

# **SOUND MESSE 2024** サウンドメッセ **in OSAKA** **OSAKA GUITAR SHOW**

## Exhibition information

Show Open : May 11 Sat. – May 12 Sun.

At : Asia and Pacific Trade Center OSAKA

May 10 : Brought-in & Buyer's day 14:00PM-18:00PM

Sound Messe Executive committee

# 1. Information : what we should do !

The 11th Sound Messe in Osaka 2024 will be held at ATC Hall!

Date: May 11 (Sat) and 12 (Sun), 2024

Thanks to the generous support of everyone involved, we have successfully concluded the 10th of Sound Messe in Osaka and are now preparing for the 11th one. We extend our heartfelt gratitude to all exhibitors and stakeholders who have allowed us to continue this musical event in the Kansai region for such an extended period.

Despite a three-year hiatus, including recent cancellations due to COVID-19, this year's Sound Messe received even greater attention and ended on a high note. We are committed to improving Sound Messe further, and we seek your continued cooperation and guidance.

Considering the domestic situation, there has been an explosive surge in sales of low-priced acoustic guitars and ukuleles due to the stay-at-home demand caused by the COVID-19 pandemic. Online sales have expanded, and rising costs of raw materials and transportation have driven up prices of used and vintage instruments. Recently, an electric guitar boom influenced by anime has also been observed, reflecting the ever-changing market dynamics.

Every trend eventually reaches its peak and gives way to new developments. Instrument manufacturers, wholesalers, retailers, changing user purchasing methods, evolving tools, and our surrounding environment continue to evolve. However, we believe that our constant mission is to convey the joy and charm of musical instruments.

Sound Messe will continue to leverage tools in line with the era, such as social media and video streaming, to effectively communicate the fun, depth, and allure of musical instruments and contribute to the music industry. In order to sustain such efforts for the long term, we have recognized the need to pass Sound Messe on to the next generation and have accordingly added young members to the organizing committee.

Furthermore, in the interest of enhancing transparency in financial matters and tax regulations, Sound Messe has been legally incorporated as a general incorporated association.

We kindly ask for your understanding of our intentions and invite you to participate in the 11th Sound Messe in Osaka 2024. We look forward to your involvement.

Sound Messe Executive committee

## 2. Outline of Exhibition

Title : SOUND MESSE in Osaka 2024

Promoter : General Incorporated Association Sound Messe

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

Open : 2024 May 10 (Fri.) – May 12 (Sun.)

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

Ticketing : advance/Yen 1,700 day/Yen 2,000 sell at any play guide

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

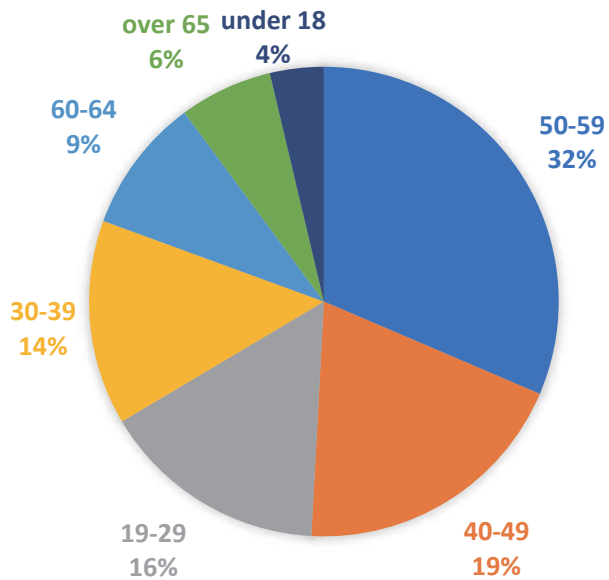
\* over 70 years old : Yen1,500(day ticket only, up to ID)

\* Handicaps : Yen1,500(day ticket only, up to ID)

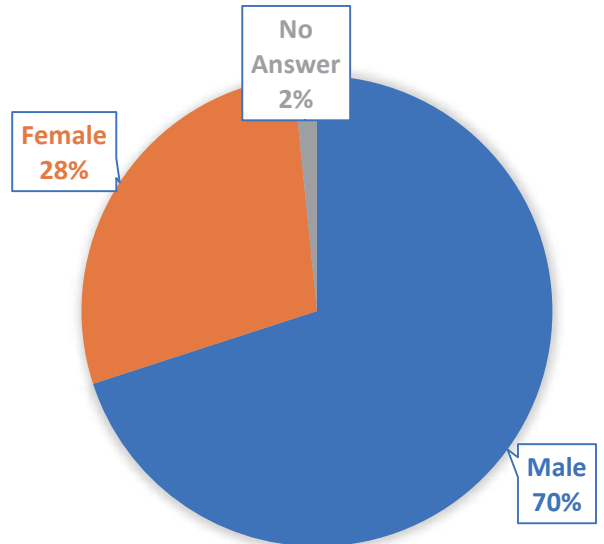
\* All above price includes tax.

