

POST-SHOW REPORT

The 40th International Premium Incentive Show

The 29th Formal Gift Fair

Autumn 2009



<http://www.premiumshow.jp>

Organized by:
BUSINESS GUIDE-SHA,INC.

2-6-2 Kaminarimon, Taito-ku, Tokyo 111-0034
Tel.+:81-3 3847 9155 Fax.+81-3 3847 9436
E-mail : premium@giftshow.co.jp

SHOW OUTLINE 1

NAME

The 40th International Premium Incentive Show Autumn 2009
The 29th Formal Gift Fair Autumn 2009

ORGANIZER

BUSINESS GUIDE-SHA, INC.

2-6-2 Kaminarimon, Taito-ku, TOKYO 111-0034 JAPAN

TEL: 03-3847-9155 FAX:03-3847-9436

OFFICIAL SUPPORT BY

Japan Point of Purchase Promotion Institute Inc. /

Manufactured Imports and Investment Promotion Organization(MIPRO) /

Mobile Contents Forum / Mobile Marketing Solution Association /

Japan Event Produce Association

SPECIAL EVENTS

SEMINAR (conference room)

Sales Incentives Corner for "Ladies"

Formal Gift Fair "Excellent Article"

Sales Promotion Tools Contest

Brand-name-printed Products Contest

In-store POP Contest

Formal Gift Fair New Products Contest

Questionnaires for Visitors

SHOW OUTLINE 2

DATE & TIME

October 14th(wed) / 15th(thur) / 16th(fri) , 2009

October 14th - 15th, 10am - 6pm , October 16th, 10am - 5pm

PLACE

Tokyo Big Sight (East Halls 2&3)

NUMBER OF EXHIBITORS

IPI/FGF : 251 companies

NUMBER OF VISITORS

October 14th 19,873

October 15th 23,757

October 16th 24,695

Total 68,325 visitors

OPENING CEREMONY

With an opening ceremony held in front of East Hall 2 on October 14th, 2009, the curtain went up on the 40th IPI , 29th FGF.

Guest of Honors

Mr. Tsutomu Higuchi, President, Manufactured Imports and Investment Promotion Organization

Mr. Ineyuki Sakaida, Executive Director, Japan Point of Purchase Promotion Institute Inc.

Opening Declaration by the Organizer

Hisae Haga, President, Business Guide-Sha Inc.

Ribbon-cut Ceremony

The Ribbon-cut ceremony is performed with all the attending guests and president of the Organizer, Business Guide-Sha, Inc.

VISITORS

Total number of visitors 68,325

Corporate End - User 26,383 38.7% vs. Total

Corporate End-User / Clientele	25,189	36.9%
Government Official	1,194	1.8%

Sales Promotion Agency / Dealer 17,797 26.0%

SP Agency	14,215	20.8%
Department Store / Bulk-Sales Outlet	1,522	2.2%
Event Planning	1,196	1.8%
Media	570	0.8%
Marketing	294	0.4%

Supplier / Maker 15,815 23.1%

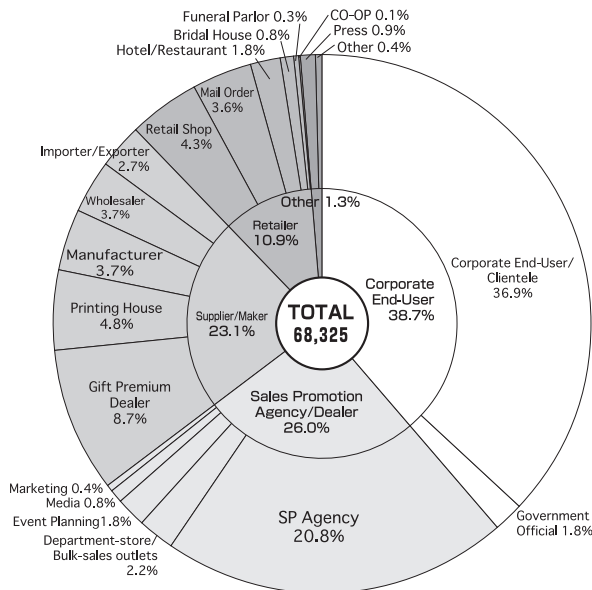
Gift Premium Dealer	5,975	8.7%
Printing House	3,297	4.8%
Manufacture	2,511	3.7%
Wholesaler	2,193	3.2%
Importer / Exporter	1,839	2.7%

