

II. Participation

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II. Participation

II-1 Outline of General Regulations, Special Regulations, and Guidelines

The 2005 World Exposition, Aichi, Japan, will be operated in line with the General Regulations and the following 13 Special Regulations. Please refer to the third section of this Guide for the full text of the regulations. Of the Special Regulations, preparations are underway to have Special Regulations No. 7 and No. 12 approved at the General Assembly of the International Exhibitions Bureau (BIE) scheduled for December 2003.

The phrase “as separately specified by the Organiser” found in the Special Regulations will be supplemented by the roughly 50 Guidelines that will be released over time.

List of Special Regulations

Special Regulation	Content	Remarks
No. 1	The definition of the theme of the Exhibition and the guidelines for the development of the theme by the Organizer and the participants	
No. 2	The conditions of participation in the Exhibition	
No. 3	The rules for the functioning of the Steering Committee of the College of Commissioners General of Section	
No. 4	Construction, installations, fire prevention, labor safety, and the protection of the environment	
No. 5	The installation and operation of machinery and equipment of all types	
No. 6	Accommodations for the personnel of official participants	
No. 7	Transportation, customs clearance, and handling of cargo	*
No. 8	Insurance	
No. 9	Commercial activities by official participants	
No. 10	General services: sanitation and public health; security and surveillance; supply of water, gas, electricity, heating, and air-conditioning, etc.; telecommunications	
No. 11	Industrial property rights and copyrights	
No. 12	Advantages granted to Commissioners General of Section and their staff	*
No. 13	Admissions to the Exhibition site	

* Planned to be approved at the General Assembly of the BIE in December 2003

List of Main Guidelines Scheduled to Be Distributed by the Association (as of November 2003)

1. Guidelines Already Compiled and Distributed

- GL1-1 Theme Development Guidelines for EXPO 2005 AICHI, JAPAN
- GL2-1 Guidelines for the Usage of Logos
- GL4-1 Design Guidelines on Modular Buildings for Official Participants
- GL4-2 Procedures for Building Permits for Modular Buildings of Official Participants
- GL4-3 Temporary Structure Approval Standards for EXPO 2005 (Aichi Prefecture)
- GL4-4 Guidance Standards (on Fire Prevention) for Facilities of EXPO 2005
- GL4-5 Barrier-free Design Standards for Facilities at EXPO 2005
- GL4-6 Environmental Conservation Guidelines on Pavilion Planning and Construction Works by Official Participants
- GL7-1 Guidelines for Customs Rule
- GL7-2 Guidelines for Cargo Handling
- GL8-1 Outline of Insurance for Official Participants
- GL9-1 Guidelines for Commercial Activities by Official Participants
- GL9-1-1 Guidelines for Commercial Activities by Official Participants (Supplement 1)
- GL10-1 Food Sanitation in the "EXPO 2005 AICHI, JAPAN" Venue
- GL10-2 Guidelines for Environmental Sanitation Management of Buildings
- GL12-1 Procedures for National Days and Special Days Programs (Information and application form for date allocation)
- GL12-2 Events Guidelines
- GL12-3 Guidelines for Consumption Tax Refund Procedures

2. Guidelines Scheduled to Be Distributed in the First Half of 2004

- Methods of Using the Association's Website
- Guidelines on Media Response by Participants
- Guidelines on the Handing Over of the Main Pavilion Body to Official Participants
- Entry to the Construction Site
- Work Guidelines During Construction
- Guidelines on Environmental Considerations for Official Participants During the Exposition
- Guidelines on Environmental Considerations for Official Participants in Returning Pavilions to Original State
- Plans Regarding Unified Site Signage
- Guidelines on the Installation and Operation of Machinery and Equipment
- Guidelines on the Use of Association Accommodation
- Guidelines for Recruiting Employees
- Guidelines for General On-site Services
- Guidelines on the Use of Telecommunications Facilities
- Guidelines on Medical Care and First Aid
- Guidelines on Cleaning
- Guidelines on Garbage Removal
- Guidelines on Pest Control on the Site
- Basic Guidelines on Security and Surveillance
- Guidelines on Copyrights, Industrial Property Rights, etc.
- Guidelines on Immigration and Other Administrative Procedures
- Guidelines on Protocol and Treatment of Special Guests
- Procedures for Raising National Flags, etc.
- Plan for the Distribution of Complimentary Tickets to Official Participants
- Plan for the Allocation of Parking Space for Work-related Vehicles

Guidelines for Admission Permit Applications
Guidelines on Permission to Enter the Site
Guidelines on Control of Entry to and Exit from the Site Before the Exposition

3. Guidelines Scheduled to Be Distributed in the Second Half of 2004

Plans to Publish the Official Catalog, etc.
Plans to Establish and Manage the Media Center
Guidelines on the Dismantling and Removal of Exhibits
Guidelines on the Use of Employee Restaurants
Guidelines on Lost Children and Found Articles
Guidelines on Emergency Evacuation, Emergency Communications, etc.
Guidelines on Crowd Control
Guidelines on Entry to and Exit from the Site After the Exposition
Guidelines on the Closing Ceremony, etc.

Notes:

1. Titles and dates of distribution may be changed. Also, Guidelines not included in this list may be additionally issued if necessary.
2. All the Guidelines carry a number, such as GL1 and GL2. GL1, for example, means that the Guidelines are based on Special Regulation No. 1; GL2 means that the Guidelines are based on Special Regulation No. 2; and so on. There is then a subdivision, such as GL1-1 and GL1-2. The Guidelines will be compiled and distributed not in the order of the GL numbers but in the order of necessity for official participants.

II-2 Participants and Participation Method

2.1 Official Participation

2.1.1 Official Participants

Foreign governments and international organizations that have accepted invitations to participate in EXPO 2005 AICHI, JAPAN from the Japanese government are official participants and are represented by Commissioners General of Section, and they will serve as the core of the Expo.

2.1.2 Exhibition Places for Official Participants

The exhibition zones of official participants will consist of six Global Commons. Each official participant will be leased a pavilion (module-type building) free of charge by the Organizer according to the principle of regional classification as described in the table on page 26.

Each official participant will complete the interior and exterior of the pavilion in accordance with the rules stipulated in Special Regulation No. 4 and related Guidelines and arrange an exhibition in the pavilion that displays originality and is in line with the theme of EXPO 2005.

Also, in addition to the exhibitions inside the pavilions, it is hoped that official participants will make use of the on-site facilities to stage various events. The rules for the implementation of such events are explained in separate Guidelines.

2.1.3 Participation Contract

Official participants and the Organizer shall conclude a Participation Contract in accordance with the rules stipulated in Article 9 of the General Regulations. A model form of the Participation Contract is attached at the end of this Guide.

As stipulated in Article 1 of the Participation Contract (model), the rules stipulated in the General Regulations, Special Regulations No. 1 through No. 13, and Guidelines compiled on the basis of these regulations, etc. shall all comprise the Participation Contract, and both the participant and the Organizer are obliged to obey them.

An outline of the General Regulations, Special Regulations, and Guidelines is shown on pages 38–40.

The full text of the General Regulations and Special Regulations and a model form of the Participation Contract are attached at the end of this Guide.

2.1.4 Schedule of Official Participation

The following is a schedule of important dates from the decision by the official participant to participate in the Expo to actual participation and withdrawal after the Expo.

	Announcement of Participation <ul style="list-style-type: none">— Application for space allocation— Submission of theme statement— Decision by each country on its Commissioner General of Section
By Nov. 30, 2003	Applications for Preferred Days for National Days and Special Days <ul style="list-style-type: none">— Decision on location and area of pavilion
By Jan. 25, 2004	Application for Preliminary Approval of Exhibition Project
By Jan. 31, 2004	Application for Planned Independent Events at the EXPO Dome, EXPO Hall, and EXPO Plaza
By Mar. 2004	Conclusion of Participation Contract
By May 25, 2004	Submission of Exhibition Project <ul style="list-style-type: none">— Preparatory work on exhibition in own country
By June 30, 2004	Application for Planned Independent Events Within the Event Space of the Global Commons
Sep. 15, 2004	Handover of Pavilion <ul style="list-style-type: none">— Interior and exterior construction work on pavilion
By Feb. 10, 2005	Completion of Interior and Exterior Work on Pavilion <ul style="list-style-type: none">— Transportation and installation of exhibits
By Mar. 10, 2005	Completion of Installation of Exhibited Items
Mar. 25, 2005	Opening of EXPO 2005 <ul style="list-style-type: none">— Management of pavilion— National Days— Planning and performance of other events
Sep. 25, 2005	Closing of EXPO 2005 <ul style="list-style-type: none">— Removal of exhibits— Removal of interior and exterior pavilion decoration
Oct. 25, 2005	Return of Pavilion

Information on applying to conduct commercial activities outside the pavilion will be provided in separate Guidelines.

For information on the process with regard to applications, please refer to the relevant Guidelines.

2.2 Government Pavilion

2.2.1 Government Pavilion in Nagakute Area (tentative name)

Theme: *Creating 21st Century Prosperity Through Japan's Experience*

The Government Pavilion in Nagakute Area will spotlight various problems arising in the world today, including environmental issues, sounding an alarm for humanity and examining the various experiences that Japan faced in the second half of the 20th century. Then, with reference to these experiences, the pavilion will make proposals for the future on such issues as the utilization of state-of-the-art science and technology, new lifestyles, and social systems in order to overcome the problems of the 21st century.

Active Construction Incorporating Environmental Technologies

– *Experimental-Type Pavilion Utilizing New Materials and Technologies and Natural Materials* –

- Design concept
 - Introduction of new technology
 - Biomass construction
 - Wise construction that gives consideration to reducing the environmental burden
- Plot area: 8,029.40 m²
- Building area: 4,145.53 m²
- Floor space: 5,999.42 m²
- Structure: 2-story timber construction
- Construction period: Oct. 2003 – Feb. 2005



Zone 1

An Alarm for Humankind

– *Where are we now?* –

This zone will demonstrate in a visual and experiential manner the extent, urgency, and seriousness of humanity's relationship with nature and the global-scale issues now being faced, as well as posing questions.

Zone 2

The Experience of Japan

– *Where did we come from, and where are we going?* –

This zone will look back at the affluence that Japan achieved in the second half of the 20th century, the most familiar period for visitors, along with the various problems that Japan faced at that time and the processes by which it overcame those problems. It will also pose questions about global-scale issues that have emerged in recent years.

Global Vision (tentative name)

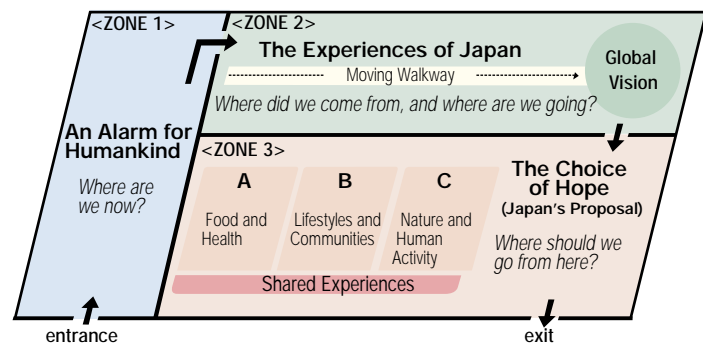
– *The world's first fully global video system* –

The form of the Earth today will be shown from various perspectives on the inside of a global screen that is 12.7 meters in diameter and modeled on the Earth. There will be impressive video and audio representations of changes in the global environment using the latest and real-time data, and proposals will be made for global-scale environmental efforts.



Global Vision (tentative name)

Composition



Zone 3

The Choices for Hope

– *Where should we go from here?* –

This zone will present proposals from Japan as scenarios for the future from three perspectives that take into account the interests of ordinary people.

2.2.2 Government Pavilion in Seto Area (tentative name)

Theme: *The Wisdom, Technology, and Spirit of Japanese Who Live with Nature*

The Government Pavilion in Seto Area will put the spotlight on the wisdom, technology, and spirit of the Japanese people, introducing the different interconnections with nature that the Japanese have cultivated since long ago, such as disaster prevention, public sanitation, pleasant living, and the effective utilization of resources, as well as the spiritual richness of daily life. Amid numerous limitations, including the environmental problems that will become more conspicuous in the 21st century, the wisdom, technology, and spirit that have been handed down among the Japanese will offer clues as to how to solve problems that cannot be addressed with science and technology alone and will suggest possibilities for creating a new affluence in our lives.

