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## Exhibitor Guidelines

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|-------------------------------|-------------------------------------------------------------------------------------|
| <b>EXPO Period</b>            | March 4 (Thu.) – March 6 (Sat.), 2027                                               |
| <b>Venue</b>                  | Tokyo Big Sight, South Exhibition Halls                                             |
| <b>1st Application Period</b> | September 1 (Tue.), 2026, 2:00 p.m. -<br>October 5 (Mon.), 2026, 11:59 p.m. (JST)   |
| <b>2nd Application Period</b> | November 2 (Mon.), 2026, 12:00 a.m. -<br>November 13 (Fri.), 2026, 11:59 p.m. (JST) |

\*The 2nd application period will only be held if there are remaining slots after the 1st application deadline.

# INDEX

|          |                                                |
|----------|------------------------------------------------|
| P. 01    | Event Overview                                 |
| P. 02    | Tokyo Marathon EXPO 2027 Update                |
| P. 03    | Information on Tokyo Marathon 2027             |
| P. 04-05 | Tokyo Marathon EXPO Stats                      |
| P. 06    | Tokyo Marathon EXPO 2027 Venue                 |
| P. 07    | Tokyo Marathon EXPO 2027 Zoning                |
| P. 08-09 | Exhibition Overview / Exhibition Booth Details |
| P. 10-11 | Exhibition Booth Details                       |
| P. 12-13 | Exhibition Application Precautions             |
| P. 14    | Use of Event Name, Logo, and Other Assets      |
| P. 15-16 | Booth Decoration Rules / Precautions           |
| P. 17    | Exhibition Application Precautions             |
| P. 18    | Schedule                                       |
| P. 19    | Terms of the Exhibition Agreement              |
| P. 20-22 | Frequently Asked Questions                     |

# Tokyo Marathon EXPO 2027 Outline

The Tokyo Marathon EXPO 2027 will be held at Tokyo Big Sight prior to the Tokyo Marathon 2027 over a 3-day period: March 4 (Thur.), 5 (Fri.), and 6 (Sat.), 2027.

As the event marks the milestone 20<sup>th</sup> anniversary of the Tokyo Marathon, we return to our roots by setting our focus on the potential that belongs to each and every single “point” as individuals. We will roll out various initiatives that ensure that runners, volunteers, supporters, and everyone behind the scenes in the event will fully personify the concept of “The Day We Unite.”

Joining with this vision, the Tokyo Marathon EXPO 2027 has chosen the concept of “UNITE FROM HERE! – THE 20<sup>th</sup> HUB –.” This year’s event will serve as a “hub” where everyone involved—participants, marathon fans, general visitors, and supporters—can gather to celebrate this landmark 20<sup>th</sup> anniversary while building an atmosphere of anticipation and excitement.

Essentially a “three-day pre-event celebration,” we look forward to standing alongside our exhibitors to make this event a huge success. We are preparing this EXPO to be highly engaging, where visitors can experience the excitement of the upcoming race and have a truly enjoyable time.

We are on the lookout for exhibitors who will showcase running-related businesses and running-centric city promotion, as well as products, services, publications, etc. that will be beneficial to runners and visitors.

We hope to see participation from enterprises and groups of various genres that allow visitors to take center stage and enjoy the event regardless of age, gender, nationality, running experience, etc. This exhibition will be open to the general public, so whether you’re joining as an exhibitor or a visitor, we look forward to seeing you at our event!

## Event Overview

- **Venue**  
Tokyo Big Sight, South Exhibition Halls  
South Hall 1 / South Hall 2 / South Hall 3 / South Hall 4  
3-11-1 Ariake, Koto-ku, Tokyo, 135-0063  
Nearest Stations : Kokusai-Tenjijo Station (Rinkai Line)  
Tokyo Big Sight Station (Yurikamome Line)
- **Application Period**  
1<sup>st</sup> Application Period:  
September 1 (Tue.), 2026, 2:00 p.m. - October 5 (Mon.), 2026, 11:59 p.m. (JST)  
2<sup>nd</sup> Application Period:  
November 2 (Mon.), 2026, 12:00 a.m. - November 13 (Fri.), 2026, 11:59 p.m. (JST)  
\*The 2nd application period will only be held if there are remaining slots after the 1st application deadline.
- **EXPO period**  
March 4 (Thu.) - March 6 (Sat.), 2027  
\*March 4 (Thu.) and 5 (Fri.), 2027 : 10:00 a.m. - 9:00 p.m. (JST) (Visitors must enter before 8:30 p.m.)  
\*March 6 (Sat.), 2027 : 10:00 a.m. - 6:00 p.m. (JST) (Visitors must enter before 5:30 p.m.)
- **Construction**  
【Setup】  
March 2 (Tue.), 2027, 1:00 p.m. – 9:00 p.m. (Provisional)  
March 3 (Wed.), 2027, 9:00 a.m. – 9:00 p.m. (Provisional)  
【Removal】  
March 6 (Sat.), 2027, 6:00 p.m. – 9:30 p.m. (Provisional)

### Contact

- **Tokyo Marathon EXPO 2027 Office**  
(Contact Hours: 10:00 a.m. (JST) – 5:00 p.m. (JST) \*Excluding weekends, national holidays, the year-end and New Year holidays.)  
e-mail : expo@tokyo42195.org

# Tokyo Marathon EXPO 2027 Update

## Introduction of a Fully Cashless Payment System

To reduce checkout congestion, ensure safe and smooth venue operations, and provide a convenient environment for both domestic and international visitors, Tokyo Marathon EXPO 2027 will introduce a fully cashless payment system.

## Tokyo Marathon EXPO 2027 Appeal

### 1. 1,000 runners more than the previous year!

40,000 runners plan to attend to collect their bibs, up 1,000 from last year!

### 2. A chance to communicate directly with global runners!

In addition to global runners are also on the rise. As the biggest running trade show, this allows global runners to be accessed domestically in one place.



## Organizer Initiatives

### 1. A stamp rally encouraging visitors to see all booths

A manual stamp rally that attracts both global and domestic visitors.



### 2. Various innovations to allow easier traffic flow between floors

- Guidance staff to be placed within the venue to marshal traffic
- Installing a Runner Name Board to encourage visitors to move further along the flow



### 3. Enhancing the official website, where 90% of visitors obtain information about the EXPO.

Details can be confirmed on the “EXPO” official website, including the latest updates.



### 4. Utilizing the “Tokyo Marathon EXPO Official X” Account

To drum up excitement for the EXPO as a whole, information posted by exhibitors (including general exhibitors) will be shared via reposts etc. on the EXPO’s official account.

\*Note that this is limited to pre-approved posts and accounts registered in advance.

# Tokyo Marathon 2027 Announcements

Tokyo Marathon is celebrating a tremendous accomplishment: its 20th Anniversary. It owes this to the assistance of runners, volunteers, people along the course, and countless others in every race since the first Tokyo Marathon was held in 2007.

For this commemorative race, Tokyo Marathon 2027 will be carrying out various initiatives that embody the marathon's concept, "The Day We Unite," with the assistance not only of runners and volunteers but also of supporters and the many other people who collaborate in the holding of the marathon.

**Tokyo Marathon  
Official Website**

[https://www.marathon.tokyo/en/news/detail/news\\_20260622162907.html](https://www.marathon.tokyo/en/news/detail/news_20260622162907.html)

## ● **Mandatory Reasonable Accommodations**

**(Act on the Elimination of Discrimination against Persons with Disabilities effective from April 1, 2024)**

Many people with various disabilities will be among the attendees of this event.

In the event a person with a disability inquires about accommodation at your booth, please do not refuse their request right away. Instead, first confirm the details and consult with nearby staff about how to assist before discussing the matter with the individual in question.

(We especially ask exhibitors offering hands-on activities at their booths to please keep this in mind and respond accordingly.)

# Tokyo Marathon EXPO Stats

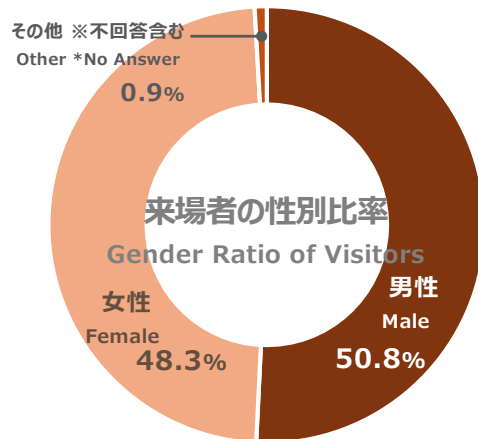
\*According to visitor survey results and visitor counts from the Tokyo Marathon EXPO 2026

## Visitor Count \*From Tokyo Marathon EXPO 2026 data

| Data                     | Daily Visitors |
|--------------------------|----------------|
| February 26, 2026 (Thu.) | 26,075         |
| February 27, 2026 (Fri.) | 26,980         |
| February 28, 2026 (Sat.) | 23,218         |

東京マラソンEXPO 2026の累計来場者数 76,273人

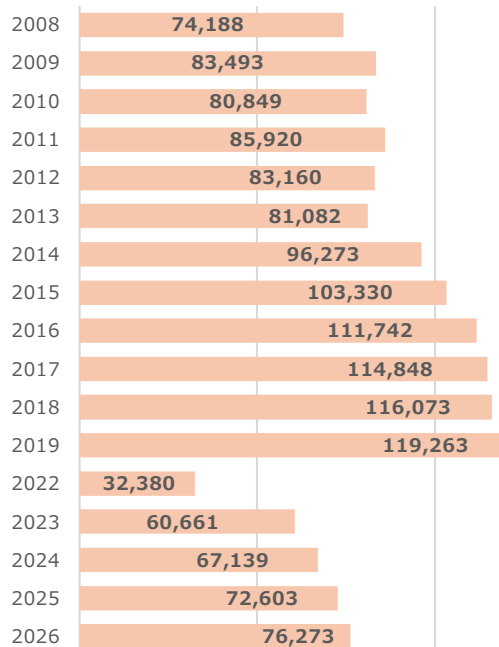
\*Tokyo Marathon EXPO 2026 Total Visitors : 76,273



来場者の男女比は 約 5 : 5

Visitor Gender Ratio : around 5:5

## Visitor Trends



\*Visitor count is only for reference, as visitor routes and measuring points have changed.

