

SOUND MESSE 2027 サウンドメッセ **in OSAKA** **OSAKA GUITAR SHOW**

EXHIBITOR INFORMATION

Event Dates: May 15 (Sat) – May 16 (Sun),
2027

May 14 (Fri): Move-in / Setup Day & Buyers'
Day (Business Meetings)

Venue: ATC Hall, Nanko, Osaka

SOUND MESSE Executive Committee

1. EVENT OVERVIEW & OBJECTIVES

Toward SOUND MESSE in OSAKA 2027

Event Dates: May 15 (Sat) – May 16 (Sun), 2027

With the generous support and cooperation of everyone involved, **SOUND MESSE in OSAKA 2026** was successfully held on one of the largest scales in the event's history, with tremendous energy and enthusiasm throughout the venue.

On behalf of the Executive Committee, we would like to express our sincere gratitude to all exhibitors, visitors, partners, and everyone who contributed to the success of the event.

Although we narrowly missed our goal of exceeding **10,000 visitors**, the **Shopping Zone achieved record-breaking sales of over JPY 100 million**. Considering the limitations on venue capacity and the number of exhibition booths, this outstanding result was made possible by the tremendous efforts of everyone involved. We believe it also demonstrated the growing value of SOUND MESSE as an in-person event where visitors can **see, play, experience, and purchase musical instruments on the spot**.

At the same time, the market environment surrounding us continues to undergo significant change. Global economic conditions, logistics costs, exchange-rate fluctuations, and other factors continue to present challenges for the musical instrument industry. However, precisely because we live in such times, we believe the value of in-person events—where people can meet face-to-face and discover new music and musical instruments—is becoming increasingly important.

We believe that music has the power to **connect people, move hearts, and create new culture**. As one of Asia's largest shows dedicated to **guitars and other fretted instruments**, SOUND MESSE in OSAKA will continue to develop as a platform connecting manufacturers, retailers, luthiers, artists, and music fans from Japan and around the world.

The **14th SOUND MESSE in OSAKA 2027** will once again aim to welcome **10,000 visitors**, while continuing to evolve beyond the traditional role of an exhibition. Our goal is to create a platform that contributes to the growth of the industry and generates new business opportunities.

Discovering new products. Creating new business opportunities.

Connecting people.

The Executive Committee is working hard to provide a valuable and rewarding experience for everyone who loves music. We sincerely look forward to creating this event together with all of you again in 2027.

We greatly appreciate your continued support and cooperation.

SOUND MESSE Executive Committee

2. EVENT INFORMATION

○ **Event Name**

: SOUND MESSE in OSAKA 2027

(Abbreviation: SOUND MESSE / SM2027)

○ **Organizer**

: SOUND MESSE, General Incorporated Association

○ **Venue**

: Asia & Pacific Trade Center (ATC Hall)

2-1-10 Nanko-Kita, Suminoe-ku, Osaka 559-0034, Japan

○ **Event Dates**

: May 14 (Fri) – May 16 (Sun), 2027

• **Buyers' Day**

: May 14 (Fri), 14:00–18:00 JST

(*B2B / Trade Only)

• **Public Show**

: May 15 (Sat), 11:00–18:30 JST

: May 16 (Sun), 10:00–17:30 JST

○ **Admission (Planned)**

: Advance Ticket: JPY 2,500 / Same-Day Ticket: JPY 3,000

- Tickets will be available through major ticket agencies.

- Age 18 and under: Free

 - *Student ID or proof of age required.

