

INVITATION TO THE 2010 STRINGED INSTRUMENT FAIR

The Japan String Instrument Makers Association is proud to announce the 53th annual Stringed Instrument Fair.

The fair was originally intended to introduce the work of our members to the public. Over the years, the fair has grown in scale, and today exhibitors include individual makers, major manufacturers, musical instrument dealers, and music publishers. In addition, during the past years, the fair has received inquiries and entries from overseas, indicating world recognition of the fair as the exclusive acoustic stringed instrument fair.

The purpose of the fair is to have visitors to the exhibit look at, play listen to, and learn of what is new from both domestic and overseas manufacturers, and ultimately to increase sales of stringed instruments and related products. The Japan String Instrument Makers Association cordially invites you to the 2010 Stringed Instrument Fair, which hopefully will boost the stringed instrument industry and contribute to the overall development of musical culture.

OUTLINE OF THE 2010 STRINGED INSTRUMENT FAIR

- ⊗ **Name:** 2010 Stringed Instrument Fair
- ⊗ **Promoter:** Japan String Instrument Makers Association (URL: <http://www.jsima.jp>)
- ⊗ **Period:** Friday, November 5 — Sunday, 7, 2010
- ⊗ **Times:** Friday, 5th, Saturday, 6th and Sunday, 7th: 10:00 a.m.—6:00 p.m.
- ⊗ **Place:** Museum of Science and Technology, 2-1 Kitanomaru Koen, Chiyoda-ku, Tokyo 102-0091 Japan
 - No. 2 Hall (for bowed instruments), Floor space: 373m²
 - No. 3 Hall (for bowed instruments), Floor space: 330m²
 - No. 4 Hall (for bowed instruments), Floor space: 313m²
 - No. 5 Hall (for bowed instruments), Floor space: 330m²
 - No. 6 Hall (for bowed instruments), Floor space: 313m²
 - No. 7 Hall (for plucked instruments), Floor space: 330m²
 - Center Hall (lounge Space), Floor space: 330m²

The number of exhibit halls may be changed depending circumstances.

Science Hall (event hall, the basement floor of Museum of Science and Technology)

- ⊗ **Admission:** ¥1,000 (three days pass)
- ⊗ **Exhibits:** Stringed instruments and related products, Sheet music and books related to stringed instruments
- ⊗ **Targets:** Stringed instrument players, music associations, music instructors, general users, stringed instrument dealers
- ⊗ **Ad media:** Posters, fliers, invitations (postcards), ads in music magazines, newspapers and web site
- ⊗ **Event:** Concerts in the Science Hall using instruments exhibited
- ⊗ **Opening Party:** An opening party will be held to provide an opportunity for the exhibitors and visitors to mingle. Thursday, November 4, 6:30 p.m.—8:00 p.m. in the Restaurant located in the basement (B1)

ENTRY REQUIREMENTS FOR THE 2010 STRINGED INSTRUMENT FAIR

- ⊗ **Standards and entry fee for booths and table spaces**

↔ **Booth A:** width 5.4 m x depth 1.8 m (approx.)=¥430,000

↔ **Booth B:** width 2.7 m x depth 1.8 m (approx.)=¥310,000

* Up to two booths may be requested per corporation/group. Please note that the requested number of booths may not be available, depending on the number of applications.

- * Setup of booths will be performed by a contractor selected by the promoter.
 - * Rear panel and partition wall: 2.4 m tall plywood with paper finish, spotlights, names of exhibitors to be displayed in Japanese and English.

- * No tablecloth will be provided for the table in the booth.

Tablecloth is must be prepared by exhibitors, or order White tablecloth from the following Separate Charges.

Free tablecloth will not be provided anymore.

- ➔ **Standard table space 'A': ¥130,000** (Table [length 1.8m x width 45 cm x height 75 cm.] with white Tablecloth is attached to the rear panel. With one chair)
- ➔ **Standard table space 'B': ¥180,000** (With extra 60 cm space for the chairs [three included] between table with white Tablecloth and rear panel.)
 - * Only one standard table space may be requested per exhibitor.
 - * **No instrument stands will be provided for the booth and table exhibitors.**

⊗ For the First Time Exhibitors

We require all the exhibitors are in business at least for the past two years. Please send your resume together with filled application form, if you are the first time exhibitor. Your application Fee must be paid after receipt of our approval.