\*Tokyo Marathon EXPO 2007 (2 days) = 51,970 people [Tokyo Dome (Limited Entrance)]

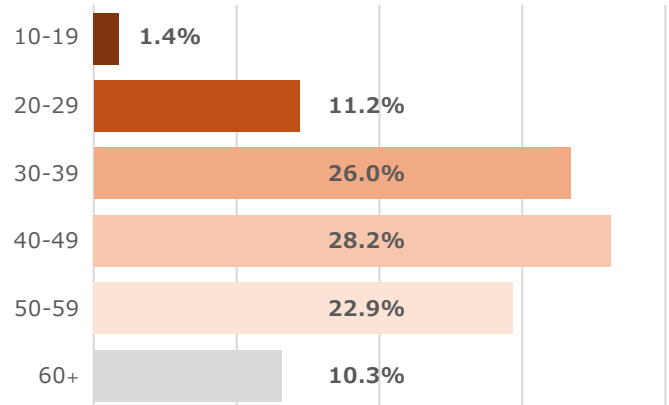
\*Held at Tokyo Big Site 2008 – 2018.

\*Held at the NOP section of Aomi, Daiba in 2019.

Not held in 2020 & 2021 due to cancellation.

Held as "Tokyo Marathon EXPO 2021" at Tokyo Big Sight in 2022.

## Visitor Age



\*According to the Tokyo EXPO 2026 Visitor Survey

### Q. What is your purpose for participating in the event? (Select all that apply)

- |                                                                    |       |
|--------------------------------------------------------------------|-------|
| 1. 買い物<br>Shopping                                                 | 28.6% |
| 2. アスリートビブス (ナンバーカード) 交換<br>Exchanging athlete bibs (number cards) | 28.3% |
| 3. 出展ブース<br>Exhibition booth                                       | 16.7% |
| 4. 情報収集<br>Collecting information                                  | 15.6% |
| 5. 友人・知人・ランナーへの付き添い<br>Joining a friend/acquaintance/runner        | 8.6%  |
| 6. その他<br>Other                                                    | 2.2%  |

\*According to the Tokyo EXPO 2026 Visitor Survey

### Q. What do you expect from future Tokyo Marathon EXPO events?

- |                                                                              |       |
|------------------------------------------------------------------------------|-------|
| 1. 大会に役立つ情報の習得<br>Access to useful information for the race                  | 25.3% |
| 2. 記念品・限定品の販売<br>Sales of souvenirs and limited-edition items                | 20.3% |
| 3. サンプル配布<br>Free samples and product sampling                               | 19.2% |
| 4. ウェア等の展示・販売<br>Apparel displays and sales                                  | 7.7%  |
| 5. シューズの展示・販売<br>Shoe displays and sales                                     | 7.7%  |
| 6. ゲスト・インフルエンサーとの交流<br>Opportunities to interact with guests and influencers | 7.7%  |
| 7. 小物・雑貨等の販売<br>Sales of accessories and small goods                         | 6.3%  |
| 8. サプリ・補給食の販売<br>Sales of supplements and energy products                    | 5.4%  |
| 9. その他<br>Other                                                              | 0.4%  |

\*According to the Tokyo EXPO 2026 Visitor Survey

A large number of international visitors is also expected at Tokyo Marathon EXPO 2027. The Exhibitor Secretariat plans to implement measures such as stationing multilingual staff, providing floor maps, and installing clear signage. We also encourage exhibitors to prepare for assisting international visitors, including language support at your booths.

# Tokyo Marathon EXPO 2026 Official Shop data

## Trends during the Event (3 days)

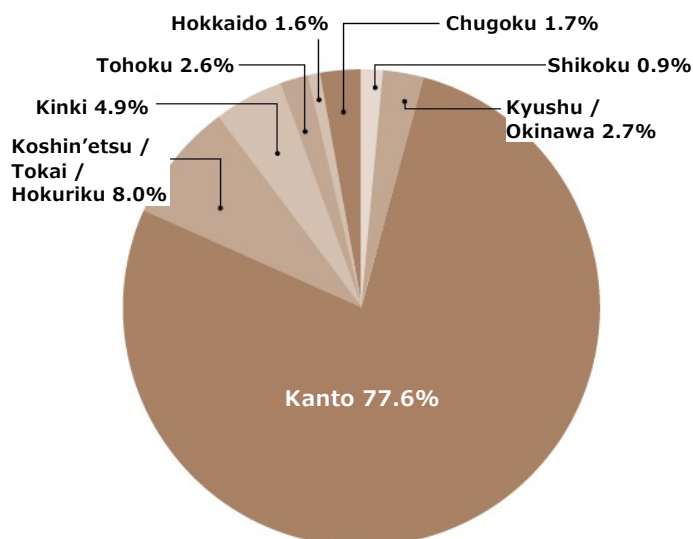
- Sales from international visitors surpassed those of domestic visitors.
- Day 1 saw an increase in international visitors.
- On Day 3, the majority of visitors were domestic/Japanese.
- Sales declined toward Day 3 due to decreasing stock levels.

## Visitor Spending Trends

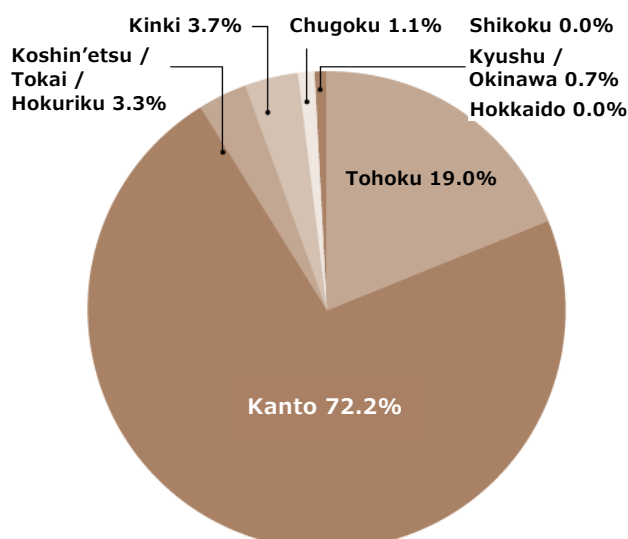
- Domestic (Japanese visitors)=4,281 JPY  
(+239 JPY year-on-year)
  - Overseas (International visitors)=8,323 JPY  
(+632 JPY year-on-year)
- \*3-day total

# Tokyo Marathon 2026 Participant Stats

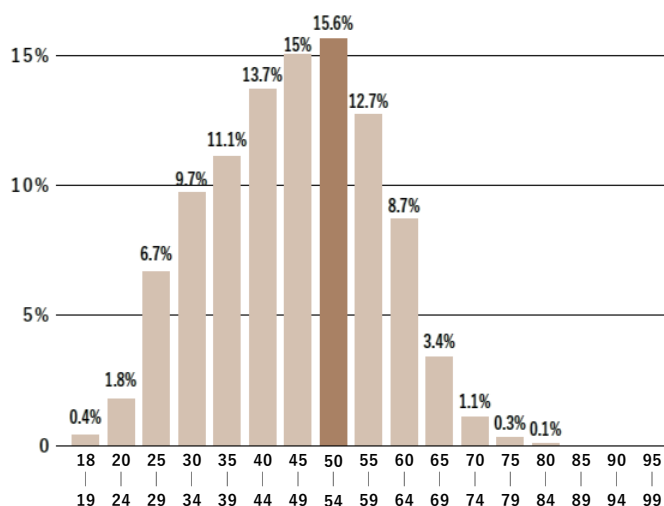
## Entrants by Region - Marathon (Domestic)



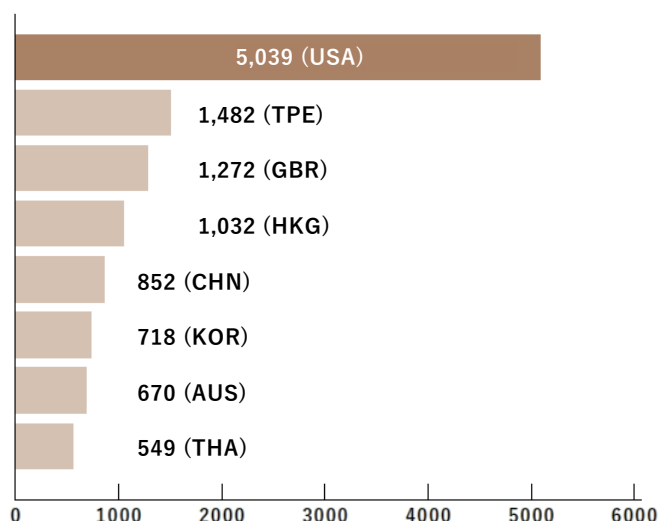
## Entrants by Region - 10.7km (Domestic)