Passive Construction in Harmony with the Surrounding Nature, *Satoyama*

– *A Natural-Type Pavilion Incorporating Traditional Japanese Building Methods* –

- Design concept
 - Construction in harmony with nature
 - A circular exterior creating contrastive harmony
 - Minimal environmental change
- Plot area: 1,920.00 m²
- Building area: 1,274.07 m²
- Floor space: 2,999.07 m²
- Structure: 4-story steel-frame construction
- Construction period: Oct. 2003 – Feb. 2005



First floor

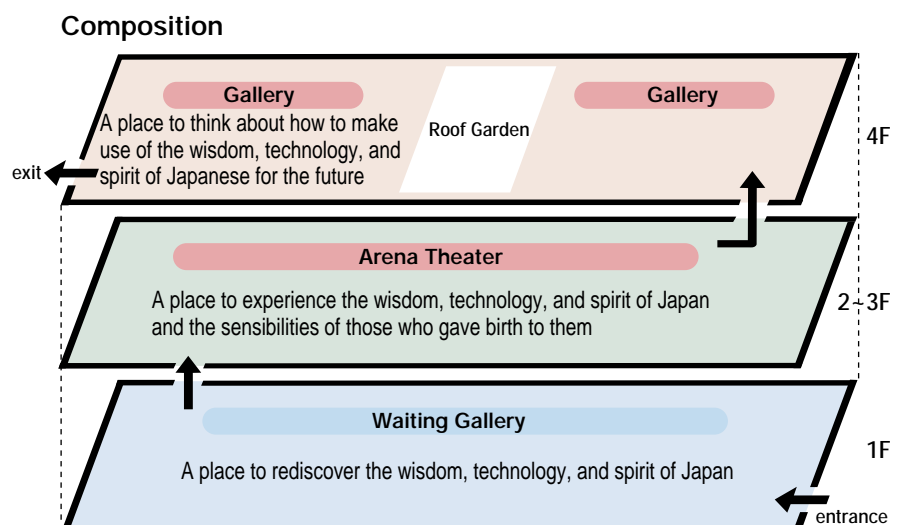
Introduction of the roots of the wisdom, technology, and spirit of the Japanese people through the tools and technologies present in their lives.

Second and third floors

Rediscovery and renewed understanding of the wisdom, technology, and spirit of the Japanese people that have been passed down over generations for the purpose of promoting symbiosis with nature, a reexamination of Japanese sensibilities and views of nature that lie in the background, and an analysis of the interrelationship between the two.

Fourth floor

Suggestions of ways in which the wisdom, technology, and spirit of the Japanese people can play a role in overcoming present and future problems.



2.3 Non-official Participation

In addition to the official participants, a number of non-official participants, as listed below, will also take part in EXPO 2005, AICHI, JAPAN. One special characteristic of this Expo is the large role that will be played by citizens.

2.3.1 Local Governments



Aichi Pavilion (Nagakute Area) (tentative name)

Experience and enjoy the marvels of Aichi's craftsmanship in the environment age at the pavilion of the host prefecture.

(The building on the left)

The Millenary-Sustainable Village

Goods that will last for 1,000 years!

The wisdom and techniques of the Central Japan region will be brought together for the benefit of generations of children who will live 1,000 years in the future.

(The building on the right)



Nagoya City Pavilion (tentative name)

Experience the wonders of light, wind, and water. Visitors will be refreshed by the carefree passage of time.

Aichi Pavilion (Seto Area) (tentative name)

Visitors will be moved to rethink the relationship between humans and nature by seeing various types of living creatures.



2.3.2 Private-sector Corporations

Nine corporate groups will participate by constructing their own pavilions.

Wonder Circus-Electric Power Pavilion

Visitors experience eight scenes representing “The Wonderful World of the Earth, Human, and Dreams” as they are taken around by a train-like ride.



Toyota Group Pavilion (tentative name)

Transportation of the future is expressed in a compelling performance.



JR Central Pavilion

See the actual superconducting maglev vehicle. Visitors can experience this new technology via powerful 3D images.



Hitachi Group Pavilion (tentative name)

Visitors can touch nature in surprising and moving ways.



Gas Pavilion (tentative name)

Surprising and entertaining live entertainment shows will be held here based on the theme of “Flame.”



Joint Pavilion Produced by the Chunichi Shimbun (tentative name)

Four zones will be presented here, including the first-ever experiential image space at a World Exposition, which will be held by animation master OSHII Mamoru.



Mitsubishi Pavilion @Earth

A special-effects theater contains many of the mysteries of nature and will jolt visitors' imaginations.



Wonder Wheel

This Ferris wheel will stand 50 meters above the venue. Visitors can see the past and future of people, cars, and the Earth.



Mitsui-Toshiba Pavilion

This pavilion will provide entertainment that everyone can enjoy, based on the theme of “The Earth and the Radiance of Life.”



2.3.3 Citizens

In facilities like the NGO Global Village in the Nagakute Area and the Citizens' Pavilion/Kaisho Plaza in the Seto Area, many NGOs and other citizen groups will participate by undertaking their own programs. In addition, countless other citizens will take part by participating in cultural events in the outdoor spaces or by serving as volunteers in the operation of the venue.



NGO Global Village

Visitors can take part in entertaining and educational programs alongside NPOs and NGOs from Japan and around the world.

Citizens' Pavilion/Kaisho Plaza

This is the first project in the history of World Expositions to involve citizen participation. Global issues will be addressed using the power of people.



2.4 Projects Planned by the EXPO 2005 Association (Association Projects)

In addition to the exhibitions of official and nonofficial participants, Association Projects will provide an opportunity for the Association, together with countries, local governments, NPOs and NGOs, and citizens, to jointly think about the Expo's theme of *Nature's Wisdom*, participate, and experience the new society of the 21st century.

Event themes will be produced that link the sub-themes of *Nature's Matrix*, *Art of Life*, and *Development for Eco-Communities* from a variety of perspectives and endeavor to fully utilize the special features of the Exposition site to create global-scale participation and exchange.

The following seven projects are planned for the Nagakute Area and Seto Area.

Nagakute Area (Center Zone)

1. Global House

EXPO 2005 symbol pavilion: The theme of EXPO 2005, *Nature's Wisdom*, and the grand drama from the creation of the universe to today's Earth and a message for the future of humankind will be highlighted and relayed in an easy-to-understand and enjoyable manner through state-of-the-art imaging and performance equipment, including an ultra-high-resolution video system and the world's largest ultra-wide seamless screen (2,005 inches), as well as a display of rare items from around the world.

2. EXPO Plaza

Communication plaza for experiencing the *Grand Intercultural Symphony*: Using state-of-the-art information, communications, and broadcasting infrastructure, this outdoor plaza will transmit a message to the world and link the hearts of people around the globe. Through the participation of visitors, the Plaza will demonstrate the possibilities for the future of the Earth and humankind and create a feeling of courage, robustness, emotion, and sympathy.

3. Koi-Pond

In the Evening at Koi-Pond: The Koi (Carp) Pond on the Exposition site will be the stage for dreams of a beautiful future. Through the innovative art methods of the modern drama producer Robert Wilson, a fantastic space will be created that will fill everyone with wonderful dreams and foster hope for a rich future.

(Interactive Fun Zone)

4. NGO Global Village

A participatory type of enjoyable learning to cultivate our awareness as global citizens: Under the concept of "learning for sustainability," this village will bring together Japanese and foreign NPOs and NGOs and provide a space for them to introduce their own future-oriented efforts and educational programs in such fields as the environment and development and to enable participants to learn with pleasure.

5. Food and Fun Program

An entertainment pavilion where adults and children can sense and sympathize: Through programs of experience and exchange based on the motifs of eating and playing, children and adults visiting the Expo will be able to have moving experiences as they discover hints for living in the 21st century and the required wisdom and strength.

6. Convention Hall (tentative name)

An exhibition pavilion for limited programs and time sharing: This pavilion will take a look at the themes and sub-themes of EXPO 2005 from a variety of perspectives and, through the participation of various groups and organizations, alternately feature more than 10 programs.

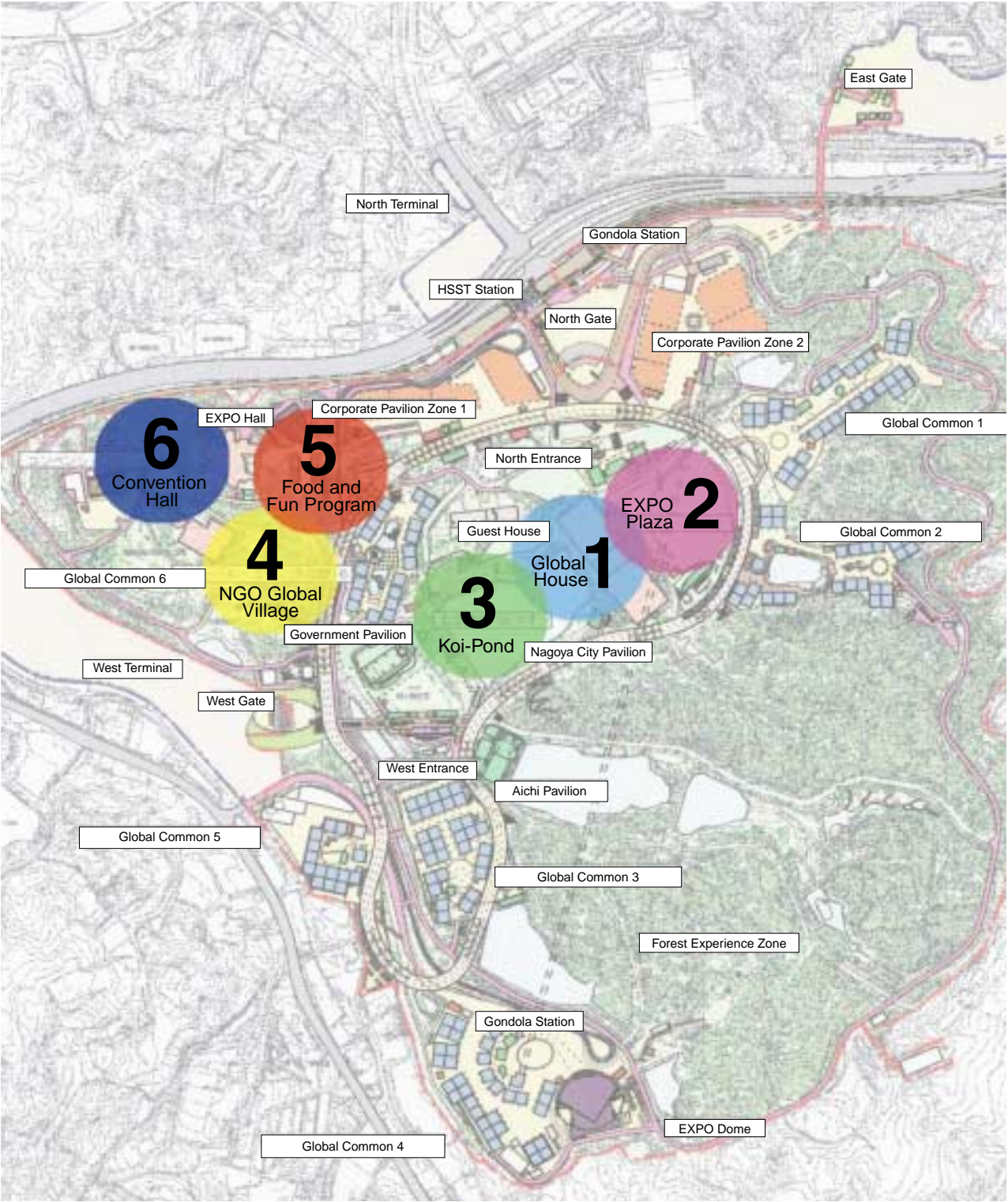
Seto Area

7. Citizens' Pavilion/Kaisho Plaza

This will be the first ever citizens' project in the history of International Expositions, enabling participating citizens from around the world to tackle global problems. The stages will be the Citizens' Pavilion, which will have a dialogue-type hall and an exhibition space, and the Kaisho Plaza, which will be a multipurpose space. There will be a variety of events, exhibitions, and workshops, centering on dialogue, on the theme of "the precious things in the world today."

At present a second round of advertising is underway to further develop the projects created by the roughly 360 citizens who were chosen in the first round of advertising from December 2002 to February 2003. The network will be expanded to promote the implementation of the projects.

(Nagakute Area)



(Seto Area)



II-3 Event Projects

3.1 Basic Principles of Events

Events play an important role in bringing the meaning of an Expo to life. In recent years, especially, the role of events has become critical to realizing the objectives and theme of an Expo.

EXPO 2005 AICHI, JAPAN aims to hold events with a sense of overall unity in line with basic principles.

Basic Principles of Events

“Let’s Connect at EXPO 2005!”

The word “connect” has two meanings in conjunction with EXPO 2005.

The first meaning is connecting with the theme. All of the programs at EXPO 2005 will be connected with the theme of *Nature’s Wisdom*. Through events that provide a feeling of unity, visitors will be able to sense connections with the Earth and with nature.

The second meaning is the creation of opportunities for exchange that connects people with each other.

Events will play a role in creating an Expo that provides people with the opportunity to make new friends. The hearts of the many official participants, visitors, exhibitors, and event participants who gather at EXPO 2005 will be connected through the emotional experience of taking part in events together.

3.2 Concept Behind Events

- (1) Powerful transmission of the theme of EXPO 2005 AICHI, JAPAN to the world
- (2) Creation and expression of new performing arts, fine arts, and culture for a new age
- (3) New international exchange necessary for the global society of the 21st century
- (4) Welcome of participants from a wide variety of backgrounds to EXPO 2005 AICHI, JAPAN
- (5) Realization of programs in which people can pleasantly interact
- (6) Transmission of all kinds of information through the coordination of various media

3.3 Outline of Event Projects at EXPO 2005 AICHI, JAPAN

Broadly speaking, events can be divided into four categories.

3.3.1 Official Ceremonies

EXPO 2005 AICHI, JAPAN will hold opening and closing ceremonies featuring participants from Japan and overseas.

