

朝日新聞 × HOME'S presents

朝日 住まいづくりフェア2013

# ASAHI Housing Fair 2013 & SMART Housing EXPO 2013

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May 24 - 26, 2013  
Tokyo Big Sight

# Overview

Aftermath of Great East Japan earthquake had changed the consumer's mind and demand for housing.

Since the Basic Plan for Housing\* had been revised, we have selected seven themes and ASAHI Housing Fair & SMART Housing EXPO presents not only house building but life style.



\*Japanese governmental plan based on the Basic Act for Housing

# General Information

Exhibition title:	ASAHI Housing Fair 2013 Custom-built House EXPO Home Renovation EXPO Household Appliance & Building Materials EXPO Garaging EXPO SMART Housing EXPO 2013
Period:	May 24 – 26, 2013
Venue:	Tokyo Big Sight
Exhibition area:	17,760 sqm
Official Website:	<a href="http://www.housingworld.jp">http://www.housingworld.jp</a>
Organized by:	The Asahi Shimbun Company ASAHI Housing Fair Secretariat Smart Housing EXPO Secretariat
Exhibitors:	269 (in 2012)
Visitors:	33,009 (in 2012)
Admission Fee:	¥2,000

# Benefit for Exhibitor

## **1. The best timing for last-minute demand of tax-increasing from April 2014.**

It had been passed consumption tax-increasing from 5% to 8%, from April 2014, and to 8% from Oct 2015. Last time of tax-increasing from 3% to 5% in 1997, in the case of the contract agreement of housing construction, the contract by September 30, 1996 became an applicable condition of tax-rates deferment.

This show could call it the chance of the last business talk, in order to contract by September 30, 2013 from this.

## **2. Synergy with concurrent exhibitions**

The Custom-built House EXPO and the Home Renovation EXPO are held together with the Household appliance & Building Materials EXPO. All the house building related companies gather together at the venue. It is one of the best opportunities to obtain order directly from customers and also to have efficient meeting with trade professionals.

## **3. Efficient opportunity for gathering info of potential customers**

About 35,000 of visitors are expected to visit our shows in 2012. You can obtain data not only of end users but of trade professionals who seek new products, services, and opportunities for their business expansion, which is difficult to get by conventional advertising activities. You will enjoy tremendous ROI in your money/time investment and will surely get connected with the right customers and business partners just in 3 days.

## **4. Efficient PR opportunity**

It is not only to meet potential customers but is one of the best opportunities to promote your brand and services among the quality visitors. Also, various press people including major trade publications and TV stations are to visit to pick up the latest trend and topics in the industry.

# Exhibitor Profile

## **Household appliances**

- Bath & sanitary facilities
- Air conditioner
- Electronics facilities
- Renewable energy
- Interior and furniture
- Others

## **Building materials**

- Flooring materials
- Component of door and window, etc.
- Exterior materials
- Component of interior and exterior
- Roof materials
- Heat insulating materials
- Others

## **Kitchen facilities**

- Built-in kitchen
- Sink
- Range hood fan
- Disposer
- Wine cellar
- Water purification system
- Custom-made kitchen
- Import built-in kitchen
- Kitchen materials (tiles, counter, etc.)
- Kitchen facilities (IH cooking heater, gas range, dish washer, oven, etc.)

## **Solar energy/storage battery**

- Solar power generation system
- Solar thermal application system
- Sunlighting system
- Power controllers
- Installation method
- Storage battery
- EV car
- Other related product or installation services

