



## **SOUND MESSE in OSAKA 2019**

Show Open : May 11(Sat.) – May 12(Sun.)

Buyer's day : May 10(Fri., 14:00PM-18:00PM)

At : Asia and Pacific Trade Center OSAKA

Sound Messe Executive committee

## 1.Information : what we should do !

Our SOUND MESSE is held for the all category which is related to music business of Shop, Importer, Luthier and Manufacturer.

Of course there is not concrete category to divide each party but it seem it is very few chance to see all merchandise of every party of music instrument. Then we decided to joint those parties together, offer to customer to look every guitars and ukuleles in one time. We believe it will be much effective to find new potential customers.

We started from the show for Acoustic equipments, but from last show we started to exhibit Electric equipments together because of considering the current of strings equipments market and the reaction from visitors of our previous show. We believe our show has improved as total exhibition of consumer strings music equipments.

Especially for the acoustic guitars/ukuleles, it is different from Family Electric stuffs, almost all customer chooses the goods by himself by touching and playing. At this point, we decided to promote our "SOUND MESSE 2017" with all Manufacturers, Importers, Shops and relatives of Music business.

### ○About a held time change

We held it as every autumn periodical event until 2015, but it often fell on an overseas exhibition at this time, and invitation of foreign countries maker, musical instrument producer was difficult. We changed time in spring held than 2017 under the thought "to have more exhibition company gather regardless of home and abroad". Because a favorable reception was got from a visitor of the arrival including exhibition company, we will plan the

### ○ Brush up of area composition

In 2018 we organized a special exhibition area next to the stage in the foyer area, but we are planning to reconstruct for the convenience of visitors. We will review the booth layout so far and review the walking line etc. We will improve the point of reflection and aim at composition of areas where you can feel great merit to exhibitors.

Sound Messe Executive committee

## 2.Outline of Exhibition

Title : SOUND MESSE in Osaka 2019

Promoter : Sound Messe Executive committee

Location : Asia and Pacific Trade Center OSAKA  
2-1-20 Minami-Kohoku, Suminoe, Osaka 559-0034 Japan

Target number of visitors : 7,000 (9% increased from last time(6,301))

Open : 2018 May 10(Fri.) – May 12(Sun.)  
(brought in : May 11(Fri.))  
Buyer's day : May 10 14:00-18:00  
Customers day : May 11(Sat.) 11:00–18:30  
May 12(Sun.) 10:00-17:30

Ticketing : advance/Yen1,300 day/Yen1,500, sell at any play guide

\* under 18 years old: Free (up to ID)

\* over 65 years old : Yen1,000(day ticket only, up to ID)

\* Handicaps : Yen1,0001,000(day ticket only, up to ID)

\* Group discount : Yen1,000円 (more than 10 person, advance check in)

\* All above price includes tax.

### 3. Passed Result

○Result of 2018 : Number of visitors

Year	Apr.15(Sat.)	Apr.16(Sun.)	Total
2018	3,812	3,119	6,301(109.1%)

○Passed result of visitors

Year	First Day	Second Day	Total
2017	2,995	2,778	5,773
2015	2,893	2,398	5,291
2014	1,760	1,718	3,478
2013	1,390	1,467	2,857
2012	1,405	912	2,317
2011	1,207	1,012	2,219

○ 2018 exhibitors

Category	Manufacturer	Luthier	Shop	Total
Exhibitor No.	57 (98.2%)	44 (78.6%)	35 (102.9%)	136 (91.8%)

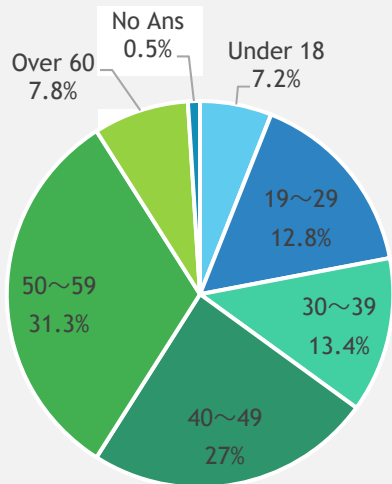
○Passed result of Exhibitors

Category	Manufacturer	Luthier	Shop	Total
2017	58	56	34	148
2015	50	49	33	132
2014	34	38	21	93
2013	37	46	22	105
2012	30	32	33	95
2011	40	33	19	92