Opening Ceremony

The opening ceremony will have a scale and status befitting the first International Exposition of the 21st century and will herald the opening of EXPO 2005 AICHI, JAPAN to the world.

The opening ceremony will be held on Thursday, March 24, 2005, in the EXPO Dome.

Closing Ceremony

The closing ceremony is scheduled for Sunday, September 25, 2005, the final day of the Expo, in the EXPO Dome, EXPO Plaza, and other venues.

3.3.2 Official Events

Official events include National Days and Special Days by official participants; Local Government Days by Japan's 47 prefectures and 13 government-designated cities; Pavilion Days by pavilion exhibitors; and a pre-opening spectacular on the eve of EXPO 2005.

National Days and Special Days

In order to honor official participants, increase international understanding and awareness of the cultural traditions of the different countries, and contribute to international friendship, in line with the established custom of International Expositions, the Association is planning to hold National Days by official participant countries.

Also, it will be possible for official participants other than countries, such as international organizations, local governments that are participating in EXPO 2005 as exhibitors, and others, to hold Special Days.

Local Government Days

The Association will call on the 47 prefectures and 13 government-designated cities in Japan to participate in EXPO 2005 events in order to bring the various regional cultures of Japan to the Exposition site, to share them with the rest of Japan and the greater world, to deepen domestic and international exchange, and to realize the Expo's concept of a *Grand Intercultural Symphony*.

The day of a local government's participation will be called the "[Name of prefecture] Prefecture Day" or the "[Name of city] City Day."

Pavilion Days

Companies and organizations that participate in EXPO 2005 AICHI, JAPAN as pavilion exhibitors will be allowed to set Pavilion Days to highlight their participation and to create attractions based on the theme of the Expo.

Eve of the Expo

With the participation of citizens and related organizations, a variety of dynamic and topical events will be staged in Nagoya and the vicinity of the site befitting the opening of EXPO 2005 AICHI, JAPAN.

These events are scheduled to be held on March 24, 2005, the same day as the opening ceremony and the day before the opening of the Expo.

3.3.3 Events Organized by the Association

In order to realize the theme and concept of EXPO 2005 AICHI, JAPAN, the Association is taking the initiative in planning and implementing events in the following six categories.

EXPO 2005 Promotional Event

Under the slogan of “Love the Earth,” artists from around the world will gather to share a message through music. The promotional event will be held in order to create a worldwide movement for EXPO 2005 AICHI, JAPAN beginning even before the opening of the Expo.

Global Harmony Concert (tentative name)

A concert will be held featuring top Japanese and foreign artists in order to convey the theme of EXPO 2005. The event will involve artists from a wide range of genres who have a strong message and are capable of sparking a movement.

Global Exchange of Performing and Fine Arts (tentative name)

This will be a global-scale exchange event to bring to life the *Grand Intercultural Symphony*. Cultures, customs, and arts from all around the world will be shown, using the whole Exposition site and with the participation of visitors.

EXPO 2005 Messages-to-the-World Event (tentative name)

A number of large-scale events will be held under the message of EXPO 2005. The program will cover various genres, such as international forums and symposiums and art events.

New Culture Event (tentative name)

Artists and creators from around the world who support the theme of EXPO 2005 will be brought together to collaborate in a program to pursue new possibilities.

185 Performance Circuit (tentative name)

As a regular daily event, the aim of this mobile performance project will be to turn the whole Exposition site into a stage. Centered on the Global Commons, the performances will facilitate the easy participation of visitors.

3.3.4 EXPO Participation Events

These are events that will give rise to a large number of participants at EXPO 2005 AICHI, JAPAN. They will bring to the site various ideas on how to develop the theme of EXPO 2005 and promote the spread of the *Grand Intercultural Symphony*.

Independent Events by Official Participants

As well as National Days and Special Days, official participants will be able to independently plan and hold events that conform to the theme of EXPO 2005 and serve as bases of international exchange.

For this purpose, official participants can use not only the EXPO Dome and EXPO Hall but also the EXPO Plaza, the event plazas of the Global Commons, and other venues.

EXPO Participation Events

These events will be planned independently by companies, organizations, NPOs, NGOs, and others and held at venues on the site. The Association will promote events widely and solicit participation.

By bringing in a large number of participants from a cross-section of society, the Association will endeavor to diversify the ways in which the theme of EXPO 2005 is developed and shared with the world. At the same time, this will also attract even more visitors to the Expo.

Association Cooperation Events

The Association will cooperate in the implementation at EXPO 2005 AICHI, JAPAN of media events and high-quality existing programs that are connected with the theme.

Information on specific procedures relating to event participation by official participants will be provided in separate Guidelines.

II-4 Commercial Activities of Official Participants

Regulations relating to the commercial activities of official participants are stipulated in the General Regulations and in Special Regulation No. 9 concerning commercial activities of official participants.

The following are the basic conditions relating to commercial activities inside pavilions.

Additional information relating to commercial activities, such as the method of payment of royalties, handling of sales, and advertising standards, will be announced as necessary in future Guidelines.

4.1 Restaurants

Official participants will be able to open restaurants providing mainly the cuisine of their own country upon receiving permission from the Commissioner General of the Exhibition. The following are the types and definitions of restaurants and the royalties that have to be paid to the Association for each type.

The category and royalties applied to each restaurant will be decided by the Organizer after the screening of the application submitted by the official participant according to the relevant Guidelines.

Dining Restaurant (2% royalty)

A dining restaurant is a high-class eating and drinking establishment that provides full-fledged cuisine prepared by a top chef in a kitchen and involving mainly cooking from scratch. Such a restaurant enables customers to fully enjoy the pleasure of eating in a relaxed atmosphere through, for example, elegant interior decoration, carefully planned seating arrangements, and refined table service. It is used mainly for hospitality purposes and is chiefly reservations-only.

Theme Restaurant (2% royalty)

A theme restaurant prepares meals in a kitchen and offers a plentiful menu to cater to a wide range of customers. Such a restaurant is uniquely and topically designed around a theme befitting EXPO 2005 AICHI, JAPAN. The table service and interior are stage-managed, too.

Family Restaurant (3% royalty)

A family restaurant prepares meals in a kitchen and offers a plentiful menu to cater to a wide range of customers. Customers are able to enjoy meals with table service in an informal and friendly atmosphere.

Buffet-style Restaurant (3% royalty)

A buffet-style restaurant cooks various foods in a kitchen, and customers select from food in front of them and consume it after paying the bill. Such a restaurant does not provide table service, but it enables customers to enjoy eating various combinations of food according to their taste.

Fast-food Restaurant (6% royalty)

A fast-food restaurant prepares the food on its menu in a kitchen in a short time. Customers give their orders at the counter, receive their purchases after paying, and can then enjoy the food either in the shop or outside.

Delicatessen (8% royalty)

A delicatessen offers either prepared food or food that is prepared through heating, etc. in a simple kitchen facility. Customers select from food in front of them, receive their purchases after paying, and can then enjoy the food either in the shop or outside. For the sake of convenience, shops that offer drinks, such as juice and coffee, are included in the category of delicatessen.

4.2 Merchandise Sales

Official participants can sell photographs, slides, postcards, books, stamps, and sound and image recordings (films, cassettes, CDs, or other electronic media) originating in their own country or relating to the international organization concerned, and products in up to five categories that truly represent their country or the international organization concerned.

The categories for the “products in up to five categories” are shown in the following table. The five categories originally selected can be changed later with the approval of the Organizer. Accordingly, official participants should select products that truly represent their country or the international organization concerned in up to five categories from among the 22 categories shown. Please consult fully with the Organizer when making the selection.

The royalty for the sale of merchandise is 10%.

Categories

1. Clothing
2. Personal sundries
3. Accessories
4. Cosmetics
5. Sporting goods
6. Books and educational sundries
7. Musical goods
8. Toys
9. Hobby goods
10. Furniture
11. Interior goods
12. Bed and sleeping wear
13. Tableware
14. Daily necessities
15. Electric appliances, etc.
16. Gardening items
17. Arts and crafts
18. Jewelry
19. Beverages (for taking back)
20. General food products
21. Fresh food products (for taking back)
22. Other

Notes:

1. Among these categories, please note that the category of “beverages” is limited to drinks that are sold as souvenirs. Accordingly, the sale of beverages for on-site consumption (the sale of chilled or warmed cans and bottles, including by vending machines) is not allowed.
However, the supply of drinks for consumption in a restaurant after pouring into glasses or cups is allowed.
2. Japanese laws and regulations relating to customs and taxation are applied to all merchandise that is imported into Japan for the purpose of sale at EXPO 2005 AICHI, JAPAN. For details of import procedures and other information, please refer to the separate Guidelines relating to customs.

4.3 Areas Authorized for Commercial Activities

It is stipulated that the total area (restaurants and sales facilities combined) in which commercial activities by official participants are allowed should not exceed 20% of the total covered exhibition space. The meaning of “20% of the total covered exhibition space” is as follows:

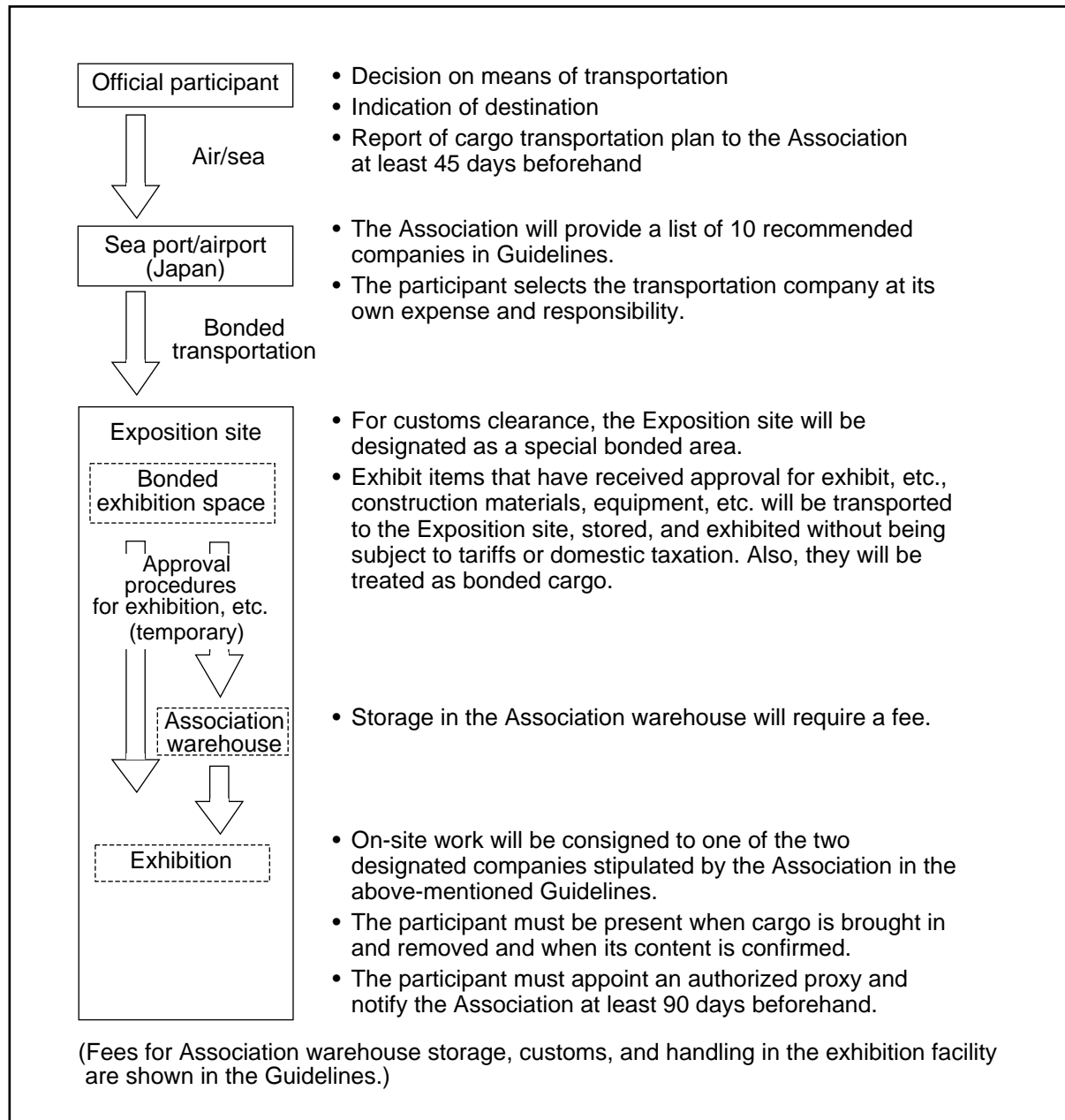
- (1) When tables, chairs, and so on for eating and drinking are set up adjacent to a restaurant, as in the case of a fast-food restaurant, this area is deemed to be restaurant area.
- (2) When dressing rooms, stock space, and so on necessary for commercial activity are set up adjacent to the commercial facility, this area is deemed to be part of the area of commercial activity.
- (3) Special staff restaurants in pavilions and so on are not deemed to be a part of commercial activity as meant here. (Accordingly, royalty is unnecessary.)

