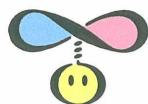


Tokyo Toy Show

2006

Exhibitor's Guide



The Japan Toy Association



Message for Tokyo Toy Show 2006

We wish to take this opportunity to thank you for your continued support and cooperation with the activities of The Japan Toy Association.

We are pleased to enclose a brochure titled "Exhibitor's Guide."

You can find all the details you will need for the Tokyo Toy Show 2006 in this brochure.

The Tokyo Toy Show 2005, the venue of which was shifted from the Taito Hall of Tokyo Metropolitan Industry and Trade Center to Tokyo Big Sight, held on July 19-21, 2005 as a trade fair, was a great success.

It included 114 exhibitors and 15,000 visitors (up 28% in attendance from the previous show) and was featured on 28 TV broadcasts.

We are very pleased as the organizer to reconfirm the fascinating nature of toys which strongly attracts many visitors who held stimulating sales discussions at each exhibition booth and a number of mass media who reported the show.

In order to continue the momentum of this year's success, the Japan Toy Association decided to further develop the Tokyo Toy Show 2006.

We are pleased to announce that the Tokyo Toy Show 2006 will be held on July 13-16, 2006 at the West Exhibition Hall 1-4 of Tokyo Big Sight and is 1.5 times bigger than that of 2005.

At the Tokyo Toy Show 2006, the "Open to the Public Event", which has not been held for the last two years, will be resumed for two days on Saturday and Sunday in the last half of the session.

The aim of the event is to encourage the public to reconfirm the pleasure of toys through hands-on play.

We are convinced that the Tokyo Toy Show 2006 will provide you with a very effective opportunity for business negotiations for upcoming summer vacation sales in late July and August and to introduce your new products for Christmas and the year-end sales season, in Japan as well as in the world.

Please read the enclosed "Exhibitor's Guide" for the Show.

We look forward to receiving your reply for advance booking of your space in the Show.

Yours Sincerely,

**Masatoshi Todokoro, President
The Japan Toy Association**

**Isao Kokubun, Chairman
Committee of the Tokyo Toy Show 2006, The Japan Toy Association**



Exhibitor's Guide - Tokyo Toy Show 2006

Exhibition Title: **Tokyo Toy Show 2006**

Subtitle: **International Tokyo Toy Show 2006**

Objective: To provide a venue for announcing new products to markets inside and outside of Japan and for conducting business negotiations for the Christmas and the year-end sales season, thereby activating distribution and expanding sales channels.

"The Open to the Public Event" will be held to encourage the public to reconfirm the pleasure of toys through hands-on play.

Organizer: The Japan Toy Association

Co-Organizer: Tokyo Metropolitan Government (to be confirmed)

Supported by: Ministry of Economy, Trade and Industry (to be confirmed)

Show Period: Thursday, July 13, to Sunday, July 16, 2006

Show Hours: Thursday, July 13, and Friday, July 14: 10:00 - 18:00 [Business discussions only]

Saturday, July 15: 09:00 - 17:00 [Open to the public]

Sunday, July 16: 09:00 - 16:00 [Open to the public]

Show Venue: Tokyo Big Sight
3-21-1 Ariake, Koto, Tokyo 135-0063, Japan
Phone 03-5530-1111 +81-3-5530-1111

Show Floor Footprint:

West Exhibition Building, Tokyo Big Sight
8,880m² in West 1 Hall, 8,880m² in West 2 Hall, 4,680m² in West 3 Hall,
6,840m² in West 4 Hall, Total 29,280m²

Entrance: Free of charge
Please note that on July 13 and 14, only bearers of invitation cards issued by the organizer can enter.
However, those without invitation cards can enter after completing registration.

Exhibition Products:

See attached table.
Products and software for children classified in the table, as well as products approved by the Japan Toy Association may be exhibited.

Refrain from Private Exhibition:

Exhibitors are requested to refrain from holding a private exhibition approximately one month before the Show and during the Show.