⊗ Separate Charges

- ➔ **Trial Concert Charge: ¥15,000** per instrument
- ➔ **Opening Party fee:** One person per one booth/table get free admission to the party.
Additional attendance: **¥5,000** per person
- ➔ **Additional Tickets: ¥500** per ticket when purchasing more than five tickets
- ➔ **Rental fee for a table**(180 cm x 45 cm) for a booth: **¥1,600** for the session; for a folding chair for a booth: **¥650** for the session White tablecloth : **¥2,500**
- ➔ **Tables, chairs and display counters**, other than the ones mentioned above, must be prepared by the exhibitors, or they may be arranged for through the association.
- ➔ **The installation fee** for power outlets within a booth is **¥2,100 per outlet.**
- ➔ **Reissue fee** for Free Passes: **¥500** per pass in case of loss or addition.

⊗ How to Apply

Fill out the official application form, and mail, E-mail, or fax it to the office before the deadline.

⊗ Application Fee

Exhibitors must pay the booth fee (for one booth when requesting two or three booths) or the standard table space fee upon application. Application is not regarded as official until such fee is paid. The surcharge for bank transfer is to be paid by the applicant. Entry will be denied if the fee is not paid by the deadline for application.

⊗ Application Deadline

June 30, 2010

⊗ Address and Account Information

- ➔ **Address:** Japan String Instrument Makers Association, 19-9 Sanno-Cho, Inage-ku, Chiba City 263-0002, Japan
- ➔ **Fax:** +81-43-423-3676
- ➔ **Bank Account:** Bank of Tokyo-Mitsubishi UFJ, Asakusabasi Branch,
SWIFT CODE : BOTKJPJT, Ordinary Account No. 0902339 ←**You can transfer without IBAN-Code.**
Adress (Asakusabashi Branch) : 23-6, Yanagibashi 1-chome, Taito-ku, Tokyo, 111-0052 Japan
Payree Name: **Japan String Instrument Makers Association** ←**Do not use abbreviation. Use the formal name.**

* Reference in English: c/o Akemi Mochizuki, E-mail: shinya-ake@pop12.odn.ne.jp

⊗ **Payment of the remainder of the entry fee and separate charges**

Exhibitors must pay the booth fee for the second and/or third booth(s) (if applicable) and any separate charges prior to the opening date or the 2010 Stringed Instrument Fair, as per the invoice prepared by the association.

⊗ **Cancellation**

Notice of cancellation of entry must be given to the promoter on or before September 1 for the application fee to be returned in full. Fifty percent of the entry fee will be returned if canceled after September 1. A surcharge for bank transfer will be deducted in either case.

⊗ **Event at the Science Hall**

A trial concert using the entered instruments (Violins, Violas, Cellos, Guitars, Lutes and Mandolins) played by concert musicians will be held at the Science Hall. A 4-5 minute piece, or a part of one piece will be played per instrument. Exhibitors may join the event by presenting one entered instrument of the same type.

⊗ **Setup / Removal**

- ↔ **Setup date:** All entries must be brought at 12:00 a.m. Thursday November 4. Setting up, decorating the tables and displaying the entries must be completed by 6:00 p.m. the same day.
- ↔ **Pack-up date:** All entries must be removed and the space cleaned between 6:00 and 7:00 p.m. Sunday, November 7.

⊗ **Free Passes and Tickets**

- ↔ **Booth 'A' Exhibitors** Will receive five free passes, **Booth 'B'** : four passes, **Table space:** three passes. **Multiple Booth Exhibitors** Will receive the passes in number depends on the booth combination. The pass left over can be changed to the complimentary ticket.
- ↔ **All Exhibitors** Will receive ten complimentary tickets (valid for three days).

⊗ **Guide leaflets**

A guide leaflet consisting of a map of the exhibition, a list of individual exhibitors, a price list of entries by individual exhibitors, a list of booth/table exhibitors, and information on the event will be handed out to each visitor.

⊗ **Insurance for Instruments and Bows**

- This insurance policy covers only when a theft happens in the locked exhibition hall or when you are robbed of your instrument as you are with it.
- The insurance policy does not cover the robbery which happens you leave your instrument in your car during setting up your booth.
- Accidental damages are covered.
- ↔ **Exhibitors** wish to apply an insurance for damage, theft, and fire for the duration of the 2010 Stringed Instrument Fair (including setup date) are advised to check the application form. We act an insurance procedure for you. A list of entries accompanied by their values must be completed by October 27 (a check sheet will be sent on 3 weeks prior to the opening date).
- ↔ **Insurance premium** is 0.12% of the total price of entries. Insurance premiums may be changed
 - * Example: ¥100,000 (the total price of entries) x 0.012 (0.12%) = ¥120.
- ↔ **Exhibitors** must pay the insurance prior to the opening date.
- ↔ **Any changes** made after October 27 will not be covered by insurance.