II-5 Cargo Transportation and Customs for Official Participants

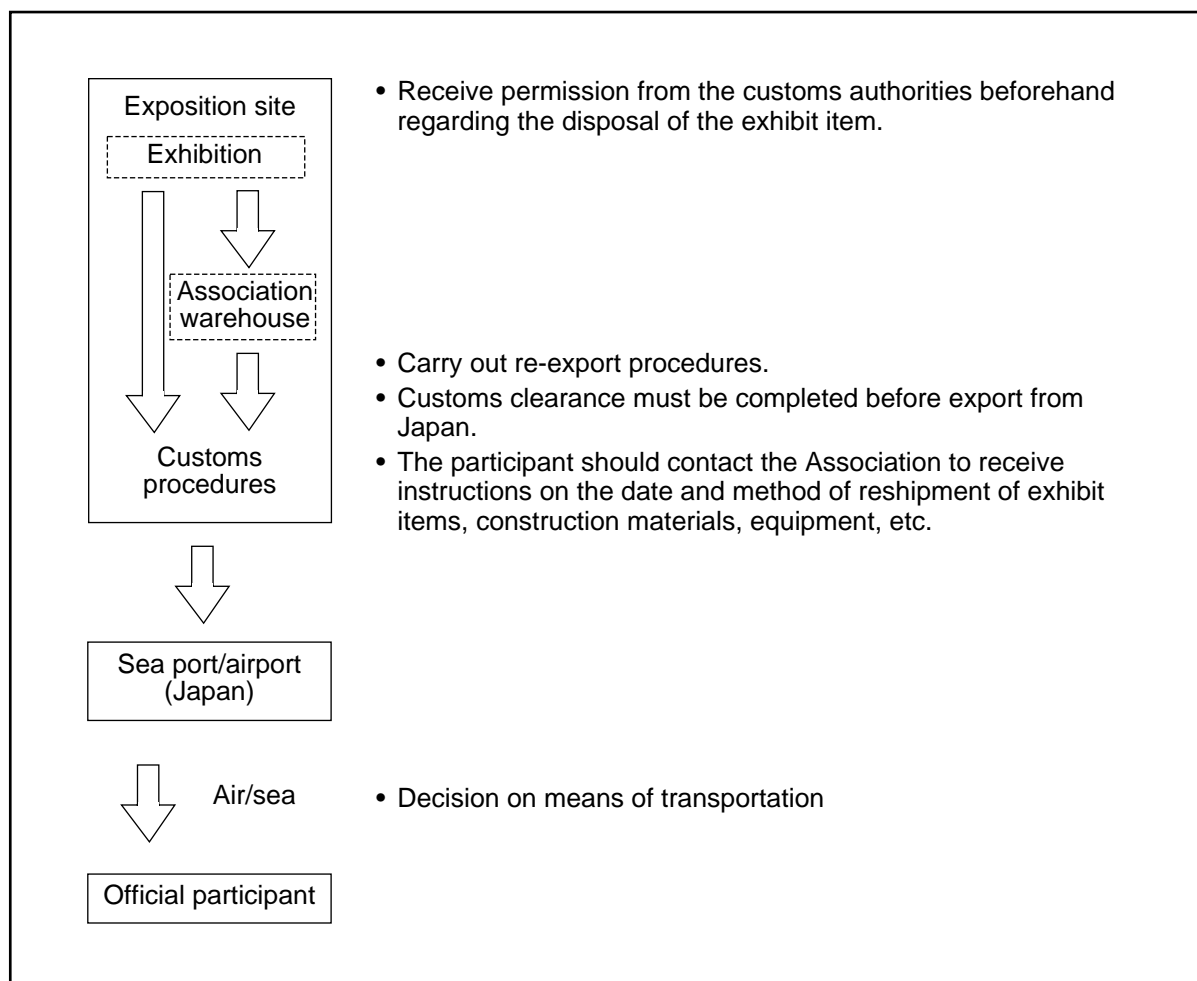
Details on transportation and customs clearance for cargo of official participants related to participation in the Expo will be explained in separate Guidelines. The following is a brief summary.

5.1 Transportation from Own Country to Exhibit Facility

(In principle, transportation is carried out at the participant's own expense and responsibility.)



5.2 Transportation from the Exhibit Facility to Own Country After Exhibition



5.3 Period for Bringing Cargo into the Exposition Site

Cargo can be brought into the Exposition site after the following dates.

- (1) Construction materials, equipment, exhibit items: September 15, 2004
- (2) Merchandise for sale and other items besides (1) above: December 15, 2004

II-6 Accommodation for Official Participants

Since it is impossible to secure accommodation in the vicinity of the Exposition site, the Association is going ahead with preparations to supply housing so that official participants can commute to the site by public transportation within 60 minutes, with priority being given to safety. In order to promote ease of use by official participants, the Association is not only leasing comfortable housing but also offering furniture and additional options at an extra fee.

The accommodations that have been secured as of September 2003 are shown on the map on the next page. These are new rental apartments that are being constructed by Aichi Prefecture and the Urban Development Corporation and will become available from February 2005.

In addition to these accommodations, the Association plans to locate and obtain numerous other properties in accordance with requests.

Detailed information about accommodation will be made available through Guidelines in the first half of 2004.

Also, in order to facilitate movement from accommodations to the site, the Association is considering the operation of a shuttle bus service (fee-based) as a supplement to public transportation.

6.1 Accommodation Contracts

The Association will accept applications for accommodation from April 2004, and tenancy contracts between the Association and official participants will be concluded at least 30 days prior to occupation.

In the case of furniture and other equipment being brought in, the contract in principle shall be of at least 90 days duration.

If official participants desire only short-term use, the Association recommends the use of business hotels or other such facilities.

At the time of concluding an accommodation contract, official participants will be required to pay a deposit and rent for the first month of occupation or for several months.

The deposit will be returned upon vacation of the accommodation after the deduction of any expenses required to return the accommodation to its original state.

6.2 Accommodation Management

Accommodations will be managed jointly by the Association and the property owner and will include security patrols, living consultation and information, and other services.

For long-term occupants, for an additional cost, the Association is also preparing furnished accommodations.

- (1) Necessary furniture and equipment: air conditioning, television, refrigerator, washing machine, bed, table, lighting, etc.
- (2) Necessary goods for daily life: tableware, other small items

II-7 Assistance for Developing Countries

In order to facilitate exhibits befitting the theme of EXPO 2005 and the smooth operation of National Days, other events, and pavilion management during the period of the Expo, the Japanese government and the Japan Association for the 2005 World Exposition will extend assistance to developing countries that announce their participation in EXPO 2005 AICHI, JAPAN.

Eligible countries have already been notified of specific items of assistance through diplomatic routes, and these will be decided after individual consultations by the spring of 2004, taking into account specific requests from eligible countries.

Eligible countries are those that come under the categories of “least developed country and low-income country” and “low-middle income country” and submit requests for specific items of assistance during 2003. Also, if they participate in a joint pavilion planned by the Organizer, countries that are not eligible for assistance according to gross national product standards will be eligible for assistance under the assistance policy of the joint pavilion as a whole.

Needless to say, assistance will be implemented for developing countries that have difficulty in holding an exhibition, with the objective of enabling them to put on the minimum necessary exhibition. Accordingly, in addition to the above-mentioned criteria, the exhibit of one module or less is a condition for assistance. That is to say, countries that wish to exhibit in a single pavilion exceeding one module are not eligible for assistance.

As for the content of assistance, a wide-ranging menu has been prepared, from assistance at the planning stage, such as accurate advice in the compilation of plans and expense estimates, to assistance for the standard interior and exterior construction work and equipment for modules relating to exhibitions and performances, assistance for expenses required for pavilion management during the period of the Exposition, and support for National Days and other events.

The items and scale of assistance will differ depending on which category the eligible country belongs to—least developed country and low-income country, low-middle income country, or country participating in a joint pavilion.

In any case, expenses relating to the production of exhibit items, transportation to and from Japan, and commercial activities are not eligible for assistance.

The Association is planning six joint pavilions by region, but this plan is no more than the Organizer’s concept at the present point in time. Whether or not these joint pavilions are actually realized will depend on future consultations with the joint pavilion candidate countries.

II-8 Admission System

8.1 Operating Hours of the Exposition Site

The operating hours of the Exposition site have been set as follows in consideration of such factors as transportation access to and from the site, the burden on exhibitors, the daily lives of residents in the vicinity of the Seto Area, and the environmental impact of nighttime lighting, noise, and other factors.

Area	Period	Opening time (pavilions)	Closing time (pavilions)
Seto Area (Kaisho)	Mar. 25 – Apr. 25	9:30 (9:30)	17:30 (17:00)
	Apr. 26 – Jul. 19	9:00 (9:00)	18:00 (17:30)
	Sep. 1 – Sep. 25		
	Jul. 20 – Aug. 31	9:00 (9:00)	19:00 (18:30)
Nagakute Area (Youth Park)	Mar. 25 – Apr. 25	9:30 (9:30)	21:30 (20:30)
	Apr. 26 – Sep. 25	9:00 (9:00)	22:00 (21:00)

*Figures in parentheses are the opening and closing times of pavilions.

**Opening and closing times are subject to change at the behest of the Organizer.

8.2 Admission Fees

The first period of advance sales of one-day-entry tickets began on September 25. Admission fees have been decided in accordance with the following basic policy, as well as the objectives of maximizing the significance of the Expo and giving consideration to the needs of visitors and operation.

- Promoting the admission of as many people as possible as a national project
- Ensuring revenue from admission fees, which is a major source of funds to cover management expenses
- Contributing to the even distribution of visitors throughout the period of the Expo
- Facilitating the easy sale and management of admission tickets by means of a simple admission fee system

The prices of admission tickets are as follows.

Ticket Types	One Day Entry Ticket (Original Price)	1st Period Advance Sales Sep. 25, 2003 – Mar. 31, 2004	2nd Period Advance Sales Apr. 1, 2004 – Sep. 30, 2004	3rd Period Advance Sales Oct. 1, 2004 – Mid Mar., 2005
Discount Rate		20%	15%	10%
Adult (Age 18-64)	¥4,600	¥3,700	¥3,900	¥4,100
Junior (Age 12-17)	¥2,500	¥2,000	¥2,100	¥2,300
Child (Age 4-11)	¥1,500	¥1,200	¥1,300	¥1,400
Senior (Age over 65)	¥3,700	¥3,000	¥3,100	¥3,300

For details about group discounts, evening discounts, discounts for the physically disabled, and other discounts and methods of purchasing advance tickets, please visit the Association's website at <http://www.expo2005.or.jp>.

8.3 Places Selling Admission Tickets

Admission tickets can be purchased in Japan from major travel agencies, railways and other transportation companies, and retail stores, such as department stores and convenience stores, as well as Play Guide ticket outlets. Sales also began on the Internet from September 2003. Negotiations are currently underway to commence overseas sales via travel agencies, airlines, and other outlets.

8.4 Preferential Measures for Official Participants

As a preferential measure for official participants, in line with past Expositions, the Association is considering the issue of free admission tickets for official participants. The details of the measure will be shown in the relevant Guidelines.

II-9 Public Relations and Promotion

9.1 Public Relations and Promotion Policy

Since its establishment in October 1997, the Association has been actively engaged in PR and promotion activities in order to increase understanding both in Japan and overseas of the preparation plans being implemented for EXPO 2005 AICHI, JAPAN. The basic policy for these activities is promotion in line with the stage of the Association's preparations and increasing understanding and interest in the Expo.

In these circumstances, the Association began advance ticket sales on September 25, 2003, 18 months before the opening of EXPO 2005. At the same time, in addition to activities to promote awareness of the plan so far, the Association is energetically engaged in marketing and promotional activities to attract visitors to EXPO 2005 directed at, among others, travel agencies and media outlets in Japan and overseas. The experience of past International Expositions shows that promotion activities in the 18 months prior to opening are the most important stage for transmitting information domestically and internationally concerning the attractions of the Expo.

Specifically, from now on, through its website on the Internet and the media both in Japan and abroad, the Association will continue to develop a comprehensive campaign, including publicity; approaches to airlines, tour operators, and others in Japan and overseas, who are the targets of sales promotion activities to attract visitors; and through various other events. In doing so, the Association will transmit information relating to its concrete plans for EXPO 2005 and the appealing plans and exhibits of participants.

9.2 International Promotion Activities

The Association considers the following three elements to be the objectives of international promotion activities:

- (1) The supply of timely information on Expo topics to related parties in official participating countries so as to support their PR activities. Furthermore, the transmission of information about official participating countries in Japan so as to stimulate interest in the exhibits of other countries.
- (2) The supply of information on the significance and content of the Expo, state of progress, and so on to overseas media in order to increase awareness and understanding around the world.
- (3) The supply of information on the attractions of EXPO 2005 to the general public overseas so as to promote admission.

(1) Supply of information to related parties in official participating countries

Since August 2003 the Association has been compiling a quarterly newsletter introducing various topics relating to EXPO 2005. Furthermore, the Association posts updated Expo-related information on its Internet website, which it has reconfigured to provide information in a variety of languages, including English, French, Spanish, Chinese, and Korean. The Association will also supply a variety of information through such forums as the Meeting of Commissioners General of Section, which will be held this year.

