

**OLIVE BUSINESS meets Consumers
A Comprehensive Event in Tokyo, JAPAN
OLIVE JAPAN 2013**



OliveJapan
INTERNATIONAL EXTRA VIRGIN OLIVE OIL COMPETITION
2013

**EXHIBITOR'S MANUAL & APPLICATION FORM
For OLIVE MARCHE**

November, 2012

Contact

OLIVE JAPAN 2013 Management Committee
(The Olive Oil Sommelier Association of JAPAN)

3-4-1 Kyobashi, Chuo-ku, Tokyo 104-0031, JAPAN
TEL.03-3271-0808 FAX.03-3272-8755

info@olivejapan.com

OLIVE JAPAN is a comprehensive open-air event that brings olive producers/distributors and their products together with Consumers. This is the most effective opportunity to contact and meet with high net worth Japanese Consumers directly at the venue. The OLIVE MARCHE is not only for the professionals, but also focused on Consumers, this is the defining character of this event, and the key distinctive feature of OLIVE JAPAN from other major Competitions and Trade Shows.

Please book your booth at OLIVE MARCHE now !
We are waiting for your joining us in OLIVE JAPAN 2013.

Toshiya Tada, Chairman of the Organizing Committee
The Olive Oil Sommelier Association of JAPAN

OLIVE JAPAN SHOW INFORMATION

Trade Show Name : OLIVE JAPAN 2013
Theme : “Olive Business meets Consumers.”
Schedule : April 27th(Sat.) - April 28th(Sun.), 2013
Venue : Futako Tamagawa RISE Galleria (Setagaya-ku, Tokyo, JAPAN)
Organizer : The Olive Oil Sommelier Association of Japan (OSAJ)
Staging Partner : Futako Tamagawa RISE (Tokyu Railway Company)
Supported by : Embassies of the olive production countries, traders’ associations...
Sponsor : will be determined
Attendants/Participants : over 200,000 people (projected)

OLIVE MARCHE Booth Setup & Fees

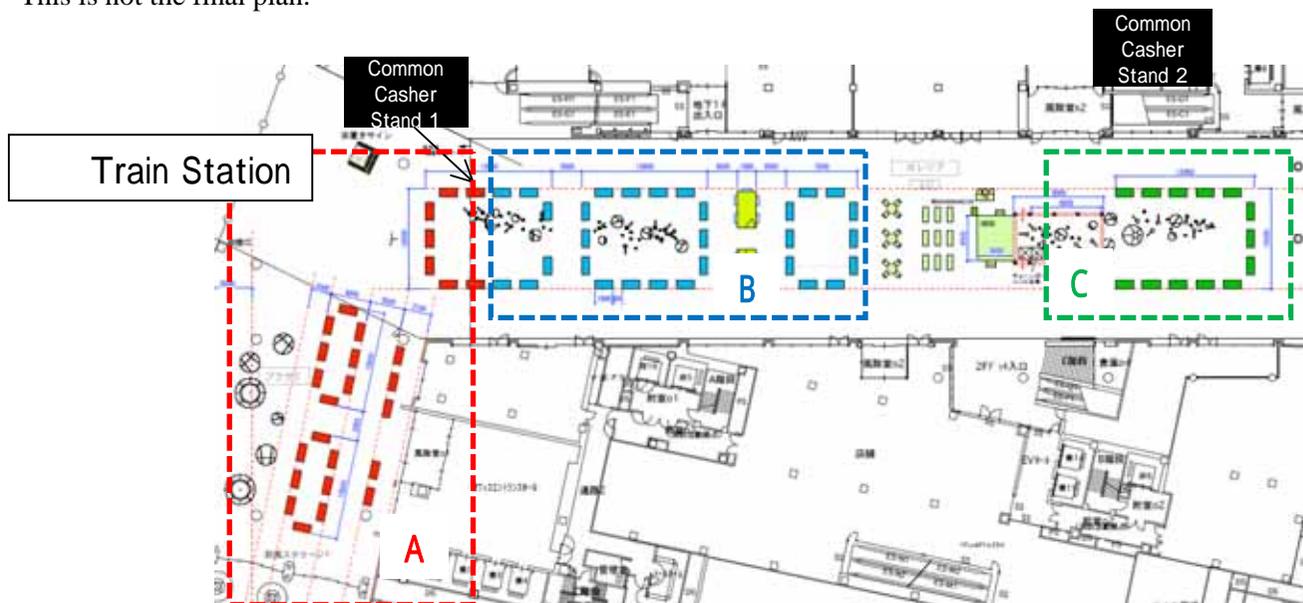
Booth Zone	Fees	Booth Setup	Details
A Zone	¥ 89,250 Per 1 booth for 2 days	Packaged booth (see next page)	You can sell your products at your booth with your own checkout cashier. You can send your products/brochures for your booth in prior to the Show. (maximum 10 cardboard cartons with each cartons should be within 520mm×425mm×480mm size, (Shipping date designated, and you should pick up by yourself.) Move-in time on April 27 is 6:30 AM
B Zone	¥ 78,750 Per 1 booth for 2 days	Packaged booth (see next page)	You can sell your products at your booth, and you should use “Common Cashier 1” or “2” nearby your booth. You can send your products/brochures for your booth in prior to the Show. (maximum 5 cardboard cartons with each cartons should be within 520mm×425mm×480mm size, (Shipping date designated, and you should pick up by yourself.) Move-in time on April 27 is 5:30 AM
C Zone	¥ 63,000 Per 1 booth for 2 days	Packaged booth (see next page)	You can sell your products at your booth, and you should use “Common Cashier 1” or “2” nearby your booth. C Zone Booth located a little bit away from the station end, which may cause slow traffic. Move-in time on April 27 is 5:00 AM