## Entrants by Age Group - Marathon \*Including 10.7km



## International Entrants by Nationality \*Top 8 countries



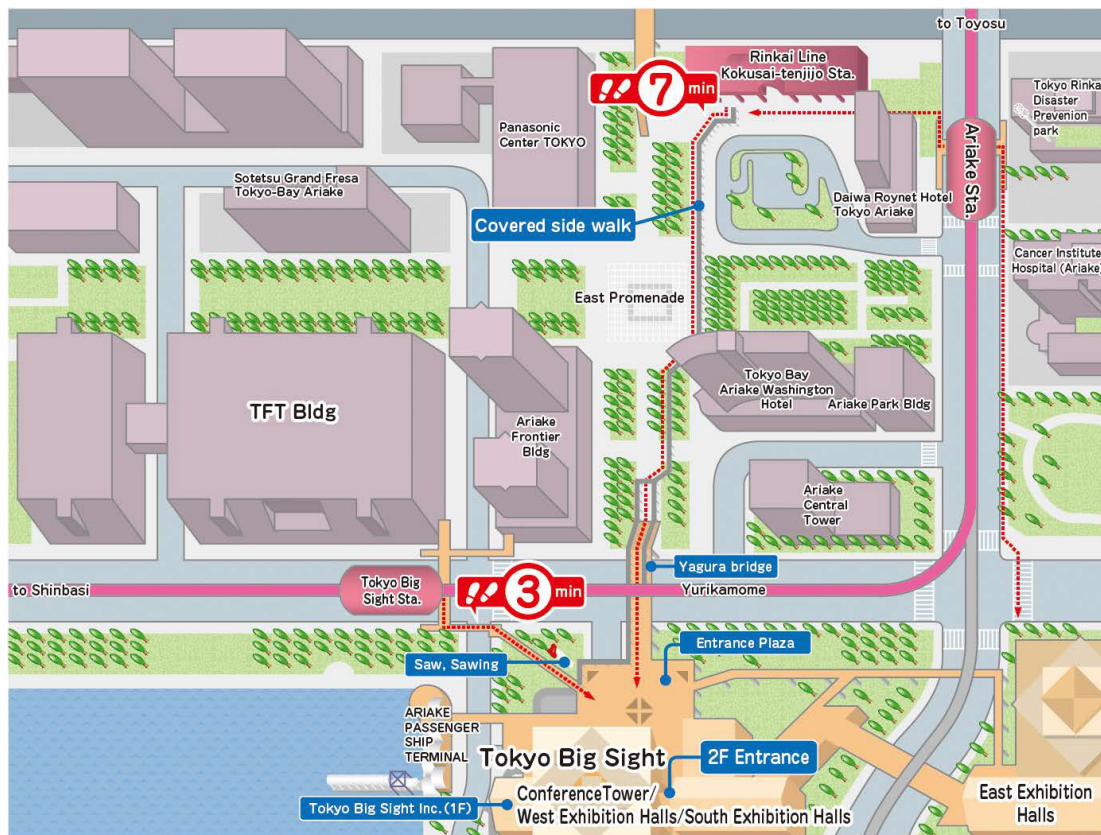


# Tokyo Marathon EXPO 2027 Venue

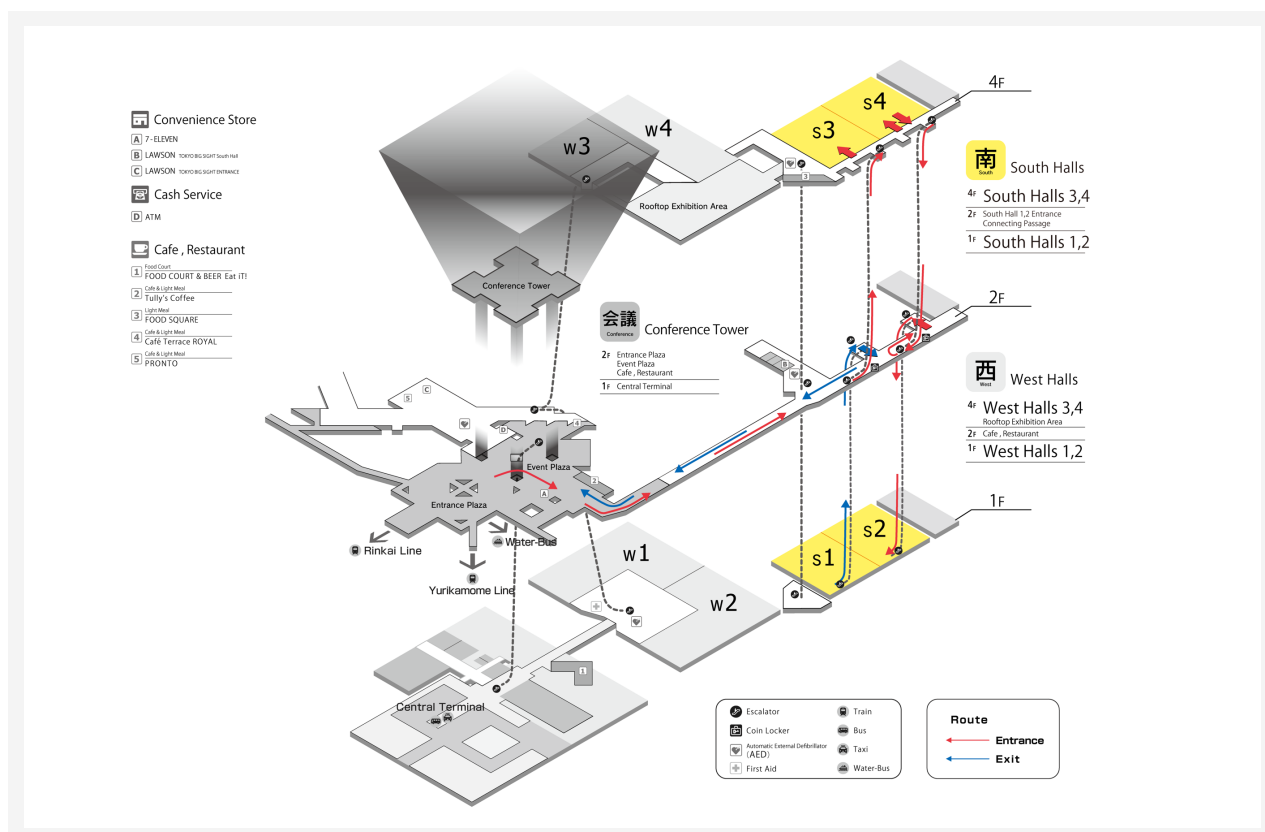
## Venue Map

Nearest Stations : Kokusai-Tenjijo Station (Rinkai Line)

Tokyo Big Sight Station (Yurikamome Line)

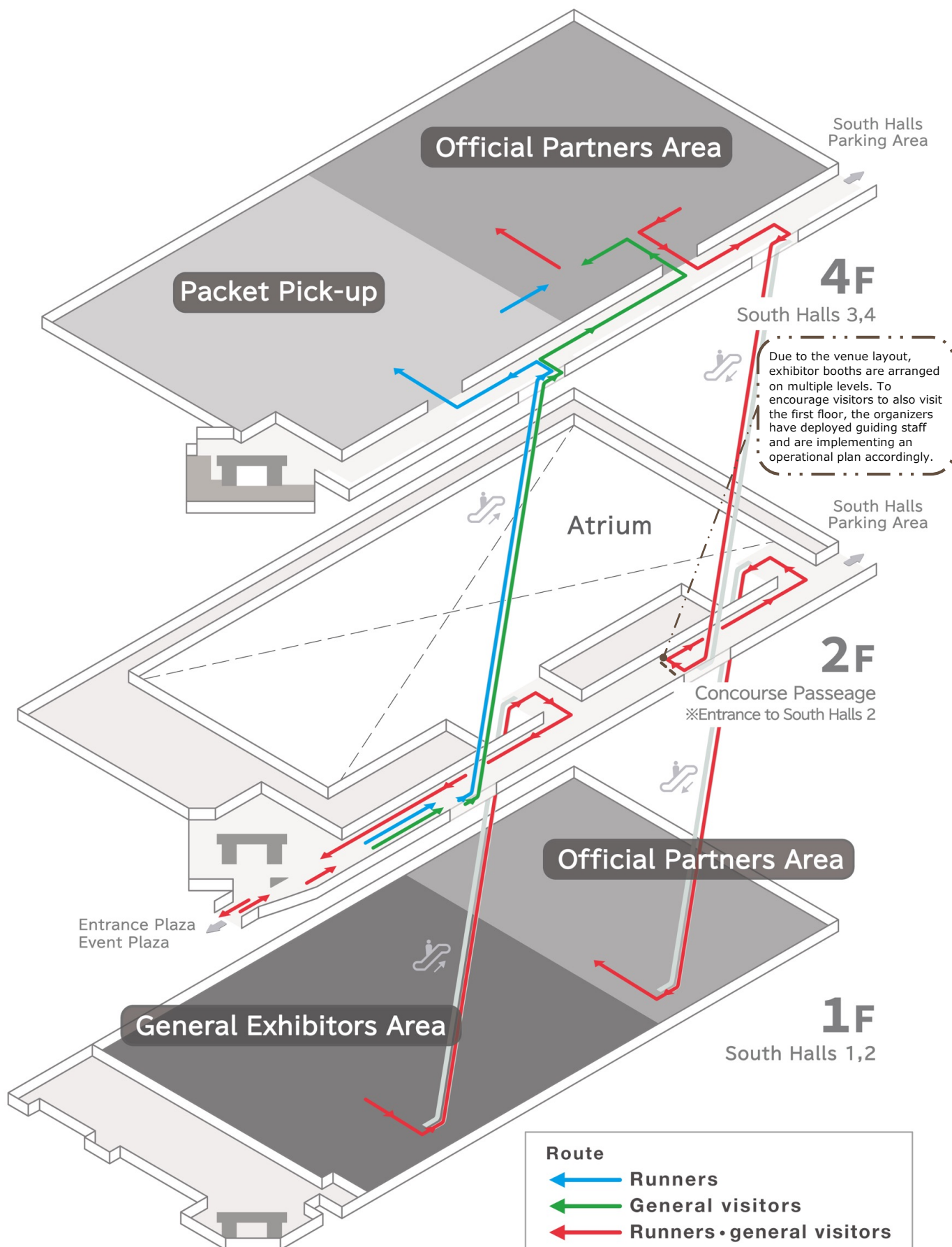


## Tokyo Big Sight Floor Map





# Tokyo Marathon EXPO 2027 Zoning



In order to reduce visitor congestion, this year's venue will be laid out in a **"Free Flow"** layout.

We will create an environment that allows visitors to walk around the venue in all directions, reducing the stress caused by congestion.

# Exhibition Conditions

At the Tokyo Marathon EXPO 2027, we look forward to **“exhibitions of various genres.”**

With the aim of enhancing the value of the “Tokyo Marathon EXPO” experience for visitors, we will limit the maximum number of sales booths to 16 and focus on featuring sports-related manufacturers, including those specializing in running shoes, apparel, and wearable devices.

Our goal is to create an EXPO that offers all visitors new discoveries and experiences by providing ample opportunities to explore top domestic and international brands as well as the latest products and technologies. For other booths, we broadly invite manufacturers and companies in the running sports industry, offering running-related promotions, or providing products, services, and publications that are beneficial to runners and visitors.

