

★★★ 10th ANNIVERSARY ★★★  
OSAKA GUITAR SHOW 

**SOUND MESSE 2023**  
サウンドメッセ in OSAKA  
**MAY 13**[sat], **14**[Sun]

- 10th Anniversary -

## Exhibition information

Show Open : May 12(Fri.) – May 14(Sun.)

At : Asia and Pacific Trade Center OSAKA

May 12 : Brought-in & Buyer's day 14:00PM-18:00PM

Sound Messe Executive committee

# 1. Information : what we should do !

The 10th Sound Messe in Osaka 2023 will be held at ATC Hall!

Date: May 13 (Sat) and 14 (Sun), 2023

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.

As you know, the environment surrounding us has changed significantly due to the effects of the COVIT-19. Under these circumstances, we strongly feel the need to connect this Sound Messe to the next generation by striving to stimulate new demand for musical instruments and continuously stimulate demand.

The executive committee is currently making diligent preparations for the event in 2023. While taking appropriate measures such as reconsidering the booth layout, measuring the temperature at the time of admission, and considering the introduction of a disinfectant solution, etc., everyone can participate with peace of mind while taking various infection prevention measures. We are still making every effort to hold the event so that you can enjoy it. Thank you for your understanding. We sincerely look forward to your participation.

\* Reexamination of area composition

In 2023, which will be the 10th event, we will consider the area composition on the premise of safety and security by referring to the opinions received from everyone. Along with that, we will re-examine the booth layout, review the flow lines, etc., and aim for an area composition where everyone who participates can feel great benefits.

Sound Messe Executive committee

## 2. Outline of Exhibition

Title : SOUND MESSE in Osaka 2023

Promoter : Sound Messe Executive committee

Location : Asia and Pacific Trade Center OSAKA  
2-1-20 Minami-Kohoku, Suminoe, Osaka 559-0034 Japan  
TEL:06-6615-5230

Open : 2023 May 12 (Fri.) – May 14 (Sun.)  
Buyer's day : May 12 14:00-18:00(only for Business trader)  
Customers day : May 13 (Sat.) 11:00–18:30  
May 14 (Sun.) 10:00-17:30

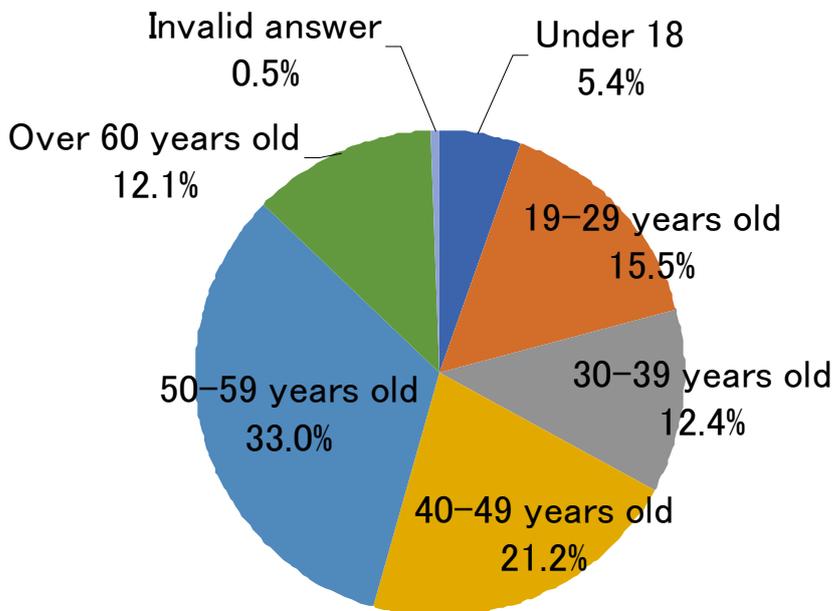
Ticketing: advance/Yen1,300 day/Yen1,500 sell at any play guide

- \* under 18 years old : Free (up to ID)
- \* over 65 years old : Yen1,000(day ticket only, up to ID)
- \* Handicaps : Yen1,000(day ticket only, up to ID)
- \* Group discount : Yen1,000 (more than 10 person, advance check in)

