

NEW ENERGY TOKYO

2025.2.14 (Fri).15 (Sat).16 (Sun)

Yoyogi National Stadium 1st Gymnasium

Application Guidelines Ver. 2.0

Phase 1: May 15 (Wed) - August 30 (Fri), 2024
***NEXT area Reception period : June 10 (Mon) - July 31 (Wed.)**

Inquiry about exhibiting
Blue Marble / NEW ENERGY
event@bluemarble.ooo

Blue Marble



CREATION FESTIVAL NEW ENERGY TOKYO

ABOUT US

Creation Festival 「NEW ENERGY」

What is created here is new energy with creation at its core. It is said that civilization began when mankind acquired "fire. Since then, people have created and obtained various kinds of ENERGY for a better life. And now, as we are concerned about the future of the earth, we have returned to the starting point of "human abundance" and named the energy driven by the heart "NEWENERGY".

We will create a high-quality platform where creators with diverse values and creativity x next-generation leaders and highly sensitive users with curiosity and the ability to discern the essence cross paths and empathize with each other to create "what's next". We will provide a place where people who gather here can share in new values and lifestyles through the experience of each content, and where they will have the opportunity to think together about the future a little further into the future.



OUR MISSION

Enriching People through Creation

In considering the future of society, we do not live in an age where we think that because we did this yesterday, we will do this tomorrow, but rather we live in an age where we have a picture of what the future should look like, and therefore we should do this tomorrow. The concept of design and art has hints and energy for the future, and I hope that we can cast a wide net with the concept of "ALTERNATIVE" to create a new consumer market, bring more creativity from around the world to Japan, and propose a new and enriching lifestyle space. We believe that reawakening the creativity latent in the hearts and minds of many Japanese people will lead to the revitalization of Japan. We strongly believe that it is important and urgent to publicize to the world that Japan is a country of high creativity and to establish Japan's position in the world.

We believe that "Creation enriches people."


There is more than one answer.

There are infinite.

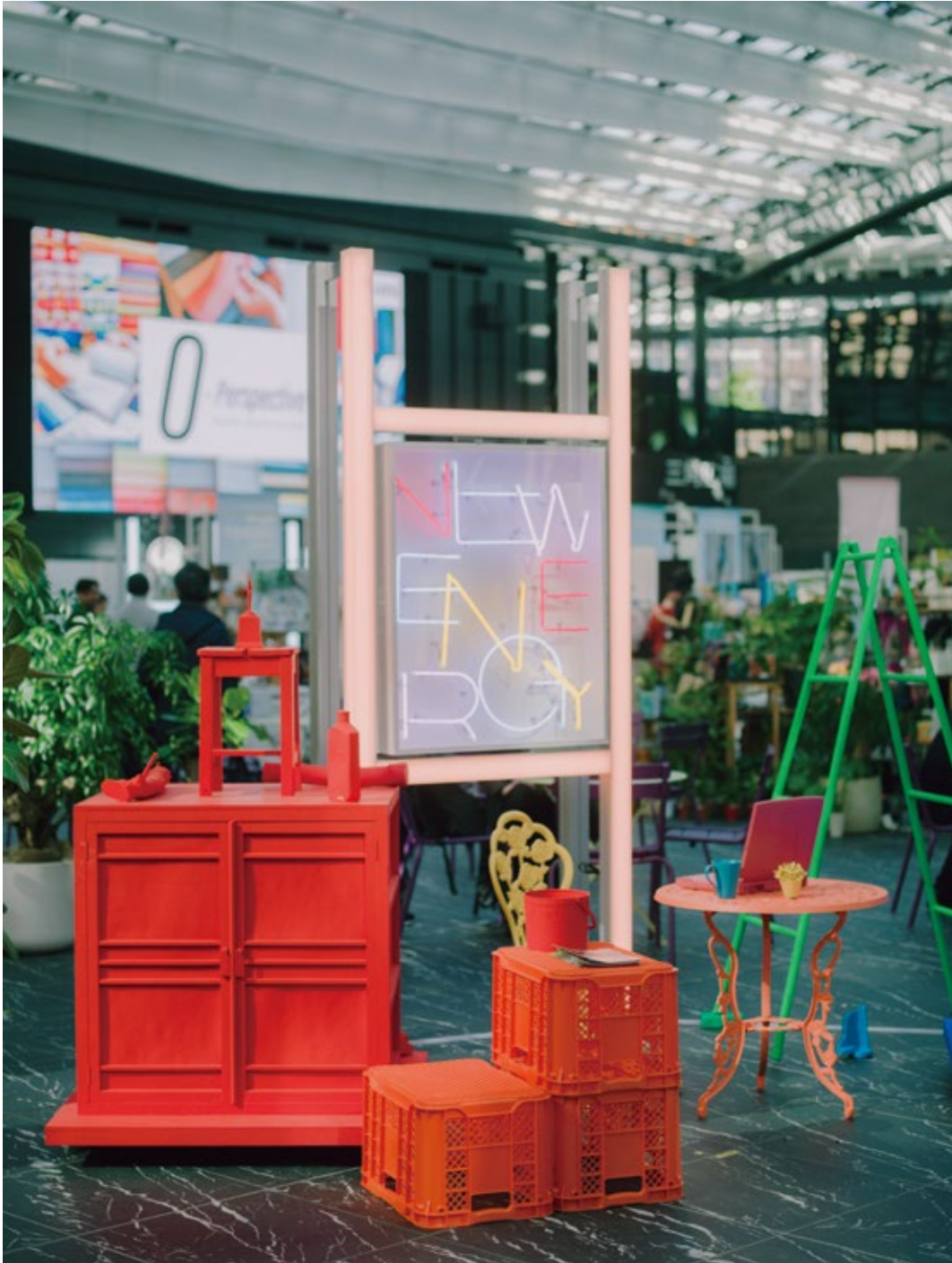
Creation is the power of life.

OUR HISTORY

We have been running joint exhibitions in the cultural and artistic fields for about 20 years.

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- 2000 Start of "rooms" with 12 brands in the showroom
 - 2002 Held at Tokyo Tower 1F Amusement Hall
 - 2004 Moved to Yoyogi National Stadium 1st Gymnasium and expanded the scale of the event
 - 2009 Received SENKEN Award
 - 2011 Awarded the 29th Mainichi Fashion Grand Prix, Amiko Kujiraoka Award
 - 2012 Launch of "rooms Local Products" to revitalize local industry.
 - 2013 Launched "rooms Ethical" with the theme of sustainable and ethical consumption.
 - 2018 Began attracting visitors from the general public
 - 2020 20th Anniversary
 - 2021 rooms Regional events will start (the first event will be held in Osaka in July)
 - 2022 Independently launched "Blue Marble" and held a new event "NEW ENERGY ZERO" in February.
 - 2024 5th NEW ENERGY held at Shinjuku Sumitomo Building Triangle Plaza
 - 2025 On the occasion of the 3rd anniversary, the venue was moved to Yoyogi Stadium 1st Gymnasium.

From all genres Over the past 20 years, more than 10,000 creators have participated in the event. In total, 500,000 people have visited.



OUTLINE

TITLE : NEW ENERGY TOKYO

DATE : February 14 (Fri), 15 (Sat), 16 (Sun), 2025

Held for 3 days	Feb.14(Fri)	11:00-20:00	PREVIEW DAY
	Feb.15(Sat)	11:00-20:00	
	Feb.16(Sun)	11:00-17:00	

*Feb. 14 (Fri) is a preview day for business and media professionals representatives.

General visitors will not be admitted.

VENUE : Yoyogi National Stadium 1st Gymnasium

BRANDS : 400 pairs (planned)

VISITORS : 15,000 (planned)