The organizer will not take any commissions or royalty to your sales at the booth.

Floor Plan at the Venue

Booth Zone Layout

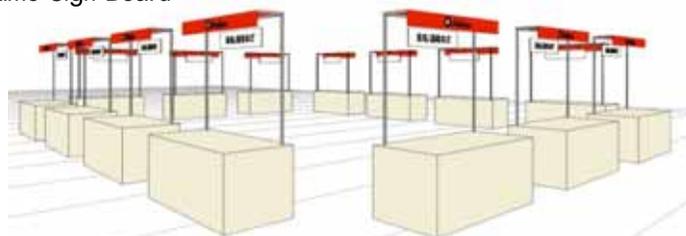
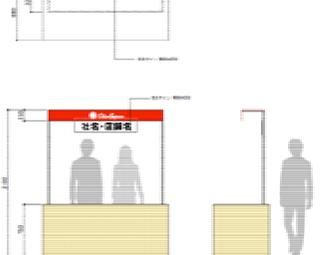
This is not the final plan.



Packaged Booth



Packaged Booth Image
With Company(Brand) Name Sign Board



Packaged Booth Plan Detail

OLIVE JAPAN 2013 Coloring Flag Stand Table

Table Size (BOX) W1,800mm x D800mm x H750mm Flag Heights 1,800mm
Company Name Sign Board 900mm x 200mm
OLIVE JAPAN Flag color is varied by Zone.

Tile Carpet in front of the booth

Carpet Size : 1,800mm x 900mm

BOOTH dimension : W1800mm x D1800mm

Chairs are not included. It should be ordered as ¥630 per chair

Electric Supply is not included. It should be ordered as ¥21,000 per 1kwh

If you do not need the Packaged Booth, note in the application. (Fees should be no changed)

Time to apply / When the Fees should be paid

Priority Application (for OSAJ Member/Exhibitors in 2012) until December 28th, 2012
Regular Application from December 29th, 2012 until January 31st, 2013

Please FAX **and** send to the Application Form to the Organizer. Upon receipt your application form, the Organizer send you a confirmation E-mail. Proceed to make your payment for the Booth Fees before the deadline.

Please be careful as the organized cannot accept any cancellation of the entry after the Application form received.

Fees PAYMENT DUE: **Priority Application** **January 10th, 2013**
 Regular Application **February 7th, 2013**

Before the due date of the application, there might be sold out all the booth space, so please apply now !

