



^{58th} JAPAN GOLF FAIR 2024

GUIDANCE

8th 9th 10th March 2024

PACIFICO YOKOHAMA Exhibition Hall

Please be sure to check “Exhibitors Manual”

Exhibitor Application Period

20th Nov. 2023 – 22nd Dec. 2023

www.japangolffair.com/en



Japan Golf Goods Association

About JAPAN GOLF FAIR (JGF)

Encounter Everything there is to Know About the Golf Market in Japan

The Japan Golf Fair is Japan's leading comprehensive golf fair with a history of nearly 60 years.

Nearly 150 companies operate booths during every fair, and the number of visitors to the site exceeds 30,000.

This provides the perfect opportunity for overseas companies considering expanding their golf-related business affairs into Japan to take part in the most effective form of promotion.



Reasons for Overseas Exhibitors Operating Booths at the JGF

- Developing sales agencies
- Developing clients for new parts
- Introducing new products and services to golfers
- Expressing brand images
- Enticing Japanese golfers (golf courses, tourists)
- Exchanging information and negotiating with other exhibiting companies
- Market research on Japanese golfers



Japan Golf Fair2024 will be held in Yokohama, an international city.

Exhibitor Categories

- General golf manufacturers
- Golf club part manufacturers
- Golf-related measurement instrument manufacturers
- Golf-related product manufacturers (bags, accessories)
- Golf equipment importers
- Golf shops
- Golf practice ranges
- Golf resorts
- Travel agencies
- Health food manufacturers
- Golf club manufacturers
- Golf practice equipment manufacturers
- Gold equipment wholesalers
- Golf courses
- Golf course equipment manufacturers
- Overseas tourist bureaus
- Automobile manufacturers
- Health equipment manufacturers



Sales within exhibitor booths

JGF2024 encourages exhibitors to sell their products.

The products promoted by exhibitors are the element mostly attract the attention of visitors, and being able to purchase them at the exhibition hall is a great attraction.

This will lead to the advantage of being able to charge for sampling for exhibitors as well.

*Refer to the Exhibitor's Manual for details on the conditions in place.



Overview

- Name: 58th Japan Golf Fair 2024
- Dates: 8(Fri.) 9(Sat.) 10(Sun.) March 2024
- Hours: 10:00 - 18:00 (10:00 - 17:00 on the last day)
- Venue: PACIFICO YOKOHAMA Exhibition Hall
1-1-1 Minato Mirai, Nishi-ku, Yokohama 220-0012, Japan
- Organizer: Japan Golf Goods Association
- Sponsors: Ministry of Economy, Trade and Industry
Yokohama City
Japan Golf Association
Japan Golf Range Association
Japan Golf Courses Employers Association
Japan Public Golf Society
The Professional Golfers' Association of Japan
Japan Golf Tour Organization
Japan Ladies Professional Golfers' Association
Greenery by Golf Group
The Golf Tournament Promotion Association of Japan
Turfgrass Research & Development Organization of Japan
Japan Golf Journalist Association
Japan Golf Tour Players Club
- Supported: Yokohama Convention & Visitors Bureau
- Admission: 1,500JPY (1,000JPY Pre-sell)
- Expected visitors: 35,000
- Planning: Japan Golf Goods Association
Fair Committee /Japan Golf Fair 2024 Executive Committee
- Administration: Japan Golf Fair Operational Secretariat
1-6-5 , Shibadaimon, Minato-ku, Tokyo
105-0012 Japan,
Email : exhibitor@japangolffair.com

Inquiries

Japan Golf Fair Operational Secretariat
Email : exhibitor@japangolffair.com

Application Procedures and Schedule

November 20 th (Mon.) 2023 10:00a.m.~	Exhibition Application starts
* Invoice will be issued via e-mail within 5 working office day from JGF Operational Secretariat.	
~ December 22 nd (Fri.)2023	The final deadline of Exhibition Applications
~January 12 nd (Fri.)2024	The due date of Exhibition Fee payment

- 1) Download the “Exhibit application form” from the download page of the JGF official website
- 2) Fill up the company information and desired exhibition contents in the Exhibit application form.
- 3) Send the Exhibit application form to JGF's overseas exhibition email address below.
exhibitor@japangolffair.com
- 4) Organizer will send an invoice
* Take note that It may take a few days after sending the Exhibit application form.
- 5) Deposit to the designated bank account before deadline stated on the invoice.
* The deadline for the payment is approximately two weeks after the Invoice issuance date.
- 7) **The exhibition will be confirmed upon the payments settled.**

Exhibitor Fees

Invoices for exhibition booth fees will be issued by the Japan Golf Goods Association.