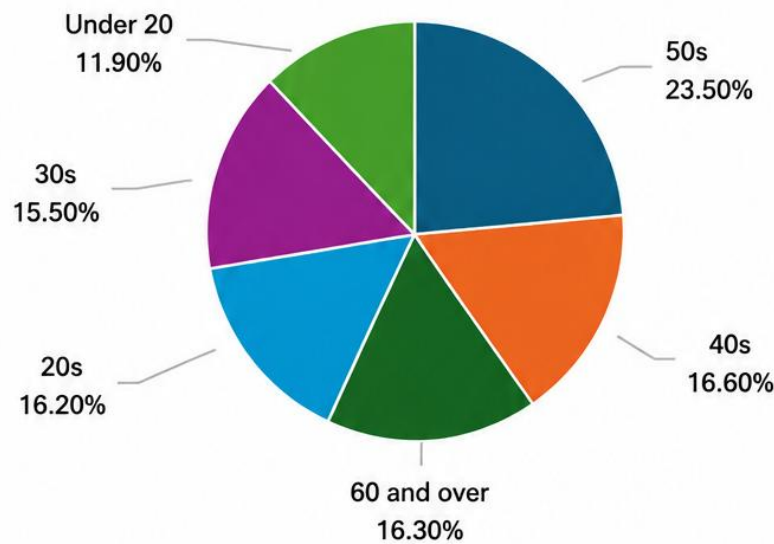
- Persons with disabilities: JPY 1,500 (Same-day ticket only)

 - *Disability certificate required.

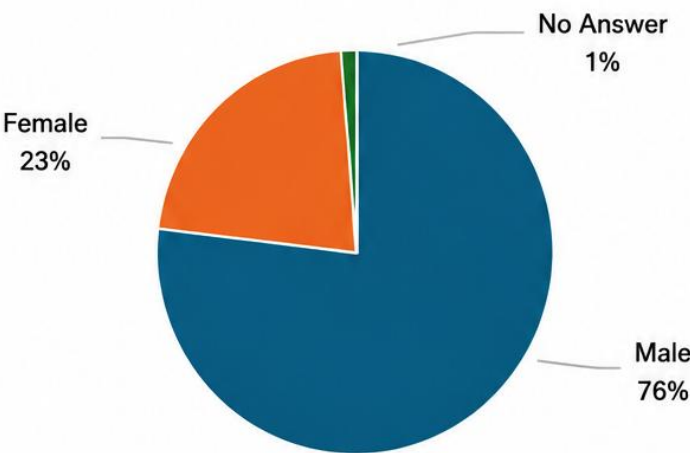
※ **All prices above include Japanese consumption tax.**

