

## [Exhibition Outline]

Title: PLUG IN

Date: April 12 (Tue.) - April 14 (Thu.), 2011

Time: 10:00-18:00

Venue: Tokyo Art Club ( 6-19-15 Shimbashi, Minato-ku, Tokyo 105-0004, Japan )

Organizer: SENKEN SHIMBUN

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

## [Exhibition Application Rules]

### Exhibition Fee (\*tax included)

<b>Type A (4.5㎡: W3m×D1.5m)</b>	<b>¥218,400/booth</b>
<b>Type B (6.75㎡: W4.5m×D1.5m)</b>	<b>¥327,600/booth</b>

\*The above fee includes;

- Back wall
- Side wall partition (fabric/W1.4m x H2.1m)
- A light suspended from the ceiling

\*Application for multiple booths unit is allowed.

### Exhibitor Conditions

The screening will be done by the organizer and notified to the companies 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 documents for screening;

- Designer profile
- 10 or more pictures or a catalog of the exhibiting brand's products
- Retail price list

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

### Deadline

First deadline: February 4 (Fri.), 2011

Final deadline: February 18 (Fri.), 2011

### Exhibitor Screening

The result of the first screening will be notified to the accepted companies in the 3rd week of February.

If you did not receive the result then, your application will be reviewed on the second screening.

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 able to arrange rental items/equipments by themselves.
- All the exhibitors should follow booth decoration regulations. (\*TBA for details)

## [About Previous Editions]

	Visitors	Exhibitors
April, 2010 :	1740	48
October, 2010:	1892	68

- |               |                               |                                   |
|---------------|-------------------------------|-----------------------------------|
| ●Ciaopanic    | ●10 corso • como              | ●International Gallery BEAMS      |
| ●BEAMS        | ●SAZABY LEAGUE                | ●SAKURANO TOHOKU                  |
| ●XAVEL        | ●Lafore HARAJUKU              | ●Tokyu Department Store           |
| ●PARCO        | ●MARUI GROUP                  | ●TOKYO HIPSTERS CLUB              |
| ●nano univers | ●TOMORROWLAND                 | ●Isetan Company Limited           |
| ●Mitsukoshi   | ●COMME des GARCON             | ●West Japan Railway ISETAN        |
| ●KAWANO       | ●URBAN RESEARCH               | ●Takashimaya Company, Limited     |
| ●Matsuya      | ●UNITED ARROWS                | ●KEIO DEPARTMENT STORE            |
| ●LUMINE       | ●FREE'S SHOP                  | ●Hankyu Hanshin Department Stores |
| ●BAYCREW'S    | ●JUN <u>Adam et Ropé</u>      | ●Tobu Department Store            |
| ●H.P.FRANCE   | ●BARNEYS NEWYORK              | ●MEITETSU Department Store        |
| ●PAL          | ●ABAHOUSE INTERNATIONAL       | ●THE SEIBU DEPARTMENT STORES      |
| ●The Daimaru  | ●Tenmaya Department Store     | ●MIDWEST                          |
| ●SHIPS        | ●Millennium retailing         | ●Le Printemps Ginza               |
| ●TOKISHIRAZU  | ●Odakyu Department Store      |                                   |
| ●ROYAL FLASH  | ●Matsuzakaya Department Store | and more                          |
| ●ESTNATION    | ●Kintetsu Department Store    |                                   |

## [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-11@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 and the retail price list. 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(s) 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

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

<b>Booth Type</b> <small>*Make a check and fill in which apply.</small>	<b>Type A (4.5㎡: W3m×D1.5m)</b>	
	¥218,400(*5% tax included) × _____ booth = _____ Yen(¥)	
	<b>Type B (6.75 ㎡: W4.5m×D1.5m)</b>	
	¥327,600(*5% tax included) × _____ booth = _____ Yen(¥)	
<small>*Exhibition fee includes partitions and a light suspended from the ceiling.</small>		
<b>Brand Name</b>	Main Exhibit Item	Price Range
	1 . _____	_____ ~ _____
	2 . _____	_____ ~ _____

<b>Name of your main clients</b>	
<b>Exhibition name in which you have previously exhibited</b>	

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: \_\_\_\_\_