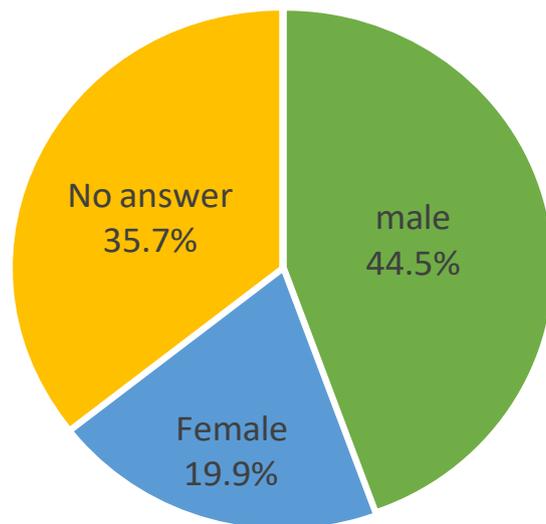
\* All above price includes tax.

# 3. 2019 Visitor statistics

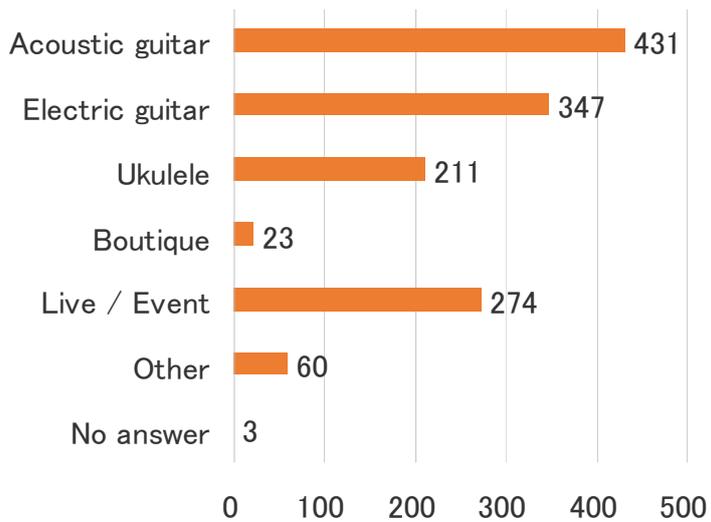
■ Age



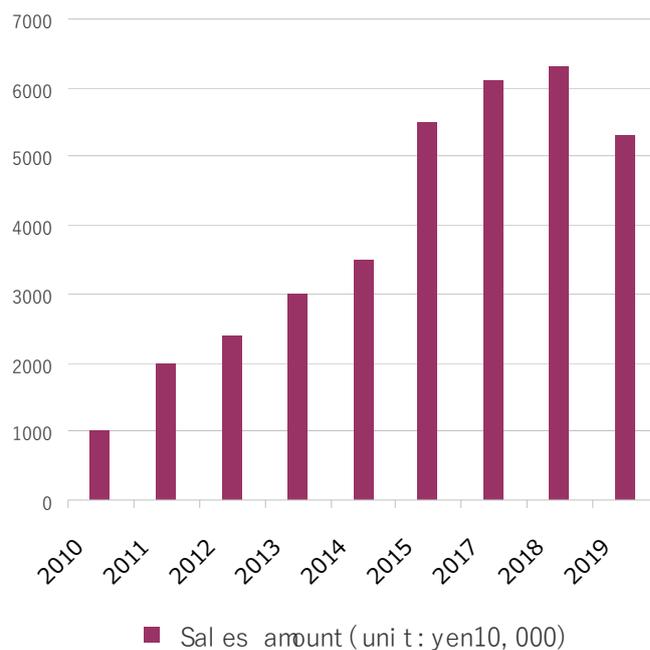
■ Sex



■ Purpose



■ Sales result of shop



## 4. Passed result

○ Result of 2019 : Number of visitors

Year	5/12 (Sat)	5/13 (Sun)	Total
2019	3,218	3,616	6,834(108.5%)