## ●Exhibition Area

The Exhibition Area for the Tokyo Marathon EXPO 2027 will be divided into an Official Partners Area and a General Exhibitor Area.

### Official Partners Area

Exhibitions by the Official Partners and co-organizers of the Tokyo Marathon 2027, as well as associations affiliated with the Tokyo Marathon.

### General Exhibitors Area

Exhibitions by enterprises and organizations entered by general applications.  
\*Competitors will not be excluded from this area.

## 【IMPORTANT】For Exhibitors Planning In-Booth Sales / Payments

### Fully Cashless Payment System

To reduce checkout congestion, ensure safe and smooth venue operations, and improve convenience for both domestic and international visitors, Tokyo Marathon EXPO 2027 will implement a fully cashless payment system within the venue.

Accordingly, all exhibitors conducting sales or payment operations at their booths are required to support fully cashless transactions as a mandatory condition for participation. We greatly appreciate your understanding and cooperation.

\*Cashless payment refers to non-cash payment methods: Credit / Debit Cards | E-Money | QR Code Payments

\*You are not required to adopt all of the payment methods listed above. Please select and implement at least one method to exhibit.

### 【Exhibition Requirements and Operational Rules】

#### 1. Payment Methods

If sales or payment operations will occur at your booth, please arrange a non-cash payment method (such as a cashless payment terminal) in advance.

#### 2. Payment Terminal Rental

For exhibitors who do not have their own payment devices, the organizer offers free rentals of payment terminals designated by Mastercard, the Official Payment Partner.

\*We plan to lend Square Terminal devices to exhibitors. Please click here for more details.

([https://squareup.com/gb/en/hardware/terminal?country\\_redirection=true](https://squareup.com/gb/en/hardware/terminal?country_redirection=true))

\*Please note that the model of the payment terminal provided may be subject to change depending on application conditions.

\*Only terminal devices will be provided.

Exhibitors are required to set up their own network/internet connection.

\*Details regarding the application process will be provided at the Exhibitors' Briefing.

#### 3. Communication / Network Setup

Exhibitors are responsible for preparing the necessary communication environment required to operate their payment terminals.

Please note that optional paid internet connection services are also available upon request.

Further details will be included in the materials distributed at the Exhibitors' Briefing.

## ● Precautions about the Venue's Network Connection

Although there were no network connection issues during last year's Tokyo Marathon EXPO 2026, an increase in the number of visitors and the amount of equipment used by booth operators in the future may lead to radio frequency interference and network congestion, which could affect the network environment.

We ask all exhibitors to review the following risks and recommended measures and make the necessary preparations.

### ● Issues Affecting Network Connectivity

Within the venue, severe radio interference may occur when multiple wireless signals (such as those listed below) are concentrated in a confined space.

\*Radio waves brought in by visitors: smartphone tethering, mobile Wi-Fi routers, Bluetooth devices (such as wireless earbuds), etc.

\*Venue-provided wireless networks: Tokyo Big Sight's free Wi-Fi, etc.

\*Signals at each exhibition booth: Wi-Fi brought in by exhibitors, wireless transmission systems for video, audio, and lighting, etc.

### 【Recommended】

If you connect payment terminals or other devices wirelessly (such as via Wi-Fi), interference may cause the connection to become unstable. If a reliable communication environment is a priority, we recommend considering a wired LAN connection as an option.

### ● Risks Involved in Different POS (Cash Register) Types

5 GHz-compatible devices [Recommended]

Although this standard is relatively resistant to congestion, the connection may become unstable due to obstructions such as walls or people.

2.4 GHz-compatible devices [Not Recommended]

Because the radio waves may overlap with those from home appliances, Bluetooth devices, and other sources, interference could render the device "virtually unusable."

Devices that use mobile networks (4G, 5G, etc.)

With tens of thousands of visitors expected, there is a risk that the mobile carriers' base stations themselves could become overloaded (due to network congestion), resulting in a loss of service.

### ● Optional Internet Connection Services

As a general rule, the Internet service we provide will operate on the "5 GHz band."

### ● Disclaimer (Important Notice)

Please be aware that neither the EXPO Office nor the Organizer can accept any responsibility for the matters listed below.

Regarding Network Connectivity

The Internet connection service we provide utilizes a best-effort service offered by telecommunications carriers and Internet service providers. Therefore, we cannot guarantee connection speeds or provide any compensation for connection failures or provider outages (including communication failures caused by wireless LAN congestion).

Regarding Mobile Networks

Although we have not received any reports of connectivity issues with the venue to date, there is a possibility of temporary service interruptions due to network congestion or other factors. Neither the EXPO Office nor the Organizer assumes any responsibility for communication failures on carrier networks.

Regarding Security Issues

The Organizer (EXPO Office) assumes no responsibility for any damage resulting from PC or other device malfunctions, defects, computer virus infections, unauthorized access, or other issues arising from Internet use. We recommend that each exhibitor implement security measures—such as OS updates and antivirus software—as well as measures to prevent data leaks in advance.

# Exhibition Booth Details

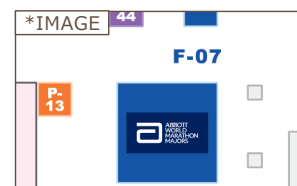
## Exhibit fee

- 1 or 2 Booths: 770,000 JPY per booth
  - \*Includes one meeting table and one chair per booth.
  - \*The exhibition fee will be a net fee. Therefore, there will be no sales margin for advertising agencies.
- Booth Size: 1 booth = 3m×3m (9㎡)
- \*Please refer to the following page for details on basic booth equipment.

## Benefit for Large Booths

For exhibitors with 10 or more booths, your company logo will be displayed at your booth location on the venue map.

\*Please be aware that due to the scale and layout of the venue map, we may not be able to ensure that the logo meets the minimum required size.  
(Logo placement/color proofing unavailable; adjustments by organizer.)



## Booth Size

- Please note that booth shapes are limited to square or rectangular configurations, and sizes other than those listed below cannot be requested.

| Number of Booths | Booth Size    | Number of Exhibitors |
|------------------|---------------|----------------------|
| 16 booths        | 12.0m × 12.0m | 4 exhibitors         |
|                  | 16.0m × 9.0m  | 1 exhibitors         |
| 12 booths        | 12.0m × 9.0m  | 4 exhibitors         |
| 10 booths        | 9.0m × 10.0m  | 4 exhibitors         |

| Number of Booths | Booth Size  | Number of Exhibitors |
|------------------|-------------|----------------------|
| 6 booths         | 9.0m × 6.0m | 3 exhibitors         |
| 4 booths         | 6.0m × 6.0m | 6 exhibitors         |
| 2 booths         | 6.0m × 3.0m | 14 exhibitors        |
| 1 booth          | 3.0m × 3.0m | 12 exhibitors        |

\*The shape of the booth may be adjusted or changed by the EXPO Office due to booth layout reasons based on application status.  
Thank you for your understanding.

\*Which "side" of the booth will line up with traffic flow cannot be specified.

\*Please ensure that any waiting lines for visitors are kept within your own booth space. Kindly manage the lines so as not to obstruct the flow of traffic for neighboring exhibitors and other visitors.

We ask for your cooperation in maintaining clear visitor pathways to ensure the safety of all attendees.

## Exhibitor Selection & Criteria

With the aim of enhancing the value of the "Tokyo Marathon EXPO" experience for visitors, the organizers will establish eligibility criteria and selection standards based on the number of booths applied for and will conduct a system for selection (or lottery).

### ● For Applications of 16 Booths

Eligibility: sports-related manufacturers, including those of running shoes, apparel, and wearable devices.

Selection Process: a rigorous screening process based on the answers provided in the application form.

### ● For Applications of 6-12 Booths

Eligibility: exhibitors (not only sports equipment manufacturers) in the running sports industry, offering running-related promotions, or providing products, services, and publications beneficial to runners and visitors.

Selection Process: a rigorous screening process based on the answers provided in the application form.

### ● For Applications of 1-4 Booths

Eligibility: exhibitors (not only sports equipment manufacturers) in the running sports industry, offering running-related promotions, or providing products, services, and publications beneficial to runners and visitors.

Selection Process: a fair and impartial lottery from among the exhibitors who have applied.

## Evaluation Criteria

At this event, providing value to visitors is our top priority. To ensure the availability of diverse booth variations and offer exclusive content that can only be experienced at the EXPO, we will conduct a comprehensive evaluation (selection process) based on the details provided in your application. Please carefully prepare your exhibit details before applications open.

### ● Key Questionnaire Items (Sample Application Questions)

During the application process, you will be asked to complete a survey covering the following key perspectives:

#### 1. Exhibition Content & Initiatives

**Exclusivity & Innovation:** First-time product/service reveals, EXPO-exclusive activities, rare content, promotion of Tokyo/Japan's attractions, etc.

**Interactive Appeal & Target Reach:** Hands-on/participatory content (e.g., try-ons, measurements), initiatives that engage supporters and general visitors.

**Inclusivity & Information Sharing:** Multilingual support/initiatives for international visitors, sustainability/environmental considerations, appropriate promotion via social media, etc.

#### 2. Past Exhibition History

Whether this is your first time participating, or your previous exhibition record (number of times participated, etc.).

\*Meeting all items does not guarantee preferential treatment; applications will be evaluated holistically based on overall content.

\*Your responses will be managed strictly by the organizer and the Secretariat, and will not be disclosed to any third parties.

\*Please note in advance that some survey items may be subject to change.

## General Exhibitors Area Layout

The General Exhibition Area layout for Tokyo Marathon EXPO 2027 is as follows:

\*This area will be located in South Hall 1 and South Hall 2 (1st Floor).

\*Visitor flow will proceed from the 4th floor down to the 1st floor.

Visitors will enter through the South Hall 2 entrance via the 2nd-floor concourse, move through the halls, and exit from South Hall 1.

\*Please refer to P.7 for a visual diagram of the movement between floors.

\*An A3-size layout plan (PDF) is available for download on the official event website.