# 3. 2023 Visitor statistics

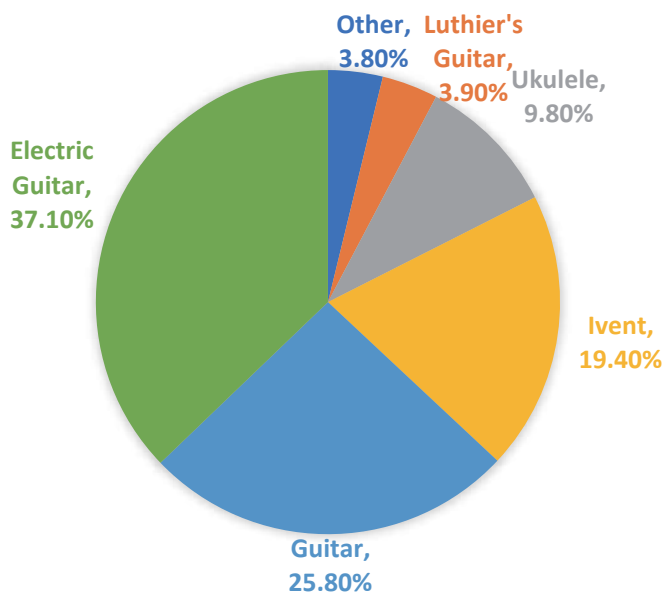
■ Age



■ Sex

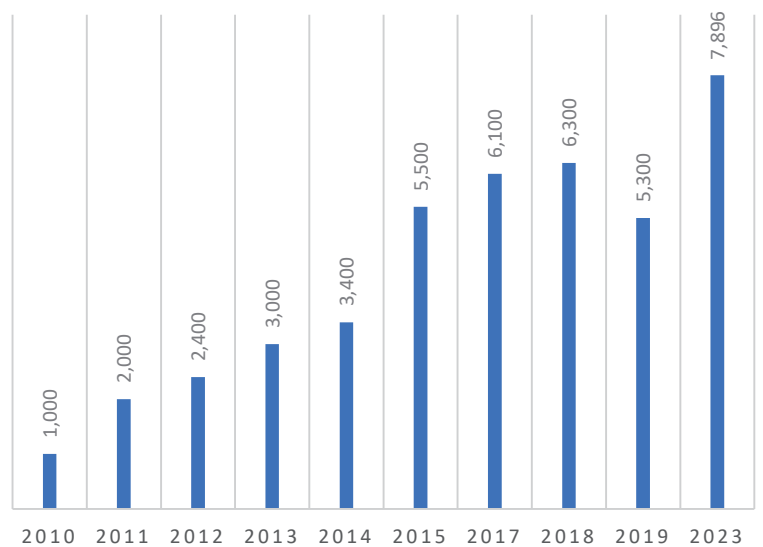


■ Purpose



■ Sales result of shop

(UNIT YEN 10,000)



## 4. Passed result

○Result of 2023 : Number of visitors

Year	5/11 (Sat)	5/12 (Sun)	Total
2023	3,712	4,033	7,745(113.3%)

\*( )is last year comparison

○Passed result of visitors

Year	1st Day	2nd Day	Total
2019	3,218	3,616	6,384
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

○2023 exhibitors

Category	Manufacturer	Luthier	Retailer , etc.	Total
Number of exhibitors	102 (129.1%)	44 (104.7%)	27 (112.5%)	173 (116%)

\*( )is last year comparison

○Passed result of Exhibitors

Category	Manufacturer	Luthier	Retailer , etc.	Total
2019	79	42	27	148
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

\*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 it 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 May10th(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