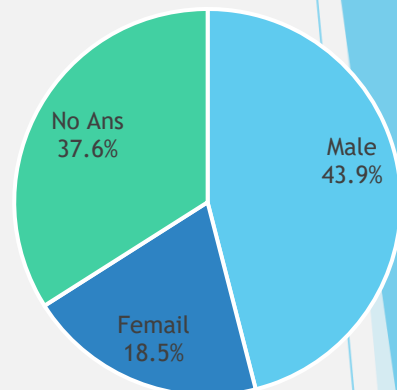
※We have not held show in year2016  
 ※()is comparison with a year ago

## 4.Details of visitors in 2015

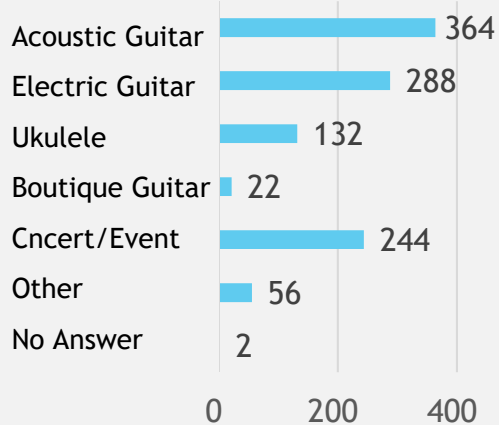
### ■ Age



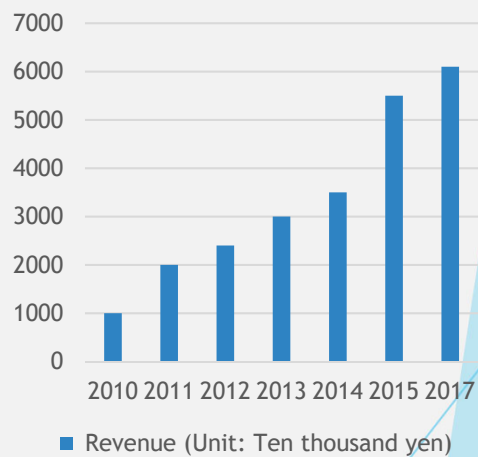
### ■ Sex



### ■ Visiting purpose



### ■ Sales amount of Shop area



## 5. Contents

### **The domestic maximum level! A guitar Ukulele fan Festival of a dream!**

A major maker-a musical instrument of a personal making person gathers round an acoustic guitar, a base, an ukulele, a classic guitar, an electric guitar, a base and an amplifier, Effectors in one hall, and you can put a promotion into effect. It is separating an area every each category and is aiming at an overall event specialized in each.

### **"Can it be bought only here?" Shopping zone**

Retail stores who shows an ordinary year and serious prosperity "shopping zone". All musical instrument related trade material is sold to a related accessory as well as the musical instrument body and a book. A retail store in every region of the country gathers round and the country is best for the event to which all musical instruments are sold.

### **Live performance by a popular artist**

We invite the popular artist in each genre, liven music an event and go. We have cooperation for everybody of an ordinary year and many artists, and it's one of popular contents. Oshio Kotaro, Chage, Rolly and D Drive have everyone of Makoto Saito etc. appear on a performer in the past.

### **Rich mini event**

Acoustic mini live performamnce, an ukulele workshop and a talk-show are scheduled at the mini stage installed in an open area.

### **Food court**

A food court is also established attached to an open stage neighborhood area this term. You can have time slowly throughout the day, healing a tired body.

### **Buyers DAY (B to B)**

You can do a traders time business discussion meeting on Friday, May 10 combined with a carrying in day. The implementation company the first term also receives a reputation very much, and which is much is getting results.

## 6.出展カテゴリー紹介

- **Electric Guitar and Bass Area** (demonstration implementation area in the booth)  
(For an electric musical instrument manufacturer , Traders,)

Target : Electric guitars/bass, Amplifiers, Effectors

- **Acoustic Guitar Area** (demonstration implementation area in the booth)  
(For acoustic instrument manufacturer , Traders)

Target : Acoustic guitar/bass, Electric acoustic, other strings, amplifier for Acoustic guitars

- **Ukulele zone** (demonstration implementation area in the booth)  
(For ukulele manufacturer, Luthiers of Ukulele)

Target: Ukulele goods

- **Boutique Guitar Area** (only S booth)  
(For Luthiers)

Target : Boutique Guitars

- **Shopping zone**  
(Retail store limitation)

