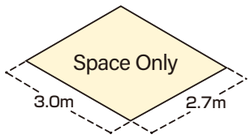
Exhibitor Application Guideline

Standard Booth (Space Only)

【Booth Specifications】

- 1 Booth: W3.0m × D2.7m = 8.1 sqm



【Space Fee】

Space Fee per Booth	
Apply by March 31, 2027 Early Bird Price	Regular Price
JPY 495,000	JPY 528,000

* Price is for Space Only. Shell Scheme Package is not included.
* Please be sure to prepare basic panels between adjacent booths or use a Shell Scheme Package (paid) provided by the Show Management Office.

Corner Booth Option JPY 44,000 / Corner

* Corner booth locations are limited and subject to availability.
* If a corner location cannot be assigned, the fee will be refunded.
* If your booth qualifies as a corner, the fee will be charged additionally.

Shared Sink

【Usage Fee】

- **JPY 77,000 (including tax)**



* The fees include water and electricity charges.
* Any tasting or sampling within the exhibition hall requires prior approval from the local health authority. Depending on the type of tasting or sampling, different equipment may be required.
  You may need to use a shared sink or install plumbing at your booth For details, please contact the Show Management Office.
* Cancellations and refunds are not accepted after application.

Exhibition Regulations

- Exhibitors must comply with term & conditions listed on the back of the Exhibition Application Form.

Exhibitor Product, Technology PR, and Demonstration Seminar

To provide exhibitors with more opportunities to present their products and technologies to buyers and professionals, a dedicated Exhibitor Seminar Venue will be available. Space is provided not only for presentations but also for demonstrations.
The Show Management Office will register all attendees and provide a list after the seminar, allowing for a complete customer list.

- Seating: 40 seats (theater style) *May vary depending on presentation or demonstration content
- Included Equipment: Screen, Projector, Microphone *Interpretation must be arranged by the exhibitor

30-minute slot : JPY 165,000
45-minute slot : JPY 220,000

Exhibitor Support Services

Take full advantage of our support services to grow your sales and expand your network.

1 VISA Support Program — Free

We can send documents for applying VISA to exhibitors who have paid the exhibition fee 2 months before the exhibition period. Please understand that the organizer CANNOT guarantee that you are able to get VISA or not. We DO NOT send invitation letter for visitors.



* There is a charge for sending VISA documents by mail.

2 Promotional Tools — Free

To promote your participation to prospective and current customers, we offer free promotional tools such as invitations and web banners.
Use these across various channels (in-person, email, social media) for a multi-faceted outreach approach.



3 Online Guidebook & Document Request System — Free

List your products, services, and booth PR information in our online guidebook on the official website at no cost.
Effectively reach potential visitors searching online and allow for pre-exhibition document requests through this system.



4 Recommended Service Providers — Free

We can introduce specialist companies to assist with booth design, staffing, and product import logistics, supporting you from preparation to the exhibition.
This service helps ensure smooth setup and exhibition for those facing booth design challenges, staff shortages, or import concerns.



5 Exclusive Promotional Services — Paid

Enhance your exhibition results with banner ads on our official website and visitor invitation email ads.
This service enables you to make a strong impression on visitors, helping your booth stand out among many exhibitors.



6 Visitor Badge QR Scanning Service — Paid

Simply scan the barcode on each visitor's badge to capture their registered contact details, which will be provided post-exhibition. This service, available for a fee, allows you to efficiently gather data for post-exhibition sales activities and customer management.



Late April 2027
Promotion Launch

We will send free invitation tickets to all exhibitors. Please distribute them freely to your clients and prospective customers.

Early May 2027
Submission of Required Documents

Booth locations will be assigned by the organizer based on the taste and concept of the exhibited products.
Please submit all necessary documents as outlined in the Exhibitor's Manual.

July 5 (Mon) - July 6 (Tue), 2027
Move-in & Booth Setup

July 7 (Wed) - July 9 (Fri), 2027
Exhibition Days

July 9 (Fri), 2027
Exhibition Ends & Move-out

Contact & Application

CAFERES JAPAN Show Management Office (TSO International Inc.)
TEL：+81-3-5363-1701　Email：overseas@tso-int.co.jp

Exhibitor Recruitment for 2027

Japan's Largest Cafe, Bakery and Sweets Industry Exhibition

CAFE & RESTAURANT JAPAN
CAFERES JAPAN 2027 ®

—A Sustainable World with Deliciousness and Health

2027. 7/7 Wed – 9 Fri

Venue TOKYO BIG SIGHT - East Hall　**Organizer** TSO International Inc.