Supply of information about official participating countries in Japan

The Association is initiating a plan to successively interview the embassies and other Expo-related parties of official participating countries and to introduce to people in Japan and overseas the enthusiasm that exists for EXPO 2005. This information will be disseminated widely in Japan by such means as the official website, newsletters, and print media.

(2) Supply of information to overseas media

This year the Association, which has been holding press conferences and publicity activities for foreign correspondents stationed in Japan for some time now, also began regularly supplying information through the e-mail distribution of press releases, which now go to about 8,500 media in about 100 countries. In addition, the Association will utilize such forums as international symposiums, the International Council, and the

Meeting of Commissioners General of Section to actively create opportunities for the transmission of information. Furthermore, the Association will organize meetings between senior officials of the Association and media representatives and also press tours of the site for overseas media representatives and foreign correspondents in Japan.

Overseas, the Association is organizing booths at travel fairs and holding explanatory meetings for local media. Such meetings so far have been held or are scheduled to be held in Seoul in June, Hong Kong in September, Shanghai in October, New York in November, and other locations. The Association also plans to participate in special features on travel so as to attract as many visitors from other countries as possible.

(3) PR activities for the general public overseas

In order to promote awareness of and interest in EXPO 2005 AICHI, JAPAN among the general public overseas, the Association operates a six-language website on the Internet that relays information about the Expo in an easy-to-understand manner. The Association plans to further upgrade the website by providing tourist information about Aichi Prefecture and a page for children, both of which are important factors when foreigners consider traveling to Japan and visiting EXPO 2005.

Also, the Association is scheduled to run advertisements and special articles on EXPO 2005 in the media on such occasions as special features on the Chubu region of Japan and travel specials and in travel publications.

9.3 Establishment of Media Center

In order to actively cooperate in coverage by Japanese and foreign media organization representatives, the Association plans to establish a Media Center in its on-site headquarters from October 2004 and to make it available to media organizations as a base for their reporting.

The Media Center will have a room for Japanese and foreign journalists, a joint press conference room, a telephone control room, a broadcasting post and other broadcasting facilities, and a lounge and other service facilities. In particular, foreign media representatives will be able to hire broadcasting equipment and, if necessary, the services of a broadcasting crew.

Also, during EXPO 2005, the Association will issue daily, weekly, and monthly news in Japanese and English, provide Japanese-English consecutive interpretation at press conferences and other events, and prepare both Japanese and English versions of materials to be distributed.

In order to enable Japanese and foreign media representatives to carry out their reporting activities freely and independently, the Association will issue Press Passes that will allow the holder to enter the site free of charge and to use the facilities of the Media Center. These Press Passes will be issued based on certain conditions that will be stipulated separately by the Association; advance applications for registration will be necessary. Japanese and foreign media representatives who receive press registration will be supplied with a press kit of basic information in Japanese and English.

Furthermore, in order to attract coverage ahead of the Expo, the Association plans to hold Press Preview Days ahead of the official opening of EXPO 2005 on March 25, 2005. On these days, the site will be opened to the media. In addition, the Association intends to provide full support to the media both before and during the Exposition.

9.4 EXPO 2005 Logo, Symbol Mark, and Mascots Logo

■ The Symbol Mark and Expo Logo



The above logo is a combination of the symbol mark and the abbreviated name logo of the 2005 World Exposition, Aichi, Japan.

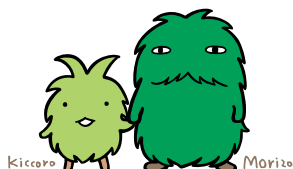
The symbol mark is used to catch attention. In other words, it functions as a “catch phrase” regarding the Expo, as well as an abstract image representing the Expo.

■ Popular Name Logo



This is the logo for the popular name and expresses the meaning of EXPO 2005—human beings and nature harmoniously coexisting in order to create a new society. The logo presents this in a simple and clear way that allows participants and visitors from all over the world to understand its meaning.

■ Mascot Characters Logo



These are the mascot characters of EXPO 2005, who represent the image of the Expo (*Nature's Wisdom*). The characters are “Morizo,” the grandpa of the forest, who knows everything about life in the forest, and “Kiccoro,” a child of the forest, filled with curiosity and wonder.

All the logos and marks displayed above are the intellectual property of the Japan Association for the 2005 World Exposition. Official participants are permitted to use the logos and marks in accordance with the terms stated in the Guidelines for the Usage of Logos in EXPO 2005 Guidelines GL2-1.

COST INFORMATION
FOR OFFICIAL PARTICIPANTS
IN
EXPO 2005 AICHI, JAPAN

October 2002

Japan Association for the 2005 World Exposition

The material herein is a compilation of the average expenses required within Japan, as of September 2002. It is designed as a reference for official participants to estimate the cost of participation.

Please note that the items and costs herein are subject to change, depending on changes in economic conditions in general, the future progress of EXPO 2005 Aichi planning, and revisions in participation plans by the official participants. Please also note that Japan Association for the 2005 World Exposition will not accept any liability for such changes.

C O N T E N T S

- I. Outline of Facilities Provided for Official Participants (Basic Requirements)
- II. Expenses Incurred within Japan
- III. List of Items for Expenses Incurred within Japan
- IV. Reference Information on Expenses

Reference Model Plans and Budget Estimates for Exhibits

- 1. One-Module Plan
- 2. Three-Module Plan

I.

Outline of Facilities Provided for Official Participants

Buildings (facility structure)	: To be built by the host country (Japan)
Leasing fee for exhibition space	: None
Size of exhibition space	: Up to 5 modules
Basic module size (1 module)	: 18 meters x 18 meters x 9 meters (L x W x H)
Exhibition structural layout	: Each module is 9 meters high, allowing for exhibition and operation space on two stories. Participants may construct a second floor, but the floor size of the second floor must be 50% or less than that of the first floor.

The costs for constructing a second floor shall be borne by the participants.

The exhibition structural layout shall comply with the laws and ordinances of Japan.

II.

Expenses Incurred within Japan

To date, expenses incurred within Japan for official participation are projected as follows:

Note that expenses involved in exhibition planning by official participants, as well as production costs, shipping to/from Japan, etc., incurred outside Japan are not included.

- 1. Exhibition expenses**

Expenses incurred within the planning and design of details of exhibits (modular exhibits), as well as production and construction, and expenses for dismantling and demolition after the Expo.
- 2. Events**

Expenses for planning and organizing events hosted by official participants during the Expo, such as National Days, Special Days, opening and closing ceremonies for pavilions, publicity events, etc.
- 3. Operational expenses**

Expenses involved in pavilion management and maintenance and in publicity during the Expo.
- 4. Expenses for customs clearance, transport, and warehousing**

Expenses involved in customs clearance, shipping, delivery, installation, and storage of exhibits and materials brought in by the official participant into Japan.
- 5. Expenses for assignees in Japan**

Expenses for personnel assigned by the official participant to reside in Japan during the Expo.
- 6. Others**

Other miscellaneous expenses (such as those related to commercial activities, open-air exhibitions, and the production of printed matter and souvenirs).

III.

List of Items for Expenses Incurred within Japan

Scope	Item	Item Breakdown	Remarks
1 Exhibition expenses (modular exhibits)	Planning and design	<ul style="list-style-type: none"> Planning and design of exhibits inside the module (Not including translation costs, overseas communication costs etc.) 	<ul style="list-style-type: none"> Normally in Japan, exhibition cost x10–12 percent
	Basic facility construction	<ul style="list-style-type: none"> Equipment costs including interior wall, flooring, ceiling, basic facilities, administrative office and toilet setup costs and related construction costs (basic interior decoration, air conditioning and ventilation systems, water supply and drainage systems, sanitary fitting, gas facilities, electrical equipment, telecommunications system, etc.) 	<ul style="list-style-type: none"> See Note 1.
	Façade design and construction	<ul style="list-style-type: none"> Design costs Construction costs (building and finishing) 	<ul style="list-style-type: none"> Guidelines for exterior designs (size, type, performance etc.) are still under examination, out of consideration to the overall landscaping of the foreign national pavilion area.
	Exhibition equipment & hardware	<ul style="list-style-type: none"> Expenses for exhibition, audio-visual equipment, materials and systems, installation (signage and graphics panel production, exhibition case production, audio-visual system, etc.) 	<ul style="list-style-type: none"> See Note 2.
	Exhibition contents production	<ul style="list-style-type: none"> Expenses for production of exhibition audio-visual contents (exhibits, symbol, video software and sound effects contents) 	<ul style="list-style-type: none"> Cost reflects contents of exhibition.
	Office furniture and equipment for the administrative office	<ul style="list-style-type: none"> Office furniture and equipment costs (lounge table and chairs, desks, chairs, lockers, steel shelves, copiers, facsimiles, etc.) 	<ul style="list-style-type: none"> Cost reflects conditions of furniture and equipment.
	Maintenance costs	<ul style="list-style-type: none"> Maintenance, inspection, replacement of consumables, etc. for the duration of the exhibition 	<ul style="list-style-type: none"> Expenses for maintenance, inspection, travel costs and accommodation etc. for engineers, and component costs will be needed if anything goes wrong with the video or audio systems during the exhibition.
	Insurance	<ul style="list-style-type: none"> Comprehensive liability insurance: cover against damages to third parties and their assets Fire insurance: coverage for structures facilities or equipment, products and other movable properties Movables comprehensive insurance: coverage for exhibits and works of art 	<ul style="list-style-type: none"> See to Note 3.
	Dismantling	<ul style="list-style-type: none"> Cost for dismantling, demolition, disposition, and restoring to the status quo of exhibits and constructed materials etc., after the Expo 	<ul style="list-style-type: none"> Cost reflects volume and processing for materials removed.
	Etc.		<ul style="list-style-type: none"> Separate cost incurred if commercial facility installed
	National Days & Special Days	<ul style="list-style-type: none"> Expenses for organizing National Days and/or Special Days during Expo 	<ul style="list-style-type: none"> Reception expenses necessary in some cases, in addition to event expenses
	Pavilion opening & closing	<ul style="list-style-type: none"> Expenses for opening day and closing day ceremonies 	
	Events during Expo	<ul style="list-style-type: none"> Expenses for special closed viewings, commemorative events and publicity events (XXXth visitor, etc.) 	
	Etc.		
2 Events			

Scope	Item	Item Breakdown	Remarks
3 Operational expenses	Administration and management personnel costs	• Expenses for hiring attendants, recruitment, training, administration, insurance, uniform, etc.	• See Note 4.
	Interpreters and secretaries	• Expenses for hiring interpreters and secretaries	• See Note 5.
	Security and maintenance/cleaning	• Expenses for pavilion security and maintenance/cleaning	• See Note 6.
	Other administrative expenses (electricity, gas, and water utilities, telecommunications, facility inspection, etc.)	• Expenses for electricity, gas, and water utilities, chilled water for air conditioning, telecommunications, information technology, facility inspection, garbage processing, etc., for the pavilion	• See Note 7.
	Publicity and recording	• Expenses for visitor publicity, filming, and newsletter production	• See Note 8.
	Etc.		
4 Customs clearance, shipping, and warehousing	Bonded cargo import clearance	• Customs clearance fee for exhibits and event-related goods entering Japan	• See Note 9.
	Import duties	• Duties on merchandise used for exhibition, events, and commercial activities (exhibits, exhibition devices, event merchandise and equipment, goods to be distributed, goods for sale, etc.)	• Exhibits to be returned to home country are duty-exempt; duties are levied on goods used in commercial activities. However, negotiations under way with relevant Japanese authorities.
	Domestic shipping	• Freight shipping within Japan (between airport/seaport and Expo site)	• See Note 10.
	Warehouse storage	• Storage charge for warehousing inside the Expo site	• See Note 11.
	Freight insurance	• Insurance premiums for freight shipping	• Reflects volume and value of cargo shipped and stored.
	Etc.		
5 Expenses for assignees in Japan	Accommodation	• Accommodation costs for personnel in Japan	• See Note 12 for use of official participant housing • See Note 13 for cost of hotels, etc.
	Transportation	• Transportation fee within Japan	• See Note 14.
	Living expenses	• Expenses for food, everyday essentials, utilities, telecommunications, etc.	• See Note 15.
	Etc.		
6 Others	Commercial activities	• Expenses involved for merchandise sales and restaurant services inside the pavilion (shop construction, kitchen installation and equipment costs, sales management cost, etc.)	• Cost reflects scale and equipment.
	Open-air exhibition	• Expenses involved in open-air exhibition (exempting module exhibitions)	• Possibility of open-air exhibition currently under consideration
	Printed matter production	• Production and printing of pamphlets and leaflets to be distributed to visitors and VIP guests	• Reflects specifications, number of pages, and quality of printed matter.
	Souvenir production	• Production of souvenirs for visitors and VIP guests	• Reflects content and quality of gift.
	Etc.		
7 Reserve Fund		5–10% of total	

* Depending on the outsourced items and contents, "Project promotion, production & management costs" (outsourcing management costs for the whole process) may be incurred. Such costs are usually around 10–15% of total general outsourcing costs in Japan.

IV. Reference Information on Expenses

Note
1

Basic facility construction (exhibition costs)

- The fees below are the most current estimates of the basic pattern and therefore are subject to change.
- The fees may also vary depending on interior decoration and the contents and size of your administrative office block.