ENTRANCE : Free

MANAGEMENT : NEW ENERGY executive committee

ORGANIZING : Blue Marble *p30 reference

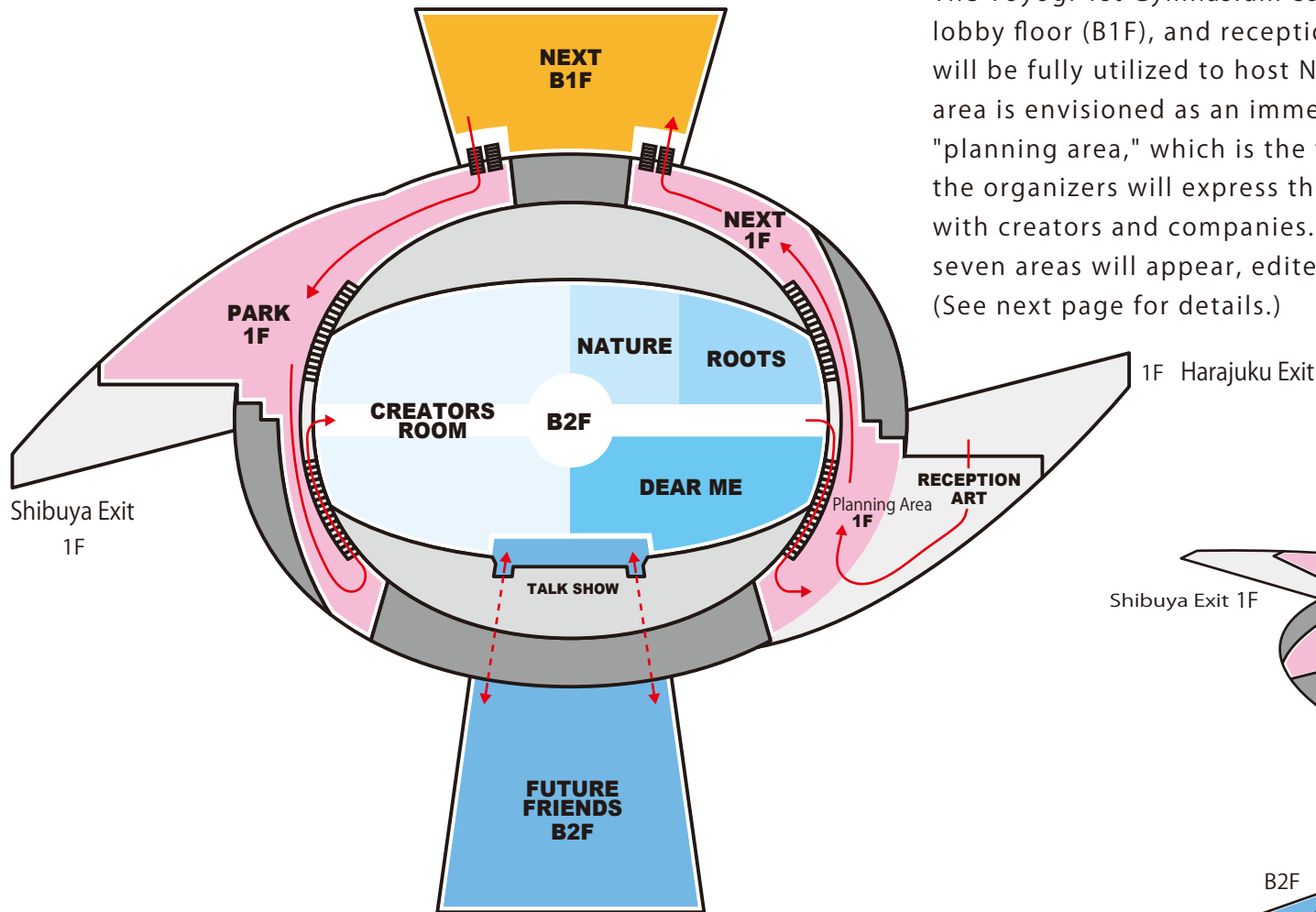
VENUE

NEW ENERGY, which will celebrate its 3rd anniversary in February 2025, will be held at Yoyogi National Stadium 1st Gymnasium.

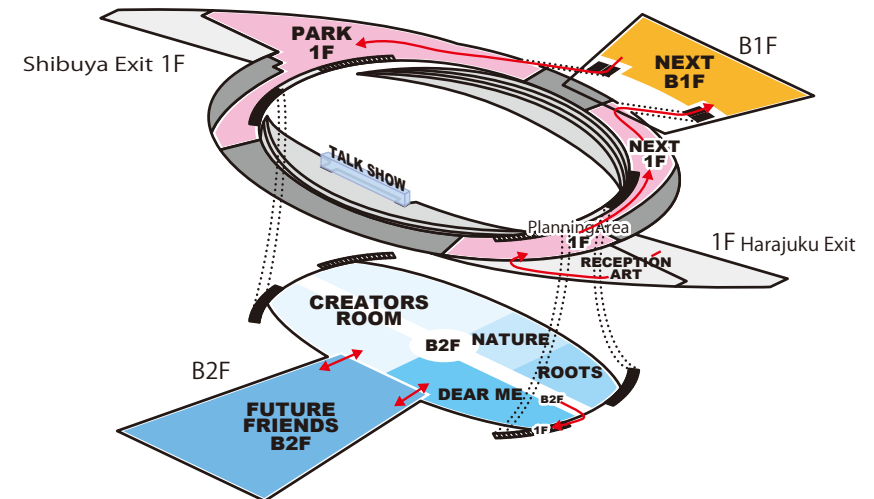
The Yoyogi Stadium is the masterpiece of architect Kenzo Tange and is highly valued as a postwar modernist building. It is a building in which leading craftsmen and creators of the time gathered to create an unprecedented fusion of technology, technique, design, and function at an extremely high level, and is also an important cultural asset of Japan. The Yoyogi stadium is one of Japan's representative works of art, and will be used in its entirety to create an overwhelming sense of scale.



VENUE STRUCTURE



The Yoyogi 1st Gymnasium consists of three floors: the arena floor (B2F), lobby floor (B1F), and reception floor (1F). Every inch of these three floors will be fully utilized to host NEW ENERGY TOKYO. The visitor reception area is envisioned as an immersive space integrated with the art. In the "planning area," which is the first area to appear after the reception desk, the organizers will express the theme they most want to convey, together with creators and companies. After passing through the planning area, seven areas will appear, edited according to various themes. (See next page for details.)



*Planning Area: The theme for this year's event is envisioned as "Circulation."

After exiting the planning area, seven areas edited according to diverse themes will appear. (See next page for details.)

*The red lines (arrows) indicate the order recommended by the organizer, but visitors can basically take any course they like.

*The venue configuration is subject to change.

EXHIBIT CATEGORY

It will consist of seven areas that have been edited based on various themes, imagining a "slightly better future".

While maintaining a sense of unity as NEW ENERGY, each area will be an individual space with a strong message.

The thematic nature of each area will provide "information transmission," "information gathering and updating," "connection," and "co-creation" with a high degree of purity.



CREATORS ROOM / B2F

The main area of NEW ENERGY. Focusing on fashion, lifestyle products, design goods, and art, this area gathers products of high design quality regardless of category.



NATURE / B2F

This area proposes new creativity brought about by technology and a vision of the future of people's activities and society. Projects and products that fuse science and art will be gathered.



ROOTS / B2F

Vintage, folk art, ethnic, crafts, and other products that combine craftsmanship and aesthetics will be gathered. An "Archive Exhibition" will also be held to display and sell the archives of creators.



DEAR ME / B2F

An area for wellness, wellbeing, mindfulness, beauty, femtec, spirituality, etc., to live a beautiful and healthy life while taking care of the five senses (+ sixth sense).



FUTURE FRIENDS / B2F

An area focused on students and schools. Ideas and creations in the rough that will create the future will gather in one place. Industry, academia, and government collaborate to nurture the next generation.



PARK / 1F

An area integrated with the outdoors. A place for relaxation where high-quality and fun creations and projects such as workshops, FOOD, outdoors, greenery, flowers, kids, cafes, etc. are gathered.



NEXT / B1F-1F

We are looking for new talents and next generation creators who are aiming for the world. No item is required. Limited to 30.

Please refer to P21 for details of the exhibition plan. pairs.

*Area names are subject to change.

EXHIBITORS

Sustainable + Creation

The event will bring together brands, companies, services, and people who propose beautiful creations and sustainable and affluent lifestyles, focusing on fashion, lifestyle, food, community, beauty, crafts, art, performance, etc., while staying close to the changing environment and diversifying needs.



NEW ENERGY FEATURES

Four major features unique to New Energies, with exhibition, market, and media functions.

Exhibitor support package

(1) Exhibitor Support Package

A variety of services and functions have been established to support exhibitors' businesses.

All exhibitors are welcome to use these services free of charge.

**Please see p.11 for details on the Exhibitor Support Package.*

FRAU 装苑
ONBEAT

*February 2024 Exhibition Results

(3) Media tie-up

We have tie-ups with a variety of industry-leading media outlets, and we are developing appealing plans that are linked to magazines and websites, as well as awards that are selected from exhibitors.

NEWSEUM
SHOP
ニューゼウム

(2) Provide Sales channels

NEW ENERGY will provide sales channels for exhibitors to expand their sales channels, including the NEWSEUM SHOP online store operated by NEW ENERGY and POP-UP spaces in Tokyo.

**Specific handling standards will apply to each store.*



(4) Quality visitors (Business + General)

Visitors come from a wide range of industries over the three days, including retail buyers, developers, urban developers, trading companies, design firms, hotels, ventures, and investors. Due to its location, the event also attracts a large number of inbound visitors.

EXHIBIT SUPPORT PACKAGE

The exhibition fee includes the following services.

(1) Product sales (immediate sales) function



The exhibition allows visitors to sell products at the venue, which is not possible at conventional exhibitions. More than half of the visitors to the exhibition shop at the venue. Sales from product sales may be able to make up for the exhibition fee.

(2) Business Matching (planned)



① BUSINESS MATCHING: APPOINTMENTS WITH BUYERS CAN BE MADE IN ADVANCE.

During the exhibition, business meetings with influential buyers who have been matched in advance are possible.

② MATCHMAKING FUNCTION BY THE ORGANIZER (MATCHING EXHIBITORS WITH EACH OTHER)

New encounters with communities with which you normally have no contact may lead to collaborations that transcend genres.

(3) NEW ENERGY ACADEMY



We will provide opportunities to update your knowledge and learn from you. We will capture and support the key points needed to do business.

① FREE INDIVIDUAL CONSULTATION

NEW ENERGY staff will provide you with know-how on PR, sales, customer service, booth construction, etc. to enhance the effectiveness of your exhibit. Please feel free to consult with us.

