



Exhibition
Information

Largest
Scale in Japan!

Japan's largest B2B exhibition supporting
the service and food industries

The 54th International Hotel & Restaurant Show
HOTERES JAPAN 2026

The 47th Exhibition for the Catering Industries
CATEREX JAPAN 2026

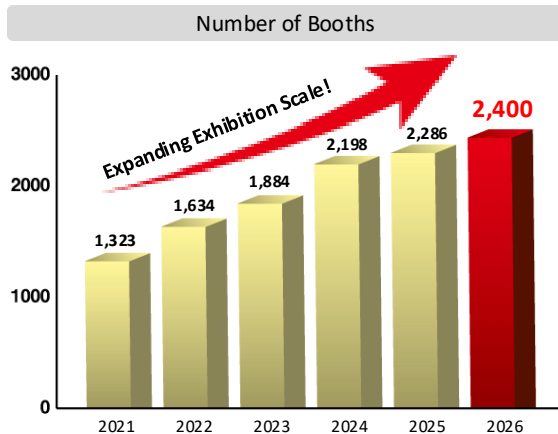
**JAPAN FOOD SERVICE
EQUIPMENT SHOW 2026**



DATE | **February 17** (Tue) – **20** (Fri), 2026
10:00-17:00 (last day until 16:30)

VENUE | **Tokyo Big Sight** East Exhibition Halls **4-6**
West Exhibition Halls **1-4**

Exhibition Booths and Visitor Registrations Are Soaring!



Contact us online for more information

Please fill out the required fields in the inquiry form on our website.

HCI

SEARCH

<https://hcj.jma.or.jp/en/>



Application
Deadline

Early Bird Application:

July 31, 2025 (Thu)

Final Application:

September 30, 2025 (Tue)

Due to limited exhibit space, application may close earlier than the deadline (applicants will then be on standby for cancellations).

Get an early bird discount!

Save up to **¥80,000** (excluding tax) per booth!

WHO WE ARE

This trade show specializes in **hospitality and food service**, to help to stimulate service industries through the exchange and dissemination of people, goods, and information.

1

50+ years

Trade Show
Experience

2

Dedicated in
**Accommodation,
Restaurant,
Kitchen Equipment**

3

Largest Scale in
Japan
**Exhibit Scale
20,574m²**

Why HCJ is Japan's Largest Service Industry Exhibition

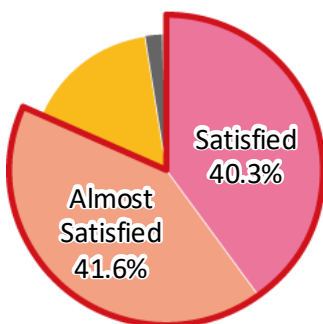
1

Creating a place for encounters

Our overwhelming scale and thorough visitor mobilization create opportunities that lead to business.

HCJ2025 exhibit scale
859 companies
2,286 booths

Are you satisfied with your **visit** to HCJ?



Over 80% of visitors and exhibitors are satisfied!

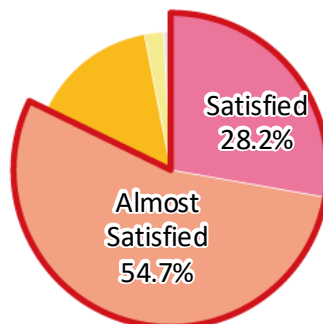
2

Thorough visitor mobilization

We work with industry organizations to attract highly motivated buyers for business meetings.

Visitor Registration
49,334 visitors
(HCJ2025 Results)

Are you satisfied with **exhibiting** at HCJ?



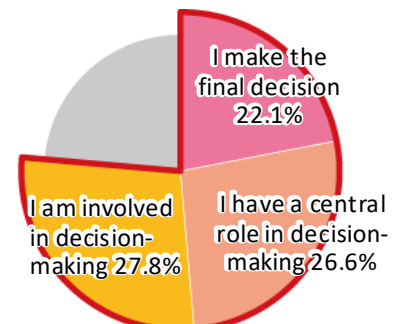
3

Generating industry-leading information

We organize seminars and projects that align with current trends to attract industry professionals with a keen sense for trends.

Over 100 seminar sessions
related to each zone

About implementation of products/services



About 80% of visitors are decision-makers for new products/services!