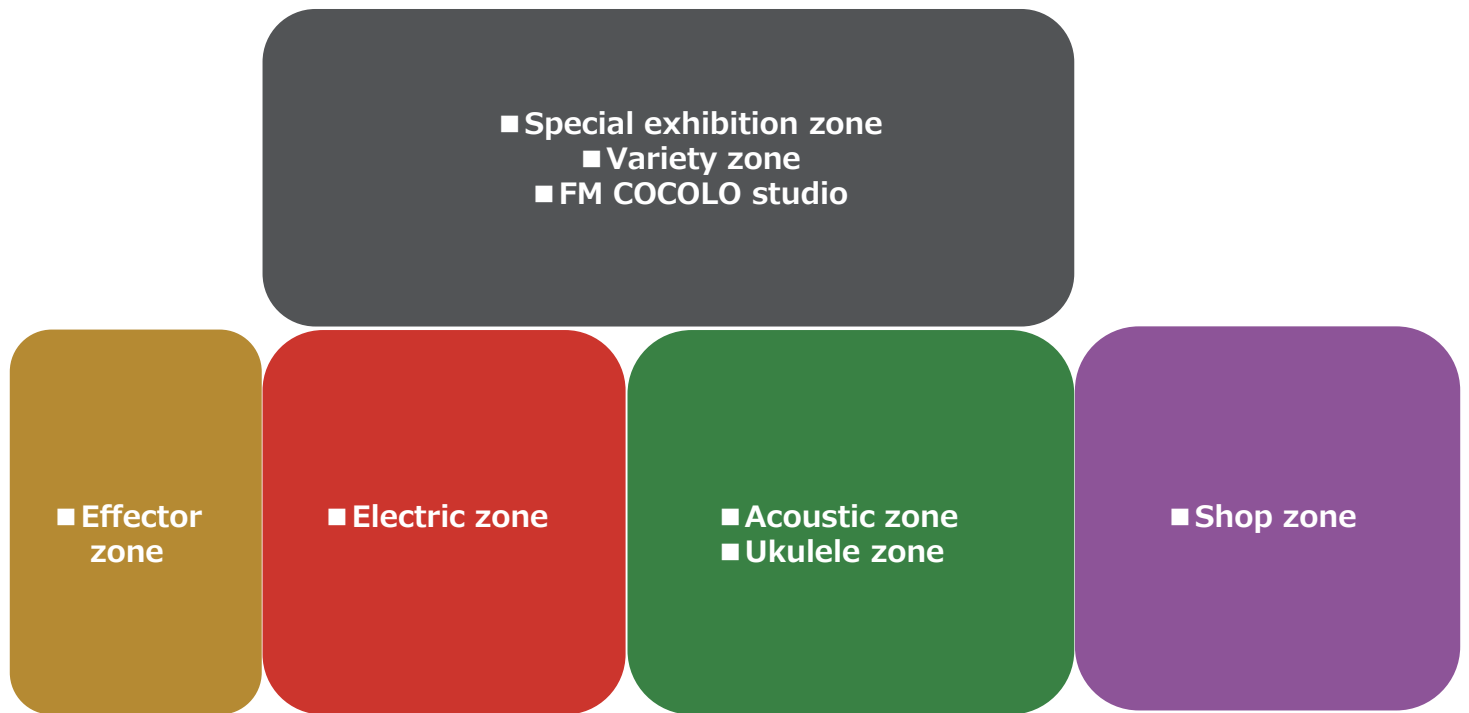
(For multiple booth exhibitors)

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 zone	L booth	---	S booth
Luthier zone	---	---	S booth
Effector zone	Tokyo Pedal Summit Organizing Committee .will inform later		
Shopping zone	---	L 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>yen120,000</b>	<b>@yen105,000</b> (yen315,000~)	yen150,000
	Each 1 booth has 4pcs of Exhibitor pass and 3pcs of invitation ticket.			
S booth	W : 2.0m D : 2.0m	<b>yen80,000</b>	---	yen100,000
	Each 1 booth has 2pcs of Exhibitor pass and 3pcs of invitation ticket.			
SH booth (Variety zone)	W : 0.9m D : 1.8m	yen30,000 (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 September 30, 2023**

Applications for exhibiting will be accepted on the official website.

If you apply before **Dec. 20,2023** and pay before **Jan.20, 2024**, you can take Early booking discount.

Final standard application is **Jan. 20, 2024**, pay within **Feb. 20, 2024**

(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 Booth Demonstrations

To provide our esteemed visitors with a deeper understanding of the products offered by exhibiting companies, we will be conducting demonstrations within each booth in the designated area, including sound demonstrations using amplifiers.

Booth demonstrations are an effective method for attracting visitors to the booths and helping them grasp the product and brand image. Before applying, please be sure to read and understand the following regulations.

We kindly request your cooperation in delivering an enjoyable experience to attendees and achieving a safer and more meaningful promotion.