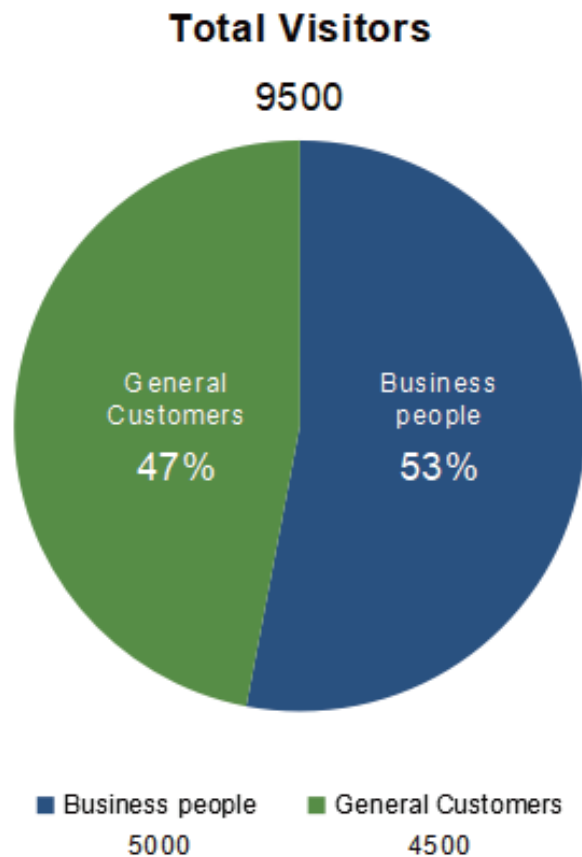
② FREE ONLINE SEMINARS FOR EXHIBITORS, INVITING OUTSIDE EXPERTS AND GUESTS WHO ARE ACTIVE ON THE FRONT LINES TO SHARE THEIR KNOWLEDGE AND EXPERIENCE

A total of 3-4 seminars will be held before the show in February, covering topics such as brand management, how to appeal to target markets, and product promotion methods.

They will stimulate sensitivity and curiosity, as well as provide concrete strategies and real practical skills.

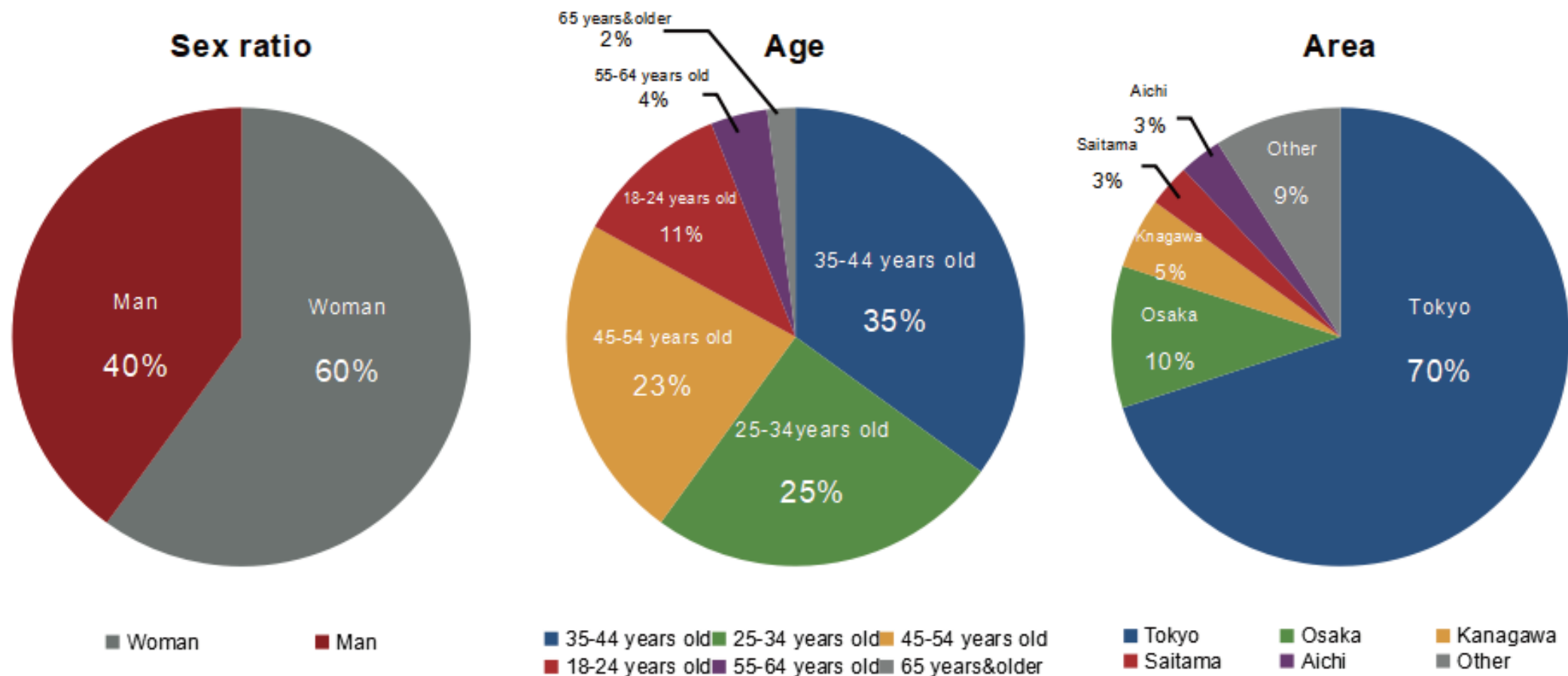
VISITORS / Visitor Achievements (Feb.2024 Exhibition)

The February 2024 exhibition was held on February 15 (Thu), 16 (Fri), 17 (Sat), and 18 (Sun) at the Shinjuku Sumitomo Building Triangle Plaza.



VISITORS / Visitor Achievements (Feb.2024 Exhibition)

Attributes of all visitors (male/female ratio, area, age)



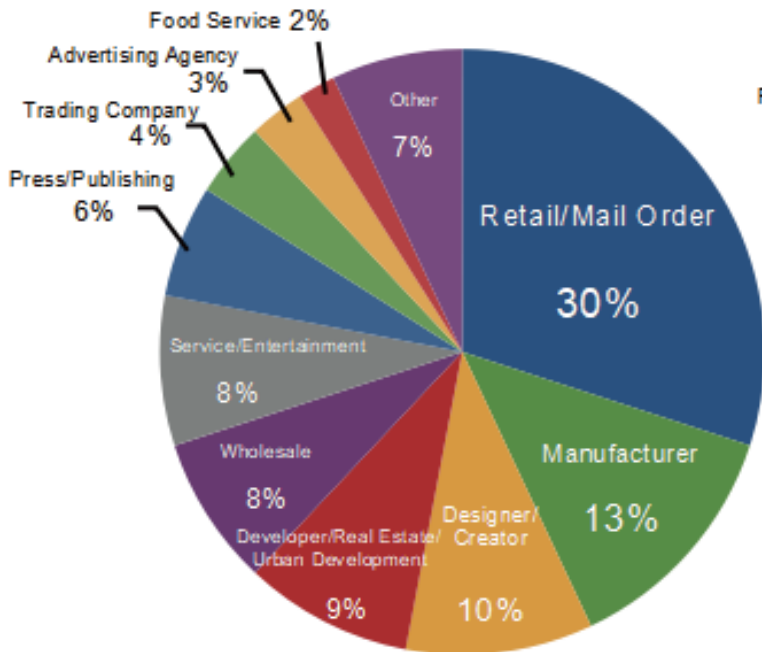
*High school students and younger are not counted.

*Inbound visitors are expected to increase significantly in 2025 because the venue will be Yoyogi Daiichi Gymnasium.

VISITORS / Visitor Achievements (Feb.2024 Exhibition)

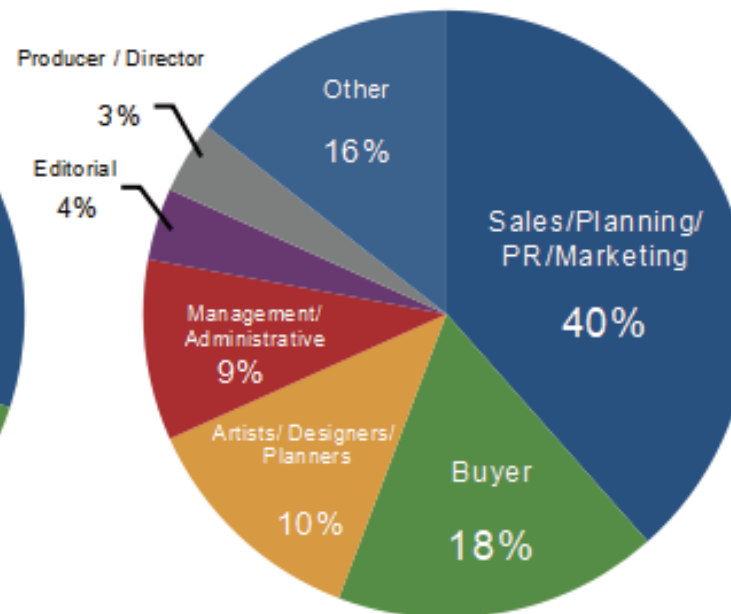
Attributes of business associates (industry, type of work, purpose of visit)