( )is last year comparison

○ Passed result of visitors

Year	1 <sup>st</sup> day	2 <sup>nd</sup> day	Total
2018	3,182	3,119	6,301
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

○ 2019 exhibitors

Category	Manufacturer	Luthier	Shop, etc.	Total
出展数	79 (138.6%)	42 (95.4%)	27 (77.1%)	148 (108.8%)

( ) is last year comparison

○ Passed result of Exhibitors

Category	Manufacturer	Luthier	Shop, etc.	Total
2018	57	44	35	136
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

2016 was related event as "Guitar Christmas", not Sound Messe.

# 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.

•We have decided to forgo the live event, booth demo, and food corner that we have been doing every year.

### ○ **Main exhibition area focusing on direct marketing**

This is an area where you can appeal your products in a calm environment by focusing on the essence of Sound Messe, which is to "attractive musical instruments." By creating an environment that makes it easier to serve customers and play trials than usual, we can meet the needs of users with a high sense of purpose.

### ○ **“Can I buy only here?” Shopping zone**

It is a "shopping zone" for retailers, which is very busy every year. Not only the musical instrument itself, but also all kinds of musical instrument related products such as related accessories and books will be sold. It is the best spot sale zone in Japan where retail stores from all over the country gather.

### ○ **Effector zone (new)**

From distortion to spatial system, we will establish a new zone specializing in effectors. It is a zone where you can try various effectors such as manufacturers and individual builders in one area. A used effector market will also be held by the exhibiting dealers.

### ○ **Sending on SNS**

We will continue to announce the Sound Messe through out the year, such as introducing the core of the exhibition, exhibitors, and event announcements. From this event, we will strengthen the report from the field in earnest and the information dissemination after the end.

### ○ **Buyers DAY (B to B)**

On April 9th (Friday), which also serves as the delivery date, you can hold a business meeting between exhibitors and vendors. It has been very well received every year, and many implementing companies have achieved good results. For details, please refer to "10. About Buyer's DAY (Business Meeting)".

## 6. Category information

### ● Electric zone

(For an electric musical instrument manufacturer , Traders)

Target : Electric guitars/bass, Amplifiers, Effectors

### ●Acoustic zone

(For acoustic instrument manufacturer , Traders)

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

### ● Ukulele zone

(For ukulele manufacturer, Luthiers of Ukulele)

Target: Ukulele goods

### ● Luthier zone (only S booth)

(For Luthiers)

Target : Boutique Guitars

### ●Effector zone

(Only for Effectors)

Target : Effectors

### ●Shopping zone

(For Shops)

Target: Goods of music equipments

### ●Variety zone

(Related goods to music except instrument)

Target: Accessories and etc, goods related to music but not instrument

Please ask to executive committee for application.