Item	Description	One-module	Two-module	Three-module
1. Basic interior decoration	<ul style="list-style-type: none"> ■ Construction costs related to basic interior decoration, including dry partition walls, flooring, ceiling, and administrative office partitioning • Steel work • Joiners work • Painting work, etc. 	¥12,000,000	¥18,000,000	¥25,000,000
2. Air conditioning and ventilation systems	<ul style="list-style-type: none"> ■ Installation costs related to air conditioning equipment, piping, duct installation, etc. • Installation of air conditioning system • Installation of ventilation system • Piping and ducting work, etc. 	¥9,000,000	¥15,000,000	¥25,500,000
3. Water supply and drainage systems, sanitary fitting, gas facilities	<ul style="list-style-type: none"> ■ Equipment installation costs related to water supply, hot water supply, drainage, and toilet systems, and gas facilities • Installation of water supply and hot water supply systems • Installation of drainage system • Installation of sanitary fittings • Installation of gas facilities, etc. 	¥3,000,000	¥3,200,000	¥3,500,000
4. Electricity and telecommunications system	<ul style="list-style-type: none"> ■ Installation costs related to electrical equipment, telephone equipment, and information and broadcasting systems • Installation of lighting equipment and plug sockets • Installation of telephone equipment and information system • Installation of broadcasting system, etc. 	¥11,000,000	¥17,000,000	¥24,000,000
Total		¥35,000,000	¥53,200,000	¥78,000,000

N.B. Depending on the nature of the exhibition, separate costs will be incurred for the following specific work:

- Free access floor (computer floor system) Approx. ¥30,000/m² (for construction and materials)
- Second floor installation costs
 - When participants install a second floor for exhibition or administrative space at their own expenses, the space is restricted to 50% of exhibition floor space (number of exhibition modules).
 - <Cost of building the second floor space>
 - * Second floor structure, stairs, fire prevention facilities appropriate to floor space increase, application for construction approval From ¥35,000,000
 - * Additional expenses for the installation of elevators, slopes for wheelchair users etc. will also be required
- Construction of catering facilities (snacks, etc.)
 - Plumbing, hot water and electrical work Approx. ¥1,400,000 per unit (for construction and materials)
 - Catering equipment Approx. ¥2,800,000 per unit (for construction and materials) (Including, for example, sink, washbasin, gas cooker, workbench, fridge-freezer, microwave oven, water heater, and ice maker)
 - * Costs for peripheral work caused by installing catering equipment varies with layout and features.
 - * Figures for the above case are based on a light snack facility. Figures will differ for larger catering facilities depending on size and menu.

Exhibition equipment and hardware (for exhibition) / Reference unit costs

■ The fees below indicate standard costs in Japan and differ depending on specifications, other conditions, and design and materials used.

Item	Specifications	Price
Graphic panels	Ink-jet printing panel 1,000 mm x 1,000 mm	From ¥30,000
	Silk-screen processed panel 1,000 mm x 1,000 mm	From ¥50,000
Glass show case	Base: H 600 mm Glass: W 1,800 mm x D 450 mm x H 1,200 mm	From ¥500,000
Exhibit stands	W 900 mm x D 900 mm x H 900 mm	From ¥60,000
Audio system	Background music system (CD player, amplifier, speakers) For 1 module	From ¥300,000
	For 3 modules	From ¥500,000
Video system	42-inch PDP system (DVD player, 42-inch PDP, amplifier, speakers)	From ¥1,100,000
	50-inch PDP system (DVD player, 50-inch PDP, amplifier, speakers)	From ¥1,500,000
	100-inch projector (DVD player, 100-inch PJ, amplifier, speakers)	From ¥1,900,000
	200-inch projector (DVD player, 200-inch PJ, amplifier, speakers)	From ¥2,700,000
	300-inch 3D projector theater system (video projector x 2, hard disk player x 2, amplifier, speakers, screen, accessories)	From ¥13,000,000
	200-inch multi video system (50-inch monitors x 16, DVD player, amplifier, speakers)	From ¥33,500,000
	100-inch kaleidoscope vision system (DVD player, 50-inch DLP (Digital Light Processing) projector x 4)	From ¥11,000,000

* Above prices for audio and visual systems indicate leasing charges.

* Charges do not include cost of transport or installation.

* Charges for the 3D projector theater system do not include 3D glasses etc.

Insurance fees (Reference unit costs)

- The fees below are the most current estimates and therefore are subject to change.
- All participants and organizers must be covered by the following insurance under the General Regulations and Special Regulation No. 8 on insurance.

Insurance	Coverage	Sample fee
Comprehensive liability insurance ^{*1}	Up to ¥10 billion	¥800/m ² p.a.
Fire insurance ^{*2}	Structures, facilities or equipment Goods and property	¥3.05 per ¥1,000 p.a. ¥3.34 per ¥1,000 p.a.
Movable comprehensive insurance ^{*3}	Works of art, antiques Paintings Glass, ceramics etc. Optical instruments	¥6.6 per ¥1,000 p.a. ¥10.5 per ¥1,000 p.a. ¥4.5 per ¥1,000 p.a.

*1 Comprehensive liability insurance

This insurance covers legal liability for any accidents resulting in physical damage to third parties or other parties or their property caused as a result of the equipment owned or managed by exhibitors or the organizers, or as a result of the execution of their duties at the exhibition. The organizer will conclude the contract for this insurance with their insurers, and participants are obliged to pay to the organizer the insurance cost where specified.

*2 Fire insurance

Participants and the organizer are obliged to insure the structures, facilities, products and other property they manage against fire. The organizer will insure the structures they build and facilities they provide for the use of participants, and the participants are obliged to pay the organizer the insurance costs for the parts of these structures and facilities used by them where specified. The insurance covers against damages from fires, lightning, and explosions etc.

*3 Movable comprehensive insurance

Organizer and participants are obliged to take out movable comprehensive insurance on their property within the exhibition halls, and each piece of any works of art valued at over ¥1,000,000. With the exception of any specific exclusion clauses, the insurance covers against damages arising from any sudden accidents.

Personnel expenses (Reference unit costs)

Expense		Employment type	Unit	Cost
Attendant's labor costs (per person)	Japanese only	Direct hiring	Per day (8 hrs)	From ¥10,000
		Temp staff	Per hour	From ¥1,800
	With English language skills	Direct hiring	Per day (8 hrs)	From ¥13,000
		Temp staff	Per hour	From ¥2,400
Attendant's travel expenses (per person)		Direct hiring	Per day	Actual cost
		Temp staff	Per day	Included in labor costs
Recruiting and hiring fees for attendants (advertising, screening, hiring procedures etc.)		Direct hiring	One set	From ¥1,500,000
		Temp staff		Included in labor costs
Training of attendants (On training day)		Direct hiring	Per day (8 hrs)	From ¥6,000
		Temp staff	Per hour	From ¥1,800
Insurance (legal welfare expenses)		Direct hiring		Approx. 15% of labor costs
		Temp staff		Included in labor costs
Insurance (personal accident insurance)		Direct hiring	per person per month	From ¥1,500
		Temp staff	per person per month	From ¥1,500
Management and administration expenses (Administration director)			per person per month	From ¥500,000

<Additional explanation>

- * For the purpose of the above, attendants have been assumed for two groups: one group with no particular language skills except for Japanese and the other with English language skills. (Those with no particular language skills except for Japanese have been assumed to have English language abilities at a level achieved after basic training in the language.)
- * As attendants work under a 2-shift system (early and late), take breaks and public holidays, it will always be necessary to ensure the following manning levels for each post. (Figures will vary depending on nature of work.)

Number of posts	Daily number in attendance	Number to be employed
1	4	6
2	6	9
3	8	12
4	12	17
5	14	20
6	16	23
7	20	28
8	22	31
9	24	34
10	28	40

(Note on the calculation)

Daily number in attendance = number of posts x 4/3 (net working ratio) x 2 shifts

Number to be employed = daily number in attendance x 7/5 (attendance rate)

* Net working ratio is hours on duty divided by actual hours worked

* Attendance rate is the number of days of the exhibition divided by the number of days worked, assuming two days a week are taken off

* Decimal points have been rounded up

- * You may be obliged to give attendants paid leave, depending on the hiring agreement.
- * We have assumed that the attendants live within commuting distance of the exposition (in the Aichi Prefecture area) and thus have not taken into account accommodation expenses.
- * Training expenses will incur additional costs for teachers, preparation of training material, and use of training facilities etc.
- * The expenses for hiring an administration director are based on employing within Japan a candidate who has at least three years of experience in the exhibition field.
- * Legal welfare expenses include social insurance, unemployment insurance, workers accident compensation insurance, which are the insurance employers are required to pay under Japanese labor laws.
- * Personal accident insurance is optional, and is not required by the above-mentioned laws.
- * Expected costs other than the figures quoted above include costs for staff uniforms and laundry, and administrative costs for crediting wages to bank accounts etc.

Note

5

Interpreting and secretarial staff

Type of work	Unit	Cost (Japanese to English)	Cost (Japanese to French)
Standard interpreter fee (for escorting VIP guests, complex negotiations, presentations, conferences)	Half day (4 hrs)	From ¥50,000	From ¥55,000
	Full day (8 hrs)	From ¥70,000	From ¥75,000
Standard translator fee (production of correspondence, internal documents, materials, etc.)	Half day (4 hrs)	From ¥35,000	From ¥45,000
	Full day (8 hrs)	From ¥50,000	From ¥75,000
Standard fee for bilingual secretary	Per hour	From ¥2,500	From ¥4,500
Bilingual staff (for reception and guidance service)	Per hour	From ¥2,200	From ¥4,800
Bilingual narrator	Per day (8 hrs)	From ¥60,000	From ¥150,000

Note

6

Security and maintenance/cleaning

Type of work	Unit	Cost
Full-time uniformed security guard	Per day (8 hrs)	¥20,000
Full cleaning (early morning or late evening)	Per cleaning per sq. m	¥30
Full-time cleaning (patrol cleaning)	Per day (8 hrs)	¥15,000

- * Unsociable hours allowance is required for full-time security guards working on shifts after 10 p.m.
- * Computerized security at night will require additional payment.
- * Full cleaning means the cleaning and wiping of floors etc. in the early morning or late evening, outside exhibition hours. Cleaning of external walls, exhibits etc. is an additional expense, as are consumables such as toilet paper.
- * Full-time cleaning (patrol cleaning) is conducted during exhibition hours, and is usually not necessary unless you have installed toilets etc. for customers within the exhibition halls.
- * Paid garbage disposal is currently being considered by the Association, as are methods of separation, types of garbage, and pricing.

Note

7

Administrative expenses (heating and water etc.)

Expense		Unit	Cost	Remarks
Water	Drinking water	m ³	¥272.47	
	Waste water	m ³	¥191.10	
Electricity		kWh	¥21.08	
Gas		m ³	¥111.30	
Chilled water for air-conditioning		h/m ²	¥1.61	

- * Japan Association for the 2005 World Exposition will invoice you for amount of the above used.
- * The costs indicated above are current estimates, and are subject to alteration.
- * Rates for chilled water for air conditioning shall be calculated based on the area of the air-conditioned space and the number of hours chilled water is used (full day of operation, equaling 15 hrs: 8:00–23:00).

Note

8

Publicity and recording

- * Publicity costs depend on size of project.
- * A stills photographer costs around ¥50,000 per day.

Note

9

Bonded cargo import clearance

Source: Basic Ordinance on Customs Brokerage Law (Custom Clearance Fees)

Expense	Unit	Cost
Maximum clearance cost	Per application form	¥11,800
Handling charge	Per case	¥20,000

Note

10

Domestic shipping cost (surface shipping)

Fee for cargo arriving at Nagoya Port and shipped by land to Expo site

<Nagoya Port → Expo site>	Container	20 ft.	¥55,000
		40 ft.	¥85,000
	Truck	4 t	¥20,000
		11 t	¥28,000

- * Material handling charge (unloading): ¥70,000–90,000 per container
- * For frozen container: ¥20,000 surcharge for all such containers

Expenses for on-site warehouse storage

- * You will be invoiced for on-site warehousing costs by Japan Association for the 2005 World Exposition.
- * The costs indicated below are current estimates, and are subject to alteration.

<Daily storage rates for ordinary warehousing>

(Unit: yen)

Category	Ad Valorem rate (per ¥1,000)	Metered rate (per ton)
Food	0.16	35
Textiles/Paper	0.14	51
Metals and machinery*	0.19	95
Chemicals	0.24	44
Ceramics/Mineral products	0.19	42
Rubber/Leather	0.22	98
Miscellaneous	0.48	63

- * A separate rate is charged for precious metals
- Tonnage is the greater of either weight or cubic volume
- The chart was produced by re-listing the usual categories and determining a simplified average rate for each one.

<Daily storage rates for cold storage>

(Unit: yen)

Category	10 kg	10 decim ³ (N.B.)
Frozen storage (−20°C or less)	3.55	1.61
Cool storage (10°C or less)	3.33	1.53

N.B. 10 decim³ = 0.01 m³

- * Calculated on the greater of either the weight or cubic volume of items stored. Based on a simplified averaging of the usual cold storage rates.

Official participant housing costs

- * Japan Association for the 2005 World Exposition will invoice official participants for housing costs.
- * The costs indicated above are current, and are subject to alteration.