(HCJ2025 Results)

Overseas Exhibiting Countries and Regions (Past experience)

- Australia
- Hong Kong
- Malaysia
- Spain
- Thailand
- France
- Italy
- Portugal
- Switzerland
- U.S.A.
- Germany
- Korea
- Singapore
- Taiwan
- Vietnam etc.

Floor Map

*Please note that the venue layout may change depending on the registration status. Thank you for your understanding.

Using **East Hall 4-6** and **West Hall 1-4**
Expanding the scale with **over 56,000m²**
of exhibition area! (Planned)

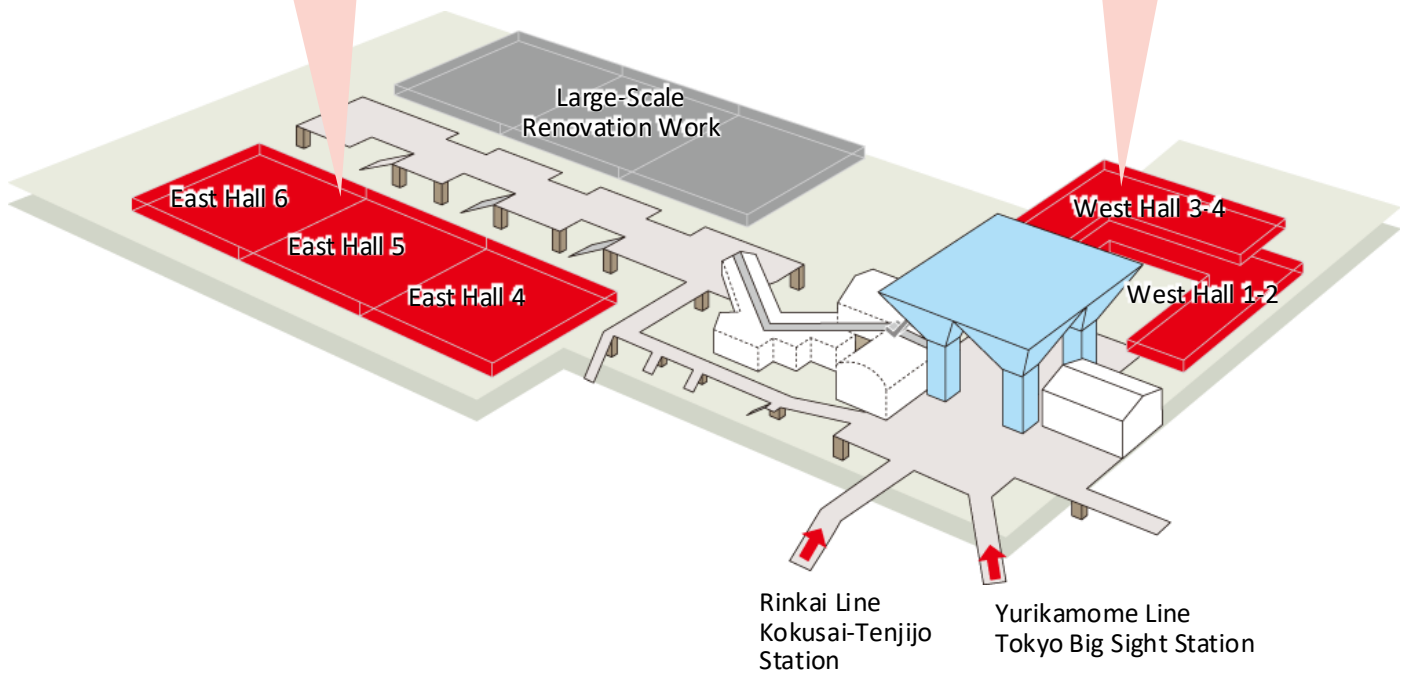






Exhibit Zone and Exhibit Products

	Kitchen Equipment for Catering & Food Service	Heating equipment/heat cooker, cooking appliances, freezing/refrigeration equipment, food display equipment, etc.
	Cafe, Bakery, Dessert	Cafe beverages, beverage-related devices, confectionary utensils, confectionery ingredients, bread baking-related utensils, frozen bread, fresh bread and baking ingredients, etc.
	Food & Drinks for Professional-Use and Local Products in Japan	Commercial food ingredients, raw materials, agricultural and marine products, substitutes, allergen-free, halal and vegan-friendly ingredients, sweets, beverages, and regional specialties, etc.
	Catering & Home-meal Replacement Related and Package Containers Design	Melamine tableware, home delivery containers, food containers/boxed meal containers, nutrition management systems, menu support systems, companies involved in packaging, such as materials, designs, and processing
	Sanitation, Cleanliness	Sterilization treatment systems, cleaning and disinfection equipment, disinfectant agents, equipment cleaning agents, cleaning devices, drying equipment, anti-rodent/anti-insect equipment, smoke control-related equipment, electrolyzed water generator, hygienic clothing, air showers, etc.
	Ecological and Energy-Saving Measures	Energy-saving and cost-saving products, energy-saving diagnostic consulting, design offices, energy saving and energy cost reduction, consultation, introduction/operation/maintenance of energy-saving services, environmental/CO2 reduction consulting, building certification services, etc.
	Tableware	Chinaware, lacquerware, silverware, cutlery, glassware, table linen, melamine tableware/ toughened ceramics, condiments, food samples, menu books, etc.
	Japan Sauna & Spa EXPO	Spa bathing facility design, spa bathing facility equipment/supplies, consumables, spa/beauty treatment equipment/interiors, etc.
	AI/TECH/DX INNOVATION ZONE	Hotel systems, management tools, store operations, service robots, data analysis and forecasting tools, AI solutions, marketing and customer acquisition support, HR and labor management systems