OLIVE MARCHE Rules and Regulations

Please read carefully as the applicants should approve and accept this Rules and Regulations upon entry.

[1] Exhibits

1.1 The OLIVE MARCHE exhibits are required to be fit for the gist and purpose of the OLIVE JAPAN Trade Show exhibition and to obtain the Organizer's prior consent.

1.2 The goods falling under any of the items mentioned below are not allowed for exhibition.

- 1) Goods not allowed for import, export, and sale, narcotic drugs, or legally prohibited goods.
- 2) Flammable, explosive or radioactive materials.
- 3) Any goods infringing or likely to infringe upon industrial property rights.
- 4) Goods that employ open fire (unless approved by the local fire authorities)
- 5) Goods obtaining no prior consent from the Organizer.
- 6) Goods having any directions or advice by the competent administrative authorities.
- 7) Goods likely to conflict with relative laws and ordinances, and those contrary to public decency.

Remarks; It should be necessary for the imported products to sell at the booth, the importation and custom clearance should be made as the "Commercial Products" with the effective "Importation Permit" issued by the Ministry of Labor, Health and Welfare. The Organizer reserves the right to check the "Importation Permit" with Exhibitor.

1.3 The Organizer reserves the right to restrict or prohibit exhibition of items other than those indicated in the preceding section if deemed likely to cause a disturbance to normal exhibition operations, both before and during said exhibition.

1.4 Regardless of whether before or after acceptance of the application, if the Organizer becomes aware of the Exhibitor's intent to exhibit, or exhibition of goods prohibited in paragraphs 1.2 and 1.3 above or any otherwise restricted articles, the Organizer will issue notice to the Exhibitor who upon receiving said notice must comply by removing the offending goods from exhibition or adjust them to adhere to regulations.

1.5 In the preceding paragraph, the Exhibitor, if failing to follow the Organizer's instructions, is required to promptly pay the penalty at the amount equivalent to three times the booth rent and the Organizer may remove the goods in question or take any proper measures for them on behalf of the Exhibitor at the Exhibitor's expense, and in this connection, the Exhibitor may not call the Organizer to account.

1.6 The Exhibitor has understood the matters in the preceding paragraph 1.5 before applying for the Exhibition, and therefore in the future his objection to those matters is not admitted.

[2] Layout of Booths

The layout of the booth is determined by the Organizer by taking into account the past results (such as number of times of participation in the Organizer's Exhibition), number of booths, applied exhibits, demonstration, and the timing of application.

[3] The Period of Exhibition and Exhibition Times

The Exhibition will be held for two days from April 27 to 28, 2013. The opening hours will be from 10:00 to 20:00.

[4] Space and Booth Fees

(a) The space & booth rental fees are as follows.

Packaged booth Zone A : ¥ 89,250 (tax included)

Packaged booth Zone B : ¥ 78,750 (tax included)

Packaged booth Zone C : ¥ 63,000 (tax included)

The Organizer also rent the space only for each Zone, and the rental fees are same as the packaged booth.

(b) Items included in booth rental for the packaged booth

1. Exhibition space (approx 1.80m(W) × 1.80m(D))
2. Basic amenities: booth (packaged table with company name sign board and OLIVE JAPAN flag)
3. Option amenities: chairs (¥630 per chair) electric power supply (¥21,000 per 1kwh)

[5] Application for Exhibition Space

How to apply : In the application form, with the required items filled

Deadline for application : Priority Application made by OSAJ members, OLIVE JAPAN 2012 exhibitors should be made by December 28th, 2012, Regular Application should be made after December 29th by January 31st, 2013.

Payment due : Priority application Exhibitors : January 10, 2013

Regular application Exhibitors: February 7, 2013

Payment method : Bank transfer or money order in Japanese Yen only.

Japanese Yen is used for all payments.

All the bank charges for the money transfer should be paid by Exhibitors.

Please note that the final deadline may be determined by filling of the set capacity for the number of total booths.

Please send applications to : The Organizer as follows;

c/o The Olive Oil Sommelier Association of Japan (OSAJ)

3-4-1 Kyobashi, Chuo-ku Tokyo 146-0085, Japan

TEL : (81)3-3282-0808 FAX : (81)3-3271-8755

In case of payment failure on due, the Organizer may reserve the right to cancel and remove the booth.