Retailer 7,468 10.9%

Retail Shop	2,908	4.3%
Mail Order	2,444	3.6%
Hotel / Restaurant	1,293	1.8%
Bridal House	613	0.8%
Funeral Parlor	181	0.3%
CO-OP	29	0.1%

Other 862 1.3%

Press	624	0.9%
Other	238	0.4%



EXHIBITORS LIST

The 40th International Premium Incentive Show The 29th Formal Gift Fair

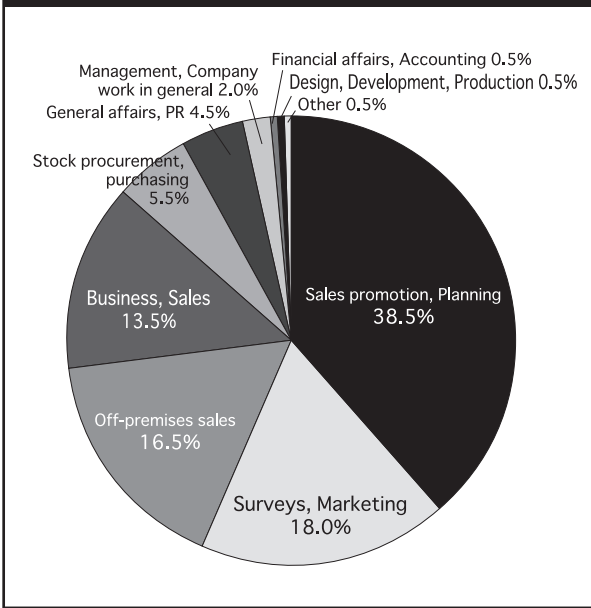
ACLS CO.,LTD.	GRANT CO.,LTD.	MEIHO CHEMICAL INDUSTRY CO.,LTD.	SHINWA SEISAKUSYO CO.,LTD.
ADESSO CORP.	GREEN HOUSE CO.,LTD.	MEISHO PRINTING CO.,LTD.	SHINWA TRADING CO.,LTD.
AISHIN CO.,LTD.	HAJIME CO.,LTD.	MIC CO.,LTD.	SKY POP CO.,LTD.
Ai-SOFT INC.	HANANOGIFTS HA CO.,LTD.	MIMOTO CO.,LTD.	S-PACK
ALIVE CO.,LTD.	HATTORI CO.,LTD.	MINE CO.,LTD.	SUMITOMO 3M LIMITED
AMASAKI CO.,LTD.	HAYASHI PAPER CO.,LTD.	MINIATURE FACTORY INC.	SUNNY CO.,LTD.
AMUSE CO.,LTD.	HEALTH CO.,LTD.	MINODA LIMITED	SUNPALKO CO.,LTD.
APPLIED. CO.,LTD.	HEARLD CO.,LTD.	MITAKARA SHIGYO CO.,LTD.	SUZUKI EIKODO CO.,LTD.
ARROW CO.,LTD.	HEART-PLANNING CO.,LTD.	MOKKU CO.,LTD.	SUZUKI SHIKO CO.,LTD.
ARTISAN & ARTIST CO.,LTD.	HIKARI CO.,LTD.	MONTRE ROROI CO.,LTD.	TAHARAYA CO.,LTD.
ASAHI & CO.,LTD.	HIRABAYASHI PRINT(HANSOKU HANAKO)	MORIC CO.,LTD.	TAITO CORPORATION
ASAHI DREAM CREATE CO.,LTD.	HIROKAWA CO.,LTD.	MORISHITA CO.,LTD.	TAKAHATA INTERNATIONAL CO.,LTD.
BALLOON'S PRO CO.,LTD.	HITACHI KE SYSTEMS, LTD.	MOSMOS	TAKARA KOSAN CO.,LTD.
BANSHU SOROBAN KOUGEI	HOKKAIDO MAGNETIC PRINT. CO.	MOTO DESIGN CO.,LTD.	TAKIGAWA CHEMICAL INDUSTRIES LTD.
BELLE ART ATELIER	HORIUCHI MIRROR INDUSTRY CO.,LTD.	MS.VARIETY CO.,LTD.	TAKUMA KOBO CO.,LTD.
BIBRO CO.,LTD.	ICHIROKUSHA CO.,LTD.	NAGASAKA SEAL PRINTING CO.,LTD.	TANAKA CO.,LTD.
BIG HIT CO.,LTD.	IKEMOTO BRUSH IND. CO.,LTD.	NAKANISHI CO.,LTD.	TANAKA FLAG
BIG WAVE CO.,LTD.	INITIALS KK	NICHILAY MAGNET CO.,LTD.	TANAKA SANGYO CO.,LTD.