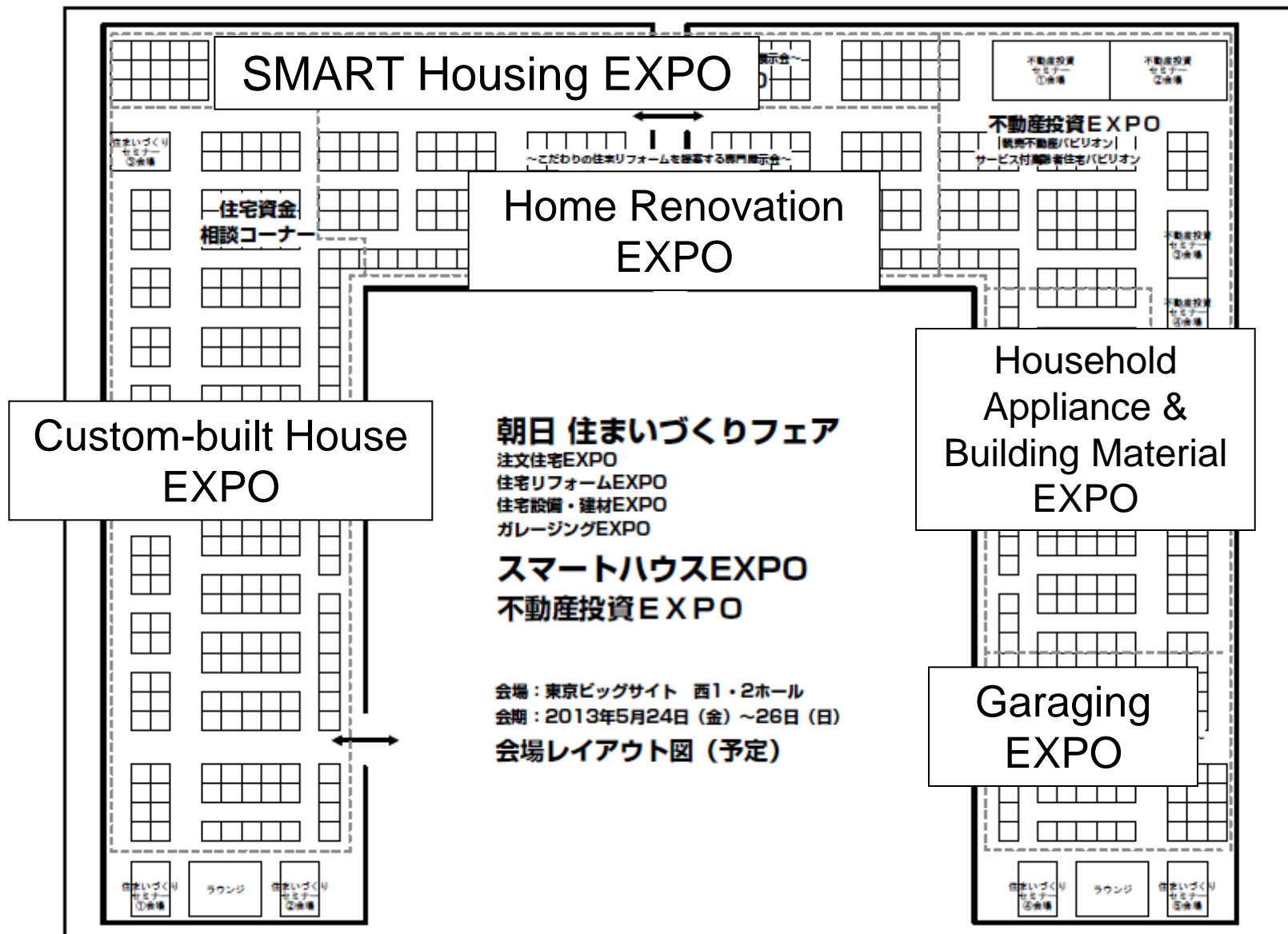
## **Earthquake-resistant/base isolation**

- Earthquake-resistant/base isolation reinforcement
- Product for evaluation of seismic capacity
- Disaster control measures
- Earthquake-resistant system/vibration reduction
- Fall prevention products
- Others

## **Elderly care house**

- Stair lifts
- Wheelchair lifts
- Home use elevator
- Handrail
- Wall covering materials
- Interior materials
- Fixture/ fitting
- “Barrier free” facilities
- Welfare/nursing care products
- Renovation for nursing care
- Other nursing care facilities/ building materials