3. 2026 VISITOR STATISTICS

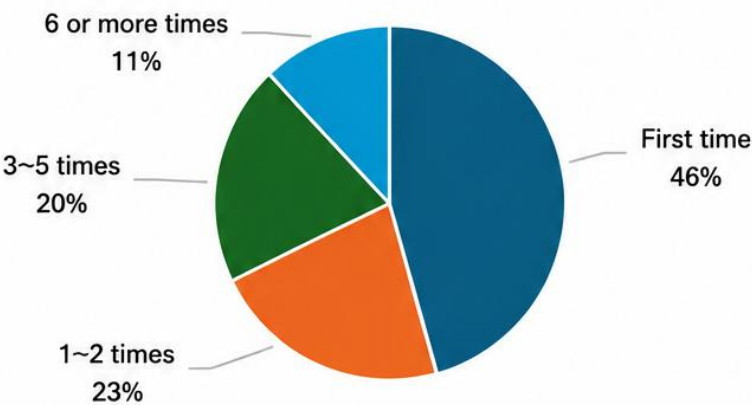
Age Distribution



Gender



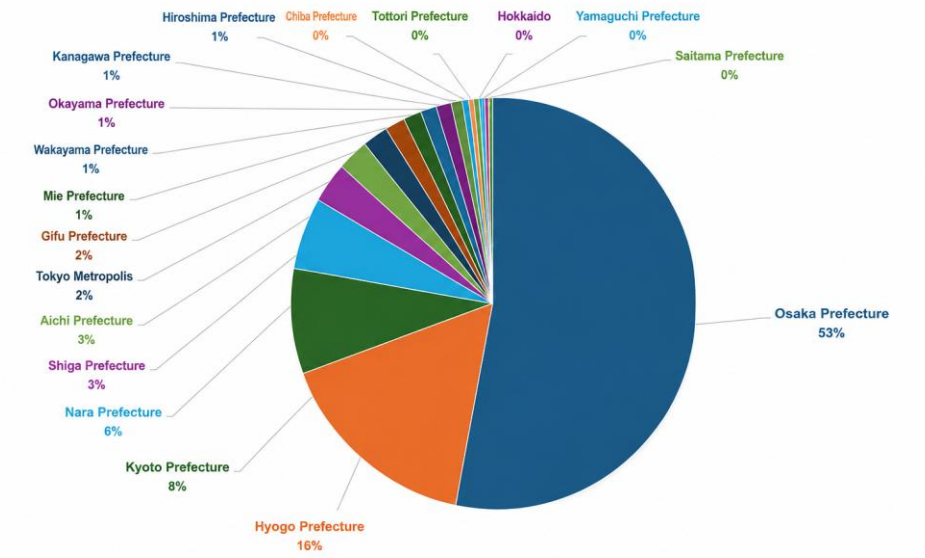
Number of Visits



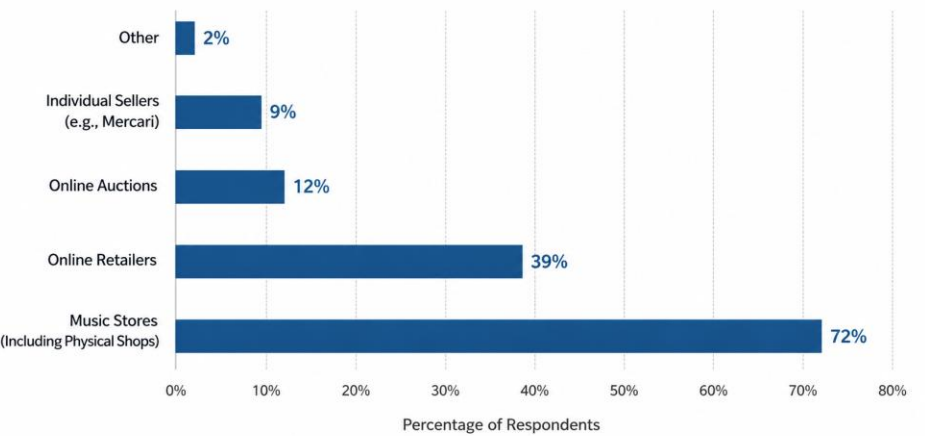
Figures are based on SOUND MESSE 2026 survey results.

3. 2026 VISITOR STATISTICS

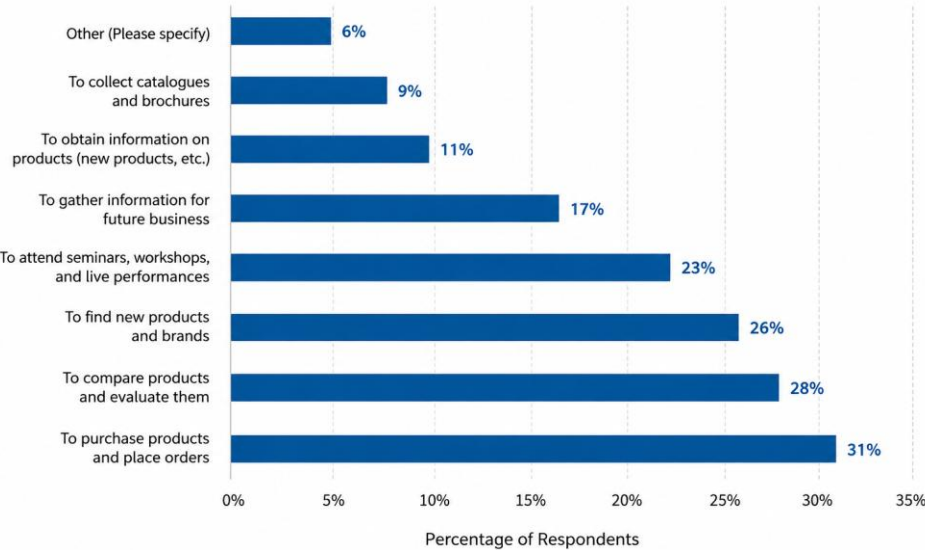
Prefecture of Residence



What do you usually buy musical instruments for?