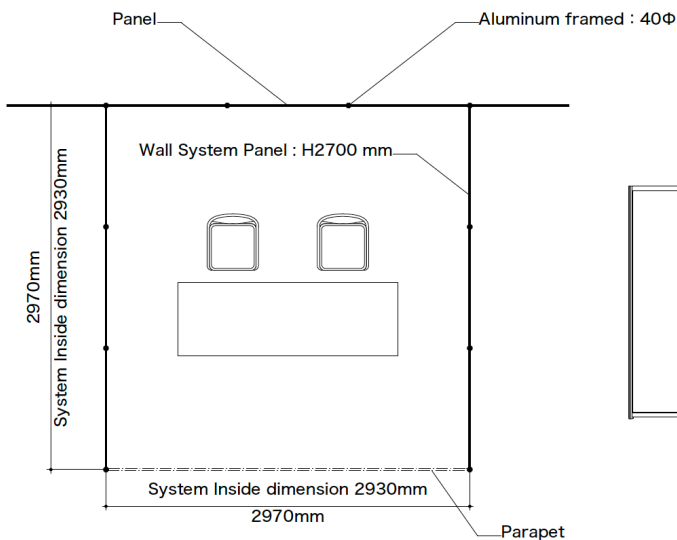
## Standard Booth (1 or 2 Booths)

Standard booths will be provided with system fittings.

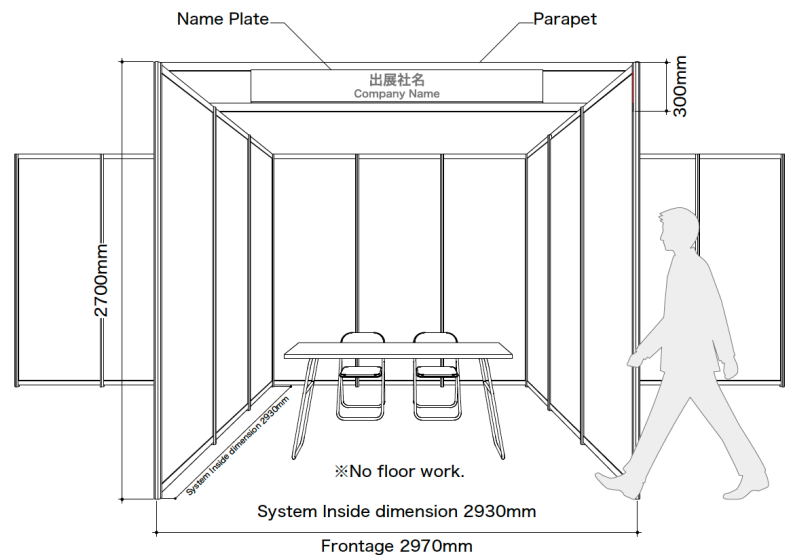
- Fixtures such as decoration costs, line charges, booth cleaning, and waste disposal fees are not included. If any of the above will be needed, exhibitors are requested to prepare on their own.

| Number of Booths | Layout         |                                                                                                                                                                                                  |
|------------------|----------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1 booth          | Standard Booth | Wall system panel (white) x9, Parapet (white), Name plate (white base / black letters), 1kW Electric installation & usage, Double outlet x1, Fluorescent light x2, Pipe chair x2, Long table x1  |
| 2 booths         | Standard Booth | Wall system panel (white) x12, Parapet (white), Name plate (white base / black letters), 1kW Electric installation & usage, Double outlet x2, Fluorescent light x4, Pipe chair x4, Long table x2 |

### ● Floor Plan



### ● 3D View



### ● Name Plate

|                  |                                    |
|------------------|------------------------------------|
| Booth No.<br>* * | <b>出展社名</b><br><b>Company Name</b> |
|------------------|------------------------------------|

## Space Handover (4+ booths)

Booths of 4 spaces or more will be provided as raw space.

- For Space Handover applications of 4 or more booths (self-constructed), the EXPO Office will perform only the primary electrical trunk line work (distribution board installation) at the exhibitor booth. Exhibitors are requested to make their own arrangements for secondary electrical work.

| Number of Booths | Layout                               |                                                                                                                                                                           |
|------------------|--------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 4+ booths        | Space Handover<br>[self-constructed] | Electric installation & usage in line with no. of booths<br>*Booth ancillary equipment is distribution board only<br>(Basic electricity supply capacity: 1kW per 1 booth) |

# EXPO Exhibition Application ①

## How to Apply

After confirming the Exhibitor Guidelines and Terms and Conditions, please apply by filling in the required information on the EXPO page of the official website.

\*The Organizer of the Tokyo Marathon EXPO 2027 reserves the right to decline any applicant deemed unsuitable or who does not qualify as an exhibitor (groups who do not fulfill the Exhibitor Conditions).

### Exhibitor Application

Will be available from 2:00 PM on Tuesday, September 1.  
([https://www.marathon.tokyo/en/expo/expo\\_exhibit/](https://www.marathon.tokyo/en/expo/expo_exhibit/))

## ●Application Deadline

\*The 2nd application period will only be held if there are remaining slots after the 1st application deadline.  
If you wish to exhibit, we encourage you to apply early within the first application period.

**1st Application Deadline: October 5 (Mon.), 2026, 11:59 p.m. (JST)**

**2nd Application Deadline : November 13 (Fri.), 2026, 11:59 p.m. (JST) \*tentative**

## ●Exhibitor Confirmation (Approval)

When applying to exhibit, please indicate your preferred booth size (number of booths) up to your “second choice.”

Selections will be made based on your application in accordance with the Organizer’s selection criteria.  
The EXPO Office will notify you of the selection results via email as they are finalized.

\*Emails will be sent to the address listed in “Exhibitor Information” or the “Point of Contact at the Applying Company” provided on your application.

\*In the event of changes to the announcement schedule, the Office will promptly contact applying exhibitors.

## ●First-choice Exhibition Confirmation

Notifications about first-choice booth size approval are planned to be sent by October 16 (Fri.), 2026.

## ●Second-choice Selection / Lottery

In the event that an exhibitor is not selected for their first choice, notifications are planned to be sent by October 19 (Mon.), 2026 to inform them that they will be shifted to second-choice selection / lottery.

\*For applicants who do not wish to be considered for second-choice selection / lottery, please reply to the email notification by the deadline specified therein to inform us.

## ●Second-choice Exhibitor Confirmation

Notifications about second-choice booth size approval are planned to be sent by October 29 (Thu.), 2026.

## [Regarding Exhibitors Who Were Not Selected]

The selection process will be carried out in accordance with the procedure outlined above. Exhibitors who are not selected will be notified. A subsequent 2nd application period will be held only if there are remaining slots available. In such a case, we ask that you please reapply during this period. We appreciate your understanding, and we will officially announce whether there will be a 2nd application period on the EXPO page of the official website.

\*In the event of a 2nd application period, exhibition approval emails are planned to be sent by November 19 (Thu.), 2026.

\*If a second-choice is not specified in your application, it will be assumed that you do not wish to participate in second-choice selection. Please take great care to ensure that you do not omit any information when applying.



# EXPO Exhibition Application ②

## ● Changes / Cancellation

Cancellations or changes to the applied for booths shall be made by submitting to the EXPO Office a written notification (including e-mail) outlining the reasons for such changes or cancellation for the Organizer's approval. Once the exhibition has been approved, cancellation fees shall be incurred as outlined below:

- 1) From Exhibition Approval\* until the day before the Exhibitor's Meeting (November 25) = 50% Booth Fees
- 2) The day before the Exhibitor's Meeting (November 26) or after = 100% Booth Fees

\*Exhibition Approval will be the date that the "Exhibition Approval Notice" is sent from the EXPO Office.

\*In the event that the EXPO is canceled, please refer to "14. Cancellation of the EXPO" on P.19.

## ● Payment of Exhibition Fee

Payment of exhibition fees shall be made to the designated bank by the deadline indicated on the invoice from the EXPO Office. \*Transfer fees will be carried by the exhibitor.

## ● Payment Process

An invoice for the exhibition fee will be issued at the end of the month in which the Exhibitor Approval email is issued, to be transferred by the end of the following month.

Payment Terms: Billed at the end of the month, payment due by the end of the following month

Invoice Issuance: To be sent within 5 business days of the month following the billing month

[Example: If an Exhibitor Approval email is sent in October]

For an October bill, payment must be received by the end of November. Please make note.

\*Be sure to check this in advance against your company's accounting schedule, etc. in order to complete the payment by the deadline.

### Booth Location Allotment

Booth locations will be determined by the Organizer through a fair and impartial lottery after receiving Exhibitor Approval.

The EXPO Office will notify you of your assigned booth location via email as results are finalized.

\*Emails will be sent to the address listed in "Exhibitor Information" or the "Point of Contact at the Applying Company" provided on your application.

**Booth Location Announcement Date: November 16 (Mon.), 2026 (planned)**

\*We cannot accommodate any requests to change, specify, or object to booth locations once determined.

\*To ensure fairness, the entire lottery process will be recorded by the Organizer.

\*For applicants during the 2<sup>nd</sup> application period, a fair and impartial lottery will be held after the deadline to determine the final list of exhibitors, and notifications will be sent as finalized.

### Exhibitor's Meeting

The Exhibitor Briefing will be conducted via provided materials and video streaming.

Briefing Materials: Sent via email by the Exhibitor Secretariat.

Briefing Video: Streamed as an unlisted video on the official Tokyo Marathon Foundation YouTube Channel.

\*Please be aware that the recorded videos are available only in Japanese. Subtitles and audio in other languages will not be provided.

### E-mail Delivery Date

Scheduled for November 26 (Thu.), 2026.

\*Details regarding the video URL and other information will be announced at a later date.

\*Emails will be sent to the address listed in "Exhibitor Information" or the "Point of Contact at the Applying Company" provided on your application.

\*Detailed exhibition rules / decoration regulations / application information will be disclosed.

\*Be sure to review all materials and videos, as they contain various rules, application deadlines, and other important information.

# Use of Event Name, Logo, and Other Assets

## Name / Logo Usage

The terms (name) and logo mark of "Tokyo Marathon EXPO 2027" will be available for use in announcements that your company is exhibiting at the EXPO.

We ask that each exhibitor proactively contributes to spreading awareness of the "Tokyo Marathon EXPO."

