

The Biggest Specialty Coffee Event in Asia

Information for Exhibitors



**SCAJ World Specialty Coffee
Conference and Exhibition 2021**

November 17^{WED} - 19^{FRI}, 2021

TOKYO BIG SIGHT Aomi Exhibition Hall A

<https://www.scajconference.jp/en/>

Organized by
Specialty Coffee Association of Japan





SCAJ2021 Event Overview

Event Name	SCAJ World Specialty Coffee Conference and Exhibition 2021
2021 Theme	Connecting to a Sustainable Future
Date	November 17(Wed) -19(Fri), 2021 (3 days)
Time	10am - 5pm (close at 4pm on the last day)
Venue	TOKYO BIG SIGHT Aomi Exhibition Hall A <small>*The venue has been changed from previous years due to the Olympic Games.</small>
Number of Exhibitors	200 companies / 350 booths (expected) [at the previous show : 201 companies / 352 booths]
Number of Visitors	35,000 (expected) [at the previous show : 33,978 visitors]
Number of Countries & Regions	Visitors from 50 countries & regions / Exhibitors from 25 countries & regions [at the previous show : visitors from 47 countries & regions, exhibitors from 23 countries & regions]
Admission	On-site ticket JPY 1,500 / Pre-registration JPY 1,000 (tax included) (Valid for three days, free with official invitation)
Organized by	Specialty Coffee Association of Japan (SCAJ)
Supported by (2019)	Ministry of Foreign Affairs of Japan, Tokyo Metropolitan Government, Tokyo Convention & Visitors Bureau

Greeting



Masahiro Kanno
Chairman
Specialty Coffee Association of Japan

Dear all,

We would like to express our sincere gratitude for your continued support for Specialty Coffee Association of Japan.

In 2020, due to the worldwide spread of the new coronavirus, our annual SCAJ exhibition was canceled. Coffee consumption at home is growing significantly contrary to the impact on the food and beverage industry in general. New normal has also taken root, and it seems that the number of people brew coffee at home and on their own are increasing. It is hard to imagine that the corona wreck will converge in a short period of time, but let's continue our activities in cooperation with each other while taking proper measures.

In coming November of this year, we will hold the biggest event of Specialty Coffee Association of Japan, "SCAJ World Specialty Coffee Conference and Exhibition 2021". This year's theme is "Connecting to a Sustainable Future". In the first place, the background to the birth of specialty coffee was the idea of sustainability, which is to create a market to protect the lives of people working on coffee plantations and the environment surrounding them. In addition, each company is currently working on solving issues related to the SDGs. I think it's time for us to think seriously about the "sustainable future."

Under this theme, this year, more than 20 countries and regions including coffee-producing countries, more than 350 booths of coffee-related machines and equipment will be exhibited, seminars on various information and quality will be held. Moreover at event stage, the finals of the several coffee competitions will be held.

Lastly, we would like to thank the Ministry of Foreign Affairs and the embassies of coffee-producing countries for their support every year, and we would like to send our gratitude for exhibitors, sponsors, and exhibition management, all the members of the association, committee members, volunteer staff, and all other related parties. We look forward to welcoming you at SCAJ2021.



Katsuhiko Hasegawa
Vice-chairman
Specialty Coffee Association of Japan
Committee Chair
Exhibition & Conference Committee

Dear all,

Greetings for your continued support of SCAJ. Thanks to all of you, SCAJ is now celebrating its 18th anniversary, in commemoration of which we have made a new start as we prepare to hold our 16th exhibition this year.

At the previous exhibition, a total of 201 companies including specialty coffee-related companies and organizations from 23 countries including various coffee producing countries as well as Japan and other areas of the world participated in the event. During the three day event 33,978 people from 47 countries visited the 352 booths which were set up as part of SCAJ2019. The event was a huge success in showcasing the value of SCAJ both in Japan and overseas as Asia's largest event specializing in specialty coffee.

The theme of SCAJ2021 is "Connecting to a Sustainable Future", and this theme arose from the following idea: "Let's do what we can now to realize a bright future where everyone will be able to continue to drink and enjoy specialty coffee." Today's global environment for the future of coffee is not necessarily bright due to global weather extremes, low futures prices for coffee in New York, and the spread of global health epidemics. It would be great if everyone could take the opportunity during this year's event to think about what we can do to protect the environment and maintain a world which supports delicious specialty coffee.

One of the primary aims of SCAJ2021 is to quickly disseminate information about the constantly evolving and growing specialty coffee industry. We appreciate that people can feel and experience the wonder of specialty coffee and that it has become an attractive beverage which surprises and impresses people all over the world as an indispensable part of everyday modern lifestyles.