	Pet Tourism	Pet food and treats, hotel services for dogs and cats, pet goods and grooming supplies, deodorizers, amenities, etc.
	Wellness Tourism	Wellness facilities (hot springs, spas, traditional inns, resort hotels, camping, glamping, restaurants with healthy food, etc.), wellness activities (nature experiences, hiking, cycling, yoga, SUP, sauna, meditation, Zen experiences, etc.), workation facilities (satellite/shared offices, training-based workations including team building and executive training, incentive trips), local governments, tourism associations, DMOs, travel agencies
	Staff Development & Recruitment	Recruitment support, temporary staffing, human resource development support, work style reform support, HR & labor management systems, training services, foreigner recruitment support, etc.

Hospitality Design Tokyo

	Interior/Exterior/Guest Room Facilities & Amenities	Bedding, furniture, guest room supplies, carpets/mats, curtains/blinds, air conditioning-related equipment, lighting, workout equipment, etc.
	Design and Renovation for Hotels, Ryokans, Restaurants	Renovation, interior/exterior design, renovation proposals, opening support/consulting, franchise/business model development, design/renovation for inbound tourists, etc.
	Outdoor Equipment	Tables, chairs, and other garden furniture for outdoors, waterproof/water repellent equipment, lighting equipment, parasols, outdoor cooking equipment, equipment for camping/glamping, etc.

Pre-Scheduled Business Matching

Our matching service leads to direct negotiations with buyers who have high purchasing intentions!

Official Buyer

Publish requested products and solutions that you are looking for in advance (Example)

- Solutions for workforce shortage
- Adaptation to SDGs
- Utilizing technology
- Cost reduction, etc.



Matching Completed



Exhibitor

Propose products and services that meet the needs of official buyers, and request business meetings with buyers you don't usually meet.

*You can submit the application from Exhibitor's My Page after the exhibitor's orientation.



During the exhibition period, having deep business discussions in a dedicated meeting space can increase the chances of finalizing a deal!

152 Buyers

Each participant from the same company is counted separately

253 Meetings

Feedback from buyers

- It was efficient, allowing us to have targeted meetings without searching the venue.
- Gained valuable insights that are not usually shared at booths.
- Connected with companies we wouldn't have found on our own.
- Discovered products and businesses we might have missed by simply walking around.
- Managed to conduct multiple business meetings in a short time.
- The product presentations were excellent and provided in-depth information.