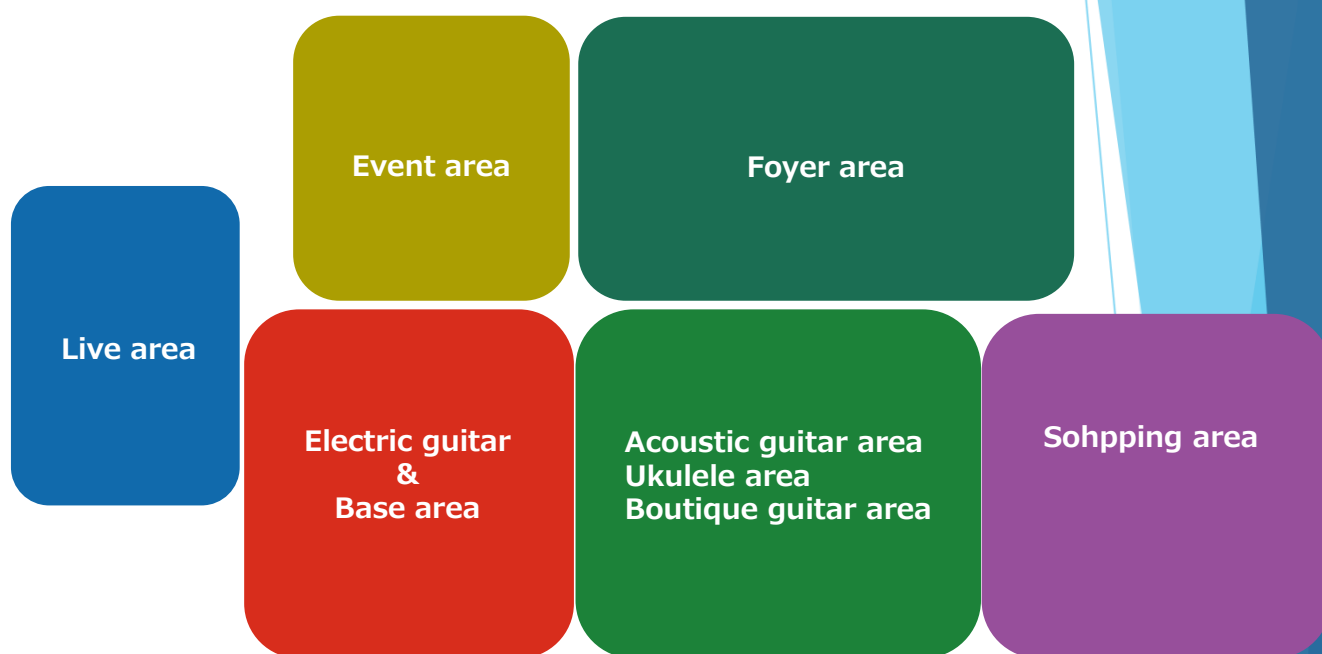
Target: All goods

- **Special Exhibiting Area**  
(For Wide booth exhibitor, Planning exhibitor)

Target: All goods

This area is for a exhibitor who need lots of booths for wide range merchandises.  
Please ask us if you need it.

## 7. Aone Location(idea)



※Above area might be changes

### ■Category another submitting target area

There is a regulation of submitting division by the category you submit.

	Factory/ Traders	Shop	Luthier
Electric guitar and Bass area	L Booth	---	L booth
Acoustic guitar area	L Booth	---	L booth
Ukulele area	L Booth	---	S booth
Boutique guitar area	---	---	S booth
Shopping area	---	L booth	---
Special exhibiting area	L Booth (More than 6 booths)	---	---



## 8.Exhibition Charge and Discount

We would accept the application for exhibition in an official web site from the beginning of November and start. In the case of a lot of applications, we should draw lots. Thank you for your understanding beforehand.

Class	Both size	〔Early booking discount price	〔Early booking discount price More 3 booth	Standard Price
L booth	W : 3.6m D : 2.5m	<b>¥75,000</b>	<b>@¥60,000 (¥180,000~)</b>	<b>¥110,000</b>
	Each 1 booth has 4pcs of Exhibitor pass and 3pcs of invitation ticket.			
S booth	W : 2.0m D : 2.0m	<b>¥50,000</b>	--	<b>¥70,000</b>
	Each 1 booth has 2pcs of Exhibitor pass and 3pcs of invitation ticket.			

※ 1set of desk (1800 mm x 600 mm) and 2pcs of chairs are included in 1 booth.

※ When using rental equipment, you'll be required charges separately.

※ Please inquire for the eating and drinking relations, publishing companies, a musical book and a CD/documents, musical classrooms and colleges, etc..

※ The charge is not included Tax, we will send you invoice.