Limitations on Exhibited Products:

The exhibited products shall be in one of the following categories:

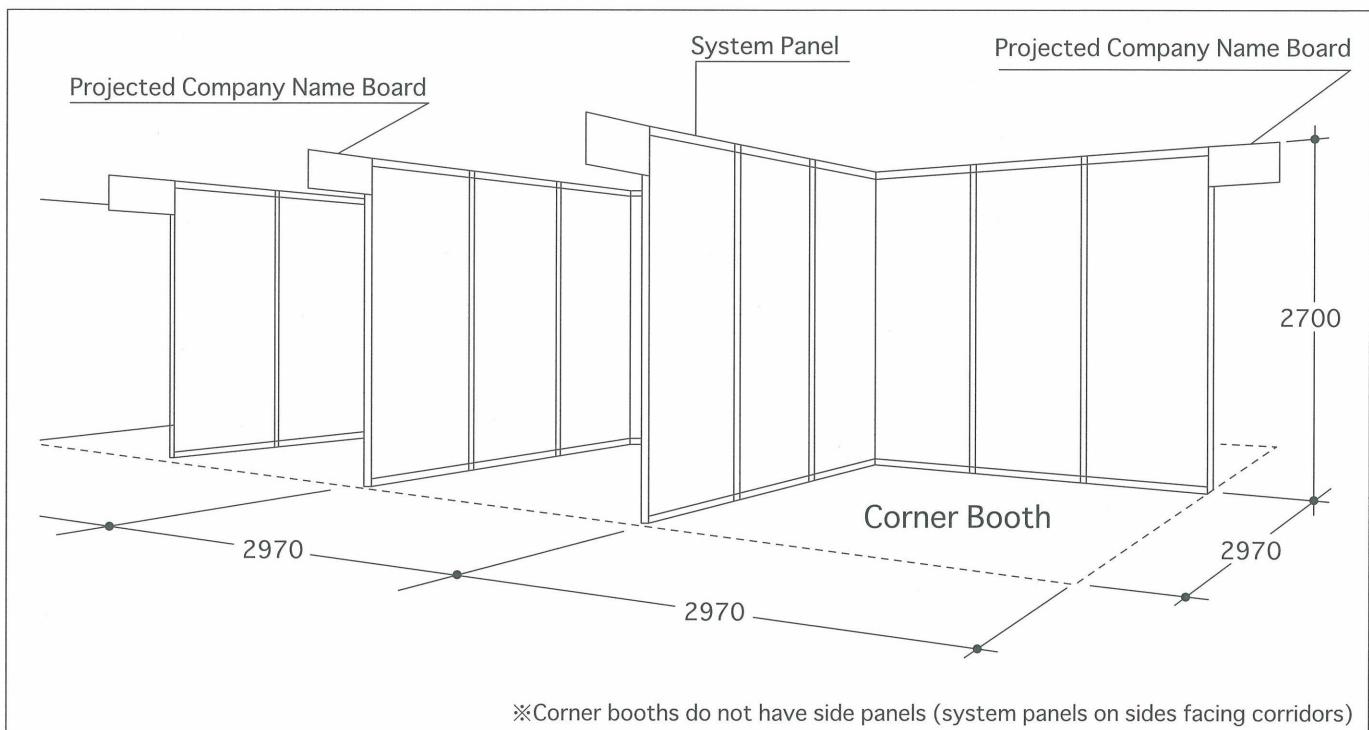
- (1) Products with exhibitors own brand and not displayed in other booths.
- (2) Products purchased from other suppliers or sold under consignment contract and not displayed in other booths.
- (3) Products that do not infringe on intellectual property rights belonging to third parties.

Qualification of Exhibitor:

- (1) Member of the Japan Toy Association
- (2) Manufacturers, distributors or groups of them inside and outside Japan exhibiting products listed in the table of "Exhibition Products"
- (3) Other parties approved by the Japan Toy Association to exhibit products

Booth Size: Width: approximately 2.97m, Depth: approximately 2.97m,
Area: approximately 9m²

Basic Facilities: (1) Side walls and rear walls of system panels not facing corridors
(2) Projected Company Name Board (described in Japanese and English)



Application Fee: ¥31,500 (tax included) per exhibitor

Exhibition Fee: ¥231,000 (tax included) per one exhibition stand, member
¥273,000 (tax included) per one exhibition stand, non member

Expenses included in Exhibition Fee:

- (1) Booth rental within standard hours
- (2) Basic booth installation fee
- (3) Cost for installing public guidance lights and facilities
- (4) Ceiling lighting charge within standard hours
- (5) Air conditioning charge during the Show
- (6) Overall advertisement and publicity expenses
- (7) Overall planning and operation expenses
- (8) Overall security and safety management expenses
- (9) Expenses related to secretariat activities

Expenses not included in Exhibition Fee:

Expenses other than those listed in (1) to (9) will be for the account of the exhibitor

Expense of electric work and electricity use:

When an exhibitor needs electric power in the booth, the Japan Toy Association will undertake the engineering work to supply mains electricity (primary side) to each booth.

Please implement on exhibitor's side the engineering work for interconnection (secondary side) and decoration in the booth.

① Expense for engineering work for mains electricity

Exhibitors will be charged according to the following tariff.

It costs ¥8,000 up to 1kw of applied electric power, then it is calculated by adding the amount multiplied by ¥4,000 by every added 0.5 kw.

② Rates for electricity usage

The rates are calculated by multiplying ¥2,000 by 1 kw based on electric energy during the show.

Provisional Telephone:

Services by analog, INS64, ADSL and high-speed optical fiber line can be used.

Installation and communication charges will be for the exhibitor's account.

Water Supply and Drainage Works and Water Charge:

In case water supply and drainage are needed, The Japan Toy Association will introduce a designated contractor.

Please contact the contractor directly after filing an application.

All cost related to water supply and drainage will be for the account of the exhibitor.

Water charges will be billed after the Show is finished.

Standard Show Hours and Moving In and Out of Equipment:

Foundation works	Tuesday, July.....11: 0:00-12:00
Booth decoration	Tuesday, July.....11: 12:00-20:00
Booth product moving in and display	Wednesday, July.....12: 8:00-20:00
Show day	Thursday, July.....13: 8:00-19:00
Show day	Friday, July.....14: 9:00-19:00
Show day	Saturday, July.....15: 8:00-18:00
Show day	Sunday, July.....16: 8:00-16:00
Moving out	Sunday, July.....16: 16:00-22:00

Work Charges Outside Standard Hours:

An overtime work charge of ¥10,000 per 30 minutes will be charged additionally for work performed outside standard hours.

Work less than 30 minutes will be counted as 30 minutes.

An overtime charge will be billed after the Show.

Application and Registration:**1) Application for exhibition**

Please fill in the attached application form completely without leaving unfilled columns and send it to the Secretariat of The Japan Toy Association before the application deadline.

Application by telephone, FAX or verbal application will not be accepted.

2) Acceptance of exhibition and billing for exhibition charge

The Japan Toy Association will send an acknowledgment of application registration and an invoice to exhibitors who meet the conditions contained in this guide.

Payment of Exhibition Fee and Other Charges:

The exhibitors will be requested to pay the exhibition fee and other charges in full when an application is filed.

Application Filing Period:

Applications will be accepted between Wednesday, November 16, 2005, and Friday, January 20, 2006 (Applications will not be accepted on Saturdays, Sundays, holidays and year-end and New Year period).

Changes After Application:**1) Procedures**

Cancellation of application for exhibition and reduction in supplied floor footprint for the exhibitor's own reasons should be notified by mail or by FAX.

Such cancellation or reduction in floor footprint will become valid when received by the Secretariat of the Association.

2) Cancellation charge

A cancellation charge will be invoiced in case of a cancellation or reduction in floor footprint as mentioned above.

Wednesday, November 16, 2005 to Friday, March 17, 2006

- Full amount of exhibition application fee and 50% of exhibition fee
 - After Saturday, March 18,2006
 - Full amounts of exhibition application fee and exhibition fee
- 3) Nonperformance of Procedures
- In the event an exhibitor fails to comply with 1)and 2) above, the Association will cancel the exhibition contract and will not accept applications of the exhibitor for subsequent shows.
- No fees and charges paid by the exhibitor will be refunded.

Inability to Exhibit:

In case an exhibitor who has completed exhibition procedures fails to complete the decoration and display before the specified date and time, The Japan Toy Association will manage the booth instead. The paid exhibition fee and other fees and charges will not be refunded.

