Messe Frankfurt Japan Ltd. organises Interior Lifestyle Tokyo in June / July while Japan Furniture Industry Development Association and Messe Frankfurt Japan Ltd. co-organise IFFT/Interior Lifestyle Living in November. Both shows are international trade fairs which propose lifestyle concepts in interior design markets starting in Tokyo and expanding into markets all around the world.

Interior Lifestyle Tokyo welcomes over 800 exhibitors with a variety of products such as designed gift items, tableware, foods, jewelry and high-end furniture. These features of the fair attract a wide range of visitors, providing exhibitors with the opportunity to meet new buyers and expand their business.
What is Interior Lifestyle Tokyo?

1. Business opportunities for coming autumn / winter and year-end sales season
   IFFT/Interior Lifestyle Living is a place for buyers to conduct purchasing for next spring. On the other hand, Interior Lifestyle Tokyo welcomes buyers who conduct purchasing to target the following autumn / winter and year-end sales season, meaning the show is an opportunity to explore new trends and upcoming developments for the next seasons.

2. Opportunities to expand sales channels
   More and more shops have been taking in a wide variety of product genres such as foods, garments and jewelry. Interior Lifestyle Tokyo features numerous products that enable exhibitors to connect with buyers whom they have never previously considered to open new sales channels, which expands their business.

3. A platform for new encounters
   Visitors and exhibitors alike are highly sensitive towards design and have a strong interest towards history and quality of products. Join us to create a platform which is not only about purchasing and selling products, but mostly about introducing and communicating brand histories and creators’ thoughts.
Zoning guide

The fair is composed of an ‘Atrium special zone’ which welcomes a special director every year, while the show’s other zones are based on product categories and themes. It is important for participants to exhibit in the most suitable zone for maximum business exposure.

**HOME**

**Design concepts for new living spaces**

New ideas and inspirations for lifestyle design concepts will gather at this zone, with a wide range of items such as furniture, lights, textiles, interior green, and office interior.

*Exhibits in 2018 included:
Furniture, home textiles, lights, garden furniture and interior greenery and more*

**KITCHEN LIFE**

**New items to add flavour to the kitchen and dining table**

This zone understands that the kitchen and dining areas are at the heart of most homes. As such, the latest kitchenware and dishware are displayed here. Cooking tool demonstrations are encouraged as a way to engage potential business partners.

*Exhibits in 2018 included:
Multifunctional pots, branded dishware, kitchenware, designer appliances, lifestyle foods and more*

**EVERYDAY**

**Accessories for more comfortable living**

This zone is dedicated to items that facilitate convenience in everyday life. Many flock to this area for attractive storage products, cleaning tools, homecare products and household appliances.

*Exhibits in 2018 included:
Laundry care, storage items, towels, bath and toiletry products, household appliances and more*

**ACCENT**

**A new accents to living**

This zone is for a broad variety of products such as design items, gifts, art & objects, fragrances, garments, baby and children’s goods, stationery, digital gadgets and more. New categories are also welcomed.

*Exhibits in 2018 included:
Apparel, jewellery, aromatherapy items, decorative candles, design stationery, educational toys, character goods and more*

**GLOBAL**

**A showcase for overseas manufacturers**

Here, exhibitors can introduce overseas brands to Japanese buyers. If you are looking for an agent or business opportunities in Japan, this zone is the place.

*Exhibiting countries in 2018 included:
Germany, Italy, UK, Finland, Portugal, Taiwan, Tunisia, Bangladesh, Latvia, Lithuania and more*
Japanese design and craftsmanship

High-quality Japanese products with refined designs are in high demand from the European and Asian markets. This zone has carefully selected designs of gifts, items for everyday use and tools to be showcased.

Nordic lifestyle brands

High-quality Scandinavian brands and recent ethical products from Sweden, Denmark, Norway and Finland are gathered in this zone. Through exhibiting at this zone, you can present Nordic lifestyle and culture to attract more buyers.

Supporting programme

NEXT
Here, young entrepreneurs will expand their new brands into the design market.

TALENTS
This is where young up-and-coming designers can propose their designs to corporations.

FOODIST
This zone will present a diverse array of foods from in and outside Japan that are now part of the modern lifestyle.

The theme of this year’s Atrium special zone is “The Corner Shop”, which aims to provide unexpected inspiring encounters with buyers and products like at a real street corner. Continuing from last year, the direction team led by Yu Yamada will further develop the Atrium special zone as an ideal business environment for buyers. The limited period shop, “SHOP by method” will open at the venue, and you can enjoy shopping too.