### ● Special Exhibition zone

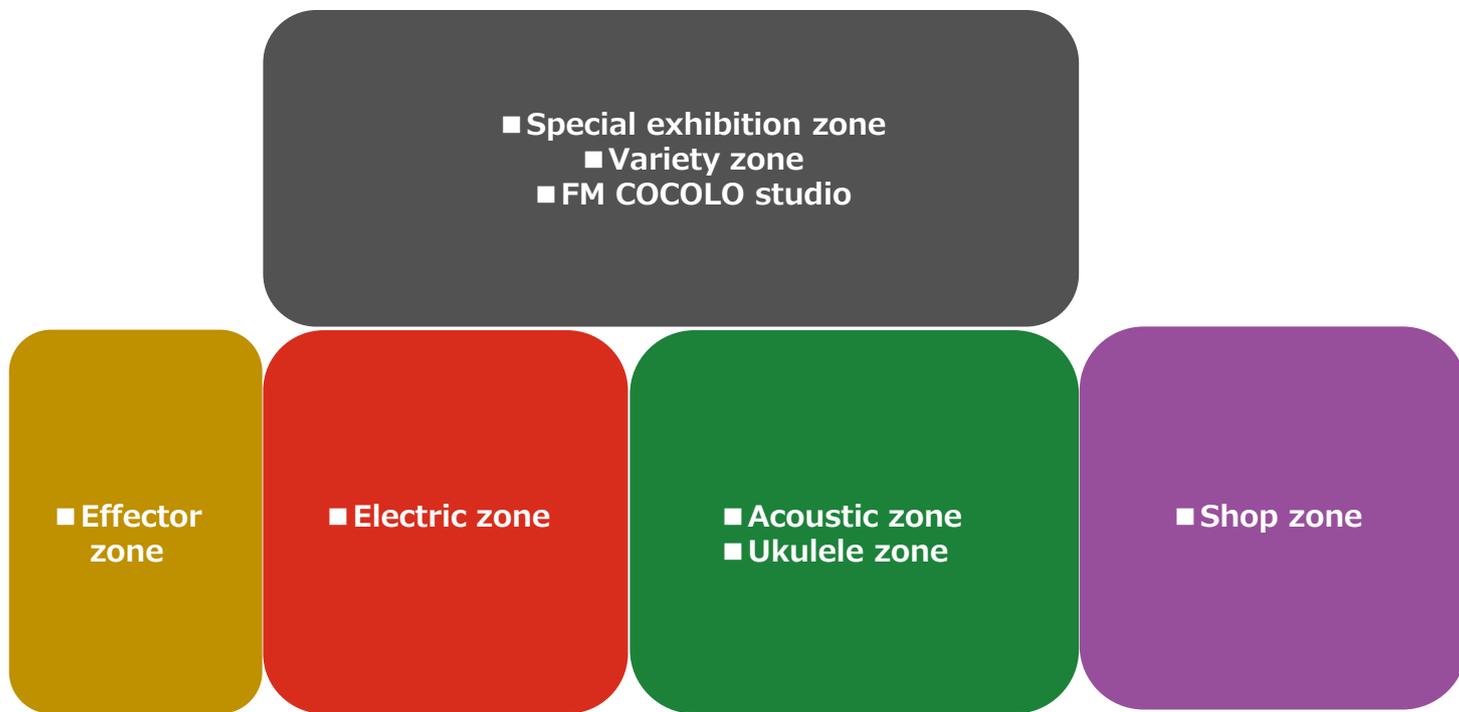
(For multiple booth exhibitors)

Target: General exhibitors

If you consider to make big booth, please ask to executive committee.

# 7. Zone image (Plan)

Zone plan is subject to change.



## ■ Category another submitting target area

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

	Factory, Traders	Shop	Luthier
Electric zone	L booth	---	L booth
Acoustic zone	L booth	---	L booth
Ukulele zine	L booth	---	S bLooth
Luthier zone	---	---	S booth
Effector zone	SHINKO MUSIC ENTERTAINMENT CO., LTD.will inform later		
Shopping zone	---	L booth	S booth
Variety zone (plan)	SH booth	SH booth	SH booth
Special exhibition zone	More than 6 booths, discuss with executive committee		

## 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	Booth size	Early booking discount price 1 booth	Early booking discount price More 3 booths	Standard price
L booth	W : 3.6m D : 2.5m	<b>yen96,000</b>	<b>@yen77,000</b> (yen231,000~)	yen125,000
	Each 1 booth has 4pcs of Exhibitor pass and 3pcs of invitation ticket.			
S booth	W : 2.0m D : 2.0m	<b>yen65,000</b>	--	yen85,000
	Each 1 booth has 2pcs of Exhibitor pass and 3pcs of invitation ticket.			
SH booth (Variety zone)	W : 0.9m D : 1.8m	yen20,000 (no multiple booth)		
	Each 1 booth has 2pcs of Exhibitor pass, 1 chair, no multiple booth discount.			

- \* 1set of desk (1800 mm x 600 mm) and 2pcs of chairs are included in L&S booth.  
Half desk (900mm) and 1 pc of chair is including in SH booth.
- \* When using rental equipment, you'll be required charges separately.
- \* Please inquire for the 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

The early exhibition application start date is scheduled **for August 22, 2022** .

Applications for exhibiting will be accepted on the official website.