The fees listed on the invoice are to be transferred to the specified bank account by the payment deadline.

Bank transfer charges incurred are to be paid by the exhibitors.

Exhibition applications will be canceled if the fees are not paid by the payment deadline.

*The following fee is required. (Total: 4,000JPY)

- 1) Foreign exchange handling fee 2,500JPY
- 2) Dedicated remittance fee 1,500JPY

Exhibition Contract of completion

- 1) The exhibition contract will be materialize upon the organizer received all the application send by the exhibitor applicants.
- 2) Assuming both Exhibitors and their outsourced companies have acknowledge all the provisions stated in this "JGF2023 Guidance"

Cancellation, Suspension or Change of Exhibition

- 1) Due to the following cases, if the organizer determines that it is impossible or difficult to conduct and continue the exhibition, the exhibition will be canceled. The event may be canceled, interrupted, shortened, or changed in the schedule or venue.
 - When the organizer determines that it is extremely difficult to hold the event due to a request or order to cancel the event by the government, administration, or public institution.
 - If the event cannot be held due to natural disasters such as typhoons, heavy rains, storms, floods, earthquakes, infectious diseases, terrorism, force majeure ect. or if the organizer determines that it will be extremely difficult to hold the event.
- 2) Under the circumstances the Applicant cannot be claimed damages incurred as the result of the decision in 1) against the Organizer..
In addition under the circumstances, the organizer will not be responsible for any damages, increased costs, or other disadvantageous situations that may arise for exhibitors.
- 3) If the entire schedule is canceled due to force majeure prior to the event, the paid exhibition fee and sponsorship fee will be refunded after deducting reasonable expenses incurred up to that point.
- 4) If the date or time of the exhibition is shortened due to force majeure that occurs during the exhibition, the booth fee will not be refunded.

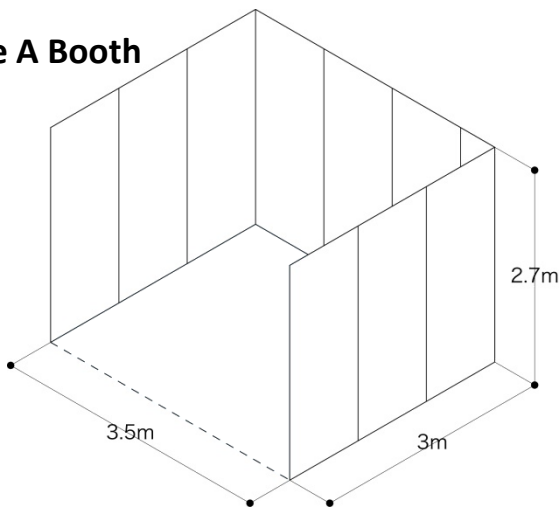
Inquiries

Japan Golf Fair Operational Secretariat
Email : exhibitor@japangolffair.com

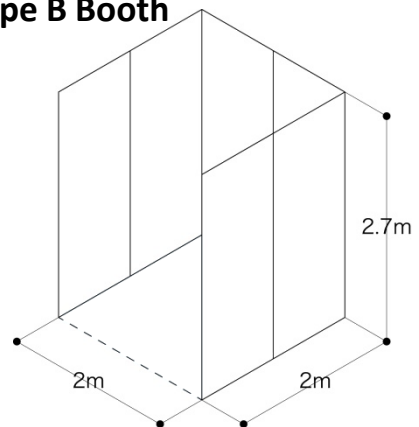
Exhibition Regulations of JGF2024

- The fees for overseas exhibitors have been set 10% lower than the fees for domestic exhibitors.
- Exhibitor booth locations will be decided by the organizer.
- Type A booths and type B booths are only separated from neighboring booths by partitioning walls.
Power supplies and exhibition equipment, etc., are to be arranged by the exhibitors.
* Power supplies and exhibition equipment, etc., can also be arranged at a fee by the JGF Operational Secretariat.
- The Package Plans for type A booth and type B booth include power supplies and exhibition equipment in sets, and are recommended for exhibitors operating single booths.
- Contact the JGF Operational Secretariat by e-mail for details on exhibition regulations.