Type of business



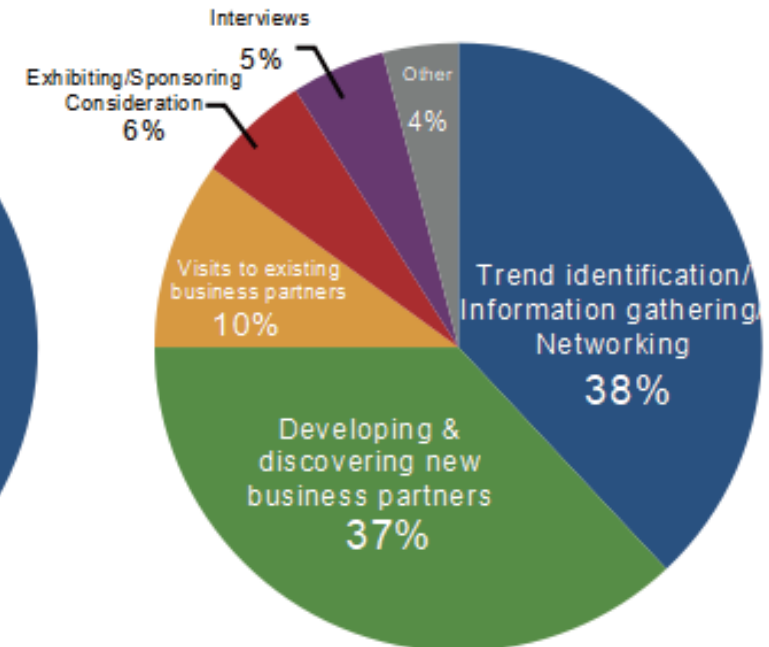
- Retail/Mail Order
- Manufacturer
- Designer/Creator
- Developer/Real Estate/Urban Development
- Wholesale
- Service/Entertainment
- Press/Publishing
- Trading Company
- Advertising Agency
- Food Service
- Other

Type of occupation



- Sales/Planning/PR/Marketing
- Buyer
- Artists/Designers/Planners
- Management/Administrative
- Editorial
- Producer/Director
- Other

Purpose of Visit



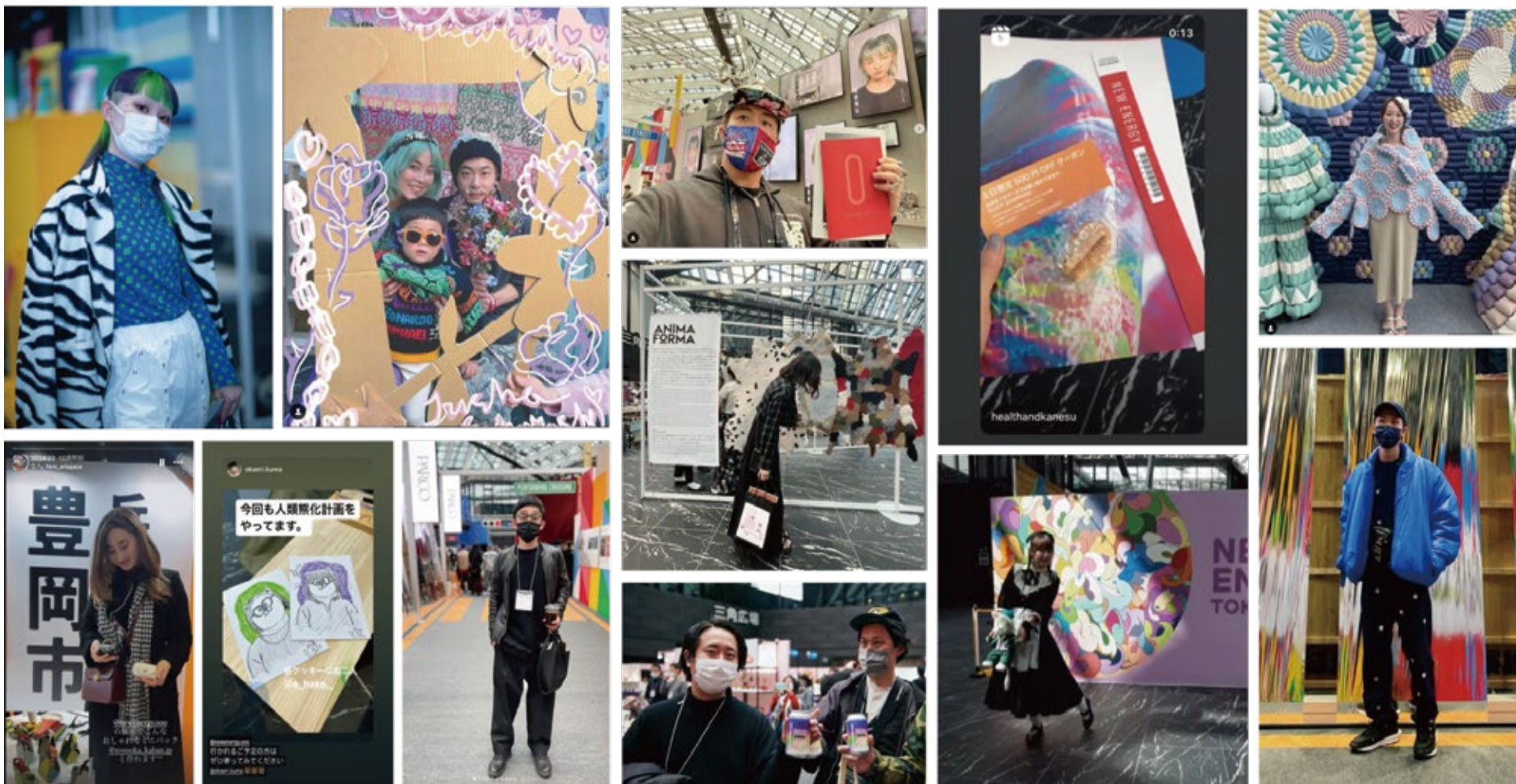
- Trend identification/ information gathering/ networking
- Developing & discovering new business partners
- Visits to existing business partners

VISITORS / Visitor Achievements (Feb.2024 Exhibition)

General Customer Attributes

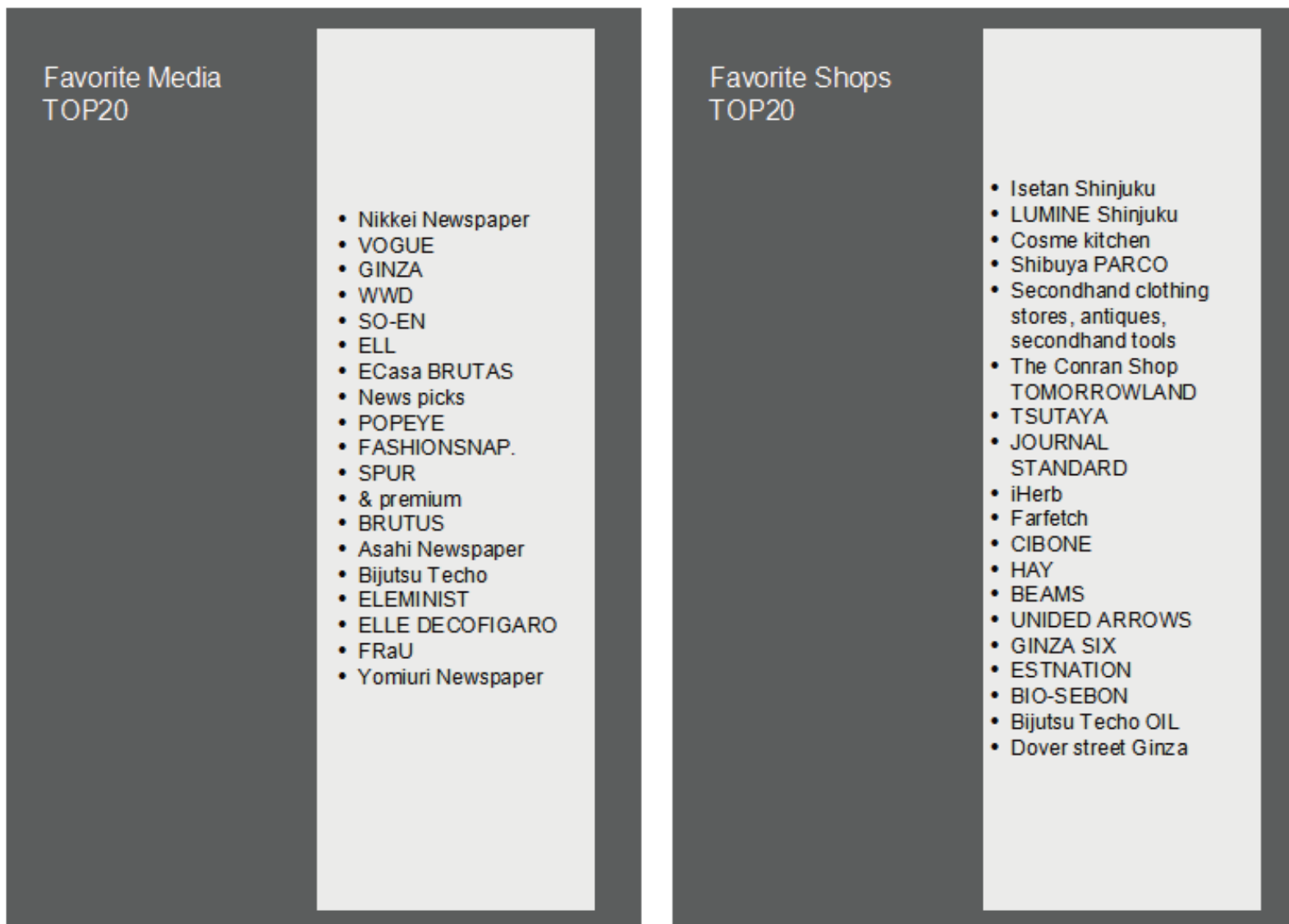
Men and women in their 20s to 40s who are highly influential both domestically and internationally and can expect secondary dissemination (SNS, word of mouth)

More than 80% of the respondents are men and women in their 20s to 40s who are highly interested in all aspects of culture, including fashion, art, food, interior design, and music, and who have the ability to communicate on SNS.



