.
- The organizer is not responsible for any disputes arising from the exhibitor's involvement with other parties. The exhibitor is reaponsible for resolving the issue.
- Regarding personal information acquired by exhibitors, in caser of a dispute, the exhibitor should resolve the dispute.
- The organizer shall provide general security within the venue, but not reaponsible for theft, loss, fire, damage, or other accidents that occur within the venue.

【11】 Legal compliance /Exhibitor consent

responding to matters not mentioned

- 「PHOTONEXT2024」

The folloing accidents; during exhibitions, organizer is going to issue instructions for improvement for exhibitors even it is not written in the manual.

- ① to lead to mischievous behavior
- ② complaints are recieved

legal compliance

- In PHOTONEXT2024, exhibitor's contractual relationship will be governed by Japanese law.
- Each exhibitor will comply with the laws and regulations of Japan, and the organizer will not be held responsible for any violation of laws and regualtios bu exhibitors.

exhibitors consent

- Exhibitors who have applied for exhibition shall be deemed to have agreed to all the contents described in this " Description of important matters related to exhibition".

【12】 Others

Infection prevention measures of Covid-19

- It is possible to have meals inside the hall, wearing mask inside and outside hall is not mandatory. Please sanitize your hands in the entrance, but won't take your temperature, everyone could enter the hall smoothly.
- However if the infection spreads again, or the guideline of Pacifico Yokohama changes to new rules, organizer shall set new infection prevention measures rules.

(for more details we will show in the official site of PHOTONEXT2024)