The Japan Toy Association will not compensate for damage to the exhibitor caused through this cancellation or reduction in floor footprint.

Allocation of Booth Location:

- 1) Locations of booths will be allocated by a method decided by The Japan Toy Association.
- 2) The Association will do its best to accommodate the wishes of those exhibitors who desire to have specific booths, but will not be able to guarantee it.

Prohibition of Subleasing of Booth:

Subleasing of all or part of an allocated booth to a third party by an exhibitor or exchanging allocated booths between exhibitors is prohibited regardless of whether subleasing or exchange is for a consideration or gratis.

Prohibition of Sale of Exhibited Products:

Sales of exhibited products are prohibited at the trade fair.

At the Open to the Public Event on Saturday July 15 and Sunday July 16, exhibitors may sell their products as long as they maintain the spirit of the Open to the Public Event.

The Japan Toy Association is not responsible for any claims concerning the sales of the products. Complaints raised against products sold shall be dealt with by each exhibitor.

Each exhibitor is responsible for security and transactions of currency at his/her own booths. The Japan Toy Association bears no responsibility for loss, in the case of damage from theft etc.

Display of Foreign-Made Goods:

When displaying foreign-made goods or using them for decoration purposes, please display them after clearing them through customs and converting them into domestic cargo. (Bonding of imported cargo will not be undertaken at the show ground)

Management of Booth and Storage of Exhibition Products:

- 1) During the Show, The Japan Toy Association will post personnel to manage the Show facilities in good order. The exhibitors are responsible for managing their booths.
- 2) Exhibitors must station personnel at their booths at all times to attend to visitors. Exhibitors are fully responsible for ensuring the safety of visitors and for managing their exhibition products.
- 3) The Japan Toy Association is not responsible for theft or loss of exhibition products in the booths or for accidents caused by a force majeure beyond its control.
Exhibitors are recommended to insure their products for loss or damage.

Limitations on Decorations Inside Booth:

The following decorations in the booths are prohibited.

If prohibited decorations are found, the exhibitors will be asked to remove them.

- 1) Decorations that are detrimental to the dignity of the venue as a whole.
- 2) Displays that offend against public order and decency or that defame and slander other parties.
- 3) Decorations that do not conform to the height limitation specified in the exhibitor's guide and to other conditions set by The Japan Toy Association.
- 4) Decorations that do not conform to the restrictions imposed by the fair ground.
- 5) Decorations that do not conform to laws and regulations.

Cancellation of Show:

Should The Japan Toy Association be prevented from holding the Show due to a calamity, fire or other force majeure beyond its control, the Association will refund the exhibitors amounts that are remaining after deducting necessary expenses. The Japan Toy Association is not responsible for damage to the exhibitors caused by cancellation.

Violation of Exhibition Regulation:

- 1) Should an exhibitor violate the conditions set in this guide or new rules to be established in the future, the Association will forthwith ask the contravening exhibitor to comply.
Any expense to the exhibitor as a result of this request shall be paid by the exhibitor.
- 2) In the event an exhibitor refuses to correct the situation, The Japan Toy Association will forthwith cancel the exhibition contract and will ask the exhibitor to remove the products and decorations belonging to the exhibitor from the show site.
All expenses incurred as a result of this shall be paid solely by the exhibitor. The Association will not refund the exhibition fee and other fees and charges already paid by the exhibitor.

Change in Exhibition Regulation:

- 1) The conditions contained in this guide were decided at a board of directors meeting of the Association held on November 16, 2005.
- 2) Any new situation not taken up in this guide shall be studied, discussed and decided on each occasion at a board of directors meeting of the Association.
- 3) The conditions contained in this guide are subject to changes in the future. The exhibitors will be notified by the Association each time a change is made.

Language and Currency of Show:

The official language in operating the Show will be Japanese and expenses will be settled in Japanese currency.

Payment of Expenses:

Please pay the exhibition fee and other fees and charges in Japanese currency to the following bank account of the Association on or before the date specified by the Association.

Bank charges for transfer of fund shall be for the exhibitors' account.

The Association will not issue receipts for transfers of fund to its bank account.