The Corner Shop

Atrium director
Yu Yamada  method inc. / wearemmethod.com

After working as a buyer for IDEE SHOP in Minami-Aoyama, Mr. Yamada founded method in 2007 and began working as a freelance buyer shortly afterwards. He is currently a representative director of method, inc. In September 2014, he released the book "THE METHOD OF SHOP SUCCESS" published by SEIBUNDO SHINKOSHA.

The Corner Shop

*The photo is an image from the last fair.

Graphic Design: Mitsuhiro Ikeda  DRAWER inc. / www.drawer.co.jp
Spatial Design: Takashi Kobayashi + Mana Kobayashi
Design Office ima / www.ima-ima.com
Cafe: Akihiro Tsukamoto  CPCenter / www.cpcenter.net
Costs + schedule

July 2018  » Apply now

Participation fee (raw space only)  1 booth=9m² (W3m × D3m)
☐ JPY 340,000 / 1 booth (tax excluded)

*Participation fee includes raw space only. No booth fittings are included.
*Application is available with the multiple of 9m² (W3m × D3m).

Additional fees (occur upon your request)
☐ 2 side open / JPY 30,000 (tax excluded)
☐ 3 side open / JPY 50,000 (tax excluded)
☐ 4 side open / JPY 100,000 (tax excluded)

*Open sides may not always face aisles, and open side request is to request stand open on more than one side, not to guarantee any specific location or zone of the booth.
*Booth location will be assigned by the organiser based on the booth presentation draft and product information. We will try to reflect your booth configuration requests but this is not guaranteed.
*Consumption tax rate will be applied to the prices declared.

31 January 2019  » Application deadline

Please submit below;
1. Application form
2. Product information
3. Booth presentation draft

* If your application is received after the hall is at maximum capacity, you will be added to the wait list of potential exhibitors.
* We may not be able to meet your requested booth size depending on screening by the organising.
* Booth location will be assigned by the organiser based on products, concept, taste and booth presentation.

End of January  » Start preparation
Exhibitor manual and promotion guide will be delivered.

End of February  » Zone assignment
The use of an appointed package booth is required depending on the zone. If you pass the special screening, we will ask you to submit the application form for the package booth.

End of March  » Booth location assignment
Please submit the necessary forms after booth location assignment. Online “Exhibitor search” opens.

April – » Visitor promotion

17 – 19 July » Interior Lifestyle Tokyo

After fair » Visitor follow-up

Fair schedule 2019

8 – 11 (Tue – Fri) January
heimtextil
Messe Frankfurt Fairground

8 – 12 (Fri – Tue) February
ambiente
Messe Frankfurt Fairground

29 (Sat) June – 2 (Tue) July
tendence
Messe Frankfurt Fairground

17 – 19 (Wed – Fri) July
interiorlifestyle
TOKYO
Tokyo Big Sight, West hall

September
interiorlifestyle
CHINA
Shanghai

20 – 22 (Wed – Fri) November
IFFT
interiorlifestyle living
Tokyo Big Sight, South hall

Participation fee includes raw space only. No booth fittings are included.
Application is available with the multiple of 9m² (W3m × D3m).
Open sides may not always face aisles, and open side request is to request stand open on more than one side, not to guarantee any specific location or zone of the booth.
Booth location will be assigned by the organiser based on the booth presentation draft and product information. We will try to reflect your booth configuration requests but this is not guaranteed.
Consumption tax rate will be applied to the prices declared.

31 January 2019 » Application deadline

Please submit below;
1. Application form
2. Product information
3. Booth presentation draft

* If your application is received after the hall is at maximum capacity, you will be added to the wait list of potential exhibitors.
* We may not be able to meet your requested booth size depending on screening by the organiser.
* Booth location will be assigned by the organiser based on products, concept, taste and booth presentation.

End of January » Start preparation
Exhibitor manual and promotion guide will be delivered.

End of February » Zone assignment
The use of an appointed package booth is required depending on the zone. If you pass the special screening, we will ask you to submit the application form for the package booth.

End of March » Booth location assignment
Please submit the necessary forms after booth location assignment. Online “Exhibitor search” opens.