[6] Establishment of Contract

The contract for participation in the Exhibition shall become effective between the Organizer and the Exhibitor as of the Organizer's E-mail Confirmation with Invoice made to the Exhibitor for the participation fee pursuant to these Rules and Regulations.

[7] Administration of Exhibits

7.1 Move-in and-out, and administration of Exhibits must be done by the Exhibitor at his own risk and expense.

7.2 The Organizer, except for the cases due to any cause imputable to him, declines all responsibility for damage to the Exhibits including those caused by natural disaster or force majeure, and any accident to the Exhibits.

[8] "Safety First" Measures, Responsibility

8.1 The Exhibitor must pay his utmost attention in moving-in and out, displaying, demonstrating, removing etc., the Exhibits in order to prevent any accident. In the case of an accident, responsibility shall lie with the Exhibitor.

8.2 The Organizer may order the Exhibitor to discontinue or restrict construction work or to take any measures for preventing an accident, each to be done at the Exhibitor's expense.

8.3 Except for the cases due to any cause imputable to him, the Organizer declines all responsibility for any accident which occurs.

[9] Change in or Cancellation of Exhibition

9.1 The Organizer may change the Exhibition period, or cancel the exhibition (thereby dissolving this contract) due to natural disaster, or any other unforeseen or uncontrollable circumstances.

9.2 The Organizer reserves the right to nullify this contract or cancel the exhibition content which will not foster the achievement of exhibition aims and goals.

9.3 In the event that the proceedings listed in 9.1 or 9.2 occur, the Organizer can not be responsible for loss or damage to Exhibitors or other individuals.

[10] Cancellation by Exhibitor

10.1 No cancellation of the application for exhibition and termination of the Exhibition Contract each by the Exhibitor, is admitted without the Organizer's consent.

10.2 In the preceding, if the Organizer gives consent to the Exhibitor's cancellation or termination, the Exhibitor must pay the cancellation fees as follows: In the event of the Organizer agreeing to any written request for release from the contract, the Exhibitor will be liable for all the cost stated in the contract.

All notices of cancellation must be submitted in writing.

[11] Japanese Immigration Procedures

In cases where in order to enter Japan for the OLIVE JAPAN Trade Show and exhibition, it is necessary for the Exhibitor to follow certain immigration formalities, the Exhibitor shall handle such formalities independently, and the Organizer shall not be responsible for any such immigration formalities or related fees involved in obtaining permission for entry. Also, if due to a rejection of permission for entry into Japan, the Exhibitor should have to cancel the Exhibition Contract, the Exhibitor must pay the Organizer the cancellation fee according to the stipulations of article 10.

[12] Move-in and out, Hall Facilities

Move-in/out as well as the facilities in the hall are provided for as follows:

1) Move-in : April 27, 2013 Zone C 05:00-05:30; Zone B 05:30-06:00; Zone A 06:30-07:00

2) Move-out : April 28, 2013 22:00-23:20 (tentative)

All work including the removal of decoration materials must be finished within the period set forth above.

3) Electrical Facilities

The Organizer will provide a main electrical line of 1000W capacity (100V/single phase) with an outlet in each booth by optional order. For this electrical connections and wiring work shall be paid for by the Exhibitor.

4) Water supply and drainage facilities

There is no water supply and drainage facility at the booth.

[13] Bearing Expenses

13.1 The Exhibitor, if needing electricity, chairs, etc., is required to perform application formalities to be separately fixed, and pay the prescribed fee.

13.2 The Exhibitor pays any expenses for transportation, moving-in and -out, displays, demonstration materials, and removal of the Exhibits, and those for his act, as well as the insurance premium on the Exhibits and the Exhibitor.

[14] Amendment of Regulations

The Organizer may amend these Regulations and their Rules owing to unavoidable circumstances. The Exhibitor agrees beforehand to such amendments and observes those after amended.