**Ordinary Bank Account No. 0620447 of The Japan Toy Association
at Oshiage Branch of The Bank of Tokyo-Mitsubishi, Ltd.**

Confirmation of Exhibition Conditions:

The exhibition applicants are requested to read this guide carefully and observe the conditions for exhibition when applying for booth/s.

Exhibitor's Guide - Tokyo Toy Show 2006

The Japan Toy Association

5th Floor, Nippon Bunkayohin Anzenshikenkyo Bldg., 4-22-4 Higashi-komagata Sumida, Tokyo 130-8611, Japan
Phone: 03-3829-2513 +81-3-3829-2513 FAX: 03-3829-2510 +81-3-3829-2510
E-mail:toys@toys.or.jp

URL:<http://www.toys.or.jp>

<Annex> Classification of Products by Type

Please fill in quantities of products by type (approximate quantities) in your application form according to the following type classifications.

Example

Ordinary games: 101, 10 each. Baby: 415, 20 each. Small toys: 727, 5 each

Classification	
Games	101 Ordinary games
	102 Jigsaw puzzles
	103 Electronic games
	104 Video games
	131 Simulation card games
	132 Party jokes
Boy Toys	205 Boy characters
	207 Mini cars
	208 Rail toys
	209 Toy hobbies
	233 Other boy toys
Girl Toys	310 Dress-up dolls
	311 Playing house
	312 Girl hobbies
	334 Girl collections
	335 Girl characters
	313 Toy dolls
	316 Life fashions
	336 Other girl toys
Basic Toys	406 Action toys
	414 Preschool
	415 Baby
	429 Transportation toys
	437 Musical
	438 Infant characters
	439 Blocks
	440 Wooden toys and building blocks
	441 Books
	442 Play toys
	443 Other basic toys
	517 Stuffed toys
Stuffed Toys and Dolls	524 Dolls
	544 Other stuffed toys and dolls
Classification	
Hobbies	618 Scale plastic models
	645 Character plastic models
	619 Hobby radio-controlled toys
	620 Model trains
	621 Guns
	622 Craft hobbie
	623 Hobby toys
	646 Throttle racing
	647 Books
	648 Other hobbies
Seasonal and Miscellaneous Toys	726 Fireworks
	749 Seasonal festival toys
	750 Summer toys
	727 Small toys
	728 Sports
	751 Auto vending machines
	752 Amusement
	753 Batteries
	754 Merchandise coupons
	725 Other seasonal toys
	730 Miscellaneous toys
Children's Sundry Goods	855 Interior
	856 House ware
	857 Stationery
	858 Gift supplies
	859 Characters
	860 Variety
	861 Season
	862 Christmas goods
	863 Fashion sundries
	864 Apparel
	865 Beauty care
	866 Other sundry goods
	967 Audio and video
	968 Computers
	971 Other media
Media	

Application Form for Booth/s at Tokyo Toy Show 2006

Deadline for Application: March 17,2006

To: The Japan Toy Association

We have read and agree to the conditions set in the Exhibitor's Guide for Tokyo Toy Show 2006 and apply for booth/s as follows.

1. Applicant (Please print. Company representative please affix signature)

Date of Application:

Company Name in Full				
Head Office Address				
Name of Representative	Title		TEL	
	Name and Signature		FAX	
URL	http://			

2. Name and Address of Contact Person

Company Name in Full				
Address				
Name of Contact Person	Organization and Title		TEL	
	Name and Signature		FAX	
Bank of account	bank	branch	E-mail	
	account current-saving account	No.	Remarks	

3. Booth Type (Tick the desired booth type)

unit area	number of booth applied	total area	abstract
9m ²		m ²	

4. Product Classification (Please see the annex to the exhibitor's guide. If the following spaces are not enough, please write remaining items on a sheet of paper in the same form as this column and attach the sheet to this form.)

Classification No.									
Quantity of Exhibit Products									
Classification No.									
Quantity of Exhibit Products									

Notes: 1: Please attach one copy each of an exhibit catalog and company profile or corresponding documents.

2: Please make copy of this application form and keep it in your files.

3: Please FAX a notification to the Association each time a change is made in the foregoing items.

Date Received	Acknowledgment No.	Stamp of Acknowledged Person	Stamp of Director	Committee	Remarks
This column for the Association					