Company logos of participating buyers (selected)



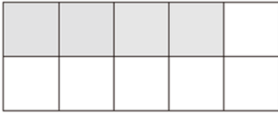
Requested products / services by participating buyers

- Solving labor shortages (technology-related products, pre-cut vegetables, fully prepared foods, etc.)
- Improving performance and brand image (marketing tools, services that enhance added value, etc.)
- Differentiated products (natural, locally produced and consumed, rare ingredients, etc.)
- Products addressing food diversity (Halal, vegan, allergy-friendly foods, etc.)
- SDGs-related products (amenities, packaging materials, etc.)
- Retail and wholesale (products for e-commerce sites, select shops, catalog gifts, etc.)
- Consumables (ingredients, amenities, guest room supplies, souvenirs, etc.)
- Small-lot production support
- OEM (Original Equipment Manufacturing)
- Sauna-related products
- New business openings, etc. (standard hotel-related products, construction materials for renovations, etc.)

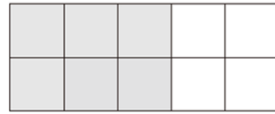
Booth Plan

1. Decide number of booths

“Single Booth”



“Peninsula Booth” (6 booths or more)



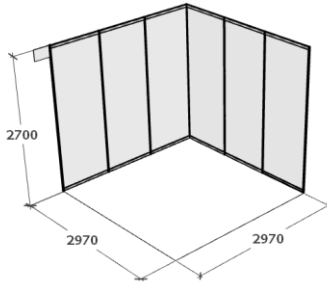
“Space Booth” (12 booths or more)



2. Booth Type Option Recommended

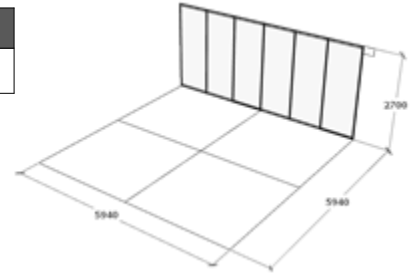
*For 1-2 booths, 2 sides open booth is recommended.

Fee (10% tax included)
JYP 132,000



*If you wish to have peninsula booth, apply for this option.

Fee (10% tax included)
JYP 330,000

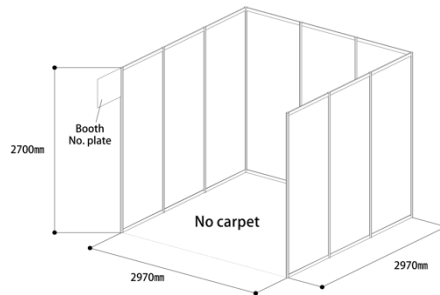


3. Select Booth Type

Standard Booth (Space Only)

1 booth=9m²
[2.97m (W) x 2.97m (D) x 2.7m (H)]

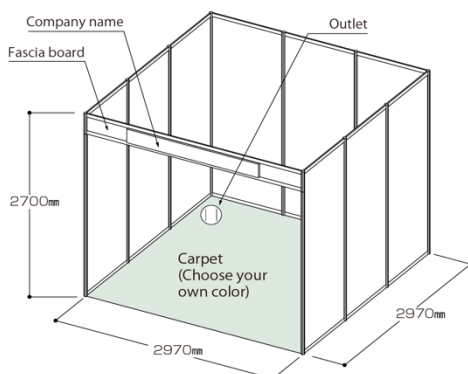
Early Bird	Final Application
JYP 429,000	JYP 517,000



Package Plan

1 booth with Package:
2.97m (W) x 2.97m (D) x 2.7m (H)

Early Bird	Final Application
JYP 574,200	JYP 662,200



This is a great value package that includes an impactful company nameplate, taking full advantage of the height of the parapet and popular equipment.

What's included in the plan:

- 1 Punch needle carpet
- 1 Parapet (H300)
- 1 Company nameplate (Excluding corporation type: W2400xH300)
- 1 Reception counter
- 1 Business card tray
- 1 Catalog stand (A4 verticle, 12 tiers)
- 1 Folding chair
- 1 Meeting table (W1800xD450xH730)
- 1 White tablecloth for meeting table (three-sided)
- 1 LED slim light (21W)
- 2 Spotlights (15W)
- 1 Power outlet
- Electric wiring work (Up to 1kW/ 100V)
- Electricity usage (1kW/ For set up & show period)
- Installation, removal, and maintenance during the exhibition period

*Note that equivalent exchanges of equipment are not possible.

Options / Advertisements

A

Corner Booth / Peninsula Booth Fee

*Please apply at the same time as your exhibitor application.

Recommended!

A-1

Corner Booth (for 1-2 booths only)

You can get a corner booth (2 sides open) by applying for this option.