[15] Prohibited Items and Activities

The Exhibitor is not allowed to do any of the acts set forth below:

- 1) To assign, sell, sub-lease or offer as a security, the position or rights of the Exhibitor in the Exhibition Contract, in whole or part;
- 2) To post or display a signboard, notice-board, advertising sign, inside, outside or around the Hall, except in the designated place. The same does not apply to the cases where the Organizer's prior consent has been obtained;
- 3) To carry in heavy weight or articles causing other persons annoyance due to dirtiness or a bad smell, etc;
- 4) To do any act annoying other exhibitors or causing damage to the Hall including the booth;
- 5) Staying overnight in the booth space;
- 6) Any other matters not to be allowed in these Regulations.

[16] Termination of Contract

In the event of the Exhibitor coming under one of the cases set forth below, the Organizer is entitled to terminate the Exhibition Contract without giving any notice to the Exhibitor. In case of termination, the Organizer may claim the compensation for the damage, if any, against the Exhibitor.

- 1) Not to pay the Rent, in whole, or part;
- 2) To exhibit a prohibited article, or not to comply with the Organizer's restrictions on exhibition;
- 3) To attempt to use the booth for any other purpose than exhibition at the Exhibition;
- 4) Not to use the booth;
- 5) If the exhibiting company faces provisional seizure or other temporary measures, forced execution or auction, liquidation, bankruptcy, civil rehabilitation, corporate rehabilitation or company dissolution;
- 6) To dishonor a bill or cheque;
- 7) To be given the disposition for failure in payment of the public charges;
- 8) Any fact considerably implying the Organizer's credit;
- 9) To violate these Regulations or Rules;

[17] Restoration of the Original State

In the event that the Exhibition Contract is terminated due to cancellation, termination, expiration of the term or for whatsoever reason, the Exhibitor must evacuate the booth to the Organizer in the following manner:

1) The booth should be restored to its original state;

In the event the Exhibitor fails to do the work to restore such state, the Organizer does said work at the Exhibitor's expense.

2) After evacuation of the booth, the Organizer may, at his discretion, dispose of anything the Exhibitor leaves behind at the booth.

3) The Exhibitor, when evacuating the booth, does not claim the expenses incurred for his booth, fittings, and facilities, refundment of the beneficial expenses, removing expenses, compensation for removing, or key money, regardless of the reason or cause. In addition, the Exhibitor is not entitled to demand from the Organizer purchase of the fittings and facilities, provided for in the booth by the Exhibitor at his own expense.

4) The Exhibitor is, when failing to evacuate the booth after termination of the Exhibition Contract, required to pay the Organizer damages triple the amount equivalent to the booth rent and the sum equivalent to various expenses, for a period from the next day of said termination for the damage to the Organizer, if caused due to delay in evacuation.

[18] Late payment of damages

In the case that the Exhibitor is late in the payment of damages incurred at the exhibition according to deadlines determined in this contract, an additional charge calculated at a yearly interest rate of 14.6% will apply.

[19] Spot Inspection

19.1 Out of necessity for maintenance of the building, sanitation, crime or fire prevention, rescue or administration of the building, the Organizer or his employee is entitled to enter the booth with a prior notice to the Exhibitor, in order to take the proper measures. In case of emergency, if the Organizer has no time to give said notice, a post-fact report is sufficient.

19.2 In the preceding, the Exhibitor must co-operate with the Organizer in said measures.

[20] Rules for Exhibition

The Exhibitor must observe the Rules to be laid down in accordance with these Regulations, which are attached to these Regulations. The Exhibitor shall adhere to the regulations set forth by the Exhibitor's Manual under all circumstances.

[21] Constant Presence in Booth

The Exhibitor is, during the OLIVE MARCHE Exhibition period, required to remain present at the booth, in order to receive visitors and administer the Exhibits.

[22] No Microphones, Sound Volume Control

22.1 No explanation of the goods through a microphone is allowed. However, at the discretion of the Organizer there may be certain cases for exception to this rule.

22.2 The sound volume created by the audiovisual equipment or by goods must be below 60 decibels at a distance of 2 meters in front of the booth.

22.3 No live performance of music is allowed at the Venue.

[23] Disposal of Waste

The waste from exhibition, used materials, and all rubbish in and around the booth, must be taken back at the Exhibitor's risk.