April – » Visitor promotion

17 – 19 July » Interior Lifestyle Tokyo

After fair » Visitor follow-up

Participation fee includes raw space only. No booth fittings are included.
Application is available with the multiple of 9m² (W3m × D3m).
Open sides may not always face aisles, and open side request is to request stand open on more than one side, not to guarantee any specific location or zone of the booth.
Booth location will be assigned by the organiser based on the booth presentation draft and product information. We will try to reflect your booth configuration requests but this is not guaranteed.
Consumption tax rate will be applied to the prices declared.
Results

**Exhibitors:** 810 / 29 countries regions (Japan 615, Overseas 195)

**Visitors:** 25,456 / 42 countries regions (Japan 24,647, Overseas 809)

**Target visitors:** Specialty retail store / Department store / Large scale retail outlet / Mail order house / Exporter, importer / Distributor, wholesaler / Interior designer, decorator / Architect office / Construction, housing manufacturer / Hotel / Restaurant, cafe, bar / Florist, flower shop / Manufacturer

---

**Buyers visited in 2018 (extracted)**

**Department store**
- Daimaru Matsuzakaya Department Stores
- GINZA SIX
- Hankyu Hanshin Department Stores
- Isetan Mitsukoshi Keio Department Store
- MEITETSU Department Store
- Odakyu Department Store
- Sogo & Seibu
- Takashimaya
- TOKYU DEPARTMENT STORE

**Volume seller**
- AEON RETAIL
- Amazon Japan
- ASKUL
- Ito-Yokado
- Ryohin Keikaku
- SEVEN-ELEVEN JAPAN
- StylingLife Holdings
- THE LOFT
- TOKYU HANDS
- VILLAGE VANGUARD

**Contract**
- EAST JAPAN RAILWAY TRADING
- HAPPO-EN
- Hoshino Resort
- Mitsui Fudosan
- MORI BUILDING
- NIPPON HOTEL
- Okura Nikko Hotel Management
- Oriental Land
- Take and Give Needs
- Tokyo Midtown Management

**Fashion**
- ABAHOUSE INTERNATIONAL
- Adastria
- Barneys Japan
- BAYCREW’S
- BEAMS
- ONWARD KASHIYAMA
- SAZABY LEAGUE
- SHIPS
- TOMORROWLAND
- UNITED ARROWS
- URBAN RESEARCH

**Interior shop**
- ACTUS
- AXIS
- Conran Shop Japan
- Francfanc
- IDEE
- Kurashicom
- OTSUKA KAGU
- SEMPRE DESIGN
- Weeks
- WELCOME

---

**Visitor data**

**Influence of trade visitor on purchasing / procurement decisions**

- Specialty retail store: 33%
- Distributor / Wholesaler / Exporter / Importer: 22%
- Manufacturer: 16%
- Design studio / Interior designer, decorator / Architect office / Construction / Housing manufacturer: 29%
- Governmental agency / Association / Embassy / Others: 29%
- Large scale retail outlet / Mail order house: 16%
- Department store: 16%
- Hotel / Restaurant / Cafe / Bar: 4%
- No influence: 2%

---

**Visitors by business categories**

<table>
<thead>
<tr>
<th>Business Categories</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Specialty retail store</td>
<td>28%</td>
</tr>
<tr>
<td>Distributor / Wholesaler / Exporter / Importer</td>
<td>17%</td>
</tr>
<tr>
<td>Manufacturer</td>
<td>17%</td>
</tr>
<tr>
<td>Design studio / Interior designer, decorator / Architect office / Construction / Housing manufacturer</td>
<td>14%</td>
</tr>
<tr>
<td>Governmental agency / Association / Embassy / Others</td>
<td>12%</td>
</tr>
<tr>
<td>Large scale retail outlet / Mail order house</td>
<td>6%</td>
</tr>
<tr>
<td>Department store</td>
<td>4%</td>
</tr>
<tr>
<td>Hotel / Restaurant / Cafe / Bar</td>
<td>2%</td>
</tr>
</tbody>
</table>

---

**Trade visitors’ interest (multiple answers)**

<table>
<thead>
<tr>
<th>Product Category</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Interior products</td>
<td>50%</td>
</tr>
<tr>
<td>Design &amp; style</td>
<td>40%</td>
</tr>
<tr>
<td>Tableware, kitchenware, houseware</td>
<td>29%</td>
</tr>
<tr>
<td>Gift items</td>
<td>26%</td>
</tr>
<tr>
<td>Furniture</td>
<td>24%</td>
</tr>
<tr>
<td>Home textiles</td>
<td>21%</td>
</tr>
<tr>
<td>Building, interior material</td>
<td>17%</td>
</tr>
<tr>
<td>Baby &amp; kids</td>
<td>8%</td>
</tr>
<tr>
<td>Garments</td>
<td>6%</td>
</tr>
</tbody>
</table>
For promotion  Effective strategies for added success!