### Early booking discount price (Apply before Jan.31, 2019, pay before Feb.28, 2019)

When you apply before **Jan. 31,2019** and pay before **Feb. 28,2019**, you can take Early booking discount. We also have a discount by submitting beyond 3 booths (only the large booth). (Price are without tax : 8%).

Final application is Feb.28, 2019, pay within Mar.31, 2019

#### [Notice]

※ When we can't receive your payment before end of Feb. even if you applied Early booking discount, it will be canceled automatically and we will charge you standard price.

Standard price has no discount of "More 3 booth discount".

※ When its being canceled after payment, we can't repay the submitting charge. Please accept it.

## 9. About a demonstration

The special quality of each category is considered and a regulation about a demonstration is established.

- Electric Guitar & Bass area, Acoustic guitar area, Ukulele area and Special exhibiting area

In the specified time, you can do a demonstration at your booth. A demonstration and test play can use an amplifier in the booth is possible.

- Shopping area

It's possible to use an amplifier for test lay, but you can't give a demonstration in the booth. Please use a sound proof room in the hall for test play of acoustic instrument.

### ■ According to the submitting category and demonstration implementation area in the booth

Category	Manufacturer Traders	Shop	LUthier
Electric guitar & Bass area	○	---	○
Acoustic area	○	---	○
Ukulele area	○	---	○
Boutique guitar area	---	---	×
Shopping area	---	×	---
Special exhibiting area	○	---	---

[Notice] demonstration implementation area commonness

- \* A demonstration in the booth sets possible time to do it.
- \* Volume regulation in the hall is performed including test play. When crossing 90db, you be lower the volume.
- \* We'll announce a schedule of each booth in formal website.
- \* We will inform you later about Booth inside demonstration.

## 10. About Buyer's day

### ■ Carrying in day and Buyer's day (May 10, Fri.)

We plan buyers DAY( business talk society) to be able to utilize the time until from 14:00 to 18:00 of the carry in day as a place of the business talk with each business other side. I assume it a prior registration system, and only supplier that a musical instrument dealer is lived by can enter it on the same day.

The element of the exhibition was strong in maker-like / wholesaler in the musical instrument show of these days, and the implication called the advertisement was mainstream. At the sound Messe, we aim at the display & sale connected directly with the business of all of you more and think that you can utilize it as a place of the business promotion not to remain in the Kansai area. Active business by large number of exhibition company is performed and has a favorable reception every year. We think that you can utilize this opportunity by all means.

<for Manufacturer/Traders>

You can do business discussion meetings set time by each company. To submitting dealers and also have the clients who don't have a booth in this show, and you can talk business at each booth.

<for Shops>

A business discussion has make the formed trade material for general visitors from the next day, and exhibiting it at each manufacturer booth, and when having a request from the users, they're able to sell it in the self-store booth.

<About dealer registration>

You're submitting, the dealers who don't have a booth in the show, please make it an advance registration system at our formal website. Only the person who registered will issue an entrance pass (It's effective only for Buyer's day.). (\* dealer registration no charge.)

Please be guide the clients of much by all means, and when you can plan active submitting which involves the sales, it's lucky.

## 11. Organization

Dolphin Guitars Corporation	TAKEDA Masashi (Chairman)
Ishibashi Music Corporation	KODAMA Gentaro
Ace-K Corp,	SUETSUGU Hiroshi
M-product CO.,LTD.	TAKIMOTO Masato
T.Kurosawa & Co.,Ltd.	UEDA Masahiro
Korg Inc.	KOHIGASHI Tadahiro
Taurus Corporation	ICHIKAWA Tomohisa
Miki Gakki Corporation	ISOBE So, KOIKE Shigekazu
Moridaira M.I.	SUEYOSHI Keigo
Yamaha Music Japan Co.,Ltd.	FUJITA Kazuki
Roland Corporation	SUGAWA Kei

### <Sound Messe Office>

A3, 3-15-2 Esaka-cho, Suita, Osaka  
TEL : 81-6-6155-5923  
FAX : 81-6-6155-5933

### <Cooperaton>

Arcadia products  
A.V.E PLANNING  
CAT MUSIC COLLEGE  
GeoBrain Corporation  
SHINKO MUSIC ENTERTAINMENT CO., LTD.  
DAIICHISHIKO Co.,Ltd  
W.M STUDIO  
Player Corporation  
JAPAN MUSIC TRADE Co., Ltd.  
Rittor Music, Inc.  
Rolling Cconuts

### <Support>

FM COCOLO  
Japan Musical Instruments Association

## 12. Location