	Room type	Floor space (sq.m.)	Rent (per day)
One person	1 bedroom with dining/kitchen area	31	¥3,600
	2 bedrooms with living room and dining/kitchen area	56	¥6,800
Two persons	3 bedrooms with dining/kitchen area	59	¥5,800
	2 bedrooms with living room and dining/kitchen area	66	¥8,900
Three persons	3 bedrooms with dining/kitchen area	63	¥7,700
	4 bedrooms with dining/kitchen area	75	¥11,900

- * The above figures are for reference only, actual costs will differ depending on location and age of property.
- * Includes security and maintenance charges
- * Deposit: Equivalent of 90 days' rent (returned after deducting restoration cost, following departure). required additionally.
- * Expenses for furniture, fixtures, utilities, transportation, telecommunications charged separately.

Note

13

Hotel rates

Type of accommodation	Rank	Type	Rate
Hotel	First-class city hotel	Suite	¥60,000–300,000
		Single	¥17,000
	Standard city hotel	Single	¥9,500
	Business hotel	Single	¥5,600

Note

14

Transportation costs (including consumption tax)

(Rail)

	Sector	Type	Fare
JR Shinkansen (bullet train) Line	Tokyo–Nagoya	Limited Express (1 hr 50 mins.)	Economy
			First class (Green car)
	Tokyo–Nagoya	Superexpress (1 hr 40 mins.)	Economy
			First class (Green car)
	Shin-Osaka–Nagoya	Limited Express (55 mins.)	Economy
			First class (Green car)
		Superexpress (52 mins.)	Economy
			First class (Gree car)

*Fares are for reserved seats (unreserved seats are only available on limited express economy services)

*Fares during the busy seasons may be slightly higher

(Public transit buses, taxis & rent-a-cars)

Type of transit	Sector	Fare
Bus	Nagoya Station area–Aichi Youth Park	¥430
Taxi	Fare for first 1.8 km for small taxi	¥580
	Nagoya Station area–Aichi Youth Park (approx. 20 km)	Approx. ¥7,000
Rent-a-car (Not including gasoline)	1,300 cc 4-seater compact, per day	From ¥8,500
	1,800 cc 5-seater mid-size, per day	From ¥15,000
	2,000 cc 7-seater station wagon, per day	From ¥20,000

Living expenses

(Food and daily necessities)

Item	Unit	Price
Dining at family restaurant	Set lunch per person	¥450
Hamburger	1	¥70
Chinese noodles	1 serving	¥495
Coffee at shop/restaurant	1 cup	¥345
Cabbage	1 kg	¥157
Potatoes	1 kg	¥234
Tomatoes	1 kg	¥516
Apples	1 kg	¥547
Beef (imported roast cut)	100 g	¥228
Pork (roast cut)	100 g	¥220
Eggs	10	¥146
Milk	1 lit.	¥184
Rice	5 kg	¥2,394
Vegetable oil	1,500g	¥389
Bread	1 loaf (approx. 400g)	¥156
Undershirt (100% cotton)	1	¥716
Dress shirt (Cotton-polyester)	1	¥2,814
Tissue paper	1 package (5 boxes)	¥309

* Based on survey by Aichi Prefecture Consumer Affairs Department, August 10, 2002

(Heating, electricity, water and telecom charges)

Expense		Unit	Price
Electricity charges (excluding power for air conditioning)		20 A/month	Approx. ¥3,000–4,000
Water supply and sewage charges		Monthly	Approx. ¥1,500–2,000
Gas		Monthly	Approx. ¥4,200–5,000
Telephone charges (calls only) (for analog calls)	Local calls inside Nagoya	Flat rate	¥8.5/3 minutes
	Nagoya to Tokyo	Daytime (8:00–19:00)	¥80/3 minutes
		Nighttime (19:00–23:00)	¥70/3 minutes
		Late night (23:00–8:00)	¥40/3 minutes
Mobile phone (for domestic calls) (Varies depending on telephone company, type of contract, time, area, recipient's location, etc.)			From ¥20/ 47.5 seconds
Internet connection (ADSL)	Connection fee	Monthly	Approx. ¥3,500–4,000
	Line charge	Monthly	Approx. ¥2,000

- * Costs for electricity, water and gas are based on single occupancy of a one-bedroom apartment, and will vary with amount used, and municipality.
- * Telephone charges are for calls only, and does not include line lease contract, installation, basic rate, or the cost of the actual telephone itself.
- * Mobile phone charges do not include the cost of the telephone or the basic rate.
- * Internet connection charges do not include the line lease contract, computers, modems, any other accessories, or installation costs.

Model Plans and Budget Estimates (Reference)

<Budget estimates based on estimated expenses for exhibition and exhibition operation>

- The following are model plans for exhibitions employing one module (324 m²) or three modules (972 m²) and estimated budgets for exhibition and exhibition operation in the two cases.
- The information herein is for reference to be used in budget planning for each official participant. The actual exhibition budget is subject to changes according to the scale of exhibition planned by each participant.
- Please use the information to cross-check against descriptions in the text, only as a reference

(1) Plan and Estimated Budget for One-Module Exhibition (Reference)

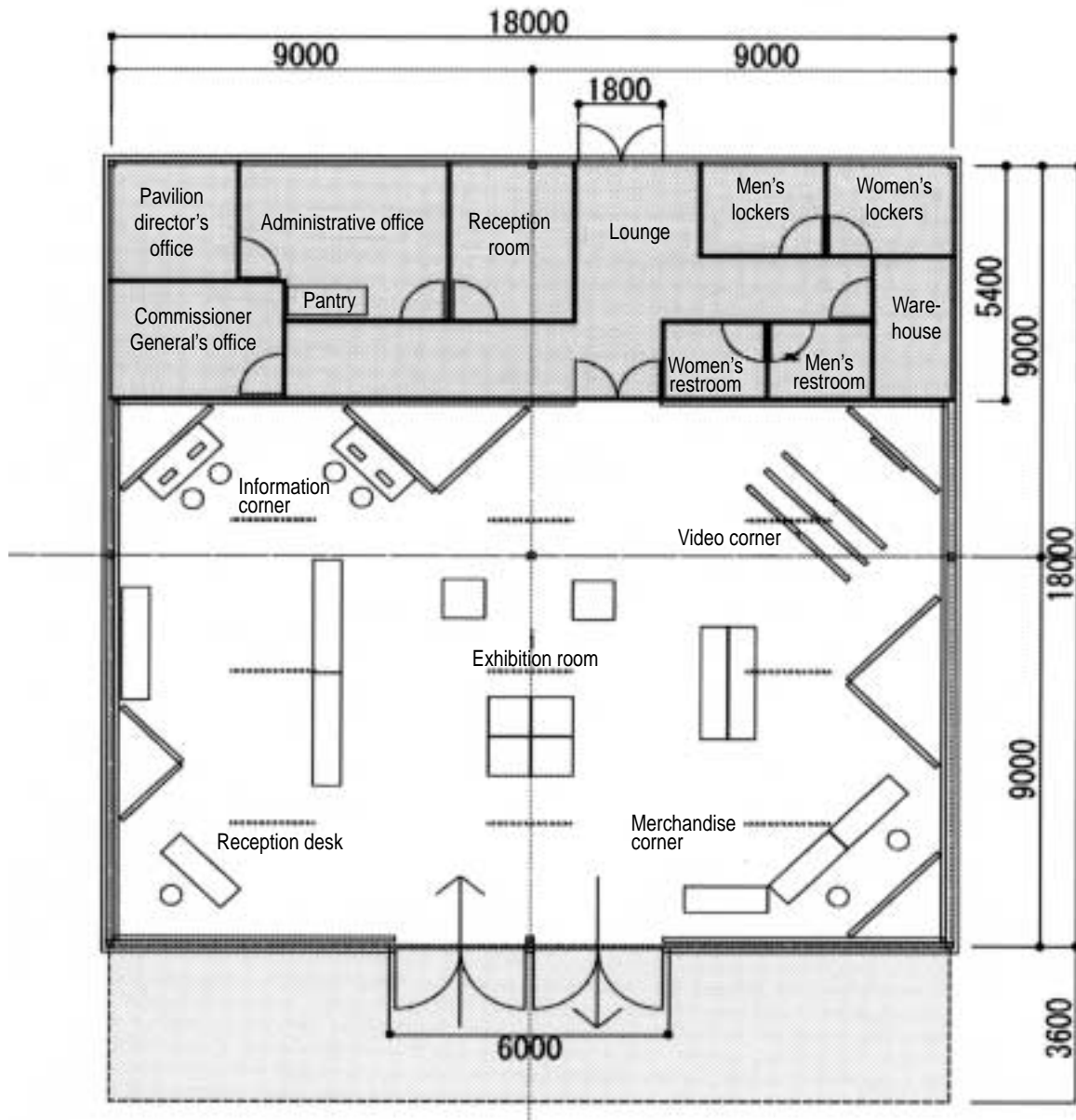
<Summary>

- Open-style model plan with standard exhibition elements for one-module exhibition (basic size: 324 m²)
- Exhibition area consisting of “exhibition space” and “administrative space”
- The model plan is outlined below. *Please refer to “Estimated Budget (Reference)” for details and specifications.
 - Open-style theater with 50-inch plasma display.
 - Four information terminals for visitors to browse and search for information.
 - Exhibition room showing various exhibits located at the center, equipped with exhibit platform and glass showcase on platform.
 - Graphics panel (printouts) on wall and banner suspended from ceiling for display.
 - Others, such as cash register, merchandise booth equipped with glass showcase and reception desk.
 - Expenses for personnel for visitor guidance, etc., based on 2 attendants (for reception and for exhibit guidance) and 1 security guard (at entrance).

One-Module Plan: Image



One-Module Plan: Layout



One-Module Plan: Estimated Budget (excluding consumption tax)

	Scope	Item	Item Breakdown	Outline Budget	
1	Exhibition expenses	Planning and design		(Separate)	
		Basic facility construction (including shipment & installation)	Basic interior decoration work	12,000,000	
			Installation of air conditioning and ventilation systems	9,000,000	
			Installation of water supply and drainage systems, sanitary fitting, and gas facilities	3,000,000	
			Electric work and installation of telecommunications system	11,000,000	
		Façade design & construction		(Separate)	
		Exhibition equipment & hardware (including shipment & installation)	Exhibition ceiling work	2,000,000	
			Exhibition-related production	6,000,000	
			Exhibition fixtures, counter & chairs	6,500,000	
			Information corner	5,000,000	
			Audio-visual corner	3,000,000	
			Acoustic system	500,000	
		Exhibition software production (contents)		(Separate)	
		Office furniture and equipment for the administrative office		2,600,000	
		Maintenance		(Separate)	
		Insurance	Liability insurance package premium	259,200	
			Fire insurance premium	(Separate)	
			Property insurance package premium	(Separate)	
		Dismantling		5,000,000	
			Subtotal	65,859,200	
2	Operational expenses	Administration and management personnel costs	Attendants	18,000,000	
			Operation & management expenses	7,000,000	
		Interpreters and secretaries	Expenses for bilingual secretary (Japanese/English)	3,800,000	
		Security & cleaning expenses	Full-time security personnel expenses	11,400,000	
			Full cleaning expenses	1,900,000	
		Other administrative expenses	Water, electricity, telecommunications & supplies	7,000,000	
		Publicity & record expenses		(Separate)	
			Subtotal	49,100,000	
3	Reserve fund			(Separate)	
	Total (excluding consumption tax)			114,959,200	

<Principal items not included in the budget>

- Event-related expenses (National Days & Special Days, pavilion opening & closing ceremonies, events during the Expo)
- Attendant uniforms (production & cleaning expenses) & special cleaning expenses such as for exterior walls, etc., under operational expenses
- Customs clearance, shipping and warehouse expenses (bonded cargo import clearance, import duties, domestic shipping, warehouse storage, cargo storage)
- Expenses related to assignees from Participant (accommodation, transportation, living expenses, etc.)
- Others such as expenses for commercial activities, open-air exhibits, printed matter, & commemorative gifts
- Other expenses not included in estimated budget
- Project promotion, production & management costs (outsourcing management costs for the whole process)

(in yen)