The power of trade fairs is the ability to gather large pools of prospects from all over the world to convene in one place over a few days. We encourage exhibitors to set clear targets of what they hope to achieve during the trade fair to maximise positive results.

Examples: Receive orders at least USD/EUR□□. Develop new prospects at least □□□ contacts.

1 Prepare for the fair

Set a simple and clear target during the fair. Prepare giveaway samples, catalogues, price lists, and an interpreter if needed to ensure smooth communication.

2 Announce your attendance

Make use of free admission tickets that will be sent upon your request or can be freely downloaded online and exhibitor search page on the official website of the fair. In addition, make sure to announce your attendance to important customers via websites, e-mails and SNS. Many more promotion tools are available. Please refer to P.11 for details.

3 Welcoming booth design

Be sure to maximise space when designing your booth to ensure visitors’ comfort. Have a table available to encourage visitors to sit and have extended discussions. If you are looking for easy way to arrange your booth, economical and convenient rental stands are available upon request.

**Participation fee (raw space only)**

**+ Rental stand (Below price is for one booth.)**

<table>
<thead>
<tr>
<th>Participation fee (raw space only)</th>
<th>JPY 340,000 [tax excluded]</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rental stand (TYPE C)</td>
<td>JPY 112,000 [tax excluded]</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>JPY 452,000 [tax excluded]</td>
</tr>
</tbody>
</table>

*The use of an appointed package booth is required depending on the zone. If you pass the special screening, we will ask you to submit the application form for the package booth.*
**Rental stand**

**TYPE A** Basic rental stand

- **1 booth / JPY 140,000** (tax excluded)
- **2 booths / JPY 200,000** (tax excluded)

<table>
<thead>
<tr>
<th>Feature</th>
<th>1 booth</th>
<th>2 booths</th>
</tr>
</thead>
<tbody>
<tr>
<td>Floor carpet</td>
<td>9m²</td>
<td>18m²</td>
</tr>
<tr>
<td>Wooden wall panels (H 2.7m)</td>
<td>○</td>
<td>○</td>
</tr>
<tr>
<td>Wooden panel for sign</td>
<td>○</td>
<td>○</td>
</tr>
<tr>
<td>Company name • booth number (Font: Arial)</td>
<td>○</td>
<td>○</td>
</tr>
<tr>
<td>Trash box</td>
<td>○</td>
<td>○</td>
</tr>
<tr>
<td>LED spotlights (10W)</td>
<td>3</td>
<td>6</td>
</tr>
<tr>
<td>Socket outlet (100V/1kW)</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Electric wiring power &amp; electricity usage*</td>
<td>1kW</td>
<td>1kW</td>
</tr>
<tr>
<td>Booth cleaning (16 – 18 July)</td>
<td>○</td>
<td>○</td>
</tr>
</tbody>
</table>

**TYPE B** Rental stand for roof decoration

- **1 booth / JPY 172,000** (tax excluded)
- **2 booths / JPY 210,000** (tax excluded)

<table>
<thead>
<tr>
<th>Feature</th>
<th>1 booth</th>
<th>2 booths</th>
</tr>
</thead>
<tbody>
<tr>
<td>Floor carpet</td>
<td>9m²</td>
<td>18m²</td>
</tr>
<tr>
<td>Wooden wall panels (H 2.7m)</td>
<td>○</td>
<td>○</td>
</tr>
<tr>
<td>Roof decoration • sign panel</td>
<td>○</td>
<td>○</td>
</tr>
<tr>
<td>Company name • booth number (Font: Arial)</td>
<td>○</td>
<td>○</td>
</tr>
<tr>
<td>Sleeve parapet</td>
<td>This is only for corner booth</td>
<td></td>
</tr>
<tr>
<td>Trash box</td>
<td>○</td>
<td>○</td>
</tr>
<tr>
<td>LED spotlights (10W)</td>
<td>3</td>
<td>6</td>
</tr>
<tr>
<td>Socket outlet (100V/1kW)</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Electric wiring power &amp; electricity usage*</td>
<td>1kW</td>
<td>1kW</td>
</tr>
<tr>
<td>Booth cleaning (16 – 18 July)</td>
<td>○</td>
<td>○</td>
</tr>
</tbody>
</table>

*TYPE B is available for 1 booth and 2 booths.