Conditions for exhibitors

Require to be a manufacturer (company or individual), trading company, information media outlet, organization or association, etc. that is involved in spreading and popularizing specialty coffee, or that handles products, services or publications, etc. that contribute to the development of the coffee industry in Japan and worldwide.

Exhibit categories : Raw beans, roasted beans, roasting machines, espresso machines and related accessories, drip machines, grinders, brewing equipment, cooking equipment, food service equipment, water purifiers, storage bags/containers/tableware, coffee and other beverages, syrup, confectioneries, related services and publishing/media, etc.

About exhibitor applications

How to apply

To apply, please fill in the required entries on the SCAJ2021 official website.

www.scajconference.jp

Please read the “SCAJ2021 Exhibition Terms and Conditions” carefully before applying. Once you submit this application form, we deemed that you agree to all the matters described in the “Information for Exhibitors” and “SCAJ 2021 Exhibition Terms and Conditions”.

☞Applications that the organizers do not deem to be in line with the purport of the exhibition may be rejected.

Application due date

[Primary application due date(early entry)]
priority for SCAJ members

May 14 (Fri), 2021

[Secondary application due date(final)]

June 15 (Tue), 2021

☞Application will close once all scheduled spaces have been assigned, regardless of the application due date.

☞SCAJ members and repeaters will be accepted first for early application.

☞SCAJ member who apply and pay in the early entry will have benefits such as priority of booth location lottery. Please check the column below.

Application reception & Payment of exhibition fee

The organizer will scrutinize the content of the application. Once your application is confirmed, SCAJ Conference office will send you an invoice. Please make a bank transfer of the exhibition fee to the indicated bank account. You must adhere to the remittance due date indicated on the invoice (approximately one month after application or due date below). Your application will officially be considered complete once payment is confirmed.

*Bank transfer fees are payable by the Exhibitors.

[Primary application payment due date(early entry)]

May 31 (Mon), 2021

[Second application payment due date(final)]

June 30 (Wed), 2021

Precautions for exhibitors

Change and cancellation	<p>☞Changes to the number of booth units Make sure to contact the SCAJ Conference Office for changes. Please note that you will be charged a cancellation fee if you decrease the number of booth units.</p> <p>☞Cancellations Please submit letters in writing when you make cancellation after application. Please note that regardless of the reason for cancellation, you will be charged a cancellation fee as follows.</p> <ul style="list-style-type: none"> • Between the date of application and May 14, 2021 : No cancellation fee • Between May 15 and July 14, 2021 : 50% of the exhibition fee • July 15, 2021 onward : 100% of the exhibition fee
Expenses not included in the exhibition fee	<ul style="list-style-type: none"> • Exhibitor's costs of interim decoration its own booth, transporting items into the venue. • Extra expenses for electrical facilities, electric supply work charge, electricity usage rate other than the electric equipment attached to the packaged booth. (Electric equipment and supply work are not attached to free space booths of 4 booth units or more and semi-standard booths.) • Expenses for water supply and drainage inside the booth, if required (Reference: Shared sinks with a water purifier will be installed in the exhibition hall as a shared facility that can be used by all exhibitors). • Labor costs for staff or interpreters inside the booth, if required. • Other
Disclaimer	Please note that should a natural disaster or other unexpected event make it difficult to hold an exhibition as scheduled, the organizer may decide to reschedule or cancel it altogether. In the case, exhibition fees and any other associated payments that have already been made shall not be refunded.
Joint Displays	<p>Basically one exhibition booth applies to one brand (or company), however, joint displays upon application by multiple corporations, associations or brands are also allowed provided that the requirements indicated below are met. In the case of joint displays, one managing company and its representative (the person who will serve as liaison) will be appointed, and payments of exhibition fee, as well as other payments required, will be paid collectively by the managing company.</p> <p>☞Joint display requirements</p> <ol style="list-style-type: none"> ① Organizations that comprise multiple companies or associations. ② Group companies, associated companies or brands, etc. linked by capital relationships. ③ Companies, associations or brands, etc. that are implementing or planning projects based on joint businesses or collaborations.
Note for number of booth units applied for	Please take into account your company's place of presentation, stock, visitor queue area and tasting space when applying for booth space. Promotion, tasting and visitor queue in areas outside are not allowed. Please limit displays to the booth area.
Determining booth location	As a general rule, the booth location of each company will be determined by the booth location selection (lottery) held at the exhibitor briefing. However, the location of booths such as overseas exhibitors, exhibitions with more than 4 booth units, and official sponsors will be decided by the organizer in consideration of the number of booths and contents.
Special benefits for SCAJ members	<p>The following preferential benefits are granted to SCAJ members:</p> <p>☞SCAJ members exhibiting more than 4 standard booth units</p> <ul style="list-style-type: none"> • Advance of carry-in time • Selection of booth location before exhibitor briefing (In case of overlap, decide by lottery) • Additional distribution of vehicle permit <p>☞SCAJ members exhibiting 1-3 booth units with early application (only if the application and payment are completed by the first due date)</p> <ul style="list-style-type: none"> • Priority of booth location lottery at exhibitor briefing • Additional distribution of vehicle permit
About the exhibitor briefing	The exhibitor briefing will be held on July 15 (Thu), 2021 . The Exhibitor Manual will be distributed to explain the various rules and regulations concerning the exhibition, regulations, application entries, and application methods. Also, a lottery will be held to select a booth location for the target booths.
SCAJ membership enrollment	Special benefits and special pricing for members will be applied to SCAJ members as well as new members who became members at registration. Please check the association's website (scaj.org) for information on how to become a SCAJ member, annual membership fees (30,000 to 50,000 yen / year depending on membership), and membership rules.