VISITORS / Visitor Achievements (Feb.2024 Exhibition)

General Customer Attributes



*Data was extracted from a questionnaire survey of registered visitors to NEW ENERGY TOKYO.

EXHIBITORS / Exhibitors' Comments

- It was a good experience for us to participate in the exhibition. I was also able to have opportunities for actual business meetings later on.
- I think the exhibition was stimulating in many ways, such as how to promote and showcase our products.
- It was a valuable opportunity for us to hear from end-users as well as for us to provide them with information.
- We had the largest number of visitors and purchases from general customers who saw our products on SNS.
- We were able to see cultures and companies that we don't usually come into contact with, and people who share our passion for creation gathered together, and from there, new connections were made and new products were born.
I learned a lot from the organizers and exhibitors.
- I learned a lot about how to connect with people and how to present my products at the exhibition. The remaining one company was also able to sell their products at the venue, and we were able to leave behind some positive results.
- It was our first time to exhibit, but I think it was a great advantage to be able to connect with people from various genres. I thought it was wonderful that there was an entertainment element.
- The quality of the visitors was very high. All of them listened to what we had to say, and we had fruitful conversations.
- We have received many inquiries about our products. We are a brand that is just starting out, but there are many possibilities for us, and we are looking forward to the future management of the brand.
- We have been exhibiting at events specialized in cosmetics for influencers every year, so we were very happy to be able to interact with people from different genres.
- The world view of the venue was very nice, and it was an exciting event not only for customers, media, and buyers, but also for exhibitors.
- It was the first time for us to hear the reactions of the general public, so it was very informative.
- Unlike other events, I thought it was an environment where exhibitors could easily exchange information with each other and make new horizontal connections.
- Our company is mainly engaged in ethical and sustainable business, and there were many people who are highly interested in this area, so we felt that we were provided with a good opportunity to interact with them.

*Data was extracted based on the registration questionnaire for the NEW ENERGY TOKYO to be held in 2023.

VISITORS / Visitor Achievements (Feb.2024 Exhibition)

Retail

Actus, ASICS, Asplund, Adaglia, H.P. France, ASH Concept, Abahouse International, Ambillion, Ikspiari, Improve, Welcome, Eshikaruya, Estnation, Onward Kashiya, Culture Convenience Club Kruska, Creditz, Cohen, Corazon, Conran Shoop Japan, Joics Corporation, Sukima Department Store, Star Store, Styling Life Holdings, Styleforce, Sempre Design, Sogo & Seibu, Tomorrowland, Neal's Yard Remedies, New Jewelry, Noru Corporation, Park Corporation, Patagonia Japan, Pal System Consumers Cooperative Union, Bigi, Beams, Bic Camera, Far East Company, Bay Cruise, Mag Style, Matsuo International, mash beauty lab, mash holdings, united arrows, unimatrix, loft, work together rock together, weiss weiss, wacoal art center, one o, ito-ya, marui, maruhiro department store, ginza maggy, takashimaya, hankyu hanshin department store, isetan mitsukoshi, Sanyo Shokai, My Room Living, Odakyu Department Store, Matsuya Ginza, Seihin Seikatsu Japan, Murakami Art, Daimaru Matsuzakaya Department Store, Tokyu Hands, Tokyu Department Store, Yurindo, Ryohin Keikaku, Look, AKOMEYA TOKYO, BRUNO, caramo, DESIGN WORKS 1965 TOKYO, goen, JR West Japan Fashion Goods, JR East Cross Station, Sato-S2, SHIPS, TSI Holdings, etc.

Developer/Urban Development

AEON MALL, NTT Urban Development, Sunshine City, SHIBUYA109 Entertainment, JR East Commercial Development, Sumitomo Real Estate, New Urban Life Institute, Tokyu, Toshin Development, Tokyo Tatemono, Nomura Real Estate Development, Parco, Hankyu Hanshin Building Management, Mitsui Fudosan, Mitsubishi Corporation Urban Development, Mitsubishi Estate,

Other companies from a wide range of industries

BE AT TOKYO, CCC Media House, GMO Pepabo, INFAS Publications, J-WAVE, JVC Kenwood Victor Entertainment, TRUNK, Aman Tokyo, Amuse, Ethical Promotion Council, Oisix La Daichi, Google, Crontip, Children's Medical Center, Condé Nast Japan, Savana Consulting, Jack of All Trades, Jupiter Shop Channel, George Creative Company, Super Planning, Starbucks Coffee Japan, Seiko Epson, Sezon Museum of Contemporary Art, Tysons & Company, Towel Museum, Netflix, Nomura Duo, Hearst, Harvest Japan, Human Academy, Fuji Television Network, Pernod Ricard Japan, Magazine House, Mizuno, Light Up Shopping Club, La Calpe, Wacoal Holdings, Kao Group Customer Marketing, Hankyu Hanshin Building Management, Saitama Shimbun, Mitsubishi UFJ Research and Consulting, Shino Shimbun, Jiji Press, Shumei Natural Farming Network, Shueisha, East Japan Railway Company, Organization for Small & Medium Enterprises and Regional Innovation, Japan External Trade Organization, Hakuyosya, Minoya Other, People who live, Places to live, etc.

Trading & Advertising Agencies

ADK Marketing Solutions, MN Interfashion, S Isaacs Shokai, Etoile Kaito, Kamay Proact, Glamorize, Suntory Marketing & Commerce, Shimojima, Styrem Takisada Osaka, Darbon Organic Japan, Daiei Trading, Nomura Duo, Hakuhodo, Marugo, Mercross, Yagi, Asahi Kasei Advance, Itochu Corporation, Unin Textile, Sanei Corporation, Mitsubishi Corporation Fashion, Odakyu Agency, Dai Nippon Printing, Dentsu, Nihon Shuppan Hanbai, Hakuten, Toyotsu Fashion Express, Toyoshima, others

List of Media Coverage

@DIME, @nifty Business, All About NEWS, BEST TIMES, BIGLOBE News, CNET JAPAN, ELLE, Infoseek News, iza! News, JBpress (Japan Business Press), NewsCafe, ORICON NEWS, OSDN Magazine, PRESIDENT Online, STRAIGHT PRESS, Techable, WalkerPlus, WMR TOKYO, WWD, Urepi Research Institute, Excite News, Otakuma Keizai Shimbun, alterna, Saitama Shimbun, Shibuya Keizai Shimbun, Jordan News! Textile News, Senken Newspaper, Nico Nico News, Mapion News, Gendai Business, Sankei News, Jiji.com, Asahi Shimbun Digital Magazine & [and], Toyo Keizai Online, Yomiuri Shimbun Online, etc.

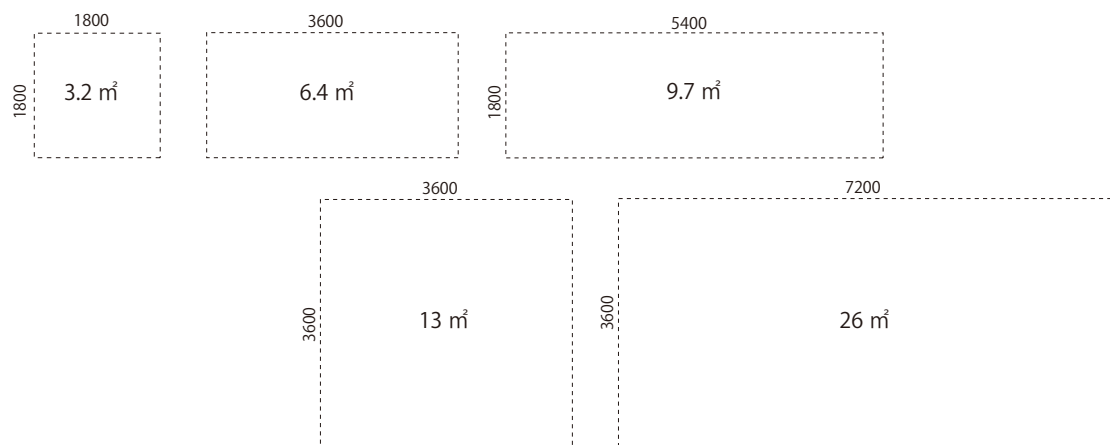
BOOTH PLAN

SPACE PLAN

Space only provided. Unique booth presentation is possible. You can bring your own fixtures, rental fixtures, booth design/construction, etc, We also offer many options such as rental fixtures, booth design/construction, etc.

Please note that some booth plans are not available in certain areas.

Squqre metre	Booth size	Height Limit	Booth Rates (tax out)	Arena (1F)	PARK (2F)	Precautions
3.2 m ²	W1800 D1800	H1600	150,000	●	●	• Wall installation is not available. If you wish to erect a wall, please apply for a woodworking booth.
6.4 m ²	W3600 D1800	H1600	300,000	●	●	• For booths less than 13 sq.m., the height limit for exhibits is H1600 (excluding mannequins/racks) *If you wish to use fixtures of H1600 or more, please contact us.
9.7 m ²	W5400 D1800	H1600	450,000	●		*If you are found at the venue without prior notification, you may be asked to remove your booth.
13 m ²	W3600 D3600	H4500	550,000	●		• For booths larger than 13 m ² , we will confirm the booth design in advance.
26 m ²	W7200 D3600	H4500	1,100,000	●		• Please design your booth in consideration of adjacent booths. • For booths of 26 m ² , there will be no adjacent booths on any of the four sides. • Booth width and depth may be subject to change. • Incidental: Booth signage and punch carpet are optional.