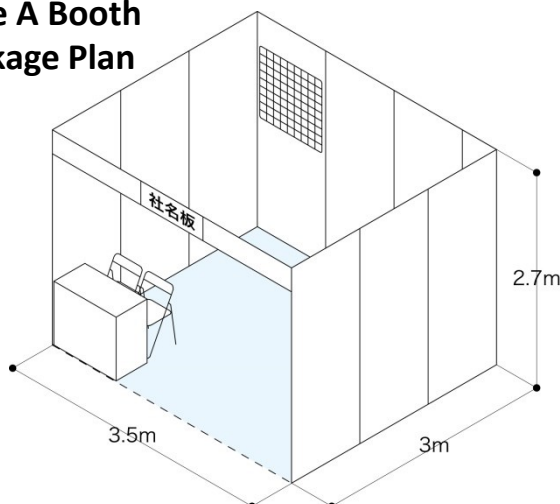
Type A Booth



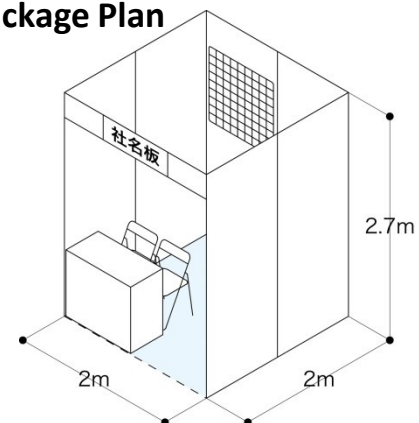
Type B Booth



**Type A Booth
Package Plan**



**Type B Booth
Package Plan**



Types of Exhibit and Exhibition Fee

Type A Booth

¥418,000

- W3.5m × D3.0m × H2.7m
- Three-sided walls (system panels) partitions booths off from neighboring booths.
- Two-sided walls are used for corner booths.

Type A Booth Package Plan

¥572,000

- Package Plan includes power supplies and exhibition equipment in sets.
 - Parapet system parts
 - Punch Carpet color choice is available (red, blue, green)
 - Company Name Board Cutting Sheet, unified letter font
 - Fluorescent light (LED) 21W, 2 lights
 - Spot Light (LED) 16W, 5 lights
 - Electrical Outlet 100V/500W 2 prong receptacle
 - Trunk-Line Electrical Work 1KW limit
 - Reception counter 1 (W900mm X D450mm X H800mm)
 - Folding chairs 2
 - Trash Can 1
 - Visiting Card Tray 1
 - Catalog Stand 1
 - Display Net with hooks 1 (10 hooks)

Type B Booth

¥187,000

- W2.0m × D2.0m × H2.7m
- Three-sided walls (system panels) partitions booths off from neighboring booths.
- Two-sided walls are used for corner booths.