SCAJ2021 is one of the largest specialty coffee exhibitions in Asia.

SCAJ2021 is one of the largest specialty coffee exhibitions in Asia and is a worldwide event which attracts buyers from the specialty coffee industry from over 40 countries and regions to come for sales discussions and to attend exhibits of high quality coffee beans, advanced coffee making equipment, and various products related to specialty coffee. The exhibition also attracts coffee fans through seminars offering the most up to date news from coffee producing countries as well market and industry trends for both global and domestic markets. In addition competitions and special stage attractions will be held during the exhibition.

Benefits of exhibiting at SCAJ2021

Benefit

1

This year's exhibition marks the 16th anniversary of SCAJ which is one of the largest specialty coffee exhibitions in Asia. This event promises to help exhibitors increase their brand value in the industry.

Scale of the exhibition previous results:

Exhibitor composition

201 companies
23 countries and regions

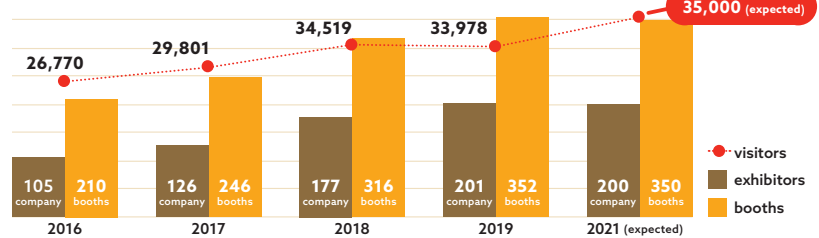
Booths

352

Visitor composition

33,978 visitors
47 countries and regions

Number of exhibitors and visitors have increased every year on an annual basis.



Previous list of exhibitors (SCAJ2019)

1883MAISONROUTIN
12Presso Japan
All Round Tea Co., Ltd.
ALLPRESS ESPRESSO JAPAN Co., Ltd.
ANFIM srl
Aoyama Tsusho Co., Ltd.
AOYOSHI CO., LTD.
AP General Co., Ltd.
APIX INTERNATIONAL CO., LTD.
Arcane
ASAHIYA PUBLISHING CO., LTD.
ASIAMIX Japan Limited.
ATAKA TRADING CO., LTD
Bace.K.K.
Bach Kaffee co
Barista Hustle Japan
bmtarget
Bodum
Bontain Coffee Co., Ltd.
Brewista / REC COFFEE
BREWMATIC JAPAN, Ltd.
BSCA- Brazil Specialty Coffee Association
C-COOP
CACAO HUNTERS
Cafe de El Salvador
CAFE DE HONDURAS
CAFE DE NICARAGUA
Cafe Show & World Coffee Leaders Forum
Cafe Show China
cafe time
CAFEEKONA
CAPITAL CORPORATION
CARIBBEAN TRADE CO., LTD.
CARPIGIANI JAPAN CO., LTD
CEROFFEE
CERRAD COFFEE & COMPANY Ltd.
ChuanPen International Packing CO., LTD.
Coffee Bonsai (UCC Agri-Research Center)
COFFEE SUJAK CO., LTD.
Colombian Coffee
CORNES & CO., LTD.
Credence Network Communications Co., Ltd.
Daiichi Denkasha Corporation
DAIICHI DENSHI, INC.
Daiwa Tekko
DAIYACASE
DCS Co.,Ltd
De'Longhi Japan Corp.
DIAMOND CO., LTD.
DKSH Japan K.K.
dotcom coffee

