

## Online Boat Show

### Exhibition Rules (Online Boat Show)

#### ■ Exhibit Items

Exhibited items shall be marine-related products, supplies, services, or similar. Exhibitors who wish to display other products must notify the organizer in advance and obtain approval. Exhibits other than those approved by the organizer are not allowed.

#### ■ Exhibition Plans

\*Plan particulars are based on the "Online Boat Show Overview"

Online Boat Show 2022 exhibition plans		Standalone Exhibit				Joint Exhibit (2 or 3 companies)
No.	Content	Platinum	Gold	Silver	Bronze	
Booth Features	① Exhibit booth (template)		●	●	●	●
	② Exhibit booth (custom design)	●				
	③ Company logo/name displayed	●	●	●	●	●
	④ Product listings	Unlimited	Unlimited	Unlimited	Unlimited	5 max. per company
	⑤ Topics listings	12 max.	8 max.	6 max.	4 max.	1 per company
	⑥ Booth display position (in Exhibitor List)	1 <sup>st</sup> section	2 <sup>nd</sup> section	3 <sup>rd</sup> section	4 <sup>th</sup> section	5 <sup>th</sup> section
Promotion Menu	⑦ Studio livestream Product promotion 15min/slot	2 slots	1 slot			
	⑧ Commercial broadcast	1 commercial	1 commercial			
	⑨ Company social	●	●	●	●	

		media display (Optional)						
	⑩	Online merchandise banner (Optional)	●	●	●	●		
Official site, online advertising	⑪	Official site's Exhibitor List	●	●	●	●	●	
	⑫	'Premium Partners' banner display (Top Page)	●					
	⑬		3 Images and 200 Words of Promotional Text x 2		3 Images and 200 Words of Promotional Text		1 Image and 80 Words of Promotional Text	
		Official site's Exhibitor Close-Up						
	⑭	Feature in post on Boat Show Official Facebook page	●	●	Mention in Summary			
⑮	Post on Boat Show Official Instagram account	●	●					
Cost to exhibit (tax incl.)			1,100,000yen	550,000yen	220,000yen	110,000yen	33,000yen/company	

Options Menu	Cost (tax incl.)	Details
Exhibit Booth Custom Design	550,000yen	A custom booth will be set up based on the design provided by the exhibitor. *Included in Platinum plan
Studio livestream (per slot)	440,000yen	1 slot: 15mins With interaction between the MC and the booth representative (30mins max per program) Archived on the official Boat Show YouTube channel at a later date * Platinum plan includes 2 slots and Gold plan includes 1 slot
Livestream slot (per slot)	330,000yen	1 slot: 15mins A slot for streaming on the top page Please provide a full, packaged video (30mins max per program) Archived on the official Boat Show YouTube channel at a later date
Commercial broadcast (per commercial)	330,000yen	Broadcast of commercial on top page Please provide full, packaged video Planned broadcast of 50+ times over 4-day period, per video (video duration: 60s max.) *1 video included with Platinum and Gold plans
Exhibit livestream (per slot)	440,000yen	Broadcast live from the on-site (Pacifico Yokohama

		or YBM venue) during the event period 1 slot: 15 minutes with MC (no editing) Archived on the official Boat Show YouTube channel at a later date
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\*Benefit for companies exhibiting at physical event: Mention in "Highlights" (tentative name, for bronze and above).

## Exhibition Rules (Online Boat Show)

### ■ Exhibition Application and Fee

#### (1) Application deadline

December 24<sup>th</sup>, 2021 (Friday)

#### (2) Application Method and Fee

Please fill out the required items on the prescribed application form, transfer half of the exhibition fee (including consumption tax) as the application fee to the bank account specified below, and post the application form with a copy of the transfer confirmation to the Boat Show Operation Desk.

Upon acceptance of the application form, the exhibition contract will be established.

Please note that the application will not be accepted if a copy of the transfer confirmation is not attached.

Please note, members are subject to the "Regulations for Member Exhibits".

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■ Account for payment of exhibition fee      Bank name: Mizuho Bank, Ginza Chuo Branch

Account number: (normal account) 1138202

Account name: (single company) Japan Marine  
Industry Association  
Boat show Yokohama

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#### (3) Transfer Fee

Exhibitors are responsible for any bank transfer fees incurred.

#### (4) Issuance of Invoice

In principle, an invoice for the application fee will not be issued. However, if necessary, please contact the Boat Show Operation Desk.

#### (5) Conditional Applications

Conditional applications that specify the position of an online booth will not be accepted.

### Exhibition Contract

#### (1) Exhibition Fee Balance

Please transfer the balance of the exhibition fee to the above bank account by February 28<sup>th</sup>, 2022 (Monday). The exhibitor is responsible for any bank transfer fees incurred. Please note that your online exhibit cannot be guaranteed if the transfer is not completed by the deadline.

## (2) Refund of Exhibition Fee

If the exhibitor cancels their exhibit after a contract has been established, no refunds will be issued nor will any damage claims be accepted.