# Booth Layout (tentative)



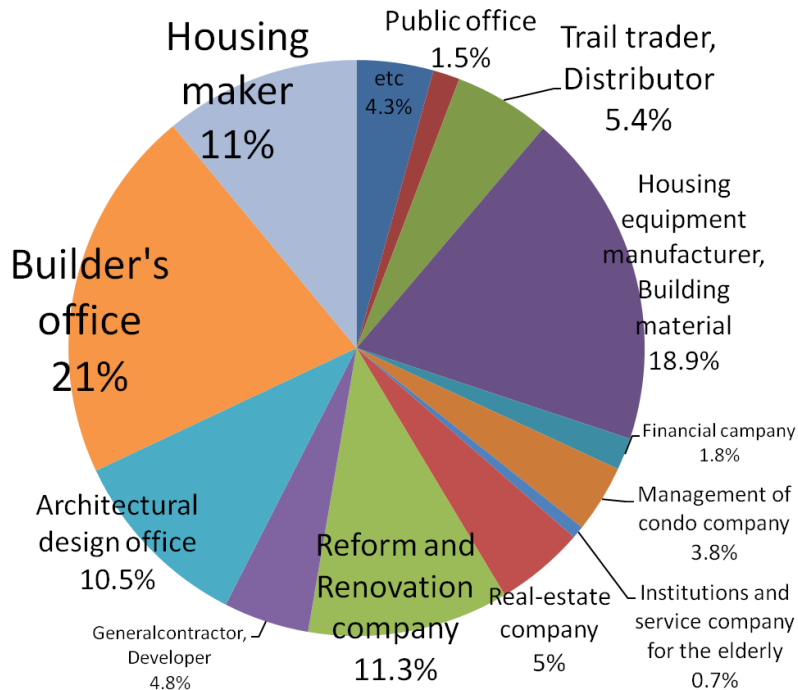
# 2012 Review

Number of visitors

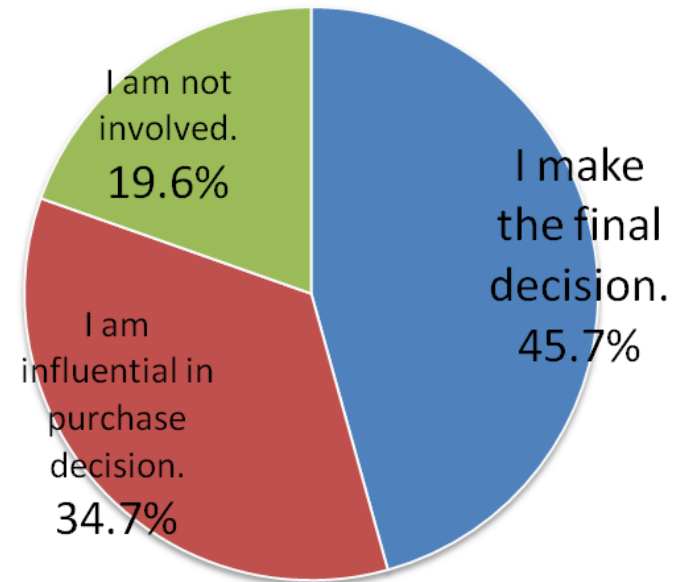
	May 18 (Fri)	May 19 (Sat)	May 20 (Sun)	Total
General Public	3,811	8,580	8,587	20,978
Trade professionals	8,652	2,138	1,089	11,879
Press	129	11	12	152
<b>Total</b>	<b>12,592</b>	<b>10,729</b>	<b>9,688</b>	<b>33,009</b>