BIG WOOD CO.,LTD.	INTER CREA CO.,LTD.	NIHONSEIEN CO.,LTD.	TANIGUCHI SHOYUDO CO.,LTD.
BIGSTAR CORPORATION	IWATANI LOGISTICS CORPORATION	NIDA BUSSAN CO.,LTD.	TANIKAWA CO.,LTD.
BN. INC.	IWATANI-PRIMUS CORPORATION	NIKKO INTERNATIONAL CO.,LTD.	THE SAILOR PEN CO.,LTD.
BON MAX CO.,LTD.	JACE CO.,LTD.	NIPPOH KOHGYO	THE SKATER CO.,LTD.
BROOK'S CO.,LTD.	JAPAN CAPSULE PRODUCTS INC.	NISHIMURA SHOJI CO.,LTD.	THREE LIGHT CO.,LTD.
BROTHER INDUSTRIES, LTD.	JAPAN MAG CO.,LTD.	NISHISEN CO.,LTD.	TOGU CO.,LTD.
BROTHER SALES, LTD.	JAPAN PLUS CO.,LTD.	NISSEN PRINTING CO.,LTD.	TOKOSHA CO.,LTD.
CHALLENGE FIVE CO.,LTD.	JINLONG JAPAN	NIYUU CO.,LTD.	TOKYO NITTO-SHA CO.,LTD.
CHEMISTRY PRINTING CO.,LTD.	JONISHI SANGYO CO.,LTD.	OHKAWA KIKAKU CO.,LTD.	TOKYO SEIKI CO.,LTD.
CHINTAI CORPORATION	JPN CO.,LTD.	OHTO CO.,LTD.	TOKYO YUUHOUEI CO.,LTD.
CHUO PRINTING CO.,LTD.	JYOHOKU SHOKAI CO.,LTD.	OKAMOTO KIKAKU	TOKYO-YAGIHARU CO.,LTD.
CLEVER LIVE CO.,LTD.	K. ASAKAWA METAL WORKS CO.,LTD.	OKITA CO.,LTD.	TOMATO LAND CO.,LTD.
COEX	K.K. AOYAMA & CO.	OKKO PEARL CO.,LTD.	TOOL BOX CO.,LTD.
CONTACT CO.,LTD.	KAMBE CO.,LTD.	PAN-AREA CORPORATION	TOP RIGHT JAPAN CO.,LTD.
CONVENT CO.,LTD.	KANEI SANGYO CO.,LTD.	PAPAGINO CO.,LTD.	TOSHIN CO.,LTD.
CORRECT INC.	KANMIDO CO.,LTD.	PENTEL CO.,LTD.	TOSMAC CO.,LTD.
COSMO FANCY INC.	KANNO ORIMONO CO.,LTD.	PINS FACTORY	TOYO LABEL CO.,LTD.
CROSSFOR CO.,LTD.	KENELEPHANT CO.,LTD.	PLANNING CUBIC CO.,LTD.	TOYO MARK MANUFACTURING CO.,LTD.
DAIGO-KOGYO CO.,LTD.	KIREYA	PLATA INC.	TRADE WORKS CO.,LTD.
DAIICHI SHIRYO PRINTING CO.,LTD.	KISHI-GUM CO.,LTD.	PLATEC CO.,LTD.	TRUST CO.,LTD.
DAIKI CO.,LTD.	KITAMURA SAMPLE CO.,LTD.	PRINT-TECHNICA CO.,LTD.	UCHIDA PAPER INDUSTRY CORP.
DAIKO SANGYO CO.,LTD.	KOBIDO PRINTING CO.,LTD.	PROFAX JAPAN CO.	UCHIDA PAPER PROCESSING COMPANY