However, when using the terms (name) and logo mark of the "Tokyo Marathon EXPO 2027", **you must request approval from the EXPO Office in advance.**

## Logos Available for Use



## ● Social Media Posts

Posts may be published via various social media or owned media portals after receiving prior approval.

Posts that have not received prior approval will be removed until approval has been received.

Thank you for your understanding.

**\*Details will be shared at the Exhibitors Meeting.**

## Logos Prohibited for Use



# TOKYO MARATHON 2027



# TOKYO MARATHON 2027

## 20th Anniversary

## ● Exhibitors are prohibited from using Tokyo Marathon property.

Only Official Partners / Co-sponsors of the Tokyo Marathon 2027 will be able to use the Tokyo Marathon name and logo. Please be aware.

〈Examples of Prohibited Use〉

\*Combinations of the following elements that clearly evoke the Tokyo Marathon.

The year, diagrams of the Tokyo Marathon course, landmarks that evoke the course, images of runners on the course, etc.



# Booth Decoration Rules / Precautions ①

## ● Standard booths Decoration Rules (For 1-2 Booth Exhibitors)

- The system panels are leased items.  
Please note that exhibitors will be liable for any damage caused to the panels.
- Nails or tacks cannot be driven directly into the panels. Additionally, no modifications, such as cutting or splicing, can be made to the panels or poles.
- Basic booths are lined up adjacent to each other. Therefore, basic booth specifications include system walls (left and right walls, back wall), which cannot be removed.  
If you wish to decorate the walls, you may have your own decoration company install wooden panels or other materials to cover them.

## ● Regulations on Booth Decoration / Exhibitor Rules (For all Exhibitors)

- Please plan for all objects and decorations to fit within the confines of your booth.  
(Exhibits, structures, waiting lines, and protrusions [e.g., signs, lighting fixtures])
- In order to properly maintain the facility, the following construction will be prohibited:
  - (1) Driving nails / studs
  - (2) Drilling, chipping, cutting, gas welding
  - (3) Direct Application of paint, etc.
  - (4) Applying adhesives to paste something
  - (5) Direct application of a cutter / knife
  - (6) Wrapping wires around pillars, etc.
  - (7) Using the building to support signboards, etc.
  - (8) Any other act that might cause damage to the facility

\*Decorating or displaying items on the building framework is prohibited.
- Please keep and manage your own valuables.
- Out of consideration for other exhibitors, speaker volume will also be limited.
- Gas constructions are not permitted within the booth.

### Items that Require Prior Consultation with the EXPO Office

- Installation of anchor bolts in the floor:  
Please pay the floor repair fee.
- Ceiling & roof constructions:  
These are prohibited in principle as they may interfere with automatic fire alarm and sprinkler systems. However, installation may be permitted only in cases with venue approval.
  - (1) Constructions with wall-less roofs / ceilings:
    - a. The size of the roof and ceiling shall be 50 m<sup>2</sup> or less, and the height shall be between 3 m and 7 m (inclusive).
    - b. If the installation standards in the preceding item (a.) are exceeded due to construction work that causes interference with sprinkler systems and water cannons, the installation standards in the preceding item may be waived on the condition that one of the following measures is taken:
      - ① Effective surveillance (on foot) is possible with indoor fire hydrants.
      - ② Package-type fire extinguishing equipment and auxiliary sprinkler valves are installed.
    - c. Columns and beams are made of non-combustible materials for steel frame structures and have sufficient strength.
    - d. Flame-retardant fabrics for cloth, blackout curtains, sheets, and other textile products are used.
    - e. Sensors will be installed if there is a detection failure in the automatic fire alarm system's sensors and scanning fire detectors.
  - (2) Constructions with walls, roofs, & ceilings:
    - a. The size of the roof and ceiling shall be 50 m<sup>2</sup> or less, and the height shall be 3 m or more and 7 m or less. In addition, walls facing scanning fire detectors and water cannons shall be kept open as much as possible.
    - b. As a general rule, only exhibits that require light-proofing or dust-proofing measures are allowed.
    - c. Interior finish and base coat shall be made of flame-retardant materials or higher.
    - d. To prevent evacuation obstacles, provide two or more exits and install evacuation exit lights or signs.
    - e. Other criteria are equivalent to b-d constructions, which have roofs and ceilings without walls.

\*Please consult with the EXPO Office in advance regarding venue confirmation.

Detailed diagrams (specifications of fixtures, materials used, ceiling area, etc.) are required for confirmation.

# Booth Decoration Rules / Precautions ②

- **Balloons & other similar decorations:**

Please consult with the EXPO Office if you wish to have floating decorations in the venue.

- **About water supply and drainage facilities:**

Please contact the EXPO Office if you wish to include these.

- **Enclosed Booth Construction**

When planning wall structures, please provide at least two emergency exits (openings) and ensure the booth layout allows for two-way evacuation routes.

- **Please strictly adhere to the submission deadlines for various application and requests.**

\*For items that require prior confirmation with the venue, such as electrical, internet, and water supply/drainage applications, applications not be accepted after the deadline.

- **You must provide the EXPO Office with a booth diagram (floor plan/elevation) in advance.**

[Ideally around 1.5 months before the event]

- **Booth Height Limits**

- **Exhibition decorations (wall decorations, fixtures, exhibit items) must extend no higher than 6.0m (6,000mm) above the venue floor.**

\*Regarding the basic booths (1 or 2 Booths), the system wall height will be 2.7m (2,700mm).

\*If your booth is adjacent to another, a setback of 1 m will be applied to the boundary between them, so please be aware that you may not build a wall or structure over 2.7m in height.

- **Use of Flame or Dangerous Items**

- (1) **About Open Flame:**

Open flame is prohibited at this event.

This includes gas stoves, gas burners, fireworks, firecrackers, and any activities involving fire.

- (2) **About Dangerous Items:**

- **Dangerous items like gasoline, kerosene, electric generators, etc. are strictly prohibited.**

- **If it is absolutely necessary to use dangerous items in your demonstration, or if you must bring them in for your exhibition, please notify the Office beforehand so that we can coordinate with the venue and the local fire department. We will inform you whatever it will be possible after receiving approval from the fire department.**

\*Below are some examples of situations which would require fire department approval:

- Chemical compounds with the potential to emit poisonous gas, etc.

- Oils used for relaxation

- Hydrogen-based products (please note that hydrogen water and other products which contain hydrogen fall under the category of dangerous items)

- High-concentration rubbing alcohol (concentration of 60% and up/volume of 80L and up)

**\*Details will be discussed at the Exhibitors Meeting.**

**Additional materials are planned to be distributed at that time.**

# Exhibition Application Precautions

## ● Provision of Food & Drink

- At the Tokyo Marathon EXPO 2027, food and drink (as well as tastings) will be permitted.

However, please be sure to check with the relevant health center in advance.

Based on the results, please submit one of the following documents to the EXPO Office.

If an application is required by the health center : A copy of the application form you submitted  
(food/drink tasting report, food distribution notification)  
(submit a scanned copy by email)

If an application is not required : A document declaring that an application is not required and why.  
(example: a copy of e-mail with the public health center, etc.)

- If offering temporary samples, please submit a tasting report to the relevant health center.

If you are providing packaged food and beverages, please submit a food distribution notification form.

\*Although there may be many different methods, such as providing individually packaged products, opening them for tasting, or transferring them to other containers, please check with the health center regardless for all cases.

It may be necessary in some cases to submit an application or notification form.

Please note that if you repeatedly offer samples for tasting or provide food and beverages, you may need a business license based on the Food Sanitation Law.

- When providing food and beverages, please include labels as specified by the Food Labeling Act.

- Please dispose of any trash generated by your booth on your own.

The same applies to trash such as containers involved in the provision of food and beverages.

## ● Provision of Medicine & Quasi-Pharmaceuticals

- If you plan to exhibit or sample pharmaceuticals or quasi-pharmaceuticals, please be sure to check directly with the health center with jurisdiction.

Each exhibitor is responsible for submitting an application to a health center.

Please submit a copy of your application for to the EXPO Office.

If you plan to provide food and beverages or distribute samples of pharmaceuticals or quasi-pharmaceuticals, please confirm directly with the relevant health center (Koto Ward Health Center) in advance.

### 【Provision of Food & Drink】

Mail : [hc-shokuhin1@city.koto.lg.jp](mailto:hc-shokuhin1@city.koto.lg.jp)

Fax : +81 03-3615-7171

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Health Department (Public Health Center),  
Public Hygiene Division, Food Sanitation Section 1  
2-1-1 Toyo, Koto City, Tokyo, 135-0016  
TEL : +81 03-3647-5882

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Health Department (Public Health Center),  
Public Hygiene Division, Food Sanitation Section 3  
2-1-1 Toyo, Koto City, Tokyo, 135-0016  
TEL : +81 03-3647-5812  
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Health Department (Public Health Center),  
Public Hygiene Division, Food Sanitation Section 2  
2-1-1 Toyo, Koto City, Tokyo, 135-0016  
TEL : +81 03-3647-5854  
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### 【Provision of Medicine & Quasi-Pharmaceuticals】

Health Department (Public Health Center),  
Living & Health Division, Pharmaceutical Sanitation Section  
2-1-1 Toyo, Koto City, Tokyo, 135-0016

TEL : +81 03-3647-5815 Fax : +81 03-3615-7171

# Schedule

## Tokyo Marathon EXPO 2027

2026

Sep.

September 1 (Tue.), 2026, 2:00 p.m. (JST)  
Tokyo Marathon EXPO 2027 Exhibitor 1<sup>st</sup> Applications Begin

**1<sup>st</sup> Application Period**

Oct.

**1<sup>st</sup> Application Deadline: October 5 (Mon.), 2026, 11:59 p.m. (JST)**

**Exhibitor Selection/Lottery**

**1<sup>st</sup> Exhibition Confirmation : October 16 (Fri.), 2026 (Tentative)**  
**2<sup>nd</sup> Exhibition Confirmation : October 29 (Thu.), 2026 (Tentative)**

\*The 2<sup>nd</sup> application period will only be held if there are remaining slots after the 1<sup>st</sup> application deadline.

Nov.

