

JAPAN DIY HOMECENTER SHOW NEWS

JAPAN DIY HOMECENTER SHOW 2010



holding at Makuhari Messe in August 26-28, 2010

The JAPAN DIY HOMECENTER SHOW 2010 will be held for 3 days on August 26 (Thursday), 27 (Friday), and 28 (Saturday) at Makuhari Messe in Chiba City.

Aiming at promoting DIY (DO IT YOURSELF) further, the JAPAN DIY HOMECENTER SHOW 2010 will take place with 1,000 booths (scheduled) in 4 halls. While the trade function of the show is enhanced, the General PR day will be extended to 2 days. It is a big event at the end of summer break that is expected to draw 100,000 visitors in total. The theme for this year's show is "New to me! Something good for housing. Good living." It is our own power to turn our daily life into fun and fulfilling one. In order to make sure that DIY provides support to the power to change people's daily life, we will collaborate with exhibiting companies and offer all sorts of suggestions to visitors at the show.



*Photo is JAPAN DIY HOMECENTER SHOW 2009

Services for exhibiting companies are enhanced

For this year's show, we have planned satisfying services for exhibiting companies.

- 1) The show venue will be divided into 3 large exhibition areas: housing area, living area, material area. As for exhibition items, there will be 30 items that fit for home improvement centers.
- 2) As a privilege to exhibitors using multiple booths, exhibitors that use 10 booths will be given one special stock room space and one space per additional 6 booths free of charge. Please take advantage of it for wide range of applications.
- 3) Mini booths will be available for companies that are planning to exhibit in the show for the first time.
The size of a mini booth is
1,980 mm (width) x 1,980 mm (depth) x 2,700 mm (height)
* Regular booth=2,970 mm x 2,970 mm x 2,700 mm

The price is set low at 105,000 yen (tax included, extra charges for options).

Both corporate and individual exhibitors can use mini booths. Please utilize mini booths for the promotion of your products. The number of mini booths available to one exhibitor will be limited to one.



Events for exhibitors are enhanced

1) HOMECENTER TEADE II

During the show, there will be booths for business negotiations where buyers from leading domestic home improvement centers (last year, buyers from 6 companies were present) will be available for business meetings with exhibitors or consultation. The event enjoys popularity every year, and the number of business meetings and consultations that took place last year was 240 involving 76 companies.

2) Exhibitors' Presentation Corner



There will be a corner where exhibitors can promote their new products and hit products. Please promote and talk about your

products to visitors who will gather at the corner freely within the time frame of 30 minutes (time frame for last year's show).

3) Introduction of exhibitors

In advance, we will collect information on exhibitors and provide it on the show's official website. The number of accesses to the website right before the opening of the show from June through August was about 200,000 (results for 2009).

4) DIY New Product and Hit Product Competition

DIY New Product and Hit Product Competition for exhibitors will be held again. Information on the products that are entered in the competition will be provided on the website.



Japan DIY Industry Association News

Information on the 30th anniversary ceremony



In order to commemorate its 30th anniversary, the Japan DIY Industry Association will host an anniversary ceremony as shown below. Also, as part of its anniversary celebrations, "Anniversary book" that provides the history of the organization from its foundation up to today will be published.

Information on the 30th anniversary ceremony, lecture, and celebration party

Date: June 2 (Wednesday), 2010

* The 30th ordinary general meeting will be also held.

Venue: Meiji Kinenkan (Minato-ku, Tokyo)

For further information, please contact:

JAPAN DIY INDUSTRY ASSOCIATION

Shin-Kanda Bldg.5F., 1-8-5 Kajicho, Chiyoda-ku Tokyo 101-0044, Japan
Tel.(81)3-3256-4475 Fax.(81)3-3256-4457 [URL:http://www.diy.or.jp](http://www.diy.or.jp)

JAPAN DIY HOMECENTER SHOW, Overseas Operation Office c/o SPACE MEDIA JAPAN CO., LTD

Kosaikaikan Bldg. 6F., 5-1 Kojimachi, Chiyoda-ku, Tokyo 102-0083, Japan
Tel.(81)3-3512-5670 Fax.(81)3-3512-5680 E-mail: diy@smj.co.jp