

World O-CHA (Tea) Festival 2019

Fall Festival

World O-CHA Trade Fair

Exhibition Application Form

Thursday, November 7 to Sunday, November 10, 2019
Granship (Shizuoka Convention & Arts Center)

Contact Info

7th World O-CHA (Tea) Festival Executive Committee Secretariat
(Shizuoka O-CHA Plaza)

3F Mizunomori Bldg., 14-1 Minami-cho, Suruga-ku, Shizuoka City, Shizuoka Pref.
422-8067 JAPAN

Tel: +81-(0)54-202-1488 / Fax: +81-(0)54-202-1480

E-mail: wof@pref.shizuoka.lg.jp

URL: <http://www.ocha-festival.jp/2019/>

World O-CHA (Tea) Festival 2019

The World O-CHA (Tea) Festival began as a once-a-year event and was held in Shizuoka Prefecture in the fall of 2001, 2004, 2007 and 2010. In 2013, the festival became a double event for the first time, with the 5th World O-CHA (Tea) Festival being held both in the spring and fall of that year. This change has continued to 2019, with the 7th festival slated for both seasons. This year's fall festival will feature a tea trade fair, a tea culture exhibition, international conferences, and tea-related contests.

Come be a part of an expanding network, both within Japan and across the world, all linked by the common element of tea. Through this setting, Shizuoka Prefecture, the Tea Capital of Japan, will continue to spread the message of tea's wonders far and wide.

Fall Festival General Information

Exhibition dates

Thursday, November 7 to Sunday, November 10, 2019

Venue

Granship (Shizuoka Convention & Arts Center)

Address; 2-3-1, Higashishizuoka, Suruga ward, Shizuoka City

Main organizer

7th World O-CHA (Tea) Festival Executive Committee

Co-organizer

World Green Tea Association

Sponsors

Ministry of Agriculture, Forestry and Fisheries; Ministry of Economy, Trade and Industry; Agency for cultural Affairs, Government of Japan; other organizations

Number of visitors (anticipated)

Over 110,000 (based off of previous festivals)

Attendees

Tea industry professionals and members of the general public

Admission fee

Free

Associated programs

World Green Tea Contest, Japanese Tea Café Style Competition, World Green Tea Conference, international tea parties, Shizuoka Forum on Health and Longevity, Tasting festival, others

Participation Guidelines

Applications

Complete the World O-CHA (Tea) Trade Fair application form and submit it to the 7th World O-CHA (Tea) Festival Executive Committee Secretariat by mail or fax by the specified deadline. Online applications will also be accepted at <http://www.ocha-festival.jp/2019/>.

- Application Deadline: August 2nd, 2019

- Application forms should be submitted to:

7th World O-CHA (Tea) Festival Executive Committee Secretariat
(Shizuoka O-CHA Plaza)

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Applicant eligibility (Japanese visa information)

The person submitting the application must be at least twenty years old as of November 1, 2019. All exhibitors and visitors must arrange their own visas for travel to Japan. Only citizens from certain countries require a visa to enter Japan. Please refer to the Ministry of Foreign Affairs site to determine if you require a visa to enter Japan. If you do require a visa, we strongly recommend you begin the procedures for obtaining one as soon as possible after making your decision to participate in the World O-CHA (Tea) Trade Fair, as the visa application process can often be very complicated and time-consuming. For information on the visa application procedures for your country, please refer to the site below:

http://www.mofa.go.jp/j_info/visit/visa/index.html

Note: The 7th World O-CHA (Tea) Festival Executive Committee and the Shizuoka Prefectural Government will NOT be able to provide overseas exhibitors or visitors with an invitation letter for the purpose of obtaining a Japanese visa.

Payment

Payment should be made to the 7th World O-CHA (Tea) Festival Executive Committee by bank transfer. You will be informed of the bank account details and the payment deadline via a bill statement sent to you after receipt of your application form.

Cancellations

Cancellations will be not accepted except under unavoidable circumstances. Where exhibitions are cancelled after the application deadline (August 2nd, 2019), no refund will be made. Applications may not be processed if payment is not made by the payment deadline.

Booth allocation

The organizer shall allocate exhibition space based on the order in which application forms were received, the theme of the exhibits, and other factors. The organizer reserves the right to stop accepting applications before the application deadline in the event that all exhibition booths have been applied for and allocated. Booth allocation results will be officially announced at the briefing session for exhibitors scheduled for the middle of September 2019.

Exhibition period

The exhibitor shall exhibit for four straight days during the festival.

Additional booth design and display construction

The exhibitor shall ensure compliance with the regulations and restrictions established by the organizer regarding additional booth design and display construction.

Restrictions on selling merchandise and serving alcoholic beverages

All exhibitors are required to sell only tea and tea related products and obtain permission from the organizer including selling and serving alcoholic beverages containing tea beforehand for purposes of consumption inside or outside the exhibition venue. Exhibitors are also required to confirm at the competent tax office when they sell and serve alcoholic beverages at the venue. We don't accept any exceptions.

Other information

Exhibitors are required to follow the rules of Granship and prohibited to use naked fire and bring any hazardous materials in Granship.

Exhibitors intending to sell cooked foods are required to obtain the prior permission of the relevant authority or authorities and send a copy of such permit(s) to the organizer by no later than October 4th, 2019.

Booths and Fixtures

Booth Fees

Classification	Fee*	Exhibition Area	Size (Meters)	Category
M1	¥143,000	Main Hall	3 × 3	Tea, tea-related products
M3	¥121,000	3rd Floor Foyer	3 × 3	Tea, tea-related products
S1	¥99,000	Granship Square (outdoors)	3.6 × 2.7	Tea, tea-related products
S2	¥165,000	Granship Square (outdoors)	3.6 × 2.7	World gourmet foods, tea, tea-related products

*Fees include consumption tax; the tax rate is applied as of November 10th. Categories are subject to change depending on the number of applications and other conditions.

Note: For exhibitors who are offering samples of or selling food or beverages and require a wash stand in their booth, please contact the Shizuoka City Public Health Center. There will be another concurrent festival managed by the 7th World O-CHA (Tea) Festival Executive Committee featuring the sale of food and beverages

Items Included

Classification	M 1	M 3	S 1	S 2
Panel	✓	✓	-	-
Company name printed on sign	✓	✓	✓	✓
Tent	-	-	✓	✓
Number of tables (1.8 m × 0.45 m)	1	1	2 with a vinyl tablecloth	2 with a vinyl tablecloth
Number of folding chairs	2	2	2	2
Electrical outlet (100 V)×1	1 kW	500 W	1 kW	1 kW
Number of spotlights	1	1	-	-
Wash stand	-	-	-	✓

Note: Fees will not be abated for unused items. Extra electrical outlets are available for an additional fee. Side walls are not placed on sides facing cross aisles. Booths and tents do not include carpeting.

The World O-CHA (Tea) Trade Fair Application & Contract for Exhibit Space

Please type or print clearly all information as you would like it to appear in the directory.

Applicant

Name of Participating Company/Organization: _____

Address: _____

City: _____ State: _____ Zip: _____

Country: _____

Tel: _____ Fax: _____

Associated Organization: _____

Contact Person: _____ Title: _____

E-mail: _____

Booth Options and Price

Classification	No. of Booth(s)		Unit Price		Subtotal
M1		×	¥143,000	=	
M3		×	¥121,000	=	
S1		×	¥99,000	=	
S2		×	¥165,000	=	
Total Booth Price					

Date: _____

Name: _____ Title: _____

Authorized Signature: _____

Please ensure that your completed application has been signed in the space provided above.