**November 26 (Thu.), 2026, Exhibitors Meeting**  
**\*Distribution of materials and videos**

Dec.

**Late December (Provisional) 1<sup>st</sup> Document Deadline**

» Submission of printouts/web info: official exhibitor name/PR copy

2027

Jan.

**Mid January (Provisional) 2<sup>nd</sup> Document Deadline**

» Deadline for construction applications, options applications

Feb.

**Early February, Exhibitor Overview Uploaded to Official Website(Tentative)**

Mar.

**March 2 (Tue.), – 3 (Wed.),**  
**Tokyo Marathon EXPO 2027 Setup**

**March 4 (Thu.) – 6 (Sat.)**  
**Tokyo Marathon EXPO 2027**

**March 6 (Sat.), 6:00 p.m. – 9:30 p.m. (JST)**  
**Tokyo Marathon EXPO 2027 Removal**

**March 7 (Sun.), Tokyo Marathon 2027**

\*Any changes will be announced on the official website, etc. as needed.  
Official Website URL [[https://www.marathon.tokyo/en/expo/expo\\_exhibit/](https://www.marathon.tokyo/en/expo/expo_exhibit/)]

# Terms of the Exhibition Agreement

## 1. Exhibition Application and Agreement

An exhibitor who wishes to exhibit at the Tokyo Marathon EXPO 2027 (the "EXPO") may, on the condition that it agrees to comply with the terms set forth in this Exhibition Agreement (this "Exhibition Agreement"), submit an application form in accordance with the procedures set forth in such application form. The organizer of the EXPO (the "Organizer") will examine the application and issue an "Exhibition Confirmation Notice" and "Invoice" only to those applicants whose items for the exhibition satisfy the objectives of the EXPO. The Exhibition Agreement between the Organizer and the exhibitor shall come into effect upon receipt of this "Exhibition Confirmation Notice" by the exhibitor.

## 2. Payment of Exhibition Fees

The exhibitor shall complete payment of the exhibition fees by the deadline shown on the "Invoice." If the payment of exhibition fees cannot be confirmed by the designated deadline, the Exhibition Agreement may be canceled. If an exhibition is being financed through a national or local government grant, exhibition fees shall be paid prior to the EXPO even if such grant may not be provided until after the EXPO.

## 3. Change in or Cancellation of Exhibition

A cancellation of or any changes to the exhibition space for which an application was made (hereinafter referred to as the "Booth"), shall be made by submitting to the Organizer a written notification setting forth the reasons for such changes or cancellation. In the event of any changes or cancellations after confirmation of the exhibition, cancellation fees shall apply if the Organizer receives notification during the periods outlined below:

(1) From the date of Exhibition Confirmation until the Exhibitors Meeting (November 25): 50% of exhibitor fees.

(2) Beginning the date of the Exhibitors Meeting (November 26): 100% of exhibitor fees.

If an exhibitor has not paid the above amount by the date of the cancellation notification, such exhibitor shall pay such amount immediately.

## 4. Invitation Guarantee

Under no circumstances shall the Organizer issue an Invitation Guarantee or Letter of Reasons for Invitation in the format stipulated by the Japanese Ministry of Foreign Affairs.

## 5. Prohibition on Subleasing of Booths

Exhibitors and applicants are prohibited from subleasing, selling, exchanging or transferring any contracted Booths without obtaining written consent from the Organizer.

## 6. Decisions Regarding Location of Booths and Stock Spaces

The final decision regarding locations of Booths and Stock Spaces shall be determined at the discretion of the Organizer with consideration to the number of Booths and content of the exhibitions, etc.

## 7. How to Use the Booths

(1) All advertising and sales activities must be conducted inside the Booth. Exhibitors may not use aisles or any other space outside of their booths for advertising activities. Exhibitors are responsible for ensuring that the aisles near their booths are not crowded due to promotional activities.

(2) Exhibitors agree that they will not set up their Booths in ways that obstruct adjacent Booths. If there are complaints from any adjacent Booths, the Organizer will determine whether changes to any of the Booths are necessary for the proper operation of the EXPO. Should the Organizer find that certain changes to the Booths are warranted, exhibitors shall comply with any requests from the Organizer to make the necessary changes.

(3) The height of the decorations is to be kept within the dimensions outlined in the "Exhibition Manual" which will be provided by the Organizer. Under no circumstances shall the decorations protrude from the allocated floor space. The "Exhibition Manual" is planned to be provided at the Exhibitors' Meeting.

(4) The Organizer reserves the right to limit any exhibitions which is considered problematic due to noise, operating methods, materials used, or any other reasons. The Organizer also reserves the right to prohibit or remove any exhibits if, from the perspective of the Organizer, any such exhibits do not meet the objectives of the EXPO. This right may be extended to people, objects, behaviors, printed materials and anything else which the Organizer may find problematic.

(5) Exhibitors shall bear all costs and expenses relating to the limitations or removal of exhibitions mentioned in Paragraph (4) above. Furthermore, no exhibitors shall be allowed to bring a claim against the Organizer for any losses and/or damages that result from such changes and/or limitations.

(6) Exhibitors must strictly adhere to all disaster prevention and safety regulations and administrative guidance applicable to the exhibition venue.

## 8. Exhibition Items and Requirements

(1) Exhibition items are limited to those items set forth in the "Exhibition Requirements." However, any exhibition items that are determined to be inappropriate by the Organizer will not be allowed to be exhibited even if they otherwise meet the requirements.

(2) Should the Organizer determine that any exhibitor is in breach of the requirements as set forth above, the Organizer reserves the right to demand removal of the relevant exhibition item. In the event the exhibitor refuses to comply with such removal instruction given by the Organizer, the Exhibition Agreement may be terminated.

## 9. Warranty

Exhibitors warrant that none of the printed materials and other media of products displayed or used in connection with any of the exhibition items at the EXPO and other associated exhibition items do not infringe trademark rights, design rights, patent rights, utility model rights or other intellectual property rights of any third party.

## 10. Management of Exhibition Items and Responsibility of Exhibitors

The Organizer will employ security guards and make the utmost effort to manage and protect the exhibitions and to prevent accidents, but exhibitors are responsible for managing their own exhibitions. The Organizer shall not be held liable for any losses and/or damages of any sort whatsoever incurred by any exhibitors.

## 11. Exhibition Placement and Removal

(1) The delivery and placement of exhibitions in the venue are to be carried out within the allocated time outlined in the "Exhibition Manual" which will be provided by the Organizer at a later date. Placement of exhibitions within the Booths must be completed by the time specified by the schedule set by the Tokyo Marathon EXPO Office. If any exhibitor does not occupy its Booth by 9 p.m. on the day prior to the opening day of the EXPO (March 3, 2027) the Organizer will deem the Exhibit Agreement to have been terminated. The Organizer shall have the right to use such Booth in ways it considers appropriate. Under such circumstances, the Organizer shall not refund the exhibition fees.

(2) Exhibitors must obtain permission from the Organizer before delivering, moving or carrying any of the exhibition items in and out of the venue during the EXPO.

(3) Exhibition items and decorations within the Booths must be removed by the time specified by the schedule set by the Tokyo Marathon EXPO Office. Any materials not removed by that time shall be deemed abandoned and it shall be removed by the Organizer. The cost of removal shall be borne by the exhibitor.

(4) If any exhibitor wishes to conduct work at times different from what are stated in the "Exhibition Manual," prior notification to the Tokyo Marathon EXPO Office is required. In such cases, an overtime fee will be charged for any work conducted outside the schedule times. However, there is a limit to the time available for work.

## 12. Termination

(1) The Organizer may terminate its contract with any exhibitors after an "Exhibition Confirmation Notice" has been issued, if any of the following events occurs:

i. There is a violation of Clause 7 (How to Use the Booths) or Clause 8 (Exhibition Items and Requirements) of the Exhibition Agreements and necessary steps are not taken to rectify the situation as directed by the Organizer.

ii. A determination by a judicial body has been made or an advisory guidance from relevant governmental authority has been made which confirms that an exhibition item is in violation of Clause 9, the Warranty provision, of the Exhibition Agreement.

iii. Other situations in which an exhibitor may be determined to pose grave threat to the proper and smooth operation of the EXPO.

iv. An exhibitor is subject to suspension of banking privileges due to dishonored checks or bills.

v. A petition for provisional seizure, provisional injunction, compulsory execution, auction, special liquidation, bankruptcy, civil rehabilitation, corporate reorganization or other similar petition has been filed.

vi. It is determined that an exhibitor is an organized crime group or an organized crime affiliated group, or such exhibitor has a relationship with such groups or any other anti-social forces, or such exhibitor has used such anti-social forces for the exhibitor's advantage.

(2) In the event the Organizer notifies its termination of the Exhibition Agreement due to the above Paragraph, exhibitors must agree to the following terms without objection:

i. If notification is made during the EXPO, the exhibitor must, at its own expense, immediately remove the exhibition items and return the Booth to its original state, in accordance with the instructions of the Organizer.

ii. The exhibitor shall be prohibited from bringing any claims for damages or liabilities against the Organizer in connection with the termination of this Exhibition Agreement.

iii. The exhibitor shall hold harmless and indemnify the Organizer for any liabilities of the Organizer that arise in connection with the exhibitor's breach which led to the termination of the Exhibition Agreement.

iv. In the event a third party brings a claim for damages or liabilities against the Organizer as a result of an exhibitor's refusal to comply with the termination of the Exhibition Agreement, such exhibitor shall indemnify the Organizer for all court costs and liabilities.

(3) If an exhibitor falls under any of the items in Paragraph (1) of this Clause, regardless of before or after the termination of the Exhibition Agreement, the Organizer reserves the right to delete coverage related to the exhibitor in the venue notices and official brochure published by the Organizer.

## 13. Indemnification

(1) The exhibitor shall hold harmless and indemnify the Organizer for all liabilities of any kind that relate to damages to the equipment at the venue or the building in which the EXPO is held, or injuries caused to people, resulting from any negligent acts of the exhibitor or its agent, or any other causes.