Concurrent Exhibitions

Discover the Future of Fermentation & Brewing
FERMEX JAPAN
The Exhibition for Fermentation & Brewing Equipment, Machinery and Ingredients

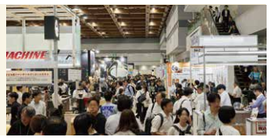
The Exhibition for Health, Functional & Natural Foods in Japan
WFJ WELLNESS FOOD JAPAN 2027
—A Beautiful and Healthy Lifestyle Starts with Food

https://caferes.jp/en/

Japan's Premier Exhibition for the Latest Products and Trends in the Cafe, Bakery, and Sweets Industries

Key Features

1 A business-focused exhibition gathering **600* companies** showcasing the latest equipment, ingredients, and solutions for the cafe, bakery, and sweets industries



2 A unique opportunity to connect directly with **45,000* food industry professionals**, from major companies to aspiring business owners



3 A knowledge-sharing platform featuring **over 50* influential seminars** covering food service, business management, marketing, and more



*Expected, including concurrent exhibition

Visitor Profile

Food industry professionals from around the world will visit the exhibition, including representatives from the following key sectors

- Cafes & Coffee Shops
- Bakeries & Sweets Shops
- Hotels & Restaurants
- Fast Food Outlets
- Department Stores, Online Shops & Gift Shops
- Wholesalers, Distributors & Trading Companies
- Supermarkets & Mass Retailers
- Convenience Stores
- Takeout & Delivery Operators
- Prospective Store Owners, New Market Entrants, etc.

Key Japanese Companies Present at the Past Exhibition

*some excerpt, unordered

East Hall 4·5

6 Specialized Zones Supporting Sales Growth, Labor Saving, and Successful Cafe, Bakery & Sweets Businesses

Japan's Largest Cafe, Bakery and Sweets Industry Exhibition

CAFE & RESTAURANT JAPAN

CAFERES JAPAN 2027®

—A Sustainable World with Deliciousness and Health

Coffee, Beverages & Food Zone

- Green Coffee Beans, Roasted Coffee, Specialty Coffee, Decaffeinated Coffee
- Black Tea, Japanese Tea, Matcha, Herbal Tea
- Beverages, Syrups, Fruit Juices, Powders, Plant-Based Milk
- Café Foods, Frozen Foods, Light Meals, Deli Products
- Foodservice Ingredients, Seasonings, Sauces, Toppings, Menu Development Solutions




Coffee Machines & Kitchen Equipment Zone

- Coffee & Espresso Machines
- Grinders, Drippers, Brewers & Brewing Equipment
- Roasters, Sorting, Weighing & Packaging Equipment
- Ovens, Fryers, Combi Ovens & Cooking Equipment
- Refrigerators, Freezers, Display Cases, Ice Makers & Dishwashers




Takeout & Delivery Zone

- Takeout Containers, Cups, Food Containers & Packaging Materials
- Paper, Biomass, Plastic-Free & Eco-Friendly Packaging
- Packaging Machines, Sealers & Temperature-Control Products
- Delivery, Courier & Logistics Support Services
- Online Ordering, Pre-Ordering, Order Management & E-Commerce Solutions




Bakery & Sweets Zone

- Wheat Flour, Rice Flour, Yeast, Premixes & Baking Ingredients
- Chocolate, Fruits, Dairy Products, Fats & Oils, Confectionery Ingredients
- Ovens, Proofers, Mixers & Bakery and Confectionery Equipment
- Frozen Dough, Frozen Bread, Frozen Sweets & Semi-Finished Products
- Bread Bags, Confectionery Boxes, Gift Boxes & Packaging Materials




Store Development & Operations Support Zone

- Tableware, Glassware, Cutlery, Uniforms & Store Supplies
- Furniture, Interior Design, Lighting, Audio Equipment & Signage
- Store Design, Interior Construction, Business Start-Up & Franchise Support
- Signage, Digital Signage, Social Media, MEO & Promotional Solutions
- Recruitment, Staff Training, Shift Management & Store Operation Support




Inbound & Store DX Zone

- POS Systems, Self-Checkout Systems, Ticketing Machines & Ordering Systems
- Serving & Cooking Robots, Automated Cooking & Labor-Saving Equipment
- AI Translation, Multilingual Menus & Multilingual Customer Service
- Cashless Payment, Reservation, Customer Management & Store Management Systems
- Halal & Vegan Foods, Foreign Worker Recruitment & Inbound Tourism Support




Concurrent Exhibitions

Discover the Future of Fermentation & Brewing

FERMEX JAPAN

The Exhibition for Fermentation & Brewing Equipment, Machinery and Ingredients

Exhibitor Profile

- Polishing, Washing, & Steaming Machines
- Fermentation Vessels, Cultivators, & Koji Makers
- Tanks, Valves, & Filtration Systems
- Batch, Continuous, & Vacuum Distillers
- Coolers, Heaters, & Temperature Control
- Filling Machines & Labelers
- Packaging Machinery & Equipment
- Measuring, Testing, & Composition Analyzers
- Hygiene & Fermented Food Raw Materials
- Sake, Beer, Soy Sauce, Miso, etc.



The Exhibition for Health, Functional & Natural Foods in Japan

WFJ WELLNESS FOOD JAPAN 2027

—A Beautiful and Healthy Lifestyle Starts with Food

Exhibitor Profile

- Health Foods & Foods with Functional Claims
- Supplements & Superfoods
- Organic & Natural Foods
- High-Protein Foods & Beverages
- Fermented Foods & Health-Oriented Oils
- OEM/ODM Services
- Functional Food Ingredients, Colors & Flavors
- Food Testing, Evidence-Based Research & R&D Support
- Packaging, Containers & Packaging Materials
- E-Commerce, Direct-to-Consumer & Overseas Marketing Support, etc.