### Exhibition Rules (Online Boat Show)

#### ■ Costs Included in the Exhibition Fee

Functions and services attached to each exhibition plan (and options menu)

#### ■ Costs Not Included in the Exhibition Fee

- Content production costs for each exhibitor's own website
- Other expenses that are not included as standard in the online exhibition fee

#### ■ Prohibition of Subleasing, Buying, Selling, Transfer or Exchange of Exhibition Rights

- Exhibitors may not sublease, buy, sell, transfer or exchange part or all of the exhibitor booth, regardless of whether the other exhibitor is another exhibitor or a third party.
- In principle, it is prohibited to paste links in the exhibitor booth to another company's site for the purpose of selling by persons who are not the exhibitor. However, this is exempt if it is used to introduce or explain a product.

#### ■ Prohibition of Exhibiting For the Main Purpose of Collecting Personal Information

Exhibits wherein the main purpose is to collect the personal information of visitors are prohibited without exhibiting the products handled by the company or promoting the products and services.

#### ■ Exhibitor Responsibilities

##### (1) Obligation of Payment

Exhibitors shall be liable for the payment of exhibition fees and expenses charged by the Association until the payments are completed.

##### (2) Compliance with Laws and Regulations

Exhibitors shall comply with the laws and regulations of Japan.

##### (3) Handling of Personal Information

- All exhibitors are requested to act and respond to the requirements of the Act on the Protection of Personal Information.
- The organizer is not responsible for any damage to an exhibitor or third party resulting from a leak of personal information acquired by the exhibitor and caused by the improper operation or management methods on the exhibitor side. In addition, the organizer is not responsible for any trouble that occurs between an exhibitor and a third party.

## ■ Cancellation or Shortening of Event Due to Force Majeure

In the case that it becomes extremely difficult to hold the online event due any of to the below-mentioned unavoidable circumstances, the organizer may cancel the event or shorten the date and time of the event before or during the event (\* 1). In such a case, following the organizer's decision, exhibitors will be promptly notified and it shall be announced through the homepage. The organizer shall not be liable for any damages to the exhibitors caused by this decision and execution. If the entire event is canceled due to unavoidable circumstances before the event, the exhibition fee and other expenses already paid minus any expenses incurred at that time (for the online boat show) and will be fairly refunded according to the scope of the exhibit.

However, if the date and time of the event are shortened due to any unavoidable causes that occurred during the event, a refund will not be provided.

In addition, we will not compensate for expenses incurred by exhibitors from the cancellation or shortening of the event due to force majeure.

\* 1: The criteria differs for cancelation of the online venue, Pacifico Yokohama venue, and Yokohama Bayside Marina venue.

[Events considered to be force majeure]

- Emergency system maintenance related to this exhibition
- Technical or communication line, etc. delays or outages due to an issue
- Natural disasters (including earthquakes, typhoons, storms, tsunamis, floods, landslides, lightning strikes, explosions, fires, etc.)
- Social turmoil (including war, terrorism, hostilities, civil war, riots, civil turmoil, etc.)
- Acts by a public authority (including establishment, revision and abolition of laws and regulations, intervention by government agencies, administrative orders, bans on trade, etc.)
- Spread of infectious diseases or a pandemic (including various bacteria and viruses)
- Insufficient resources (including suspension of electricity / gas / water supply, shortage of oil, shortage of raw materials, etc.)
- Labor disputes (including strikes, sabotage, lockouts, etc.)
- Default of important business partners (including bankruptcy of operating companies)
- Other events not attributable to the organizer

## ■ Special Circumstances or Exemptions

(1) Exhibit regulations

In order to facilitate the smooth operation of the event, the organizer may make new arrangements or various additions and changes to matters not described in the "Exhibition Regulations". If an exhibitor violates the "Exhibition Regulations", the organizer may deny the exhibitor from exhibiting. In such a case, the arranged space can be removed by the organizer, and the exhibition fee already paid will not be refunded.

## (2) Regarding the System

Please note that the functions and specifications of the system used for the online boat show may change without notice, for the purposes of improving the system. We are not responsible for any changes in specifications that occur for the purposes of improvement. However, if a change negatively affects the functions available, it will be resolved through discussions between the involved companies.

### ■ Regarding Copyright and Portrait Rights

The contents posted by each company on exhibitor pages, etc. belong to those exhibitors. When posting videos, etc., or recordings of audio or videos, please handle the relevant copyright and portrait rights. (Not required for contents that have their own rights and have already been handled separately.)

For more information about copyright, please contact the Japanese Society for Rights of Authors, Composers and Publishers (JASRAC).

### ■ Equipment Burden, etc.

Exhibitors are responsible for the preparation and maintenance of computers, software, various equipment, communication lines, and other communication environments necessary to make use of the services of this exhibition.

Exhibitors shall take security measures such as prevention of computer viruses, unauthorized access and information leakage at their own expense and responsibility according to their own usage environment.

### ■ Prohibition of Anti-societal Groups

If an exhibitor is determined to be, have connections with or is part of anti-social forces such as organized crime groups, or as members or persons related to said groups, permission to exhibit will be withdrawn immediately.

### ■ Acknowledgement of Exhibition Regulations

All exhibitors and agents shall agree with this exhibition policy. If there is an unresolved matter between the organizer and the exhibitor, viewers, or related parties, the matter will



be ruled by a court.