

Reach target customers with ease. Facilitate your business in Japan.

TOKYO INTERNATIONAL GIFT SHOW PACKAGE

Tokyo International Gift Show, September 7-10, 2010 (Tue-Fri)
10:00AM-6:00PM (Tues.-Thu.) 10:00AM-4:00PM (Fri.)
Tokyo Big Sight, Tokyo, Japan
<http://www.giftshow.co.jp/english/70tigs/index.htm>



Tokyo Big Sight (Tokyo, Japan)

TIGS at a glance:

With an expected attendance of over 200,000 people, the Tokyo International Gift Show is one of the largest gift and accessory shows in the world. This year's fall show will feature 4,100 booths, and an exciting array of contests and awards. With a strong focus on import goods, this show attracts buyers who are looking for the best new international products.

TIGS Package Includes:

- ❖ **Pre-show planning and promotion**
 - Invitation of targeted distributors, wholesalers and retailers and media to Market to Japan's booth
 - Professional booth design and setup
 - Inclusion of product information in pre-show promotional material
- ❖ **Full tradeshow representation**
(Including all-day setup Mon. September 6, as well as attendance from Tues. September 7-Fri. September 10)
 - Communication (including interpretation) with booth visitors
 - Showcasing and demonstration of the client's latest products and services
 - Sales promotion and order execution
 - Creation of a database of booth visitors
 - Full report after the trade show regarding feedback from attendees, current Japanese trends and consultation for Japanese market localization
 - Consistent, proactive post-show follow-up with prospective distributors, wholesalers, and retailers.
- ❖ **Brand localization**
 - Translation of up to 5 pages of printed sales and marketing materials
- ❖ **PR support**
 - Inclusion in popular tradeshow promotional contests
 - Exposure to popular Japanese magazines and media
 - Photographs of products, booth and show for promotional purposes

❖ **Follow-Up**

- Consistent, proactive post-show follow-up with prospective distributors, wholesalers, and retailers.
- Full report after the trade show regarding feedback from attendees, current Japanese trends and consultation for Japanese market localization
- Tradeshow pics and news make great PR!



Visitors line up excitedly for the 2009 gift show

Client Participation:

We at Market to Japan love to help clients take an active interest in introducing their brand to the Japanese market. This package eliminates all of the stress associated with trying to book flight and hotel reservations in a new country, as well as trying to find good restaurants and get around in the busiest city in the world. Most importantly, we reduce frustration and confusion by enabling clients to overcome the language barrier in order to ensure successful negotiations and an overall positive experience.

Client Participation Package includes:

- ❖ All necessary translation and interpretation during the tradeshow in Japan
- ❖ Airfare coordination
- ❖ Hotel booking
- ❖ Restaurant reservation and coordination
- ❖ Transportation assistance in Japan



Yes, business trips to Japan can be both profitable and fun!

PRICE & PAYMENT

Package 1: \$2,800.00

- ❖ Translation of marketing and promotional materials included

Client Participation Package: \$1,200.00

- ❖ Includes all necessary interpretation and assistance before, after and during trade show.

Payment due by August 15th, 2010

WHAT YOU'LL NEED FOR THE TRADESHOW

- ❖ Samples (2-3 per design), accessories

*Client will be responsible for cost of shipping samples and promotional materials.

- ❖ Line sheets, order forms, marketing promotional tools
- ❖ Display stand (if needed)



Don't forget your business cards!

Translated **and** localized promotional material is one of, if not the most important part of having a successful tradeshow in Japan. Notoriously careful, Japanese buyers are more likely to take promo material back to the office and discuss possibilities with peers, rather than make a direct purchase right at the show.

While some Japanese companies have English speaking staff, more often than not, information will be put aside and forgotten if it is not easily accessible to the decision makers.

Having catalogs, line sheets and order forms that are easily understandable and speak to the values and needs of potential buyers is an absolute **must** in order to find the right buyer in the Japanese market.

VALUE

*The total cost for two people to exhibit at the Tokyo Gift Show for five days, including airfare, lodging, booth fee, booth accessories and design, and translation could reach \$15,000.00. This program enables clients to expose their products to hundreds of thousands of potential Japanese buyers, at a fraction of this price.

Standard Costs:

Plane Ticket (for two):	\$2,000.00
Hotel (for two)	\$1,800.00 (\$150.00/night X 6 nights)
Food (for two)	\$700.00
Booth Fee (One booth = 3M x 3M)	\$4,000.00
Booth Decoration	\$2,500.00
Sample Shipment	\$1,500.00
Translation & Interpretation	\$2,000.00
Total	\$14,500.00

This year's TIGS will be a fantastic way to promote your brand in Japan. Our tradeshow packages provide you with an effective way to introduce your products to the Japanese market, without having to commit to a huge investment. The concentration of motivated buyers makes this an ideal opportunity to penetrate the Japanese market and develop strong, lasting sales.



An affordable way to make your products shine for Japanese buyers!

RESULTS

- ❖ At Market to Japan, we understand that as great as the PR value of this tradeshow package is, it is a necessity to generate a tangible return on each client's investment. At the previous TIGS, we succeeded in:
 - Selling one client's entire line at Isetan, one of Japan's premier department stores.
 - Working with a client to connect with a new distributor, strengthening their presence in the western Japan market.
 - Enabling a smaller local company with no international sales to launch their unique brand in an upscale Tokyo children's boutique.
 - Connecting with Japan's most popular children and maternity product magazine, to have our client's products showcased and sold.

Whether clients are aiming to connect with distributors or wholesalers, build a larger retailer base, or take advantage of fantastic PR opportunities, this show provides an ideal way to develop their brands in the Japanese market.

With the strength of the yen, Japanese buyers are becoming increasingly enthusiastic in their search for the best new import products. We at MTJ would love to help you take advantage of this opportunity to build strong brand in Japan!

Feel free to contact us today for more information!

Market to Japan LLC
1505 NW Gilman Blvd. Suite 7
Issaquah, WA, 98027 USA
Tel: (425) 378-9216
Fax: (425) 378-9320
info@markettojapan.com
<http://www.markettojapan.com>