Type B Booth Package Plan

¥308,000

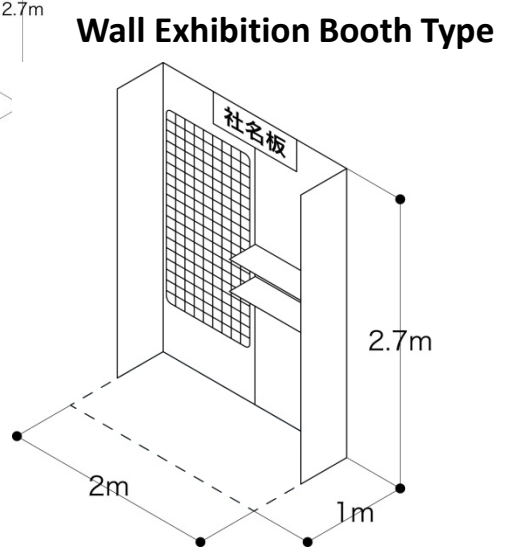
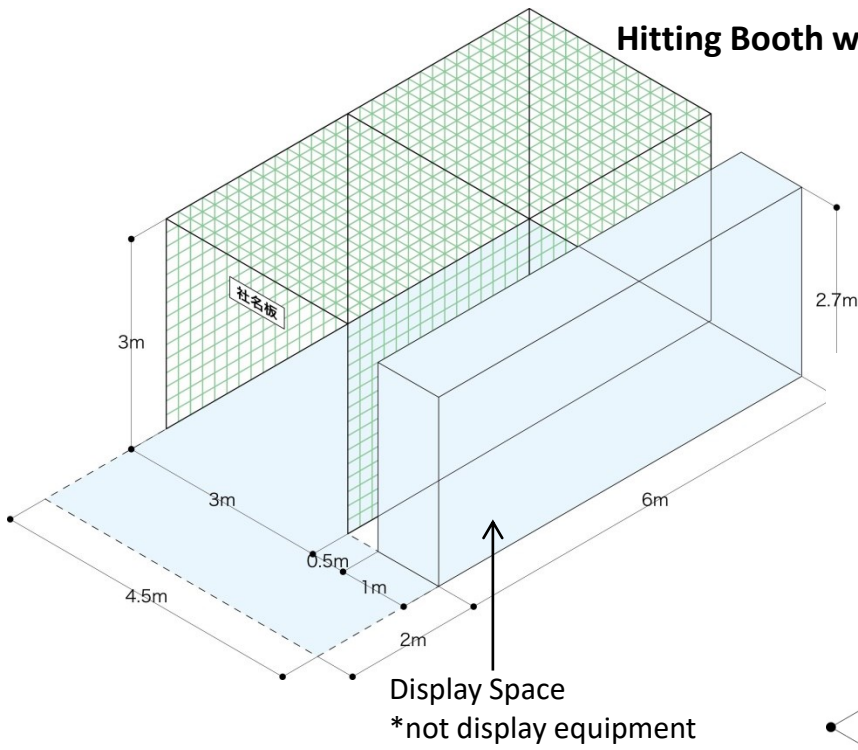
- Package Plan includes power supplies and exhibition equipment in sets.
 - Parapet system parts
 - Punch Carpet color choice is available (red, blue, green)
 - Company Name Board Cutting Sheet, unified letter font
 - Fluorescent light (LED) 21W, 1 lights
 - Spot Light (LED) 16W, 2 lights
 - Electrical Outlet 100V/500W 2 prong receptacle
 - Trunk-Line Electrical Work 1KW limit
 - Reception counter 1 (W900mm X D450mm X H800mm)
 - Folding chairs 2
 - Trash Can 1
 - Visiting Card Tray 1
 - Catalog Stand 1
 - Display Net with hooks 1 (10 hooks)

Types of Exhibit and Exhibition Fee

Hitting Booth with Display Space	¥528,000
<ul style="list-style-type: none"> ● Hitting booths include a 6 square-meter display space ● Display Space Size: W6.0m × D1.0m × H2.7m ● Hitting Booth Size : W3.0m × D6.0m × H3.0m 	

Hitting Booth with Display Space Package Plan	¥551,000
<ul style="list-style-type: none"> ● Package Plan includes power supplies and exhibition equipment in sets. <ul style="list-style-type: none"> ▪ Electrical Outlet 100V/500W 2 prong receptacle ▪ Trunk-Line Electrical Work 1KW limit ▪ Reception counter 1 (W900mm X D450mm X H800mm) ▪ Folding chairs 2 	

Wall Exhibition Booth Type	¥143,000
<ul style="list-style-type: none"> ● W2.0m × D1.0m × H2.7m ● This booth type includes power supplies and exhibition equipment in sets. <ul style="list-style-type: none"> ▪ Side walls 2 (Depth 495mm) ▪ Display Net with hooks 1 (10 hooks) ▪ Display Shelves 2 ▪ Spot Light (LED) 16W, 2 lights ▪ Electrical Outlet 100V/1KW 2 prong receptacle 	



Optional Facilities and Usage Fee

Hitting Booth Cage Type	¥220,000
<ul style="list-style-type: none">● Hitting Booth Size : W3.0m × D8.0m × H3.0m● Limited to Type A booth exhibitors	
Hitting Booth Open Type	¥308,000
<ul style="list-style-type: none">● Hitting Booth Size : W2.7m × D18.0m × H6.0m● Limited to type A booth exhibitors operating four or more booths	
Rental Space (L) 22.5m²	¥220,000
<ul style="list-style-type: none">● Limited to type A booth exhibitors operating four or more booths● Located inside the exhibition hall	
Rental Space (S) 14m²	¥110,000
<ul style="list-style-type: none">● Limited to type A booth exhibitors● Located inside the exhibition hall	

Inquiries

Japan Golf Fair Operational Secretariat
Email : exhibitor@japangolffair.com