If you apply before **Dec. 20,2022** and pay before **Jan.31, 2023**, you can take Early booking discount. We also have a discount by submitting beyond 3 booths (only the large booth).

Final standard application is **Jan. 20, 2023**, pay within **Feb. 28, 2023**

(If we have lots of Early booking application, there is a possibility that we will not accept standard application)

### [Notice]

- \* When we can't receive your payment in above term 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 Buyer's day

### ■ Carrying in day and Buyer's day (May 12, 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. We 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. We hope that you will be able to offer special products such as show models and value-priced products, and actively introduce and expand sales to retailers and registered dealers.

<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.

## 10. Disclaimer and notes

- Please note that we are not responsible for any accidents, injuries or illnesses that occur during the event period. For participants, it is the responsibility of the individual or each exhibiting company to take out insurance.
- We are not responsible for any accidents on the way, such as on the way out and on the way back, when participating in this event. Please be careful not to have an accident on the way to the venue.
- To prevent theft, please manage your valuables at your own risk. We are not responsible for theft or loss.
- The organizer and related parties are not responsible for any damages caused to participants or third parties during this event.
- The organizer and related parties are not responsible for any damages to participants or third parties caused by information leakage or loss at this event.
- If the event is canceled due to various reasons, we will not be responsible for any compensation such as participation fee.
- If the organizer determines that it is difficult to hold the event due to unforeseen circumstances such as worsening weather conditions (stormy weather or natural disasters), infectious diseases, etc., the event may be canceled or the content may be changed. If the event is canceled or changed due to reasons that cannot be attributed to the organizer, the organizer and other related parties will not refund any expenses (including travel fee, exhibition fee, participation) which is required from the participants.
- The scene of this event will be used as photographs, video materials, and products, and may be posted in public relations materials such as news reports, information media coverage, websites, and pamphlets, including information such as participant names. In this case, the portrait rights of the participants shall belong to the organizer as being included in the content of the event, and the participants consent to the use of these by the organizer.
- If a participant is injured during the event, or if any sequelae based on these occur, or if he or she dies, regardless of the cause, the organizer and all other parties involved in the event are not responsible. In connection with this situation, participants agree in advance that you will not claim compensation or file lawsuit or lawyer cost for all damages suffered by the participants, from any of the participants' relatives, heirs, executors, property managers, etc., in addition to the participants themselves.
- Exhibitors and performers are subject to change. Even in this case, the organizer and other related parties will not be responsible for ticket refunds, etc.
- Shooting and recording of performers is strictly prohibited in the venue without permission. If such an act is discovered, the participants shall delete the shooting or recorded data according to the instructions of the organizer, and if the organizer instructs, they shall leave the event venue. Those who do not follow the instructions of the organizer or other related parties, or who perform acts that cause inconvenience to other participants, may be refused entry to the venue or forced to leave the venue. At that time, we will not refund any expenses (including travel fee, exhibition fee, participation fee).
- Compliance items and disclaimers are subject to change without notice. We will announce the changes on SNS and official website, so please check before visiting.

# 11. Organization

## <SOUND MESSE Executive committee>

Dolphine Guitars Corporation	TAKEDA Masashi (Chairman)
Ace-K Corp,	SUETSUGU Hiroshi
M-product CO.,LTD.	TAKIMOTO Masato
T.Kurosawa & Co.,Ltd.	MATSUMOTO Satoru
Taurus Corporation	ICHIKAWA Tomohisa
Miki Gakki Corporation	ISOBE So, NAKAI Masaru
Moridaira M.I.	SUEYOSHI Keigo
Yamaha Music Japan Co.,Ltd.	YAMAMOTO Hironari

## <Sound Messe Office>

A3, 3-15-2 Esaka-cho, Suita, Osaka  
E-mail : [info-intl@sound-messe.com](mailto:info-intl@sound-messe.com)

## <Cooperaton>

Arcadia products  
A.V.E PLANNING  
CAT MUSIC COLLEGE  
GeoBrain Corporation  
SHINKO MUSIC ENTERTAINMENT CO., LTD.  
DAIICHIHIKO 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