DAIKYO OHTA INDUSTRY CO.,LTD.	KOEI KOGYO CO.,LTD.	PROUD CO.,LTD.	WENBI INTERNATIONAL CORP.
DAINICHI PAPERS CO.,LTD.	KOEI TRADE CO.,LTD.	RH Traveler Corp.	WONDERBOX
DAI-NIPPON PLAYING CARDS CO.,LTD.	KOMATSU GENERAL PRINTING CO.,LTD.	RIKISHO CO.,LTD.	WORTH-WHILE.COM CORP.
DAIO MANUFACTURING CO.,LTD.	KOWA JOY CO.,LTD.	RISO KAGAKU CORPORATION	YAMABUN CO.,LTD.
dayz	KUBOTA CREDIT CO.,LTD.	RIVERS CO.,LTD.	YAMADA SEN-I CO.,LTD.
DENKYO CO.,LTD.	KUWADA KIRIBAKO SEIZOSYO	ROXY GmbH.	YAMAMURA CO.,LTD.
DESIGN CO-CO.	KYOTO DAIWA CO.,LTD.	S.A.G.BALLOONS CO.,LTD.	YAMASE KYOEI SHOUTEN CO.,LTD.
DIGIPOP JAPAN	LASER TECHNICA CO.,LTD.	SACTI CO.,LTD.	YAMATO CO.,LTD.
DIGITAL GRAPHIC COMPANY	LATINO INC.	SAIGA CO.,LTD.	YAMATO CO.,LTD.
DONGGUAN ZHANHONG WEAVING STRING CO.,LTD.	LEGS COMPANY, LTD.	SAKAI SANGYO CO.,LTD.	YAMATO KISHO CO.,LTD.
DREAM MAKER CO.,LTD.	LIBERO TEC JAPAN CO.,LTD.	SAN-O CO.,LTD.	YAMAX CO.,LTD.
EIKOH CO.,LTD.	LIME CO.,LTD.	SANKYO CO.,LTD.	YOKOHAMA MATERIAL CO.,LTD.
EPOCH CO.,LTD.	LOMAN CO.,LTD.	SANWA CO.,LTD.	Y'S DIGITAL STUDIO.LTD
ESSPRIDE INC.	L-TEC INC.	SASAGAWA CO.,LTD.	YUTAKA ESSE CO.,LTD.
FIREBIRD CO.,LTD.	LUZ Ltd.	SEED CO.,LTD.	ZEBRA CO.,LTD.
FRONTIER JAPAN CO.,LTD.	MAE SHOJI CO.,LTD.	SEIJI CORPORATION	ZILLION CO.
FUJI PRIZE CO.,LTD.	MARUAI INC.	SEISHIN CO.,LTD.	
FUJITAKA CO.,LTD.	MARUMAN CORPORATION	SEIWA•PRO CO.,LTD.	
FUJITOKU SHIKI CO.,LTD.	MARUSHO CO.,LTD.	SEKITA SHOKAI CO.	
GIFCOM Inc.	MARUTOMI CO.,LTD.	SHACHIHATA INC.	
GIFT FOODS CO.,LTD.	MASCOT SHIGYO CO.,LTD.	SHANGHAI UKETA INDUSTRIES CO.,LTD.	
GIFU SANKEN INDUSTRIAL CO.,LTD.	MASSPACK CO.,LTD.	SHIMIZU INDUSTRY CO.,LTD.	
GMC TOY'S FIELD INC.	MASUNARI WOVEN LABELS CO.,LTD.	SHIMONO SOSHOKU CO.,LTD.	
GOSHU YAKUHN CO.,LTD.	MATSUZAKI CO.,LTD.	SHIMS CO.,LTD.	
GOYO CO.,LTD.	MAYGRAND INDUSTRIES LTD.	SHINKOISHA INC.	