E. K. Taiwan, Clever & Handybrew
ECOM COFFEE GROUP / MERCANTA
ECOTACT
Embassy of the Republic of Rwanda
Ethiopia-JICA Forest Coffee Project
Ethiopian Coffee Exporters Association members
EVERPURE JAPAN, INC.
EXCLUSIVE COFFEES S.A.
Fairtrade Label Japan
FBC International Inc.
FCC
Fluid Bed Shop Roasters
FMI Corporation
FUKUSHIMACOFFEE CO., LTD.
Fuso Ind. Co., Ltd.
G&C CORPORATION
GOOD COFFEE FARMS
Good Neighbors Japan
GrainPro
Guangzhou Cafemasy E-Commerce Co., Ltd.
Guatemalan Coffees
HARIO CO., LTD.
Holidays Inc.
Honey Coffee
HOTELX Shanghai
IFNI ROASTING & CO.
Indonesian Trade Promotion Center
INFINITY CO., LTD.
innocent coffee DECAF
Intelligent Sensor Technology, Inc.
International Women's Coffee Alliance (IWCA) JAPAN
Jamaica Coffee Exporters' Association (JCEA)
JAPAN HANDDRIP ASSOCIATION
JUNIOR COFFEE
kaico
KALITA CO., LTD.
Kanematsu Corporation
KLEAN KANTEEN
KURARAY CO., LTD.
kyoto yosano roaster [weld one]
LEVERPRESSO
LOCA Ceramic Filter
LUCKY COFFEE MACHINE CO., LTD.
MAKINOSEIKAN CO., LTD.
MARUSAN-AI
MARUYAMA COFFEE Co., Ltd.
MCagri Alliance
memento coffee / First Crop Coffee
milco
Mindart,inc
MTG

My Best Granola
N.F. International Co., Ltd.
NAKAMURA SHOTEN Co., Ltd.
Namamamehomo
Nichifutsu Boeki K.K.
NICHIFUTSU SHOJI CO., LTD.
NICONON Co., Ltd.
NIPPON COFFEE TRADING CO., LTD.
NISSHINTOA IWAO INC.
Nitto Coffee Co., LTD./Cafe Paulista
NORTHERN COMMERCIAL, LTD.
OCEANTEK CO., LTD.
OGAWA COFFEE CO., LTD
Oishi and Associates Limited
OKUMURASEIKAN
ORGANOCORPORATION
P. S. I. CO., LTD.
Panasonic Corporation
Pistacia Mindanao Coffee Export, Inc.
PNG Co., Ltd.
PREMIUM WATER
Roast hut
S.ISHIMITSU & CO.,LTD. / US FOODS & CO., LTD.
SANWA CO., LTD.
Sanyo Sangyo CO., Ltd.
SATAKE Co.
Saturnbird Coffee
SAZA COFFEE Co., Ltd.
Scrop COFFEE ROASTERS
SEB Professional Co., Ltd.
Shanghai TIMEMORE Coffee Equipment CO., LTD.
SHIKOKU-CAGE Co., Ltd.
Shimomurakihan Co., Ltd.
Simple Real
SKW East Asia Ltd.
Softpack Co., Ltd.
Specialty Coffee Association of Panama
Specialty Coffee Association of Thailand (SCATH)
Sustainability Asia
Swiss Water Process
Takahiro
TANZANIA COFFEE BOARD
TECHNO-WORLD
Three Rivers
Tianwan Industrial (Shanghai) Co., Ltd.
TOEI KOGYO Co., Ltd
Toyo Shoji Ltd.
toyobeverage
True Systems Co., Ltd.
Tsutaya Kaden Enterprise
TWINBIRD

UCC UESHIMA COFFEE CO., LTD.
UGANDA COFFEE DEVELOPMENT AUTHORITY
UMINOMUKOU COFFEE / Mocha Origins / LIGHT UP COFFEE
Unir
US FOODS & CO., LTD.
VIDYA COFFEE
VOLCAFE LIMITED
WATARU
Yamani Package Co., Ltd
Yongliantai
YOSUKE Coffee Company
Yunnan International Coffee Exchange
ZEF Coffee Arts
Zerihun weldemariam desta
ZEROG CO., LTD.

Coffee Village

27 COFFEE ROASTERS
AKITO COFFEE
AMAMERIA ESPRESSO
Association for Nel Drip Coffee Japan
AUNG COFFEE
Cafend Tokyo LLC
Caffè Bal Musette
Coffee Base KANONDO
COFFEE NOVA
COFFEE ROASTERY TABINONE
CORSICA COFFEE DEVELOPMENT
FINETIME COFFEE ROASTERS
Future Coffee Farm X 8 coffee
HAT COFFEE
IFNI ROASTING & CO.
iki ESPRESSO
INFINITY CO., LTD.
itoya coffee
LEAVES COFFEE ROASTERS
Mirai Seeds
Mörk Chocolate
Nagasawa Coffee
ORGANIC-PUER
PHILOCOFFEEA
PRANA CHAI
Same Sky, Inc.
SOCIAL GOOD ROASTERS CHIYODA
SOL'S COFFEE
SPACE JOY CORPORATION
Standart Magazine
SUGI COFFEE ROASTING
Velvet Connection
WAKO BREWING
Windfarm Co., Ltd.