Fee (10% tax included)

JPY 132,000

*Please note that as numbers are limited, we may be unable to accept all applications.

A-2

Peninsula Booth (for 4 booths only)

Exhibitors with 4 booths can get a peninsula booth (3 sides open) by applying for this option.
Exhibitors with **6 booths or more** can get a peninsula booth for free.

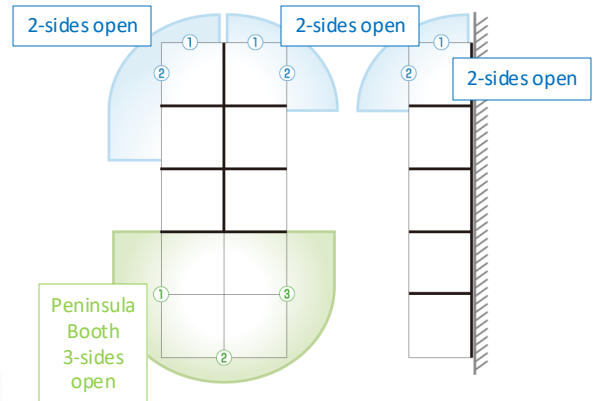
Fee (10% tax included)

JPY 330,000

*Please note that as numbers are limited, we may be unable to accept all applications.



Corner Booth/Peninsula Booth Example



NOTE

- *Fees will be billed together with the booth fee.
- *Booth location will be determined by the Secretariat based on Exhibition Rules & Regulations.

B

Advertisements in the Venue

You can reliably present your exhibit products and booth location to visitors.

Overview

Location: To be decided by the Secretariat

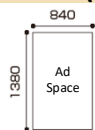
Period: February 17 (Tue) – 20 (Fri), 2026

NOTE

1. The price is for installation and the provision of Illustrator (Adobe CS) data for the design. We can prepare the design data for an additional production fee.
2. We cannot accept provision of original materials, such as advertising boards and sheets, for installation in the venue.

B-1 Billboard (Guiding Sign)

Can be changed everyday



Advertisement page	Single sided
Size (W×H) mm	840×1,380
Fee (tax included)	JPY 220,000



B-2 Billboard (Escalator Floor Sheet)

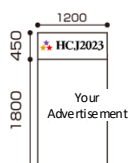


Advertisement page	Single sided
Size (W×H) mm	3,100×2,500
Fee (tax included)	JPY 550,000



B-3 Billboard (Hall Entrance Post Wrap)

Certain to catch people's eyes as they enter!



Advertisement page	Single sided
Size (W×H) mm	1,200×1,800
Fee (tax included)	JPY 330,000



B-4 Billboard (Registration Counter Monitor Ad)



Advertisement page	Single sided
Fee (tax included)	JPY 330,000

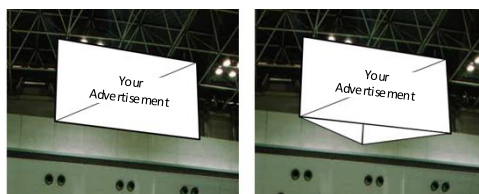
1 minute per slot
Format: JPEG for still image,
mov or mp4 for video

Options / Advertisements

B Advertisements in the Venue

B-5. 6. 7 Hall Hanging Banner (For 8 booths or more)

Your booth will stand out in the exhibition hall among other large booths!

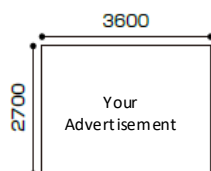


		Fee (tax included)
B-5	1 Slide	JPY 495,000
B-6	2 Slides	JPY 715,000
B-7	3 Slides	JPY 990,000

It may not be possible to hang banners in some booths, depending on their locations. Please contact the Secretariat for more information.

B-8 Hall Entrance Hanging Banner

The banner catches the eye from a distance as well as upon entry!



Advertisement	1 Side
Size (W x H) mm	3,600x2,700
Fee (tax included)	JPY 660,000

C-E Website Banner Ad

Concentrated PR before and after the show!

Location: HCJ Website (Top page)

Period: December 2025 – February 2026 (Until end of show date) *Scheduled

No.	Type	Size	Fee (10% tax included)
C	Extra Large Banner	W1,280xH720px	JPY 1,100,000
D	Large Banner	W640xH360px	JPY 726,000
E	Medium Banner	W400xH120px	JPY 165,000

NOTE

- Please prepare the design data. We can prepare the design data for an additional fee.
- Advertisement sizes, data submission method, etc. will be explained separately.



