



61st JAPAN GOLF FAIR 2027

GUIDANCE

March 5 (Fri.), 6 (Sat.), 7 (Sun.), 2027

PACIFICO YOKOHAMA Exhibition Hall

Please be sure to review the 'Exhibitor Manual'

Exhibitor Application Period

13th Oct. 2026 – 13th Nov. 2026

www.japangolffair.com/en



Japan Golf Goods Association
<http://www.jgga.or.jp>

About JAPAN GOLF FAIR (JGF)

Discover Everything About the Golf Market in Japan

The Japan Golf Fair is Japan's leading comprehensive golf fair with a history of 60 years. Over 200 companies operate booths during every fair, and the number of visitors to the site exceeds 60,000.

This event offers an excellent 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

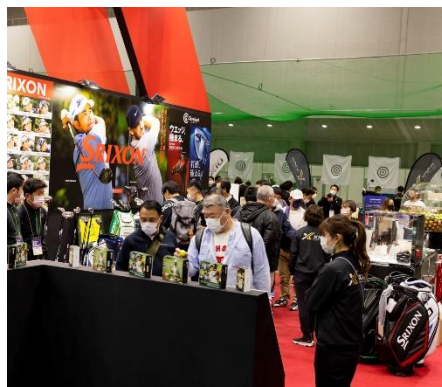
- Develop sales agencies
- Build client networks
- Introduce new products and services to golfers
- Strengthen brand image
- Attract Japanese golfers (golf courses, tourists)
- Exchange information and negotiate with other exhibiting companies
- Conduct market research on Japanese golfers



Japan Golf Fair2027 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

JGF2027 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: 61st Japan Golf Fair 2027
- Dates: 5(Fri.) 6(Sat.) 7(Sun.) March 2027
- 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: **Friday and Saturday:** Pre-sell: ¥1,500; Same-day ticket: ¥2,000
Sunday: Pre-sell: ¥1,000; Same-day ticket: ¥1,500
- Expected visitors: 70,000
- Planning: Japan Golf Goods Association
Fair Committee /Japan Golf Fair 2027 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

October 13th (Tue.) 2026 10:00 a.m.~

Exhibition Application starts

* Invoice will be issued via e-mail within 5 working office day from JGF Operational Secretariat.

~ November 13th (Fri.)2026

The final deadline of Exhibition Applications

~December 18th (Fri.)2026

The due date of Exhibition Fee payment

1) Download the “Exhibit application form” from the download page of the JGF official website.

2) Fill in 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) Application acceptance will close either at the end of the official application period (11/13) or when the full capacity is reached, **whichever comes first**.

5) The organizers will make the determination based on past performance and other relevant factors. A notification of confirmed application, with an INVOICE attached, will be sent out to all successful applicants at once.

6) The application will be formally confirmed only once payment has been verified in accordance with the INVOICE.

* Please, note that it may take a few days after sending the Exhibit application form.

7) Transfer the fee 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.

6) If a bank transfer is difficult, credit card payment is also available. If you wish to pay by credit card, please contact the Japan Golf Fair Operational Secretariat.

7) **The exhibition will be confirmed once payment has been settled.**

Exhibitor Fees

Payment by Bank Transfer

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.

Exhibitors are responsible for any bank transfer charges.

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

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

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

Payment by Credit Card

If you wish to pay by credit card, please contact the Japan Golf Fair Operational Secretariat.

Exhibition Contract of completion

- 1) The exhibition contract will be finalized once the exhibition fee has been paid to the organizer, assuming both Exhibitors and their outsourced companies have acknowledged all the provisions stated in this "JGF2027 Guidance"

Cancellation, Suspension or Change of Exhibition

- 1) In the following cases, if the organizer determines that it is impossible or extremely difficult to hold or continue the exhibition, the event may be canceled, interrupted, shortened, or rescheduled to another date or venue:
 - When the organizer determines it is extremely difficult to hold the event due to a request or order for cancellation by the government, administrative authorities, or public institutions.
 - When the event cannot be held due to natural disasters such as typhoons, heavy rains, storms, floods, earthquakes, infectious diseases, terrorism, force majeure, etc., or when the organizer otherwise determines it is extremely difficult to hold the event.
- 2) Under such circumstances, the applicant may not claim any damages resulting from the decisions described in (1) against the organizer. Furthermore, the organizer shall not be liable for any damages, additional costs, or other disadvantages that may arise for exhibitors.
- 3) If the entire event schedule is canceled due to force majeure prior to the event, the paid exhibition and sponsorship fees will be refunded after deducting reasonable expenses incurred up to that point.
- 4) If the date or duration of the exhibition is shortened due to force majeure occurring during the event, booth fees will not be refunded.