(2) The exhibitor agrees to indemnify the Organizer for all court costs, liabilities (including legal fees), necessary expenses and losses arising from lawsuits relating to the following claims:

i. If a lawsuit is filed against the Organizer (includes cases in which an exhibitor is also named as a defendant) because an exhibitor's exhibition at the EXPO is in violation of trademark rights, design rights, patent rights, utility model rights or other intellectual property rights of third parties.

ii. If, due to a lawsuit in "I," the Organizer is held liable for damages pursuant to a decision made by a court or through settlement, regardless of whether such settlement is made in or out of court. (The Organizer shall not be restrained by the exhibitor in a settlement.)

## 14. Cancellation of the EXPO

The Organizer may be forced to cancel or postpone the holding of the EXPO or shorten its duration due to natural disasters, such as earthquakes, fires, and other inevitable circumstances. In the event of a cancellation, no refund for exhibition fees, including fees for the Booths, shall be made.

## 15. Compliance with the Exhibition Agreement

The exhibitor acknowledges that series of regulations provided by the Organizer shall become a part of this Exhibition Agreement and agrees to comply with all of the terms of the Exhibition Agreement. The exhibitor also acknowledges that all terms of the Exhibition Agreement and regulations set forth by the Organizer are intended to protect the interests of the EXPO, and that it agrees to cooperate in the protection of such interests.

## 16. Acquiring Visas

If an overseas exhibitor requires a visa, it shall be the responsibility of such exhibitor to prepare the necessary documents, including an Invitation Guarantee or a Letter of Reasons for Invitation, and to follow the procedures for acquiring a visa. In preparing such documents, the Organizer shall not provide any documents other than the "Exhibition Confirmation Notice." Furthermore, the Organizer shall not be held liable for any damages whatsoever resulting from an exhibitor's inability to participate in the EXPO due to a visa not being issued by the Japanese Embassy or Consulate.

## 17. Jurisdictional Court

Any disputes arising in connection with this Exhibition Agreement shall be settled in the Tokyo District Court.

## 18. Governing Law

The governing law of this Exhibition Agreement shall be the Law of Japan.

## 19. Language of Use

The language used in this Exhibition Agreement shall be Japanese in the case of exhibitors that are companies located in Japan, but it shall be English for all other cases.

## 20. Miscellaneous

The Organizer will take photographs to document the exhibition (including exhibitors and exhibited products). Please note that the photographs taken may be used by the Organizer.

## 21. Acquiring Visas

If an overseas exhibitor requires a visa, it shall be the responsibility of such exhibitor to prepare the necessary documents, including an Invitation Guarantee or a Letter of Reasons for Invitation, and to follow the procedures for acquiring a visa. In preparing such documents, the Organizer shall not provide any documents other than the "Exhibition Confirmation Notice." Furthermore, the Organizer shall not be held liable for any damages whatsoever resulting from an exhibitor's inability to participate in the EXPO due to a visa not being issued by the Japanese Embassy or Consulate.

Revised August 1, 2026



# Frequently Asked Questions ①

## **Q.1 How can I order additional equipment, such as tables or display stands?**

- A. After the Exhibitors Meeting, the Office will accept paid applications for various kinds of equipment, including audio/video materials, computers, etc. Although there will be a deadline for applications, additional arrangements for equipment can be made at the venue during setup or during the EXPO event. Please note that the number of items that can be arranged during the setup and exhibition period is limited. Exhibitors may also make their own arrangements.

\*For details, please refer to the materials distributed at the Exhibitors' Briefing.

## **Q.2 Is it possible to connect our booth to the venue internet line?**

- A. Yes, for a separate fee.  
For details such as connection speeds, please refer to the materials distributed at the Exhibitors' Briefing.

## **Q.3 How will display items etc. be handled between prior setup and the day of the event?**

- A. Night security guards will be stationed at the venue from prior setup until the day of the event. However, the Organizer does not provide insurance for exhibits, and exhibitors are responsible for managing their own exhibits. Exhibitors who wish to bring in their display items the day before the event are especially asked to understand the above point. We recommend that you do not leave expensive or valuable items at the venue, instead keeping them with you. Please note that once you have left the venue after the exhibition, you will not be allowed to enter the venue at night.

## **Q.4 Are we allowed to play music?**

- A. Yes. However, speaker volume will be limited in order to reduce sound interference in the venue and to avoid disturbing other exhibitors. Details will be explained based on materials provided at the Exhibitor Meeting.  
Please note that each exhibitor is responsible for submitting an application to JASRAC, etc. for the use of music.

## **Q.5 Can we use electricity at our booth during prior setup?**

- A. The power will be turned on at 2:00p.m. on March 3 (Wed), the day before the exhibition. However, please note that there may be a delay due to the progress of construction. Details will be explained at the Exhibitor Meeting. The entire venue will be in the setup phase the day before the event, so circuitry work may be conducted at this time. The power may be cut off suddenly, so please be careful. We recommend that exhibitors who will be using computers or videos prepare backups.

## **Q.6 What will the lighting be like during the exhibition?**

- A. We plan to use 100% of the venue lighting during the exhibition.  
Further, while we generally think of setup time as using 50% lighting, we plan to use 100% lighting during setup to allow exhibitors the chance to adjust for the event day.  
For details regarding the supply schedule, please refer to the materials distributed at the Exhibitors' Briefing.

## Frequently Asked Questions ②

### Q.7 Can we conduct sampling outside of our booth?

- A. No, you cannot. Sampling, as well as all displays and demonstrations, must take place within your company's booth. Be careful that you do not disturb the other exhibitors.
- Additionally, we ask you to take measures to ensure queues must be contained within your booth. From a perspective of keeping visitors safe, queues or PR activities that extend out into the walking areas will be prohibited.

### Q.8 Can we sell merchandise?

- A. Yes, you may.
- However, you will be required to submit a notification to the Office informing that merchandise sales will take place.
- For details, please refer to the materials distributed at the Exhibitors' Briefing.

### Q.9 Will there be a space for exhibitor stock?

- A. Stock space for exhibitors will be available with extra cost at the venue during the event. (Please note that the number of stockrooms is limited.)
- The space can be used for stocking exhibits and as a waiting room for exhibitors.

### Q.10 Will there be limitations on what we can bring on the day of the Tokyo Marathon 2027?

- A. Yes. In order to prevent unforeseen circumstances from occurring, there will be restrictions on items that may be brought into the starting area and onto the course.
- Please refer to the following the Tokyo Marathon 2026 list of restrictions.
- \*In the event that a restricted item is found, it will be confiscated or destroyed on the spot.

#### Prohibited Items in the Start area and Course

|                                                                                                                 |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                                                                                                                |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
|-----------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <br><b>Can be brought in</b> | <ul style="list-style-type: none"><li>○ Foods</li><li>○ Drinks (You should meet all of the following requirements)<ul style="list-style-type: none"><li>• paper pack /Aluminum pouch</li><li>• Unopened, commercially available items</li><li>• Size must be under 250ml or less.</li></ul></li><li>* Hydration bag and soft bottle are permitted only when empty.</li><li>○ Aerosol Sprays (Meet all of the following requirements)<ul style="list-style-type: none"><li>• Commercially available products in unopened condition.</li><li>• Clearly classified as medical sprays and cosmetics.</li><li>• Must be under 120ml.</li><li>• Only one item per person is permitted.</li></ul></li></ul> | <br><b>Prohibited Items</b> | <ul style="list-style-type: none"><li>× Water bottles</li><li>× Bottles/Cans</li><li>× Plastic bottle</li><li>× Hazardous materials (poisonous substances, explosives, gunpowder, oil, items that may emit toxic gases, etc.)</li><li>× Cutlery (cutter knives, scissors, etc.)</li><li>× Anything that could be used as a weapon (tools, long umbrellas, etc.)</li><li>× Other potentially dangerous props</li><li>× Rod-shaped objects longer than 30 cm (such as selfie sticks)</li><li>× Wireless communication devices (excluding mobile phones, PHS, and Wi-Fi)</li><li>× Anything that may cause inconvenience to other runners or disrupt the operation of the event depending on how it is used.</li><li>× Printed materials, flags, streamers, placards, etc. for distribution</li></ul> |
|-----------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

\* Products sold at Tokyo Marathon EXPO 2026 may be prohibited on Race Day.  
Please be careful about the size of your drink containers, among other factors.

\* Reference: Tokyo Marathon 2026 Runner's Participation Guide

This information will be officially published on the Tokyo Marathon 2027 official website in February 2027. Exhibitors who are considering selling products, etc., should refer to the previous event's restrictions as listed above.

## Frequently Asked Questions ③

### Q.11 Will there be a resident doctor?

- A. Although there will be no resident doctor during the exhibition, a nurse will be stationed in the venue's first aid room.

### Q.12 Will there be a motorcycle parking lot for exhibitors?

- A. Please be aware that there is not a specific "Organizer-provided parking lot."  
Please make use of general venue parking on your own.  
The status of each parking lot may vary depending on the event conditions, so please refer to the homepage.  
<https://www.bigsight.jp/english/visitor/parking/>

### Q.13 Will there be a safety deposit box for valuables?

- A. No, safety deposit box will not be provided.  
Please keep valuable items on your own, or otherwise in coin lockers etc. for other items.

### Q.14 I received an email that appears to be a virus...

- A. It is possible that an email virus is using an email address that seems to be from the Office, possibly obtained from a webpage or the address book of an infected PC. We urge everyone to take their own antivirus measures. Please note that all emails from the Office will be sent from the following address: <expo@tokyo42195.org>  
Additionally, all emails will have Japanese titles, and no emails will be sent with English-only titles.

### Q.15 Is there insurance available in case of theft of sales or display items?

- A. The Organizer will not be held responsible for any financial difficulties faced by exhibitors. Since there is no official insurance, we kindly request exhibitors to take good care of their valuables and merchandise during sales.

### Q.16 Will there be a rest area for exhibitors?

- A. Please be aware that there will be no designated rest area for exhibitors. Please use the venue's rest areas.



## **Contact**

Tokyo Marathon EXPO 2027 Office

e-mail : [expo@tokyo42195.org](mailto:expo@tokyo42195.org)

(Contact Hours: 10:00 a.m. (JST) – 5:00 p.m. (JST) \*Excluding weekends, national holidays, the year-end and New Year holidays.)