Purpose of Visit



4. Results

2026 Attendance

Figures in parentheses indicate year-on-year comparison.

Attendance	May 16 (Sat)	May 17 (Sun)	Total
2026	5,584	3,534	9,118 (103.7%)

Past Attendance

Year	Day 1	Day 2	Total
2025	4,585	4,209	8,794
2024	4,177	3,965	8,142
2023	3,712	4,033	7,745
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

2026 Exhibitor Results by Category

Category	Manufacturers	Independent Builders	Retailers	Total
2026	130 (102.4%)	38 (118.8%)	14 (70.0%)	182 (101.6%)

Past Exhibitor Results by Category

Year	Manufacturers	Independent Builders	Retailers	Total
2025	125	32	22	179
2024	115	30	20	165
2023	102	44	27	173
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

*No data is available for 2016, as a smaller year-end spin-off event “Guitar Christmas” was held instead.

2026 Sales Results

Category	Sales
Shopping Zone	Approx. 106.61 million JPY (123.7% YoY)

6. MAIN CONTENTS

SOUND MESSE brings together a wide range of **LM-category musical instruments**, including acoustic guitars, electric guitars, basses, ukuleles, and classical guitars, as well as amplifiers and effects pedals. Major manufacturers from Japan and around the world, along with independent builders, gather under one roof, creating exciting opportunities for musical instrument enthusiasts to discover new instruments, products, and brands.

The venue is divided into dedicated zones by genre and category, enabling exhibitors to promote their products through specialized displays, direct sales, and hands-on experiences.

Live events and booth demonstrations are also planned.

■ EXHIBITION AREA — FOCUSED ON DIRECT MARKETING

The heart of SOUND MESSE, this area is designed to put the instruments themselves in the spotlight.

The relaxed environment allows exhibitors to engage directly with visitors and offer hands-on product demonstrations and trial sessions, providing an ideal opportunity to communicate the appeal of their products to highly motivated customers.

■ “ONLY AVAILABLE HERE!?” SHOPPING ZONE

A highly popular direct-sales area for retailers that attracts large numbers of visitors every year.

In addition to musical instruments, a wide variety of related products—including accessories, books, and parts—are available for purchase. With music retailers from across Japan gathering in one place, it has become one of the country’s leading musical instrument shopping zones.

* ■ EFFECTS PEDAL ZONE (TOKYO PEDAL SUMMIT)

Created in collaboration with **TOKYO PEDAL SUMMIT**, this dedicated area allows visitors to try a wide variety of effects pedals, from distortion and overdrive to modulation, delay, reverb, and other effects.

A diverse range of brands and products from manufacturers and independent builders comes together in one place, making this a must-see zone for dedicated pedal enthusiasts.

■ SOCIAL MEDIA & LIVE STREAMING — REACHING AUDIENCES ACROSS JAPAN

Event announcements and exhibitor introductions will be continuously promoted through social media, video content, and other channels in the lead-up to the event. Live streaming from the venue will also deliver real-time event coverage to music fans who are unable to attend in person. After the event, archived content and event reports will continue to provide exhibitors with long-term promotional exposure.

■ B2B “BUYERS’ DAY”

On **Friday, May 14**, the first day of the event period, SOUND MESSE will hold a dedicated **Buyers’ Day** for business meetings and networking between exhibitors and industry professionals.

Many exhibitors have successfully developed new business and partnerships through Buyers’ Day in previous years, making it a highly valued opportunity for business discussions and industry networking.

*For further details, please refer to **Section 11: Buyers’ Day**.*

7. EXHIBITOR CATEGORIES

○ Electric Zone (For Electric Instrument Manufacturers)

Target Instruments/Products: Electric guitars, basses, effects pedals, amplifiers, etc.