## ***Conditions for Booth Demonstrations***

① Booth demonstrations are only allowed in the following zones:

- Special Exhibitor Zone
- Electric Zone
- Acoustic Zone

② Two or more L Booth exhibits are required.

③ The cost is free.

**\*Advance application to the secretariat is required. If you have any questions or need further clarification, please don't hesitate to contact the secretariat.**

## ***Regulations for Booth Demonstrations***

- Booth demonstrations are not allowed without prior application and approval. Please make sure to apply in advance.
- You can conduct demonstrations for up to 15 minutes per session, with a maximum of 3 sessions per day and a total of up to 6 sessions over two days. If there are many applicants, the number of allowed demonstrations may be adjusted.
- Percussion instruments are not allowed. The use of backing tracks (minus one) is permitted.
- Sound volume regulations will be enforced, and we kindly request strict compliance with a maximum volume of 70 dB or lower. In the case of volume violations, you will receive a warning from the organizing committee. If two warnings are issued, all booth demonstrations for the duration will be canceled.
- Sound directed towards the aisles is prohibited. Please guide spectators into your booth.
- The area in front of each booth is a shared space. Please ensure clear pathways and guide attendees.
- If the secretariat deems it unsafe, they may require you to stop booth demonstrations.

# 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. 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 valuepriced 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.

# 11. Disclaimer and notes

- Please note that we are not responsible for any accidents, injuries, or illnesses that occur during the event period. It is the responsibility of each participant or exhibiting company to have insurance coverage.
- We are not responsible for accidents that may happen on the way to or from the event venue. Please take precautions to avoid accidents during your travel to the venue.
- Participants are responsible for managing their valuables to prevent theft. We are not liable for any theft or loss of personal belongings.
- The event organizer and related parties are not liable for any damages or injuries sustained by participants or third parties during the event.
- The event organizer and related parties are not liable for any damages caused by information leakage or loss during the event.
- In the event of cancellation for various reasons, such as inclement weather (storms or natural disasters), infectious diseases, etc., we will not provide compensation, including participation fees.
- If the organizer determines that holding the event is difficult due to unforeseen circumstances, the event may be canceled or modified. In such cases, the organizer and related parties will not refund any expenses, including travel costs, exhibition fees, and participation fees, that participants may have incurred.
- Photographs, video footage, and products from this event may be used in public relations materials, including news reports, information media coverage, websites, and pamphlets. This may include participant names. By participating in the event, participants consent to the organizer's use of such materials, and portrait rights belong to the organizer.
- Participants acknowledge in advance that the organizer and all other parties involved in the event are not responsible for any injuries, consequences, or deaths, regardless of the cause. Participants agree not to seek compensation or file lawsuits or legal costs for damages suffered by themselves or their relatives, heirs, executors, property managers, etc.
- Exhibitors and performers are subject to change. The organizer and related parties will not be responsible for ticket refunds in such cases.
- Unauthorized photography and recording of performers are strictly prohibited at the venue. Participants must delete any captured data upon the organizer's instructions and may be asked to leave the event venue if they do not comply. Those who disrupt other participants or fail to follow instructions may be denied entry or removed from the venue. In such cases, no expenses, including travel costs, exhibition fees, or participation fees, will be refunded.
- Compliance items and disclaimers are subject to change without notice. Any updates will be announced on social media and the official website, so please check before attending.
- The organizer will not provide any support regarding visas required to enter Japan from each country.

# 12. Organization

## <SOUND MESSE Executive committee>

Dolphine Guitars Corporation / TAKEDA Masashi (Chairman)

Ace-K Corp / SUETSUGU Hiroshi

Liscom.,Ltd. / TAKIMOTO Masato

T.Kurosawa & Co.,Ltd. / MATSUMOTO Satoshi

Taurus Corporation / ICHIKAWA Tomohisa

Miki Musical Instruments Co.,Ltd. / ISOBE So, NAKAI Masaru, TSUJI Kazuhiro

MATSUMOTO Takuro, KATAYAMA Tomohiro

Moridaira M.I. / SUEYOSHI Keigo

Yamaha Music Japan Co.,Ltd. / IGARASHI Ryo

KIKUTANIMUSIC Co.,Ltd. / IWAI Kazuma

## <Sound Messe Office>

A3, 3-15-2 Esaka-cho, Suita, Osaka

E-mail : info-intl@sound-messe.com

## <Cooperation>

Arcadia products

CAT MUSIC COLLEGE

GeoBrain Corporation

SHINKO MUSIC ENTERTAINMENT CO., LTD.