F Email Advertisement Service

Before the show

Sent to approximately 200,000 visitors from past shows!

No.	Type	Period	Fee (10% tax included)
F	Email Advertisement Service before the show	Dec. 2025 - Feb. 2026 (Scheduled)	JPY 99,000

NOTE

Text should be within 20 characters x 3 lines (URL is not included in 60 characters). No data attachment (PDF, images, etc.) allowed. Submission and launching period will be announced after application.

G Facebook Advertisement

Please contact the Secretariat for more information.



Gaining more LIKES from the service industry

Released at your preferred timing, even outside the show period

Overview

Location: HCJ2026 Facebook

Contents: In addition to 400-800 characters of text to describe your products or events and introducing your booth location, there's space for one photo or image and a link to your website or video.

No.	Fee (10% tax included)
G	JPY 99,000

NOTE

Spaces will be assigned on a first come, first served basis. Applicants will be picked by lottery if there are too many.

Period: Display will be fixed at the top of the timeline for priority presentation (1 week). The article itself will remain available, not just on the scheduled date.

Options / Advertisements

H Stock Room 2.0sqm (with door & lock)



2.0m² (door type)

Size: width about 2m, depth 1m, height 2.7m

This space can be used as a material depot, dressing room, or general “back yard” area during the event period, in order to make effective use of exhibition space.

Overview

Space: 2.0m² (width and depth will vary depending on the location)

Specification: System booth with lock

Period: Feb. 16 (Mon) 9:00 – 20 (Fri) 17:00, 2026

No.	Fee (10% tax included)
H	2m ² with lock (door type) JPY 55,000

*If you order multiple units of 2m², they can be linked together.
Example: Ordering 2 frames (4m² as 1 block) / ordering 4 frames (8m² as 1 block).

NOTE

- ① Stock room areas as managed by the exhibitor at their own responsibility. The Secretariat can accept no liability for thefts or accidents.
- ② These areas cannot be used as rest areas, smoking areas, kitchens, or for other similar purposes.
- ③ These areas are to be offered as shared stock (free of charge) within the venue. But there are no restrictions on spaces and usage, so we recommend using your own private stock room.

I Exhibition Hall Seminar (Exhibitor Seminar) Premium

Application Deadline:
September 30, 2025 (Tue)

Benefits
1

We will promote your seminar with announcement emails to our past attendees!

Benefits
2

Introducing our new pre-registration system!

You can open online registrations for the seminar before the exhibition period begins!

Benefits
3

The management of seminar participant data has become much easier!

You can view pre-registered information!

Presenting companies are responsible for attracting customers, but the secretariat will offer supportive assistance to boost attendance!*

	Notes
Post seminar information on the official website, social media	From early January (planned)
Including seminar information in the invitation	Limited to companies that have completed their application for the seminar and submitted a presentation theme by September 30th (Mon).
Delivery of seminar participant information	A copy of the business card will be provided as information for participants who register on the day. The participant's visitor registration data will be delivered in Excel format.
Seminar announcement via email	The announcement will be sent to the visitor list owned by the secretariat.
Providing seminar pre-registered information	

No.	Fee (10% tax included) / 1 Session	
I-1	Exhibitor	JPY 253,000
I-2	Non-Exhibitor	JPY 825,000

*We cannot guarantee participant attendance. Presenting companies will be responsible for attracting their own participants.

Overview

Seating: Theatre

Seats: 80 seats (planned)

Facility/Equipment: Stage, projector, screen, audio equipment (microphone, speaker)

*Equipment not listed above and printed materials should be prepared by the presenting company.

*Staff will assist with the start and end announcements and collection of business cards at the reception desk.

Presentation time: 40 minutes (In addition to the time listed on the left, there will be 10 minutes each for preparation and cleanup.)

Seminar participation fee: Free

Application regulations: The seminar time slot will be decided by the secretariat

Seminar participation: In principle, advance registration is required.

J Seminar Sponsorship Advertisement

Limited to 1 company per day!

You can display advertising on screens inside the venue at the start of organizer lectures and seminars. You can promote directly to seminar participants.