○ Acoustic Zone (For Acoustic Instrument Manufacturers)

Target Instruments/Products: Ukuleles, ukulele-related products, etc.

○ Luthiers' Zone (S-Booth Only) (Exclusive to Independent Guitar Builders)

Target Instruments/Products: All guitars, ukuleles, etc. (Amplifier use is not allowed)

○ Effects Zone (In Collaboration with TOKYO PEDAL SUMMIT)

Target Instruments/Products: Effects pedals and effect-related products

○ Shop Zone (For Retailers Only)

Target Instruments/Products: All instruments and related products

○ Variety Zone (Sales of Non-Instrument Products and Music-Related Items)

Target Instruments/Products: Non-instrument music-related items, accessories, etc.

*For questions about items eligible for exhibiting, please contact the secretariat in advance.

○ Special Zone (For Large-Scale Exhibitors and Themed Booths)

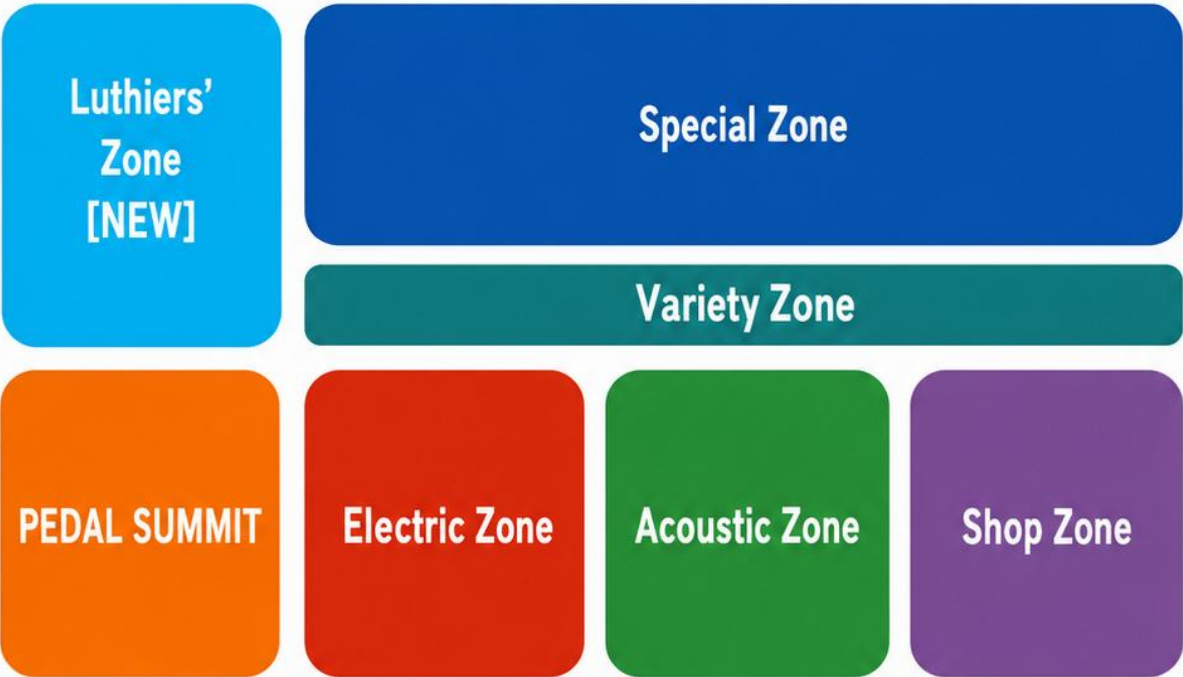
Target Instruments/Products: All instruments and related products

*If you are planning a large-scale exhibit, please consult with the secretariat in advance.

*Zone layout is subject to change.

8. ZONE IMAGE (PLANNED)

*Zone layout is subject to change.