Benefit

2

The exhibition offers exhibitors the best opportunity for sales activities, product promotions, and marketing since a wide variety of people from various businesses who have interests in specialty coffee will visit.

Because of the high level of professionalism of the exhibition, industry-leading information, products, and professionals from the coffee industry are found at SCAJ. Professionals from cafe management, roasting companies, import/export and trading companies will visit SCAJ along with a wide range of people from various industries such as hotels and restaurants, retail distribution, and food related industries with a strong interests in coffee. It can help exhibitions arrange a high potential business deal, promote and market their own businesses, and participate in productive business discussions.

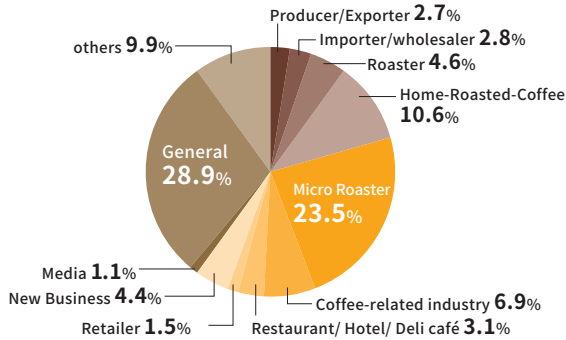
Benefit

3

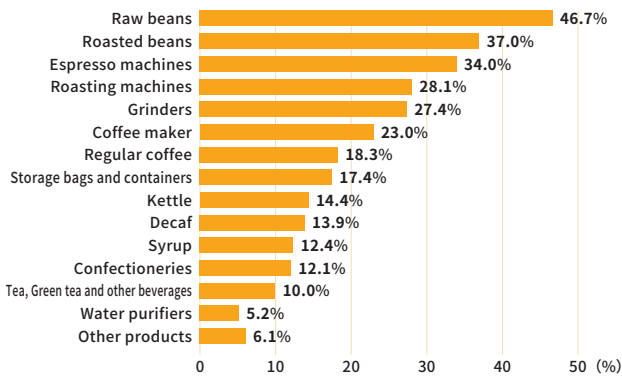
SCAJ will increase exposure among various media and coffee fans through various events and attractions.

On the event stage, the finals of several coffee competitions offering a chance to participate in the World Championships and many other events will be held. Key players in the industry, such as previous competition champions, famous baristas and cafe owners will appear at various events attracting the media and coffee enthusiasts. This exhibition offers opportunities for new product announcements and exposure to wider general consumers.

Visitor categories, by industry



Interested products



Competitions (TBD) *Scheduled events are subject to change.

- Japan Barista Championship (JBC)
- Japan Coffeein Good Spirits Championship (JCIGSC)
- Japan Brewers Cup (JBrC)
- Japan Cup Tasters Championship (JCTC)
- Roast Masters Team Challenge (RMTc)

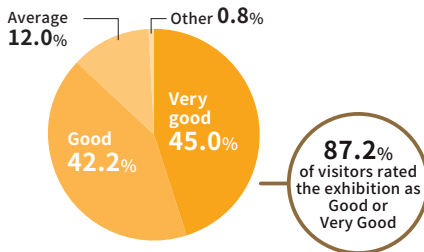


Benefit

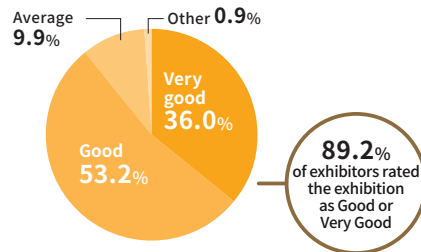
4

This exhibition boasts a very high level of satisfaction for both visitors and exhibitors and offers them a unique specialty coffee experience.

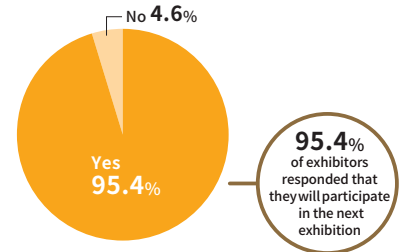
Visitor Satisfaction



Exhibitor Satisfaction



Willing to participate in the next exhibition



Exhibition Fee

Standard Booth

① Packaged booth [1-3 booth units]

1 booth unit: 3m × 3m=9 m² Wall panel height 2.7m

SCAJ member	SCAJ non-member
JPY 367,000 (tax included)	JPY 418,000 (tax included)

Packaged booth fee includes the following basic facilities

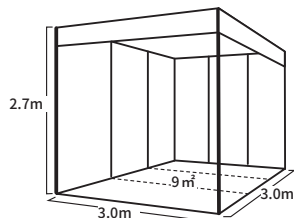
Basic Facilities	
	<ul style="list-style-type: none"> •White system wall panels and parapet(s) •Company name board (on the parapet) •Two arm spotlights •One electric outlet: single-phase 100V-500W (Electrical supply work charge and electricity usage rate are also included.)