**TYPE C** Simple and economical rental stand

- **1 booth / JPY 112,000** (tax excluded)
- **2 booths / JPY 180,000** (tax excluded)

<table>
<thead>
<tr>
<th>Feature</th>
<th>1 booth</th>
<th>2 booths</th>
</tr>
</thead>
<tbody>
<tr>
<td>Floor carpet</td>
<td>9m²</td>
<td>18m²</td>
</tr>
<tr>
<td>Wooden wall panels (H 2.7m)</td>
<td>○</td>
<td>○</td>
</tr>
<tr>
<td>Company name • booth number (Font: Arial)</td>
<td>○</td>
<td>○</td>
</tr>
<tr>
<td>LED spotlights (10W)</td>
<td>3</td>
<td>6</td>
</tr>
<tr>
<td>Electric wiring power &amp; electricity usage*</td>
<td>1kW</td>
<td>1kW</td>
</tr>
<tr>
<td>Booth cleaning (16 – 18 July)</td>
<td>○</td>
<td>○</td>
</tr>
</tbody>
</table>

*In case of excessive use, extra fee will be charged.

**Enquiry on rental stand:** Shoei Bijutsu Co., Ltd. Tel. +81-3-5148-6656 Fax. +81-3-5148-6606 E-mail. lifestyle@shoei-bijutsu.co.jp Contact: Mr. Cascini, Mr. Weizhen
Please make good use of the free promotional tools.

**Free admission ticket · sticker**
Send them to your potential clients to promote your participation.

**VIP invitation card**
Invite your important clients using these tickets!

**Poster**
Display at your reception counter or showroom.

**Online exhibitor search**
Register your product and company information so potential clients can find you more easily before and after the fair.

**Tips & success**
Take advantage of our advertising and sponsorship package!
Effective promotional tools are sure to attract more of your target audience. Plan ahead to take advantage of participating in the leading interior & design trade fair in Japan!

**Q1**
What is the most effective way to approach all visitors at the fair?

- **1 Advertisement on the official fair guide**
  Purchase the advertisement page on the official fair guide.
  This is the only printed tool which is distributed during the fair.

- **2 On-site advertisement board**
  Purchase on-site advertisement board.
  This is the only direct and effective appeal to visitors in front of the hall.
More promotion

Optional tools

Join our advertising & sponsorship package!

On-site opportunities

1 Advertisement on the official fair guide

Boost your market presence before, during and after the fair!
Our official fair guide will be available before the fair via our official fair website and
distributed to all visitors onsite at the venue.

<table>
<thead>
<tr>
<th>Size</th>
<th>Fee</th>
</tr>
</thead>
<tbody>
<tr>
<td>Back cover (W262 x H392)</td>
<td>JPY 500,000</td>
</tr>
<tr>
<td>Inside back cover (W262 x H392)</td>
<td>JPY 400,000</td>
</tr>
<tr>
<td>1 page (W262 x H392)</td>
<td>JPY 300,000</td>
</tr>
</tbody>
</table>

On-site opportunities

2 On-site advertisement board

This ad board improves your presence and leads more visitors to your booth!
Visually approach to a number of potential customers and get immediate promotional effect on-site.

JPY 150,000 (tax excluded) / single-sided

Size: W848 x H1048 (mm)

*Location assigned by organiser.

On-site opportunities

3 Professional photography service

Do you want a professional photographer with extensive career experience in the interior and design
industry to shoot photos for you? The organiser and the professional photography company “Nacasa & Partners Inc.” will offer you the wonderful opportunity to creatively record your booth.
Let’s make the best use of this chance!

JPY 50,000 (tax excluded) / 5 photos  Shooting date: Before Opening or after Closure.

Promotional package discount

To help ensure your business success and assist in your multifaceted promotional strategy for targeting visitors, we offer a 10% discount on multiple orders of promotional tools. Select 2 items or more from our list of popular and proven tools to promote your presence in the most effective way.

\( \square \) Select 2 or more from designated promotion tools, we offer you 10% OFF

There are more effective tools available! Please contact below.

Enquiry on more promotional tools

E-mail: promotion@japan.messefrankfurt.com
For the details, please refer to [Promotion guide] which will be sent after application form is submitted.

*Photos are images. *Consumption tax will be applied to the prices declared.