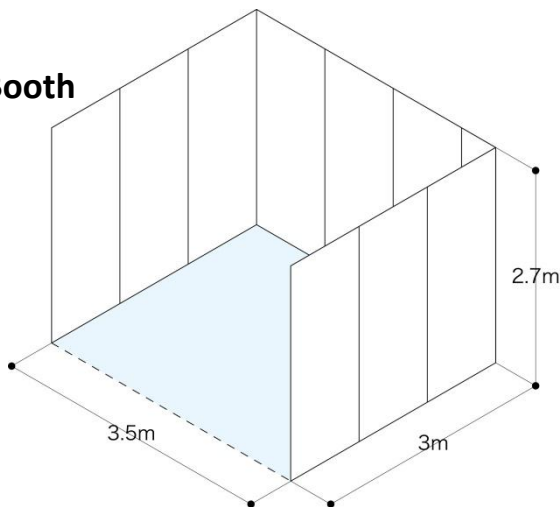
Inquiries

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

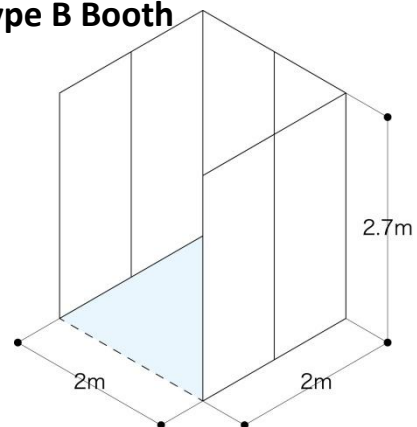
Exhibition Regulations of JGF2027

- 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.
- Basic power is provided in the booth.
 - Trunk-Line Electrical Work - 1KW limit
 - Electrical Outlet - 100V/500W, 2 prong receptacle
- 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.
 - ✖ In the case of exhibiting multiple booths, it is not possible to apply the package plan to only some of them.
- Contact the JGF Operational Secretariat by e-mail for details on exhibition regulations.

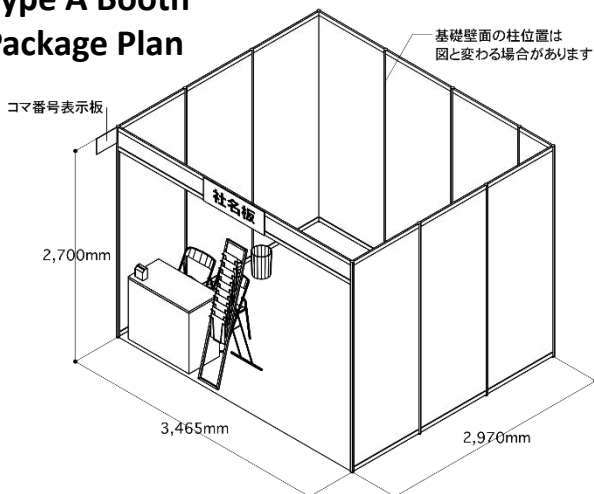
Type A Booth



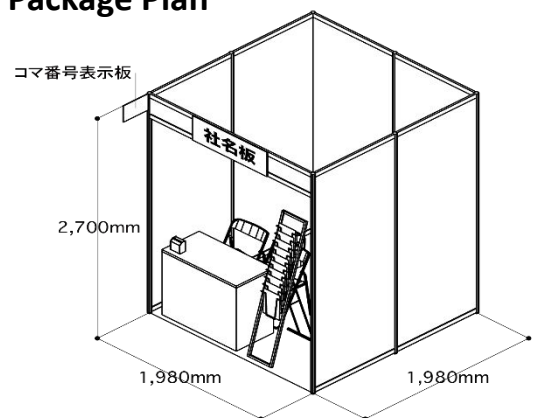
Type B Booth



Type A Booth
Package Plan



Type B Booth
Package Plan



Types of Exhibit and Exhibition Fee

Type A Booth

¥506,000

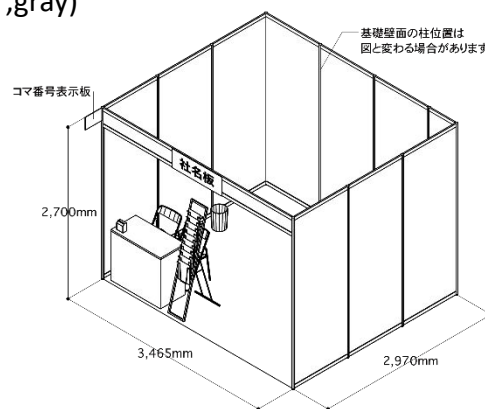
- W3.5m × D3.0m × H2.7m
- Three-sided walls (system panels) partitions booths off from neighboring booths.
- Two-sided walls are used for corner booths.
- Trunk-Line Electrical Work 1KW limit
- Electrical Outlet 100V/500W 2 prong receptacle

Type A Booth Package Plan

¥627,000

- Package Plan includes power supplies and exhibition equipment in sets.