DAIICHIHIKO Co.,Ltd

Tule music Lab.

JAPAN MUSIC TRADE Co., Ltd.

Rittor Music,Inc.

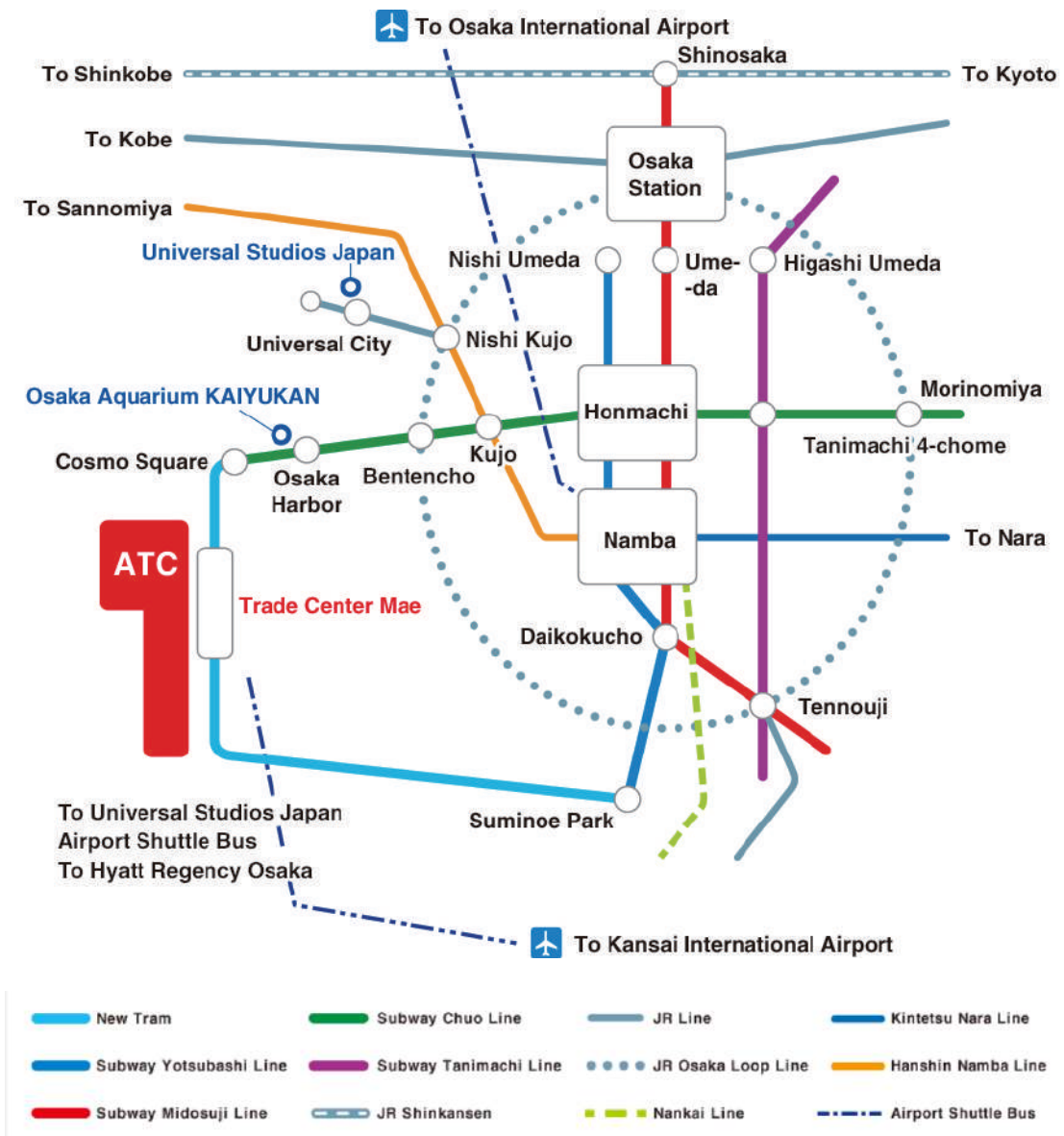
Rolling Coconuts

## <Support>

FM COCOLO

Japan Musical Instruments Association

# 13. Location



## Location

〒 559-0034 2-1-10 Nankokita, Suminoe-ku, Osaka  
 Tel : 06-6615-5006 Fax : 06-6615-5021

Closed : Closures scheduled for 3rd Wednesday in Feb.  
 Open : ATC Hall 9:00 - 17:00 (extendable)