## Visitor analysis: Trade Professionals

Q. What is your business?

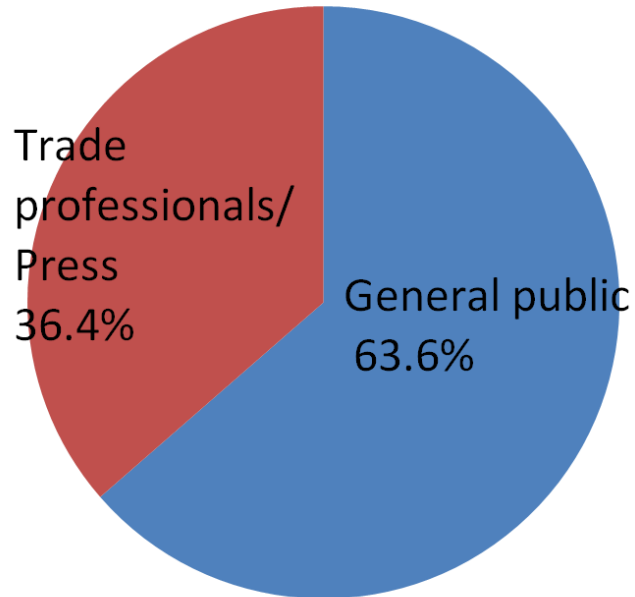


Q. What is your role in purchasing decision?



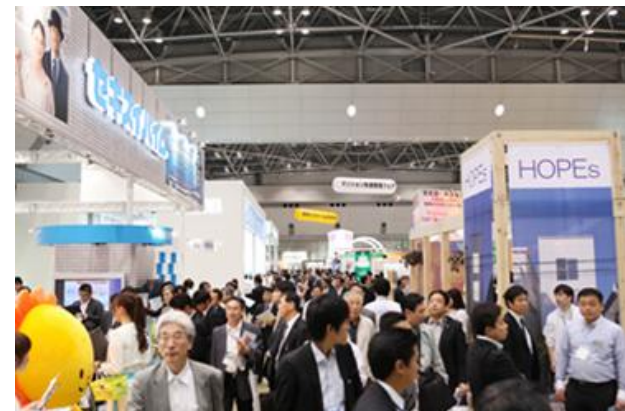
# 2012 Review

## Visitor analysis: General Public



### General Public

- Those planning to build custom-built house
- Those planning to renovate house
- Condominium management union
- Those planning to have garage or hobby space
- Land or apartment owner
- The elderly and their family