The disposal of the waste left behind is charged to the Exhibitor by the Organizer at the end of the Exhibition period. The Exhibitor must pay the bill promptly after receiving it only besides the Organizer provide 2 waste bags of 45 liter per day, which can be disposed without any charges.

[23] Cooking Apparatus

It is not allowed to install any cooking apparatus using any kind of gas and/or liquid/solid fuel in the booth. If it must be needed to install any electrical heater or warmer (microwaves is also included), the Exhibitor is required to give notice to the Organizer by completing an application form which will be attached to the Exhibitor's Manual, by the date specified. The Organizer will make the necessary arrangements to get approval from the Fire Authority in accordance with information given by the Exhibitor on his behalf. In order to make arrangements as smooth as possible, the Organizer requests the Exhibitor to describe the details of the apparatus to be used as precisely as possible.

[25] Dangerous objects (Oil and Fuel used in the booth)

It is not allowed to store any kind of fuels in the booth for the purpose of cooking and display.

[26] Decoration, Construction Work

26.1 Exhibitors shall refrain from placing decoration materials in a manner in which they protrude from the partition, outside the allotted space.

26.2 No facilities and signs are allowed on the passage in the Venue.

26.3 All decorations must be below 2.5 meters in height.

26.4 No use of the ceiling is allowed for the Exhibition without the Organizer's consent.

26.5 The Exhibitor observes the matters to be explained by the Organizer at the Exhibitor Explanatory Meeting.

26.6 In case the Exhibitor violates any of the provisions of the paragraphs 26.1-26.5, and disregards the Organizer's notice to correct such violation, the Organizer may take, at the Exhibitor's expense, any measures such as removal etc., of the goods under said violation. The Exhibitor does not raise any objection against said measures to the Organizer, nor make any claims.

[27] Other Provisions

27.1 The Venue has a roof on the ceiling and some booth located possible affection from rain and strong wind, Exhibitors are recommended to have plastic sheet or tent to protect their products and displays.

27.2 During the OLIVE JAPAN/OLIVE MARCHE exhibition, the Organizer, Land/Facilities Owner, the Fire Department and Sanitary Authority reserve the right to prohibit or restrict the Exhibitor's exhibition in order to keep Safe and Sanitation standards which required by law.

[28] Competent Court

Any dispute arising from these Regulations about the rights and duties, are settled at the Tokyo District Court.

[29] Arbitration

Any dispute arising between the parties hereto in connection with or in relation to this Agreement shall be settled in the Tokyo District Court in accordance with the Commercial Arbitration Rules of the Japan Commercial Arbitration Association. The award given by the arbitrators shall be final and binding upon the parties hereto.

OLIVE MARCHE / Booth Application Form (1)**Send by FAX****Then Submit the Original via Mail !**

[Send to :]

The Olive Oil Sommelier Association of JAPAN**FAX +81 - 3 - 3272 - 8755**3-4-1, Kyobashi, Chuo-ku, TOKYO 104-0031 JAPAN
TEL.+81 - 3 - 3271 - 0808 info@olivejapan.com**DUE DATE: JANUARY 31, 2013**I have read and accepted the Rules and Regulations on the Exhibitor's Manual and hereby submit my application to exhibit at OLIVE MARCHE/OLIVE JAPAN 2013. The payment of the exhibition space cost will be made without delay by February 7th, 2013.**Exhibitor s Info**

Company Name			
Brand (Store) Name			
On the Booth Sign Choose One	Company Name · Brand(Store) Name · Both		
President of the Company			
Application Made By: (Name)	Signature here		
Company Address			
Contact	TEL	FAX	Mobile Phone
E - MAIL			
Website			
INQUIRY (within 80 words) The Organizer translates in Japanese and put on OLIVE JAPAN 2013 Website.			

Number of Booth and Options

How Many Booth You Need ?	Zone A · Zone B · Zone C Choose one and marked as	Option	Electric Outlet	piece(s)
	Total _____ Booth(s)		Chair	chair(s)
			If you do not need the packaged booth, please check	