No.	Location	Period	Fee (10% tax included)
J	Trend Seminar Venue	Feb. 17 (Tue) – 20 (Fri), 2026	JPY 220,000

NOTE

1. This is the price when you supply completed data. We can prepare data for an additional fee.
2. Advertisement sizes, data submission method, etc. will be explained separately.



EXHIBITION INFORMATION

APPLICATION DEADLINE

Early Bird

July 31 (Thu), 2025

Final Application

September 30 (Tue), 2025

▶ Exhibition Fee

Standard Booth (Space Only)

1 booth=9m² [2.97m (W) x 2.97m (D) x 2.7m (H)]

Early Bird	Final Application
JPY 429,000	JPY 517,000

Package Plan

1 booth with Package: 2.97m (W) x 2.97m (D) x 2.7m (H)

Early Bird	Final Application
JPY 574,200	JPY 662,200

*We have packaged booth plan. Please ask the secretariat for details.

▶ Costs that May be Incurred in Addition to Exhibition Fee

- Internet
- Electricity
- Water & gas utilities
- Company name plate
- Interpreter staff
- Transportation costs
- Travel costs
- Etc.

▶ Booth Layout

The organizer alone shall determine booth layout taking into account previous results (such as number of times of participation in the organizer's exhibition), number of booths, items to be exhibited, demonstrations, and order in which application is received.

▶ Payment Method

Bank transfer in Japanese Yen only

Invoice will be issued upon receipt of formal application. Please make bank transfers according to the invoices. Please be aware that failure to make payment by the payment deadline will result in cancellation. Japanese Yen is used for all payments. *Bank transfer fee shall be covered by the exhibitor.

Payment Deadline

Early Bird: September 30, 2025 (Tue)

Final Application: October 31, 2025 (Fri)

▶ Cancellation Policy

1. The Exhibitor shall not withdraw or cancel whole or a part of the application for the Exhibition (including reducing the number of booths; hereinafter, the same shall apply) unless otherwise the Organizer accepts it.
2. In case the Organizer accepts the withdrawal or cancellation of whole or a part of the application for the Exhibition by the Exhibitor, the Exhibitor shall pay the cancellation fee as follows:

Deadline	Cancellation Fee
FROM the next day of application deadline TO the preceding day of the day described in the next column.	50% of the Fees (Excluding tax)
FROM the day of the orientation meeting of the Exhibition that the Exhibitor attends, or the day of the announcement of booth layout, whichever comes first.	100% of the Fees (Excluding tax)

In case you need any **construction or rental equipment** for your booth(s), please contact our official contractor KOGESHIA.

Kogeshia Co.,Ltd.
SK bldg.,4fl. 2-26 Ageba-cho,Shinjuku-ku, Tokyo 162-0824, Japan
TEL: +81-3-5801-0792 E-mail: jhbs@kogeshia.co.jp

▶ How to Apply



Send the application form to Secretariat at hcj@jma.or.jp by email.

*Any cancellation or booth number deduction will apply a cancellation fee.



Receive an invoice of payment from the secretariat by email.

INVOICE

*Any cancellation or booth number deduction will apply a cancellation fee.

Overall Schedule (Planned)

2025

2026

Jul 31 (Thu)

Early bird application deadline

Sep 30 (Tue)

Final application deadline
Early bird payment deadline

Oct 31 (Fri)

Final payment deadline
*Application may close earlier than the deadline

Mid November

Announcement on the Exhibitors Portal
*Booth location announcement and important notice related to participation.

Mid January

Deadline of other application forms

Move-in Feb 14 (Sat)

15:00 (scheduled)-18:00
*For exhibitors with more than 6 booths

Feb 15 (Sun) & 16 (Mon)

8:00-18:00
*On the first move-in day, the start time may change depending on the organizer's construction schedule.



Show Period

Feb 17 (Tue) - Feb 20 (Fri)

Move-out

Feb 20 (Fri)

16:30-23:00 (scheduled)

*Applicant's will be charged a cancellation fee after this date.

For Inquiries

HCJ Secretariat

Japan Management Association (JMA)
3-1-22 Shibakoen, Minato-ku, Tokyo 105-8522, Japan
TEL: +81-(0)3-3434-1377 Email: hcj@jma.or.jp

HCJ

Search

<https://hcj.jma.or.jp/en/>