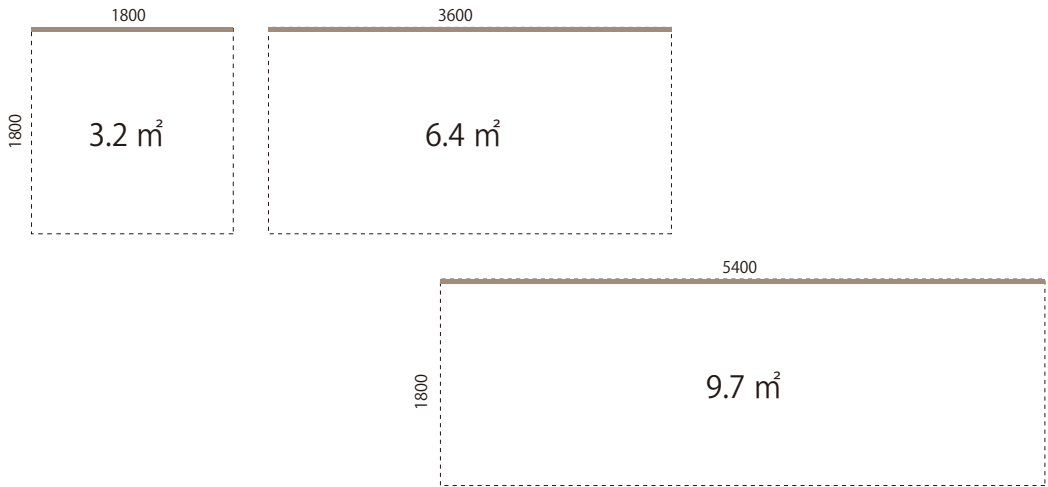
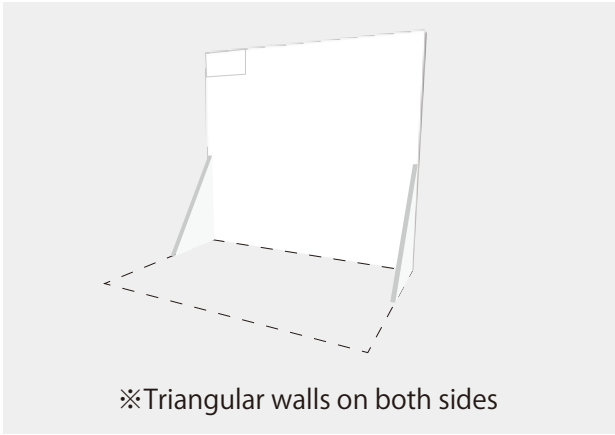


BOOTH PLAN

Decoration directly on the wall and installation of shelves (*regulations apply) are also available.
 Please note that some booth plans are not available in certain areas.

Squqre metre	Booth size H: Wood panel height	Height Limit	Booth Rates (tax out)	Arena (1F)	PARK (2F)	Precautions
3.2 m ²	W1800 D1800 H2400	H2400	200,000	●	● (H2100)	<ul style="list-style-type: none"> • Please note that in some areas, the wall height and height limit is H2100 • Please design your booth in consideration of adjacent booths. • Booth width and depth may be subject to change.
6.4 m ²	W3600 D1800 H2400	H2400	400,000	●	● (H2100)	<ul style="list-style-type: none"> • Wooden panels/color to be determined (color change option available) /Booth signage /Punch Carpet. Booth signage and punch carpet are available as an option.
9.7 m ²	W5400 D1800 H2400	H2400	600,000	●		

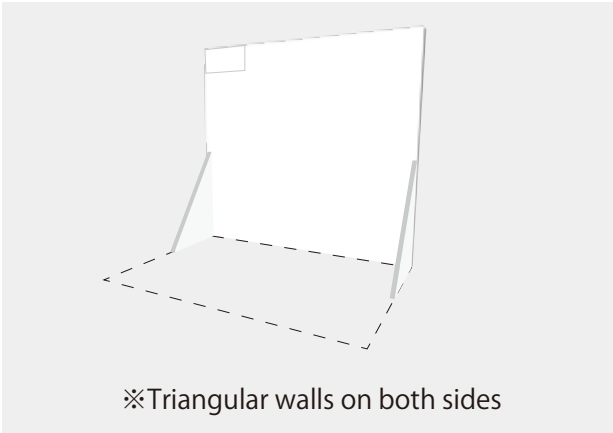
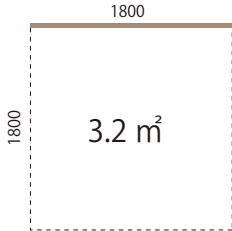
Booth Image



NEXT AREA BOOTH PLAN



We are looking for new talents who have yet to be discovered.
We are looking for new talents and next-generation creators who are aiming for the world.
The screening process will be stricter than usual, and the gate will be narrower than usual, but we encourage those who want to take on the challenge of making a leap forward to enter.

Squqre metre	Booth size H:Wood panel height	Height Limit	Booth Rates (tax out)	Booth Image	
3.2 m ²	W1800 D1800 H2100	H2100	90,000		
<ul style="list-style-type: none">• Width and depth of the booth may be subject to change.• Incidental: Wooden panel / color to be determined (color change option available) / Booth signage / Punch carpet may be applied for as an option.• Tastings and food and beverages may not be served unpackaged.					

■Exhibiting Conditions

- Brands exhibiting at NEW ENERGY for the first time
- Brands that have been in business for less than 3 years (regardless of age and items, students are acceptable)

■Submission Limit

Limited to 30 pairs

■Submission Period

June 10(Mon.) - July 31(Wed.)

*Close upon reaching the number of openings.

■Notification of Acceptance/Rejection

Notification of acceptance or rejection will be sent by e-mail within one month after the application is submitted.
(Please refer to p.26 for details on how to apply for the exhibition screening.)

-NEW-
SPECIAL
PLAN

Sale of goods at the venue

You can sell your products at the venue for 3 days.
This is a great way to promote your brand directly
to your customers.

We look forward to your participation.

*Exhibitors who only want to show their products are
also welcome.

**If you wish to sell goods directly without an agency,
an additional fee will be charged.
(More information on fees will be provided at a later date.)*

■ Sales Commissions

30%

*For sales of 500,000 or more including tax, the
commission fee is reduced to 20% as a special
measure.*

■ Accounting Method

Payment will be made at the booth using a dedi-
cated payment terminal prepared by the organiz-
er. (Cashless payment only)

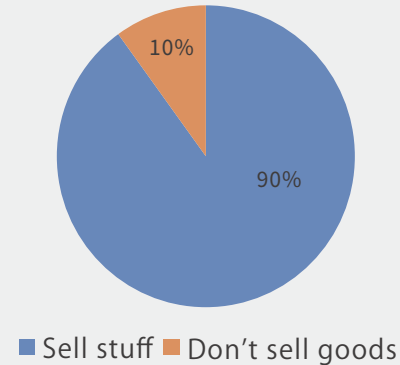
Tax exemption is also available.

■ About Payment

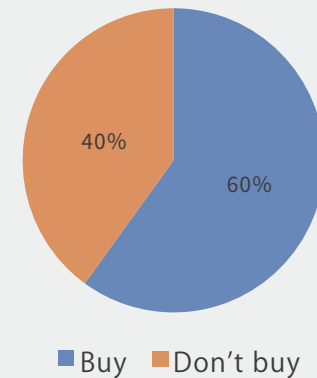
After the exhibition, we will pay you the proceeds
from the sales of goods after deducting the sales
commission.

*Sales of goods at the February 2024 exhibition

Percentage of Exhibitors
Participating in Product Sales



Visitor shopping rate



Average sales per booth
(by category)

Art / 320,000
Interior / 350,000
Product / 90,000
Vessels, crafts / 200,000
Green / 90,000
Fashion / 300,000
Fashion goods / 90,000
Jewelry and accessories / 150,000
Ethical, Cosmetics, Beauty / 160,000
Food & Beverage / 200,000
Others / 100,000

Sales results of participating
exhibitors

800,000-1,000,000 / 1 company
500,000-800,000 / 12 companies
300,000-500,000 / 10 companies
100,000 - 300,000 / 58 companies
50,000-100,000 / 45 companies

Average sales (overall): 150,000
Customer purchase unit price: ¥ 4,000

Example of Optional Plan

The following is an example for reference.
The details of the options and the amounts for this period will be provided in the Exhibit Manual after the application is submitted.

	Irem	Contents and amount (excluding tax) Some reference examples from previous exhibitions
Construction Space Options	■ Change wall color (WOOD PLAN Only)	4.5 m ² ¥30,000 / 9 m ² ¥58,000
	■ Punch carpet	2.25 m ² ¥9,450 / 4.5 m ² ¥18,900 / 9 m ² ¥37,800
	■ Electrical work/lighting/consent	Appliance charge + Electricity usage charge <div> <div> <Apparatus Example> Consent 100W ¥3,000 Consent 500W ¥4,000 Spotlight (Warm color) 100W ¥4,300 Spotlight (White) 100W ¥5,700 </div> <div> <Electricity charges> ~500W ¥9,000 501~1000W ¥18,000 ※It costs 9,000 yen for each 500w </div> </div>
	■ Fixtures & Furniture	NANASAI : https://www.nanasai.co.jp/ EASE : https://www.ease-iziz.com/rental ※Catalog information is subject to change.
	■ Booth Design & Construction	We can provide not only the entire booth, but also partial installation. Ex : Shed Production (300×900~1800mm) ¥9,000~¥12,000 Visualizer (900×600×600mm) ¥25,000~
Carry in / out Transportation Option	■ Vehicle Carry-In and Carry-Out Tickets	If a vehicle is used for move-in/out, a move-in ticket and move-out ticket are required. Carry in ¥3,000 (30 minutes per car) / Carry out ¥3,000 (30 minutes per car)
	■ Garbage disposal stickers	If you wish to dispose of your garbage at the venue, please purchase 2 stickers ¥1,000

Application for handling food and beverages

During the event period, tastings and food and beverages may only be served unpacked in designated areas.