- Additional electricity / water supply and drainage work are also available at an extra charge.
- Floor carpets are not included in the basic facilities.
- Other booth decorations and rental equipment are also available according to your needs.
- Parapets, company name board and electrical equipment can be removed upon request. However, the back and side panels facing the adjacent booths cannot be removed.
- Packaged booth is only available in 1-3 booth units. If you need more than 4 booth units, please apply for a free space.

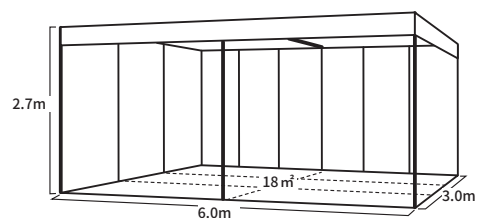
Corner Booth Reservation	
	You can reserve a corner booth with two or three open sides at an extra charge. Per 1 corner: + JPY 50,000 (tax included)

- One corner: booth with two open sides / Two corners: booth with three open sides
- The corner pillars and parapets can be removed upon request.
- The number of corner booths is limited, and the application will be accepted on a first-come, first-served basis.

1 booth unit



2 booth units



Corner booth



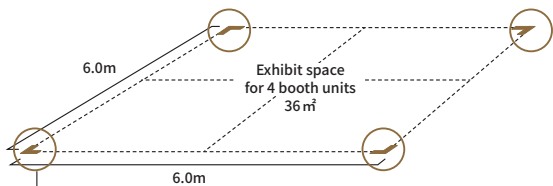
② Free space [more than 4 booth units]

1 booth unit: 3m × 3m=9 m² Raw space

SCAJ member	SCAJ non-member
JPY 367,000 (tax included)	JPY 418,000 (tax included)

Only exhibit space is provided. (raw space with no facilities)
The exhibitor can freely decorate the booth according to the decoration regulations.

- Corner booth is guaranteed for the booth with more than 4 booth units.
- Island booth is guaranteed for the booth with more than 6 booth units.
- Additional electricity / water supply and drainage work are also available at an extra charge.
- Please inquire about detailed decoration regulations.



The 4 corners are demarcated with tape.



Semi-standard Booth

③ Semi-packaged booth [1-2 booth units]

1 booth unit: 3m × 2m=6 m² Wall panel height 2.7m

SCAJ member	SCAJ non-member
JPY 220,000 (tax included)	JPY 275,000 (tax included)

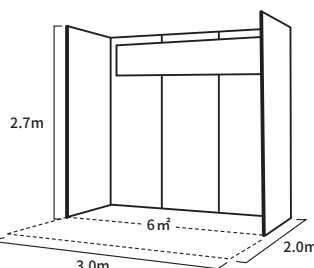
Packaged booth includes the following basic facilities

Basic Facilities	
	<ul style="list-style-type: none"> •White system wall panels (back and sides) •Company name board (on the back panel)

- Semi-packaged booth does not include electrical equipment.
- Electricity / water supply and drainage work are also available at an extra charge.
- The side-wall panel is installed only for 1m depth. Additional panels cannot be installed.
- Floor carpets are not included in the basic facilities.
- Other booth decorations and rental equipment are also available according to your needs.
- Semi-packaged booth is only available in 1-2 booth units.

Corner Booth Reservation	
	You can reserve a corner booth with two open sides at an extra charge. 1 corner: + JPY 50,000 (tax included)

- The semi-standard corner booth with three open sides is not available.
- The number of corner booths is limited, and the application will be accepted on a first-come, first-served basis.



Seminars and Workshops

Exhibitors and producing countries can also hold seminars and workshops introducing company/organization's coffee beans or related products and services in the seminar room. We will accept advanced registration for seminars and workshops on the official website.

4 Producing country seminar

Seminar on the latest situation of the producing country, with tasting or cupping session

with exhibition	Seminar only
JPY 265,000 (tax included)	JPY 316,000 (tax included)

Venue / Participants	Seminar room in the exhibition hall / Up to 80 people
Duration	90 minutes for once (Date and time of the seminar will be decided by the conference office.)
Basic facilities	Microphone, speaker, projector, screen, equipment and staff for preparing tasting/ cupping sessions



- Only a representative organization of each country or any equivalent organizations can hold producing country seminars.
- An interpreter should be prepared by yourself. The conference office can also arrange an interpreter at an extra charge.