SURVEY (VISITORS)

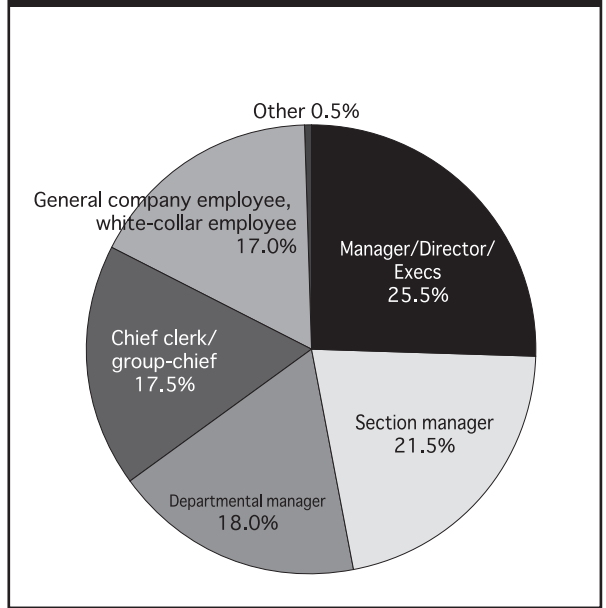
Date : October 14th - 16th, 2009

Place : The 40th International Premium Incentive Show
at Tokyo Big Sight East Hall 2

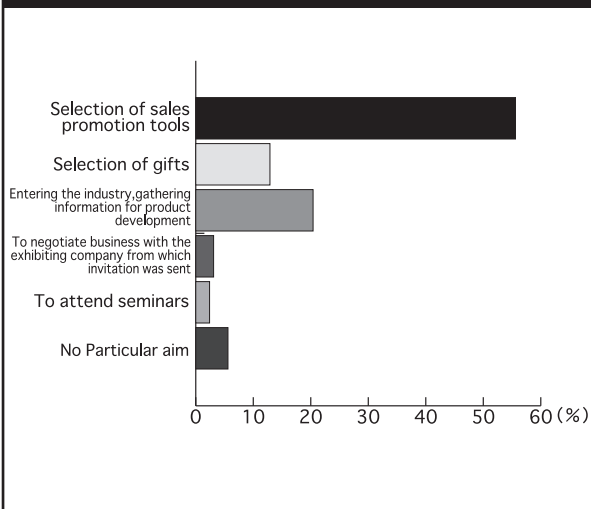
Q1:Your department?



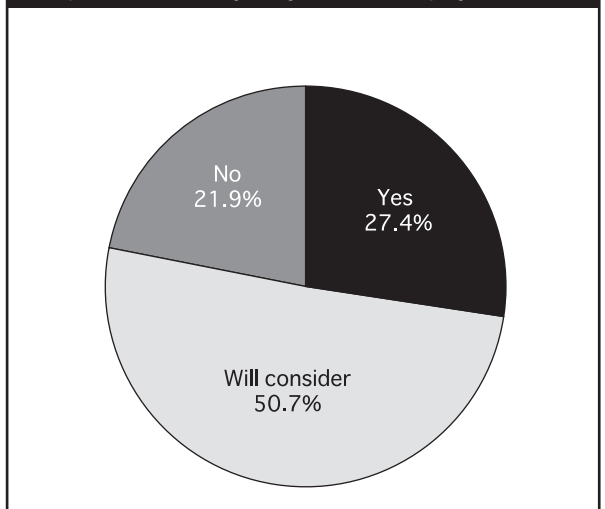
Q2:Your position?



Q3:Your aim in visiting the show?

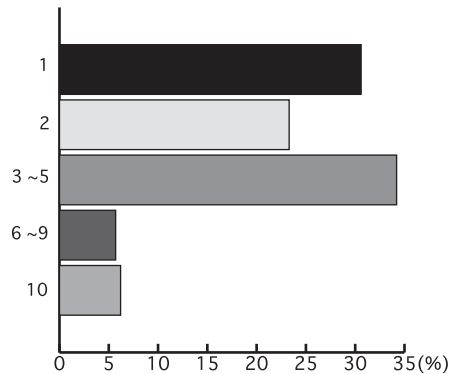


Q4:Any exhibitors or merchandises at the show with whom you are considering doing business or buying?