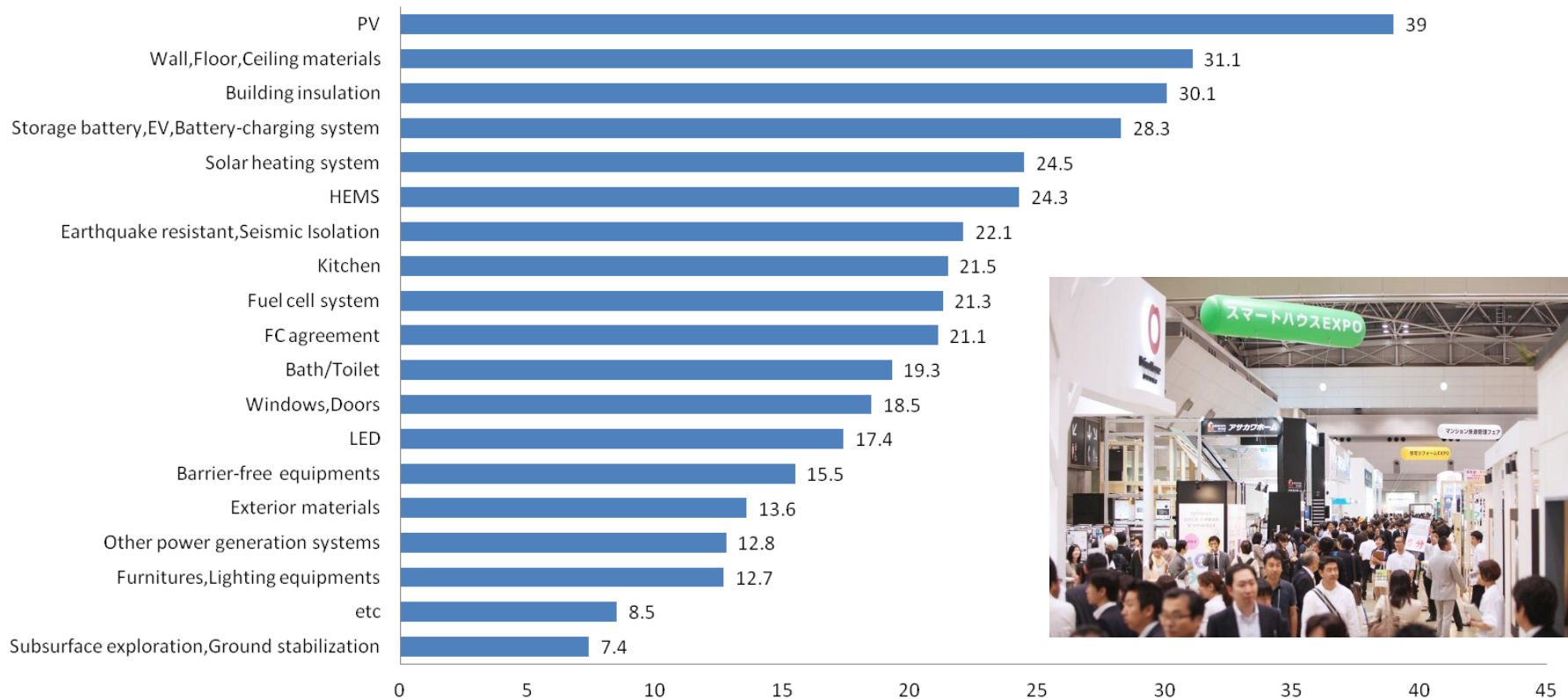




# 2012 Review

## Visitor analysis: Trade Professionals

### Q. Products with interest/purchase intention



# Participation Rates

## ◆ Raw Space: Minimum 9sqm

◆ 9sqm – 45sqm:

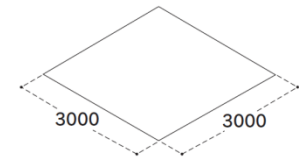
JPY367,500 (incl tax) per 9sqm

◆ 54sqm – 99sqm:

JPY346,500 (incl tax) per 9sqm

◆ 108sqm and over:

JPY336,000 (incl tax) per 9sqm

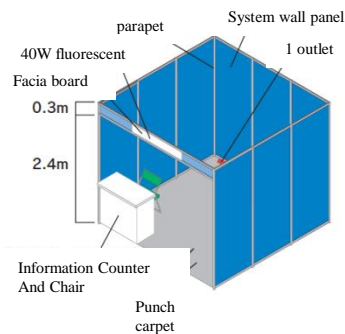


## ◆ Shell Scheme: For the details, please inquire to the organizer.

### Standard A:

JPY84,000 (incl tax) per 9sqm

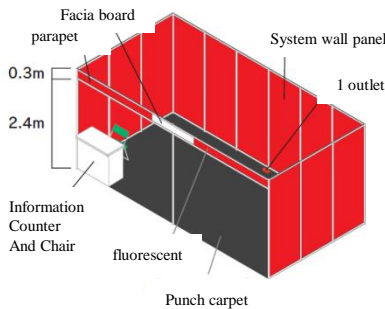
- Wall panel (white)
- Facia board
- 100V outlet × 1 (incl 900W, electricity charges)
- 40V fluorescent × 1
- Punch carpet
- Information counter & chair × 1set



### Standard B (for exhibiting 2 booths):

JPY126,000 (incl tax) per 18sqm

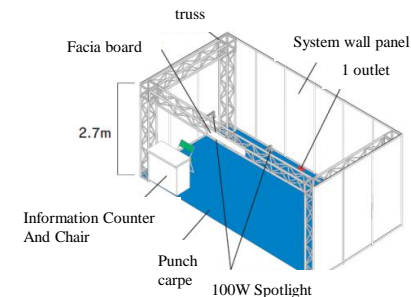
- Wall panel (white)
- Facia board
- 100V outlet × 1 (incl 900W, electricity charges)
- 40V fluorescent × 1
- Punch carpet
- Information counter & chair × 1set



### Standard C (for exhibiting 2 booths):

JPY210,000 (incl tax) per 18sqm

- Truss (300mm × 300mm)
- Facia board
- 100V outlet × 1 (incl 800W, electricity charges)
- 100W Spotlight × 2
- Punch carpet
- Information counter & chair × 1set



# Contact

For more information, please contact

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