■ CATEGORY-BASED EXHIBITOR ZONES

Exhibit areas are assigned according to category.

Zone	Manufacturer / Importer	Retail Store	Individual Builder / Luthier
Electric Zone	L-Booth	---	L-Booth
Acoustic Zone	L-Booth	---	L-Booth
Luthiers' Zone	---	---	S-Booth
Shop Zone	---	L-Booth	---
Variety Zone	SS-Booth	SS-Booth	SS-Booth
Pedal Summit Zone	*Separate information will be provided by the TOKYO PEDAL SUMMIT Executive Committee.		
Special Zone	Large-scale Exhibitors / L-Booth (6 booths or more), Event Sponsors / L-Booth (single booth)		

※ The organizer reserves the right to refuse any exhibition, display, sale, or provision of services that is deemed inconsistent with the purpose of this event.

9. ABOUT EXHIBITION FEES

Exhibition applications are accepted via the official website.

*If there are a large unnumber of applications, a lottery may be held. Thank you for your understanding in advance.

Category	Booth Size	【Early Bird】 1 Booth	【Early Bird】 3 Booths or More	Regular Fee
L Booth	W : 4.0m D : 2.5m	¥198,000	¥534,000～ (@¥178,000)	¥330,000
	For 1 booth: Exhibitor passes ×4, Invitation tickets ×3.			
S Booth	W : 2.0m D : 2.0m	¥125,000	--	¥209,000
	For 1 booth: Exhibitor passes ×2, Invitation tickets ×3. *No multi-booth discount.			
SS Booth (Variety Zone)	W : 1.8m D : 1.8m	¥66,000 (*Multi-booth discount not available)		
	For 1 booth: Exhibitor passes ×2, Chairs ×1. *No multi-booth discount, no early bird discount.			

- * L & S booths include 1 table (1,800mm × 600mm) and 2 chairs.
- * SS booths include 1 table (1,800mm × 600mm, shared with another exhibitor / half size) and 1 chair.
- * Rental equipment is available upon request at an additional cost.
- * For inquiries about exhibiting companies, music books, CDs/records, music schools, and vocational schools, please contact us.
- * The Effects Pedal Zone will be operated separately by the Tokyo Pedal Summit Executive Committee.
- * All prices include tax.
- * After your application is accepted, an invoice will be sent to you.

● Start of Exhibition Application Acceptance: **Friday, September 25, 2026, 10:00 AM** (scheduled)

Exhibition applications are accepted via the official website.

■ Early Bird Discount

If you apply early for an exhibition in the L Booth or S Booth, the early bird discount on the exhibition fee will be applied.
For exhibitions of 3 or more L Booths, the multi-booth discount will be applied.

Early Bird Application Deadline ... November 30, 2026 Payment Deadline ... December 31, 2026
Regular Application Deadline ... December 31, 2026 Payment Deadline ... January 29, 2027

*If there are a large number of applications, normal recruitment may not be conducted.

[Important Notes]

- * If you cancel your application during the early bird application period, or fail to make payment by the deadline, cancellations or regular fees may be applied.
- * If you apply after the early bird application period, the regular fee will apply.
- * Exhibition fees will not be refunded due to cancellation or any other reasons.
- * Please understand that we cannot refund the exhibition fee once payment has been made.
Thank you for your understanding before applying.

10. BOOTH DEMONSTRATIONS

To help visitors gain a deeper understanding of exhibitors' products, demonstrations—including amplified sound using amplifiers—may be conducted within booths in designated zones.

Booth demonstrations have been a popular feature of SOUND MESSE each year. To provide exhibitors with more effective and meaningful promotional opportunities, some of the regulations have been revised.

We kindly ask for your cooperation in ensuring that all visitors can enjoy the demonstrations safely and comfortably.

○ Eligible Zones

Booth demonstrations are permitted in the following zones:

Special Zone, Acoustic Zone, and Electric Zone

*Booth demonstrations are not permitted in the **Shop Zone or Luthiers' Zone**.*

○ Requirements

Exhibitors must reserve **three or more connected L-Booths**.