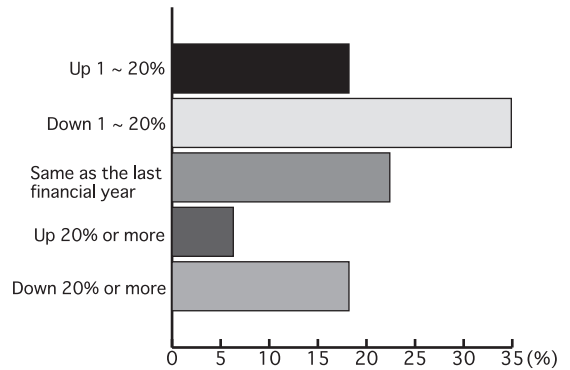


SURVEY (VISITORS)

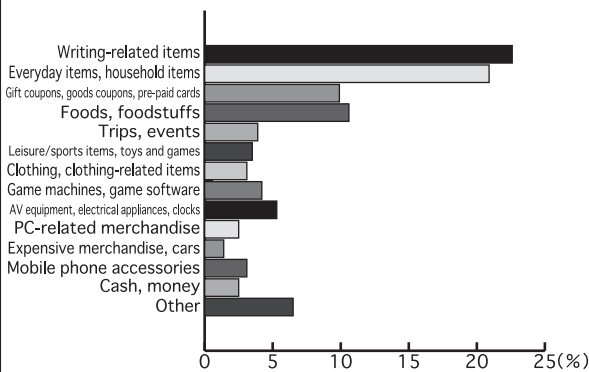
Q5: In sales campaigns conducted by your company or your company's clients, how many different genres of the premiums are most commonly used per campaign?



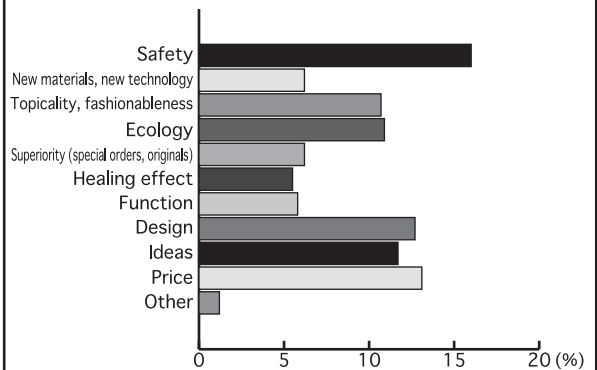
Q6: How your company's or your company's clients budget the SP for this year (2009) compare to the last year (2008)?



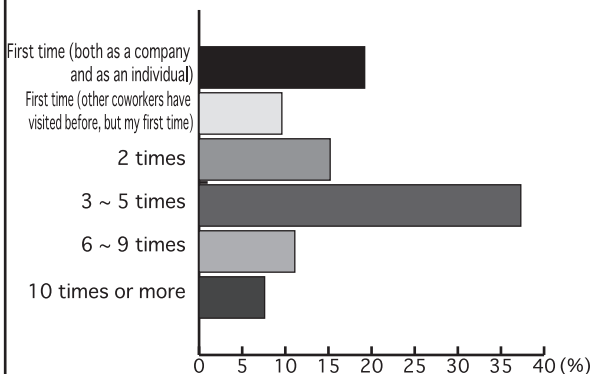
Q7: In sales promotions conducted by your company or by your company's clients, which premiums among the ones used before were highly popular?



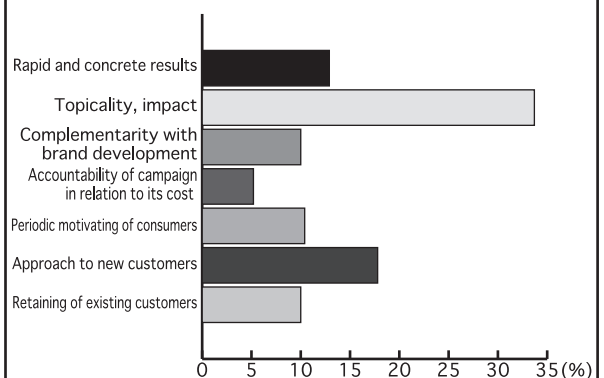
Q8: Which of the benefits below is the clincher when you purchase the premiums?



Q9: How many times have you visited this trade show?



Q10: Among your hopes for your future sales promotions, which of the tactics below are most important to you?



PHOTO