5 Exhibitor's seminar/workshop A

Coffee-related seminar or workshop by the exhibiting company/organization [80-120 seats]

SCAJ member	SCAJ non-member
JPY 316,000 (tax included)	JPY 367,000 (tax included)

Venue / Participants	Seminar room in the exhibition hall / Up to 80 or 120 people
Duration	90 minutes for once (Date and time of the seminar will be decided by the conference office.)
Basic facilities	Microphone, speaker, projector, screen, hot water supply room

- The maximum number of participants depends on the venue layout.
- The seminar can be held regardless of whether it is paid or free. However, if the content is not suitable for the purpose of the event, the conference office may reject it.



6 Exhibitor's seminar/workshop B

Coffee-related seminar or workshop by the exhibiting company/organization [40-50 seats]

SCAJ member	SCAJ non-member
JPY 265,000 (tax included)	JPY 316,000 (tax included)

Venue / Participants	Seminar room in the exhibition hall / Up to 40 or 50 people
Duration	90 minutes for once (Date and time of the seminar will be decided by the conference office.)
Basic facilities	Microphone, speaker, projector, screen

- The maximum number of participants depends on the venue layout.
- The seminar can be held regardless of whether it is paid or free. However, if the content is not suitable for the purpose of the event, the conference office may reject it.



*Please note that due to the change of the exhibition hall, the size and facilities of the seminar room will be different from previous years.

Special benefits for SCAJ member companies

There are the following benefits for SCAJ members, so please consider joining us on this opportunity.

	Early-bird member exhibitors for 1-3 booth units ^{*1}	All member exhibitors for more than 4 booth units
Move-in period	From the afternoon of two days before the event (normally, from the previous day morning)	As prescribed, from the morning of two days before the event
Vehicle permits	Add one vehicle permit	Add one vehicle permit
Booth location	Priorities are assigned when selecting booth location in the exhibitor briefing.	Select the desired location from the designated booth layout before the exhibitor briefing ^{*2}

^{*1}Regardless of the booth type, member companies who apply in the early period and have paid the exhibition fee by the specified date (May 31) are eligible for benefits.

^{*2}Lots drawn if more than one company select the same location.

Please refer to the SCAJ Homepage for details on the membership

TOP



Become a SCAJ member

<http://scaj.org/en/>

Common questions about the exhibit Q&A

Can we specify the booth location? / How the booth location will be determined?

No. Except for official sponsors and exhibitors with 4 or more booth units, the booth location will be determined at the exhibitor briefing by lottery. / On the briefing, you can select the desired location from the designated floor plan in the order of the lottery number. For overseas exhibitors and exhibitors who cannot attend the briefing, the secretariat will determine the booth location.

Is it possible to sell goods? / Is sampling(tasting) of coffee allowed?

Yes. However, please refrain from exhibits that primarily intend to product sales. In principle, it is not allowed to provide foods and drinks for a fee. / Yes. Tasting of foods and drinks is possible, but please follow the rules set by the secretariat. Depending on the contents, you may be asked to install a hand-washer, sink, and refrigerator into the booth. The application to the public health center will be made in a lump at the secretariat.

Can we use the fire? / Is it possible to demonstrate roasting of the coffee beans?

No (in principle). The use of open flames such as gas burners and gas stoves, and electrical appliances with exposed heating parts is prohibited. However, prohibition may be lifted by application only if deemed necessary due to the nature of the exhibit or demonstration. / Yes (conditionally). Demonstration of roasting is permitted only if safety measures and smoke elimination and deodorization measures are sufficiently implemented. Please consult the secretariat in advance.

Is there business meeting space? / Is there stock space?

Yes. Areas for business meeting will be set up in the venue. The meeting rooms also can be rented for a fee. / No. There is no shared stock space in the venue. Prepare space in your own booth or apply for a paid rental stock space (2m x 2m JPY 45,000).

Is there a sink and water supply in the venue?

Yes. Shared sinks available to all exhibitors will be installed in the venue. Thanks to the support of the official sponsor, the basic equipment necessary for serving coffee, such as water purifiers, coffee grinders, and paper cups, will be provided free of charge.