○ Demonstration Fee

Free of charge.

However, **advance application to the SOUND MESSE Secretariat is required.**

The Secretariat will provide further information directly to eligible exhibitors.

【IMPORTANT】 BOOTH DEMONSTRATION REGULATIONS

- Advance application is required to avoid demonstrations starting at the same time as those at neighboring booths. **(*1)**
- Each demonstration is limited to 15 minutes, with a maximum of 3 demonstrations per day and 6 demonstrations over the two-day event. **(*2)**
- Percussion instruments such as cajóns are not permitted. The use of backing tracks is permitted.
- Sound levels will be regulated. The maximum volume must be kept at 70 dB or below.
- **If the permitted sound level is exceeded, a warning will be issued by the Executive Committee. If an exhibitor receives two warnings, all subsequent booth demonstrations will be cancelled. (If two warnings are issued on the first day, all demonstrations on the second day will also be cancelled.)**
- Sound must not be directed toward the aisles. Please ensure that all spectators remain within your own booth area.
- The area in front of each booth is a shared space. Exhibitors must keep aisles and traffic routes clear and appropriately manage visitor flow.
- If the Secretariat determines that a demonstration presents a safety risk, the demonstration may be suspended or cancelled.

(*1) Demonstrations cannot be conducted without prior application.

(*2) This does not guarantee that exhibitors will be able to conduct three demonstrations per day.

If there is a high number of applications, the number of demonstrations may be limited to two per day.

11. BUYERS' DAY (B2B BUSINESS MEETINGS)

■ Move-in / Trade Day: Friday, May 14

On the move-in day, **Buyers' Day** will be held from **14:00 to 18:00** to provide exhibitors with an opportunity to conduct business meetings with their customers and business partners.

Admission on this day will be **by advance registration only** and limited to professionals engaged in the musical instrument trade. While many musical instrument shows in recent years have increasingly focused on exhibitions, advertising, and promotional activities, SOUND MESSE aims to provide an exhibition and sales event that leads directly to **real business opportunities for exhibitors**.

We hope that Buyers' Day will serve as a platform for developing business not only within the Kansai region, but throughout Japan. Every year, active business negotiations take place between numerous exhibitors and buyers, and the program has been very well received. We encourage you to take full advantage of this opportunity.

< **Manufacturers / Import Distributors** >

Business meetings may be conducted during the designated time period. In addition to exhibiting dealers, your business partners who are not exhibiting may also attend and hold meetings at your booth.

We encourage you to prepare **show specials, special-price products, and other exclusive offers**, and actively present them to exhibiting retailers and registered buyers/dealers.

< **Exhibiting Retailers** >

Products agreed upon or purchased during Buyers' Day may be offered for sale to general visitors from the following day onward.

In addition, if visitors request products displayed at manufacturers' booths, those products may also be sold through your retail booth.

< **Dealer Registration** >

Dealers who are not exhibiting may also attend **Buyers' Day (Trade Day)**.

By registering in advance through the official SOUND MESSE website, eligible dealers can receive a **Buyers' Pass free of charge**.

We encourage exhibitors to inform their business partners about Buyers' Day and to make active use of this opportunity as part of their exhibition strategy to generate new business and sales.

*** Beginning with this year's event, the Buyers' Pass will be valid only on Buyers' Day, May 14.**

12. DISCLAIMERS & IMPORTANT INFORMATION

Please note that the Organizer cannot be held responsible for any accidents, injuries, illnesses, or other incidents that may occur during the event. Participants are responsible for obtaining appropriate insurance coverage, either individually or through their exhibiting company.

The Organizer cannot be held responsible for any accidents occurring while traveling to or from the event venue. Please take appropriate care when traveling to and from the venue.

Participants are responsible for the safekeeping of their own valuables. The Organizer accepts no responsibility for theft, loss, or damage to personal belongings.

The Organizer and all parties involved in the event shall not be liable for any loss or damage suffered by participants or third parties during the event.