Notification and application are required.

Area where tastings and food and beverage packaging can be opened and offered : CREATORS ROOM / NATURE / ROOTS / DEAR ME / FUTURE FRIENDS / PARK

【Items that need to be reported】

①When tasting or sampling food and beverages.

②When food and beverage products are offered with the packaging opened.

※No application is required for the provision of unopened canned beverages or pre-packaged products.

※In principle, no cancellation is allowed after the application has been submitted. Please understand this in advance.

If you plan to offer tasting samples or open food and beverage packages,

①Water supply and drainage facility usage fee +

②Booth equipment installation fee will be charged separately from the exhibition fee.

Noframe Co., Ltd. will bill you for these fees, which will be applied to the health department.

<① Charge for use of common water supply and drainage facilities>.

Cutting food, placing food on plates, boiling water, etc. are considered cooking activities, and cooking in an ill-equipped booth is prohibited. Under the guidance of the public health center, this fee covers the cost of setting up an area where cooking is allowed, and is split equally among exhibitors who will be conducting tastings and food sampling.

<②Facility installation fee in the booth>

Due to the convenience of the venue, the distance from the common water supply and drainage to the booth is long. Therefore, each exhibitor is required to install hand washing facilities and a refrigerator, etc. in the booth under the guidance of the public health center.

The amount of facilities that must be installed will vary depending on the details of the application, so the amount will vary from exhibitor to exhibitor.

Simple motorized sink (required)



Refrigerator

(if refrigeration is required *may be brought in)



【Charge】

¥ 45,000~ (tax exclusive)

The above are the fees for the use of the communal water supply and drainage system and the cost of a simple motorized sink.

As the facilities that must be installed vary depending on the application, we will provide a separate estimate.

We will make a batch application to the public health center with jurisdiction and inform the relevant exhibitors of the details of the guidance from the public health center. Please take hygiene control into consideration when handling food products.

【How to apply / Contact】

If you would like to have a tasting/tasting session*, please be sure to contact us at the stage of consideration of exhibiting at the following contact information. Failure to contact us in advance may result in denial of permission from the health department.

Noframe Inc. Contact: Ogura, Kubota

TEL : 03-6228-3671 e-mail : newenergy_info@noframe.co.jp

Application for permission to display goods containing flammable substances

Many cosmetics and cosmetic sundries contain flammable substances.

Inflammable substances are classified as firearms and hazardous materials under the Fire Defense Law, and as a rule, are prohibited from being brought into the venue. However, according to an arrangement between the venue and the local fire department, only those products that have been submitted in advance with proof of oil content of flammable substances may be exhibited at a minimum (*opening the package of the product).

★Please note that SDS (Safety Data Sheet) is required for products containing substances other than animal and vegetable oils.

*SDS is required by the fire department.

*Basically, SDS obtained by the company is required.

*Achievements such as "sold in department stores" or "can be handled by air transportation" do not constitute proof.

In addition, if products containing flammable substances are to be exhibited, fire prevention measures (*ABC10 or larger fire extinguishers must be installed) must be taken at the booth.

Prior to the exhibition, the contents of the exhibit and fire prevention measures will be confirmed during the inspection by firefighters.

【Use of Open Flames.】

The use of naked flames (candles, incense, etc.) is strictly prohibited in the venue.

*Please consult with us in advance if you plan to use induction cookware or hot plates.

【Goods for which an application is required】

■ Goods containing flammable liquids

- Fragrances

Perfumes, diffusers, room sprays, etc.

- Aromatherapy

Essential oils, aroma oils, aroma mists, etc.

- Nail care products

Nail polish, nail polish, nail polish remover, etc.

- Edible oils

Olive oil, salad oil, sesame oil, coconut oil, etc.

- Others

CBD oil, oil-based paints, lighter oil, etc.

■ Products containing flammable solids (strictly prohibited to be ignited in the exhibition hall)

Candles, incense

【How to apply / Contact】

After applying to exhibit, please fill out the application form provided on the My Page for Exhibitors and submit it to the contact below.

Noframe Inc. Contact: Ogura, Kubota

TEL : 03-6228-3671 e-mail : newenergy_info@noframe.co.jp

How to Exhibit and Steps to Exhibit

▼Exhibitor Screening Application Form
<https://ws.formzu.net/fgen/S723831231/>



◀QR Code

Exhibitor Screening Application

Screening will be conducted based on the information registered on the exhibition application form.

Screening will be based on three main criteria.

- ①Creativity
- ②Originality
- ③Compatibility with NEW ENERGY

Does it match the overall concept of the event?

Will it attract the attention of visitors?

The judging will be conducted in a comprehensive manner from perspectives such as the following.

***NEXT area is subject to separate conditions (details on P21 NEXT Area Booth Plan).**

***The judging will be closed to the public.**

***We will not respond to individual inquiries regarding the screening process.**

***In principle, those who have passed the screening process are encouraged to exhibit.**

Notification of selection results

The screening results will be notified by e-mail regardless of acceptance or rejection.

Normally, we will contact you within two weeks, but if the deadline for exhibitor application is approaching, we will make every effort to get back to you in time for your application.

***Those who have applied for the NEXT area will be notified within one month.**

Exhibit Application / Exhibit Agreement

**Exhibiting deadline for
the first phase: August 30 (Fri)**

Please fill out the application form below.

Please select your preferred exhibition plan and area, and apply by the application deadline.

The exhibition contract will be considered finalized when the application is submitted. If you cancel your application after it has been submitted, you will be charged a cancellation fee. (Details on p.27 Exhibit Rules and Regulations)

***Only in designated areas are food and beverage tastings and the serving of unpackaged food and beverages allowed. In addition, a fee for the use of water supply and drainage facilities will be charged separately from the exhibition fee.(Details p.24 Application for Handling Food and Beverages)**

Payment of exhibition fee

Exhibit fee payment due: See below.

An invoice will be issued after the exhibition application (exhibition contract is approved). Please pay the exhibition fee by the due date. The invoice will be sent to you by e-mail.

Exhibit Application	Payment date
~ 6/30 (Sun)	7/31 (Wed)
7/1 (Mon) ~ 7/31 (Wed)	8/31 (Sat)
8/1 (Thu) ~ 8/31 (Sat)	9/30 (Mon)
9/1 (Sun) ~	particular

Manuals & Optional Plan Information

End of August - Early September

Optional details will be provided in the manual. Please apply by the respective due dates.

Booth Location & Drawings / Exhibitor Briefing Session

Mid-December - early January

Booth locations will be determined by the organizer.

Exhibitor move-in day

February 13(Thu)

The manual will provide instructions on how to bring in the equipment.

Opening Date / Move-out Date

**Starting date: 2/14 (Fri) - 16 (Sun)
Move-out date: 2/16 (Sun)**

The manual will guide you through the removal process.

Payment of merchandising sales

Payment date: March 31 (Mon)

The sales proceeds will be paid after deducting the sales commission. (see p.22 for details regarding onsite merchandising sales)

Exhibit Agreement

1. Formation of contract

The exhibition contract between the exhibitor and JGASC shall become effective upon receipt of the "Application for Exhibit".

2. Payment of exhibition fee

Exhibitors must complete payment of the exhibition fee by the payment due date indicated on the invoice. If the payment of the exhibition fee is not confirmed by the due date, JGASC reserves the right to cancel the exhibition contract without any notice to the exhibitor. Exhibitors who utilize subsidies from the national or local government must pay the full amount of the exhibition fee by the payment due date, even if the subsidy is received after the payment due date.

3. Cancellation of Exhibits

Cancellation of an exhibition must be notified to the organizer by e-mail or in writing. Cancellations after the application has been accepted may be made on the condition that a cancellation fee will be charged.

Period	Cancellation Fee
At the time of application (contract formation)	100% of the exhibit fee

If the exhibitor has not paid the above-mentioned equivalent amount at the time of cancellation, the exhibitor shall pay it immediately.

4. Group and/or joint exhibition entry

Group and/or joint exhibition entry or use of the booth is prohibited by principle.

5. Invitation guarantee

No invitational guaranty, assurance or affidavits to exhibitors will be issued by the organizer

6. Visa Acquisition

The organizer will not issue any documents other than "invoice" and "receipt". If overseas exhibitors need to obtain a visa, they are responsible for preparing and processing the necessary documents including the Letter of Guarantee and Letter of Reason for Invitation. The organizers will not be liable for any loss or damage incurred due to the failure of a visa to be issued by the Japanese embassy or consulate, which may prevent the prospective exhibitor from exhibiting.

7. Prohibition of subleasing booths, etc.

Exhibitors are prohibited from subleasing, selling, trading, exchanging, transferring, or offering as collateral all or part of the contracted booth.

8. Determination of booth location and specifications

Booth location and specifications will be determined by the organizer. Exhibitors may not object to the determined booth location and specifications. The organizer reserves the right to change the booth location and specifications without prior notice or approval of the exhibitor. Exhibitors who wish to cancel their participation in the exhibition due to objections to the booth location or specifications must cancel their participation in writing and will be charged the cancellation fee as stipulated in the regulations. The organizer will not be liable to the exhibitor for any damage caused by the change of booth location or specifications.