Schedule for Exhibitors

May 14(Fri)

Primary application due date
(Early entry)

Preferred application acceptance for Member companies

May 31(Mon)

Payment due date (Early entry)

June 15(Tue)

Secondary application due date
(Final)

June 30(Wed)

Payment due date (Final)

July 15(Thu)

Exhibitor briefing

- [Venue] AP Tokyo Yaesu [Time]14:00~16:00
- Detailed explanation of the application entries and regulations concerning the exhibition
 - Distribution of exhibition manuals and other materials for exhibitors
 - Select the booth locations by lottery (for eligible exhibitor only)
 - July 15, 2021 onward, a cancellation fee of 100% of the exhibition fee will be charged.

End of August~Mid October

Application documents due for submission

- Electrical work, installing water supply
 - Rental equipment
 - Decorative drawings etc.
- Please submit from Exhibitor Site

Mid September

Sending the official invitations

Please feel free to give them out to partner companies and new customers. Free with the invitations.

Mid October

Sending various materials

The SCAJ secretariat will send the materials such as exhibitor badges and import / export vehicle certificates for the exhibition.

November 15(Mon) - 16(Tue)

Move-in and Setting up

November 17(Wed) - 19(Fri)

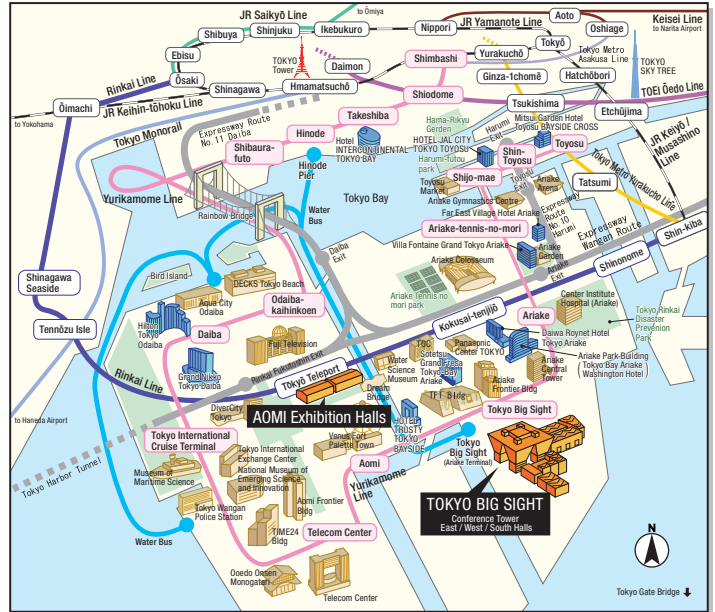
SCAJ2021
(Last date : Move-out)

Please note that the above schedule may change without previous notice.

Access

Tokyo Big Sight Aomi Exhibition Halls (Hall A)

1-2-33, Aomi, Koto-ku, Tokyo 135-0064, Japan



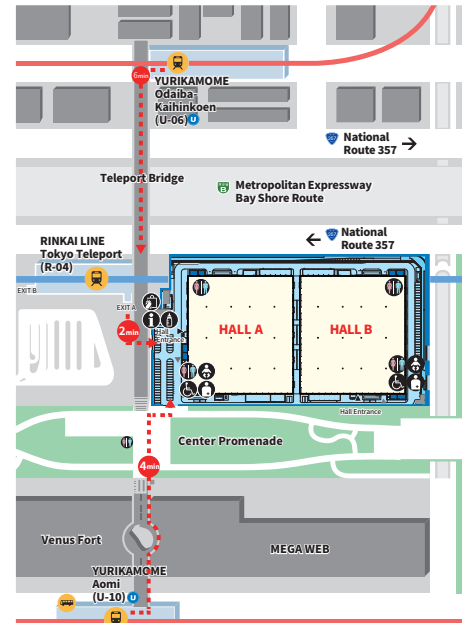
Access to the Venue

By Train

- Rinkai Line
"Tokyo Teleport" Station
2mins. walk to the venue
- Yurikamome Line
"Aomi" Station
4mins. walk to the venue
- "Odaiba-kaihinkoen" Station
6mins. walk to the venue

By Bus

- Toei-Bus
From "Monzen Nakacho"
Approx 36 mins. to the venue
- From "Shinagawa East Exit"
Approx 22 mins. to the venue



How to apply

Please fill in the required entries on the SCAJ2021 official website below.

<https://www.scajconference.jp/en/>

Primary application due date (early entry)
May 14(Fri), 2021

Secondary application due date (final)
June 15(Tue), 2021

SNS



@scajconference



Archive video of the last exhibition are available on YouTube.

Contact info

SCAJ Conference Office

Event&Convention House, Inc.
Shuwa-Okachimachi Building 8th Floor,
4-27-5 Taito, Taito-ku, Tokyo 110-0016, Japan
TEL: +81-3-3831-2698
E-mail: info@scajconference.jp
Business hours: from 10am to 6pm on weekdays