The Organizer and all parties involved shall not be liable for any loss or damage suffered by participants or third parties resulting from the leakage, loss, or deletion of information in connection with the event.

If the event is cancelled for any reason, the Organizer shall not be liable for compensation for participation fees or any other related costs.

If the Organizer determines that it is difficult or impossible to hold the event due to unforeseen circumstances beyond its reasonable control, including severe weather, natural disasters, epidemics, infectious diseases, or similar circumstances, the event may be cancelled or held with changes to its content or format. In the event of such cancellation or modification for reasons beyond the Organizer's control, neither the Organizer nor any related parties shall reimburse any expenses incurred by participants in connection with the event, including **travel expenses, exhibition fees, and participation fees**.

Photographs and video footage taken during the event may be used for promotional materials, media coverage, websites, brochures, products, and other purposes, and may include participants' names or other information. Participants acknowledge and agree that their likeness as captured in connection with the event may be used by the Organizer for such purposes.

If a participant is injured during the event, suffers any resulting aftereffects, or dies, the Organizer and all other parties involved in the event shall bear no responsibility, regardless of the cause. In such cases, participants agree in advance that neither they nor their relatives, heirs, executors, administrators, or other representatives will make any claim for compensation, initiate legal proceedings, or seek reimbursement of legal fees or other expenses in relation to any damages suffered by the participant.

Exhibitors and performers are subject to change without notice. In such cases, the Organizer and other related parties shall not be responsible for ticket refunds or any other compensation.

Unauthorized photography, video recording, and audio recording of performers are strictly prohibited within the venue. If such activity is discovered, participants must follow the Organizer's instructions and delete the relevant photographs, video footage, or audio recordings. Participants may also be required to leave the venue at the Organizer's discretion. Anyone who fails to follow instructions from the Organizer or related personnel, or whose conduct causes inconvenience or disruption to other participants, may be denied admission or required to leave the venue. In such cases, **no expenses, including travel expenses, exhibition fees, or participation fees, will be refunded.**

Rules, requirements, and disclaimers are subject to change without prior notice. Any changes will be announced through the official **SOUND MESSE social media channels and website**. Please check the latest information before attending the event.

All waste generated during the exhibition period must be removed and taken away by each exhibitor. If you forget your Exhibitor Pass, you will be required to purchase a new Exhibitor Pass before entering the venue.

13. ORGANIZATION

[SOUND MESSE EXECUTIVE COMMITTEE]

Organization	Representative
Dolphin Guitars Ltd.	Masashi Takeda (Executive Committee Chairman)
RISCOM Co., Ltd.	Masato Takimoto (Director)
Ishibashi Music Corporation	Takahiko Kondo
ace-K corp.	Hiroshi Suetsugu
Kikutani Music Co., Ltd.	Kazuma Iwai
Torres Corporation	Tomohisa Ichikawa
Miki Musical Instruments Co., Ltd.	Masaru Nakai, Kazuhiro Tsuji, Tomohiro Katayama
Moridaira Musical Inst. Co., Ltd.	Ryuhei Takeda
Yamaha Music Japan Co., Ltd.	Takehito Akiniwa
Tokyo Pedal Summit Committee	Koji Isaka

[SECRETARIAT]

Address: Room 205, Esaka Chuodori Building, 1-14-4 Esaka-cho, Suita-shi,
Osaka 564-0063, Japan

E-mail: info@sound-messe.com

Oversea: info-intl@sound-messe.com

[COOPERATION]

- Arcadia Products
 - CAT Music College
 - Shinko Music Entertainment Co., Ltd.
 - Daiichi Tsushin Co., Ltd.
 - Tule music Lab.
 - JAPAN MUSIC TRADE Co., Ltd.
 - Rittor Music, Inc.
 - Rolling Coconuts
-

[SUPPORTED BY]

Japan Musical Instruments Association / FM COCOLO
(Titles omitted; listed in Japanese alphabetical order)