9. How to use the booth

[1] All advertising and sales activities must be conducted in the exhibitor's booth. Exhibitors are prohibited from using space outside of their booths for advertising and sales activities. Exhibitors are responsible for ensuring that the aisles near their booths are not congested due to advertising and sales activities.

[2] Exhibitors are prohibited from using the space allocated to adjacent booths for overcrowding or construction.

[3] In the event of complaints from adjacent booths, the organizer will determine whether changes to the booth decorations are necessary for the operation of the exhibition. If the organizer deems it necessary, the exhibitor shall promptly make changes to the decorations.

[4] The height limit for exhibits, display design, decorations, and displays will vary depending on the booth plan exhibited. In no case shall the decoration or other items exceed the allotted space.

[5] The organizer shall have the authority to restrict exhibits that are deemed problematic due to their sound, operation, materials or other reasons, and to prohibit or remove exhibits that, from the organizer's standpoint, are not compatible with the purpose of the exhibition. This authority shall extend to all persons, objects, acts, printed matter, and anything of a nature that the organizer deems problematic.

[6] The exhibitor shall bear all expenses incurred as a result of the restrictions or removals described in [5] above. The exhibitor shall not be liable for any loss or damage arising from such changes or restrictions and shall not be entitled to claim compensation from the organizer.

Exhibit Agreement

10. Exhibits & Conditions

[1] Exhibits must be items that match the purpose and objectives of the event. Exhibits must be brands handled by the exhibitor.

[2] Organizer reserves the right to request the removal of exhibits that are found to be in violation of the provisions of this section [1]. If the exhibitor does not promptly comply with the organizers' instructions, the organizers may cancel the exhibition contract.

11. Warranty Clauses

The Exhibitor warrants to the Organizer that the Exhibit or any printed matter or other media relating to the Exhibit will not infringe upon any trademark, design right, patent right, utility model right or other intellectual property right of any third party.

12. Exhibitor Obligations

If there is a claim against the organizer that any act related to the exhibitor's exhibit infringes on the trademark, design, patent, utility model or other intellectual property rights of a third party, the exhibitor shall promptly resolve the dispute with the third party and shall not interfere with the normal and smooth progress of the NEW ENERGY Exhibition (hereinafter referred to as "the Exhibition"). NEW ENERGY shall be obligated not to interfere with the normal and smooth progress of the exhibition.

13. Management of Exhibits

Exhibitors shall be responsible for the management of their exhibits. The organizer shall not be liable for any damage (theft, loss, fire, damage, etc.) caused by natural disasters or other force majeure causes, nor for any damage caused by theft or loss during the installation and removal of exhibits and during the exhibition period.

14. Installation & removal of exhibits

[1] The exhibitor shall deliver and set up the exhibits and other exhibits at the venue within the date and time notified by the organizer. If the Exhibitor does not occupy the booth by the designated date and time, JGASC reserves the right to deem the contract terminated and immediately terminate the Exhibitor's right to use the booth.

[2] Exhibitors must obtain approval from the organizer before moving in, moving out, or removing exhibits during the exhibition.

[3] All exhibits and decorations in the booth must be removed by the designated date and time. The organizer will remove and dispose of any items not removed by the designated date and time. The exhibitor will be responsible for all expenses incurred for removal and disposal.

15. Confidentiality

Exhibitors shall not disclose or divulge to any third party any information obtained in connection with their participation in the exhibition.

16. Cancellation of Contract

[1] The organizer reserves the right to cancel the exhibition contract even after the "Application for Exhibit" has been accepted and the "Invoice" has been sent by e-mail, if any of the following items applies to the exhibitor.

1. If the payment of the exhibition fee is not made by the designated date.
2. If the exhibitor violates any of the provisions regarding the use of the booth as stipulated in Sections 7 through 9 of the regulations, and does not follow the organizer's instructions regarding the correction of the violation.
3. If the exhibitor violates the terms and conditions for exhibits as stipulated in Section 10 of the Regulations.
4. If the exhibitor's exhibit violates the warranty provisions of Section 11 of these rules and regulations.
5. If the exhibitor's exhibit violates the terms and conditions of this Exhibition Agreement.
6. Any other circumstances that are deemed likely to cause serious impediments to the normal and smooth operation of the exhibition.

[2] In the event that the Organizer notifies the Exhibitor of the cancellation described in [1] of this Article, the Exhibitor agrees to accept the following without objection.

1. If the exhibition is still in progress, the exhibitor shall immediately remove the exhibits at his/her own expense and restore the booth to its original condition in accordance with the instructions of the Organizer.
2. The organizer shall not be liable for any compensation for damages caused by the cancellation of the contract.
3. The exhibitor shall indemnify the organizer for any damages incurred by the exhibitor as a result of the exhibitor's breach of his/her obligations that caused the termination of the contract.
4. To indemnify the Organizers for any and all legal costs and damages based on any claim for compensation from a third party resulting from the Exhibitor's failure to comply with the cancellation.

[3] The Organizer reserves the right to take measures such as deleting the relevant sections of the Exhibitor's various productions published by the Organizer if the Exhibitor's conduct falls under any of the items of this clause, whether before or after the termination of the contract stipulated in clause [1] of this clause.

Exhibit Agreement

17. Damages

[1] Exhibitors shall indemnify the Organizer for any damage to the facilities at the venue, damage to the exhibition building, or damage to personal injury caused by the negligence of the Exhibitor or his/her agent or otherwise.

[2] Exhibitors agree to indemnify the Organizer for any legal costs, liabilities (including attorney's fees), necessary expenses, and damages arising from any lawsuit resulting from a violation of the warranty clause in Section 11 of the Regulations.

18. Cancellation of exhibition

The organizer reserves the right to postpone or cancel the exhibition due to natural disasters such as earthquakes and fires, outbreaks of infectious diseases and epidemics, and other unavoidable force majeure. The organizer will not refund the exhibition fee in either case. The organizer shall not be liable to the exhibitor for any compensation for damages. However, if the event is cancelled due to the government's request to refrain from holding the event, the organizer will refund the exhibitor fee minus 30% of the exhibitor fee.

19. Exclusion of Antisocial Forces

[1] Exhibitors represent and warrant that they, their related parties, or their agents do not fall under the following categories: organized crime groups, members of organized crime groups, persons who have not been members of organized crime groups for five years, quasi-constituents of organized crime groups, companies affiliated with organized crime groups, general assemblymen, etc., persons who are involved in social movements, or special intelligent violent groups, or other similar groups (hereinafter collectively referred to as "antisocial forces"). The Company represents and warrants that it does not fall under the category of "Anti-Social Forces" and that it does not fall under any of the following categories and will not fall under any of the following categories in the future.

1. Having a relationship in which antisocial forces are deemed to control the management of the Company.
2. Having a relationship in which antisocial forces are deemed to be substantially involved in management.
3. Having a relationship that is deemed to involve unjustified use of antisocial forces, such as to pursue illicit gains for oneself or a third party or to cause damage to a third party.
4. Having a relationship that is deemed to involve antisocial forces, such as providing funds, etc. or benefits to antisocial forces.
5. Having a socially reprehensible relationship with antisocial forces as an officer or a person substantially involved in the management of the company.

[2] If it is found that the exhibitor, his/her related persons, or his/her agent falls under any of the items of the preceding paragraph, the organizer may immediately terminate this contract without any notice.

20. Exhibit rules in infectious disease control

Rules and regulations concerning exhibitors will be established separately based on the guidelines established by the national government, local governments, and the venue prior to the exhibition. Exhibitors shall comply with these regulations before and after the exhibition period, both inside and outside the venue.

21. Others

Unauthorized use of the NEW ENERGY logo (trademark registration pending) is prohibited.

22. Compliance with regulations

Exhibitors agree to abide by a set of rules and regulations established by the organizer, which shall be made a part of these rules and regulations. Furthermore, exhibitors shall interpret all rules and regulations set forth by the organizer as being for the protection of the interests of the exhibition and shall cooperate with the implementation of such rules and regulations.

23. Applicable Laws

This Agreement shall be governed by the laws of Japan.

24. Languages Used

The language of this Agreement shall be Japanese if the exhibitor is a company located in Japan, and English otherwise.

25. Agreed Jurisdiction

The court of jurisdiction for any disputes regarding this Agreement shall be the Tokyo District Court.

October 2022

WE ARE



Blue Marble

Blue Marble is a creation community.

We contribute to the development of society, culture, art, and nurturing by creating a community connected by the diverse language of creation.

We believe that "Creation enriches people".

www.bluemarble.ooo

Our Mission

We contribute to the development of culture and the arts and the improvement of the natural and living environment while creating & supporting highly original creations and opening up and expanding new areas of industry.

Our Values

Philosophy

- Respect for the Individual
- Concentration and Cooperation
- Creation of Value

Principles of Conduct

- Safety and security are the cornerstones of everything we do.
- Society's needs are the basis of our actions
- Original ideas are the foundation

Main Business (including under development)

- 'Bringing Japan to the World and the World to Japan'
Creation Festival "NEW ENERGY" planning and management
- 'I think what this country should export is sensibility'
Discovery and promotion of regional and local industries
- 'Declaration of Daily Supply of Art'
Planning and management of events that foster a sense of art
- 'What can we leave behind for the next generation?'
Creating a place to incubate the next generation of creators and children
- 'Connecting creators and society'
Matching and production of creators and companies seeking creativity
- 'Playing Globally'
Online platform for creators and creations from around the world
"Blue Marble" planning and operation

Respect all creations.