- Parapet system parts
- Punch Carpet color choice is available (red, blue, green, gray)
- Company Name Board Cutting Sheet, unified letter font
- Fluorescent light (LED) 21W, 2 lights
- Spot Light (LED) 16W, 5 lights
- Trunk-Line Electrical Work 1KW limit
- Electrical Outlet 100V/500W 2 prong receptacle
- Reception counter 1 (W900mm X D450mm X H800mm)
- Folding chairs 2
- Trash Can 1
- Visiting Card Tray 1
- Catalog Stand 1

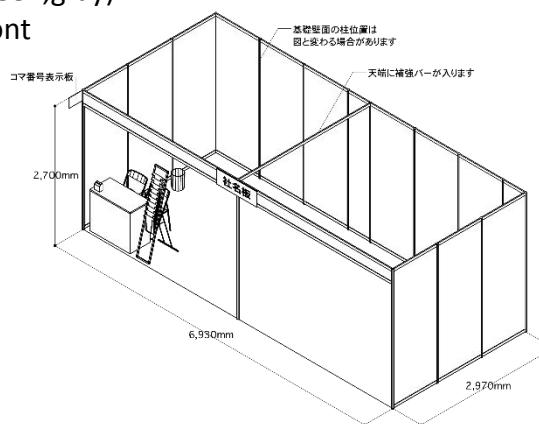


Type A Booth Package Plan (2Booths)

¥1,199,000

- Package Plan includes power supplies and exhibition equipment in sets.

- Parapet system parts
- Punch Carpet color choice is available (red, blue, green, gray)
- Company Name Board Cutting Sheet, unified letter font
- Fluorescent light (LED) 21W, 4 lights
- Spot Light (LED) 16W, 8 lights
- Trunk-Line Electrical Work 2KW limit
- Electrical Outlet 100V/500W 2 prong receptacle 2Locations
- Reception counter 1 (W900mm X D450mm X H800mm)
- Folding chairs 2
- Trash Can 1
- Visiting Card Tray 1
- Catalog Stand 1



Types of Exhibit and Exhibition Fee

Type B Booth

¥242,000

Maximum 5 booths per exhibitor

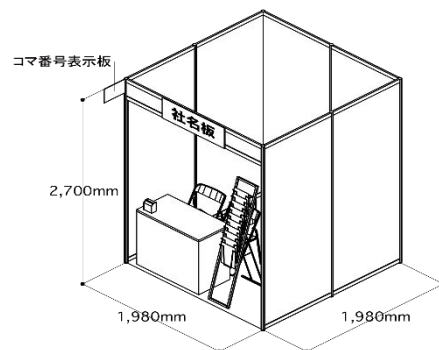
- W2.0m × D2.0m × H2.7m
- Three-sided walls (system panels) partitions booths off from neighboring booths.
- Two-sided walls are used for corner booths.
- Trunk-Line Electrical Work 1KW limit
- Electrical Outlet 100V/500W 2 prong receptacle

Type B Booth Package Plan

¥330,000

Package Plan includes power supplies and exhibition equipment in sets.

- Parapet system parts
- Punch Carpet color choice is available (red, blue, green, gray)
- Company Name Board Cutting Sheet, unified letter font
- Fluorescent light (LED) 21W, 1 lights
- Spot Light (LED) 16W, 2 lights
- Trunk-Line Electrical Work 1KW limit
- Electrical Outlet 100V/500W 2 prong receptacle
- Reception counter 1 (W900mm X D450mm X H800mm)
- Folding chairs 2
- Trash Can 1
- Visiting Card Tray 1
- Catalog Stand 1



Type B Booth Package Plan (2Booths)

¥594,000

Package Plan includes power supplies and exhibition equipment in sets.

- Parapet system parts
- Punch Carpet color choice is available (red, blue, green, gray)
- Company Name Board Cutting Sheet, unified letter font
- Fluorescent light (LED) 21W, 2 lights
- Spot Light (LED) 16W, 4 lights
- Trunk-Line Electrical Work 1KW limit
- Electrical Outlet 100V/500W 2 prong receptacle
2Locations
- Reception counter 1 (W900mm X D450mm X H800mm)
- Folding chairs 2
- Trash Can 1
- Visiting Card Tray 1
- Catalog Stand 1