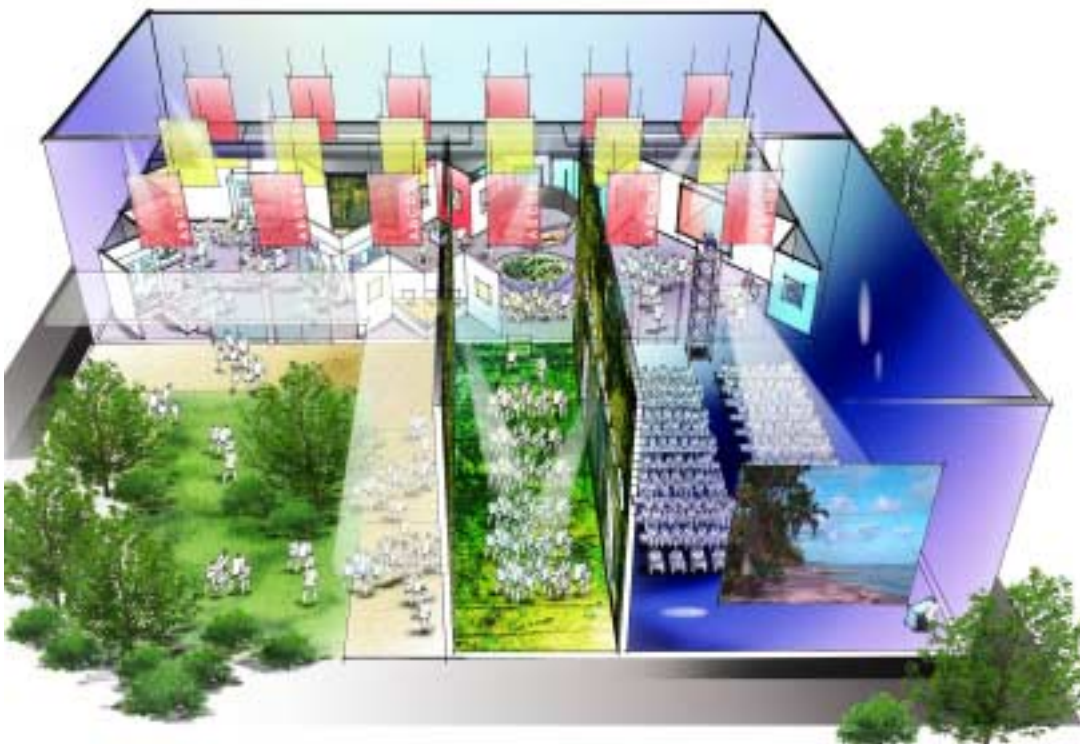
Description	Remarks
Total domestic exhibition costs x 10 to 12 percent	
Full set of basic interior decoration work, including dry partition walls, flooring, ceiling, and administrative office partitioning	* Steel work, joiners work, painting work, etc.
Full set of installation work, including air conditioning and ventilation equipment, piping, and duct installation	* Installation of air conditioning and ventilation systems, piping and ducting work, etc.
Full set of installation work, including water supply, hot water supply, drainage, and toilet systems, and gas facilities	* Installation of water supply and hot water supply systems, drainage system, sanitary fittings, gas facilities, etc.
Full set of installation work, including electrical equipment, telephone equipment, and information and broadcasting systems	* Installation of lighting equipment and plug sockets, telephone equipment and information system, broadcasting system, etc.
Design & construction charges	* Façade regulations (such as specifications, size, and display method) currently under study
Full set, including baton trusses for lighting, suspension fixtures, etc.	
Full exhibition display set, including exhibition wall space (90 m ²), 6 graphic panels, 9 choreography banners, etc.	
Full set, including 5 showcases, 6 exhibition platforms, 3 glass cases, counters, chairs, etc.	
Full set, including 4 information terminals, acoustic system, design display, chairs, etc.	* Information terminal equipped with PC, 17-inch TFT monitor & keyboard (software separate)
Full set, including 1 50-inch PDP, DVD player, acoustic system, pipe chairs, etc.	(Software separate)
Background music system (CD player, amplifiers & speakers)	
Exhibits for display, video production, audio software production, copyrights, etc.	* Varies by exhibition software & contents
Office furniture and equipment costs	* Lounge table and chairs, desks, chairs, lockers, steel shelves, copiers, facsimiles, etc.
Maintenance & inspection charges, supplies and parts replacements (during Expo)	* Varies by state of maintenance
Insurance to cover liability against third parties and their property (800 yen/m ² x 324 m ²)	
Insurance to cover structure, facilities or equipment installed, products, and other property	* Premium payment varies by contents
Insurance to cover exhibitions and works of art	* Premium payment varies by contents
Leased items (lighting, air conditioning, audio-visual equipment, etc.) shipment, installation, removal, and disposal of waste materials	
(Excl. for separate expenses)	
Full expenses including labor, transportation, recruitment, training, and insurance	* Attendants to be recruited directly (2 vacancies) → 6 attendants a day (two 8-hour shifts) → 9 persons to be hired.
Operation directors 500,000 yen/person x month x 2 x 7 months	
2,500 yen/person x hour x 1 x 8 hours per day x 190 days (including 5 days prior to the Expo opening)	
20,000 yen/person x day x 3 x 190 days (including 5 days prior to the Expo opening)	* Three security guards to be hired = one person for each of the three shifts (8-hour day)
30 yen/m ² x number of times x 324 m ² x 190 days (including 5 days prior to the Expo opening)	
Full expenses including water supply and sewage, electricity, chilled water for air conditioning, telecommunications & supplies	* Telecommunications cost including telephone, fax and Internet expenses.
Visitor promotion & publicity expenses, photography expenses, newsletter production expenses	* Varies by contents
(Excl. for separate expenses)	
5–10% of total	
(Excl. for separate expenses)	

(2) Plan and Estimated Budget for Three-Module Exhibition (Reference)

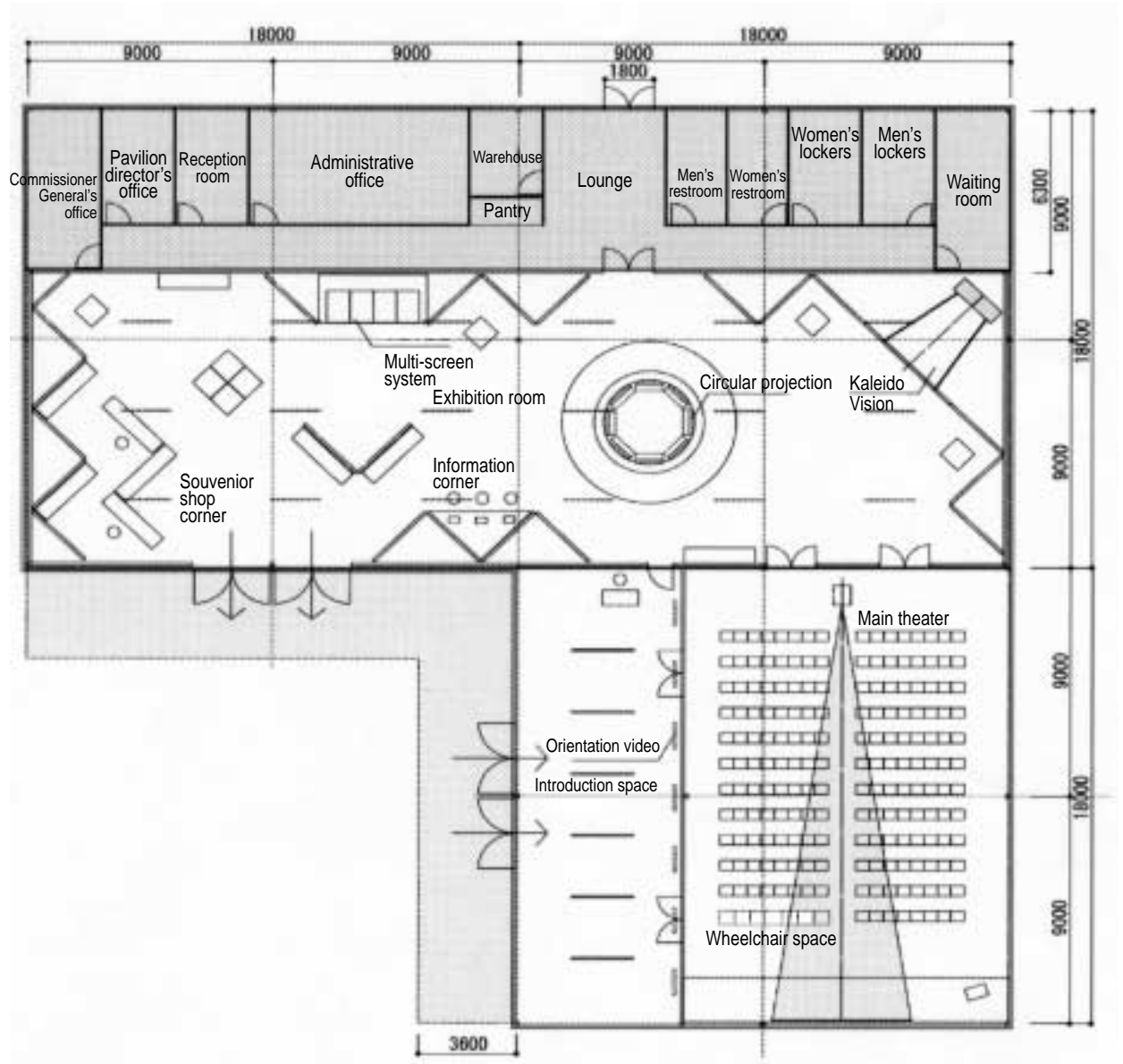
<Summary>

- Semi-closed model plan with main theater facility for three-module exhibition (972 m²)
- Exhibition area consisting of "guidance space," "main theater," "exhibition space" and "administrative space"
- This model plan is outlined below. *Please refer to "Estimated Budget (Reference)" for details and specifications.
 - Main theater with 191 seats (of which 7 are for wheelchairs) and 300-inch (H 6,000 mm x V 4,500 mm) projection system.
 - Guidance space at entrance to main theater is to be equipped with plasma displays (7) to guide visitors and a reception desk.
 - KaleidoVision as projector for exhibition space, multi-screen projection with sixteen 50-inch screens, and circular projection with plasma displays installed in circle.
 - Three information terminals for visitors to browse and search for information.
 - Exhibition room with large circular exhibit platform for symbol presentation located at the center, along with exhibit platform and glass showcase on platform for various exhibits.
 - Graphics panel (printout) on wall and banner suspended from ceiling for display.
 - Others, such as cash register, merchandise booth equipped with glass showcase and reception desk.
 - Expenses for personnel for visitor guidance, etc., based on 7 attendants (2 each for guidance, theater, exhibit guidance and 1 for VIP reception) and three security guards (at entrance).

Three-Module Plan: Image



Three-Module Plan: Layout



Three-Module Plan: Estimated Budget (excluding consumption tax)

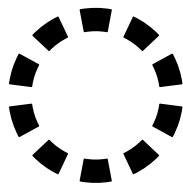
	Scope	Item	Item Breakdown	Outline Budget	
1	Exhibition expenses	Planning and design		(Separate)	
		Basic facility construction (including shipment & installation)	Basic interior decoration work	25,000,000	
			Installation of air conditioning and ventilation systems	25,500,000	
			Installation of water supply and drainage systems, sanitary fitting, and gas facilities	3,500,000	
			Electric work and installation of telecommunications system	24,000,000	
		Façade design & construction		(Separate)	
		Exhibition equipment & hardware (including shipment & installation)	Exhibition ceiling work	5,500,000	
			Exhibition-related production	11,000,000	
			Exhibition fixtures, counter & chairs	7,000,000	
			Main theater (guidance)	13,000,000	
			Main theater (theater)	35,000,000	
			KaleidoVision	15,000,000	
			Circular projection system	20,000,000	
			Multi-screen projection	44,000,000	
			Information corner	3,000,000	
			Acoustic system	1,000,000	
		Exhibition software production (contents)		(Separate)	
		Office furniture and equipment for the administrative office		5,500,000	
		Maintenance		(Separate)	
		Insurance	Liability insurance package premium	777,600	
			Fire insurance premium	(Separate)	
			Property insurance package premium	(Separate)	
		Dismantling		12,000,000	
			Subtotal	250,777,600	
2	Operational expenses	Administration and management personnel costs	Attendants	58,000,000	
			Operation & management expenses	10,500,000	
		Interpreters and secretaries	Expenses for bilingual secretary (Japanese/English)	7,600,000	
		Security & cleaning expenses	Full-time security personnel expenses	30,400,000	
			Full cleaning expenses	5,600,000	
		Other administrative expenses	Water, electricity, telecommunications & supplies	20,000,000	
		Publicity & record expenses		(Separate)	
			Subtotal	132,100,000	
3	Reserve fund			(Separate)	
	Total (excluding consumption tax)			382,877,600	

<Principal items not included in the budget>

- Event-related expenses (National Days & Special Days, pavilion opening & closing ceremonies, events during the Expo)
- Attendant uniforms (production & cleaning expenses) & special cleaning expenses such as for exterior walls, etc., under operational expenses
- Customs clearance, shipping and warehouse expenses (bonded cargo import clearance, import duties, domestic shipping, warehouse storage, cargo storage)
- Expenses related to assignees from Participant (accommodation, transportation, living expenses, etc.)
- Others such as expenses for commercial activities, open-air exhibits, printed matter, & commemorative gifts
- Other expenses not included in estimated budget
- Project promotion, production & management costs (outsourcing management costs for the whole process)

(in yen)

Description	Remarks
Total domestic exhibition costs x 10 to 12 percent	
Full set of basic interior decoration work, including dry partition walls, flooring, ceiling, and administrative office partitioning	* Steel work, joiners work, painting work, etc.
Full set of installation work, including air conditioning and ventilation equipment, piping, and duct installation	* Installation of air conditioning and ventilation systems, piping and ducting work, etc.
Full set of installation work, including water supply, hot water supply, drainage, and toilet systems, and gas facilities	* Installation of water supply and hot water supply systems, drainage system, sanitary fittings, gas facilities, etc.
Full set of installation work, including electrical equipment, telephone equipment, and information and broadcasting systems	* Installation of lighting equipment and plug sockets, telephone equipment and information system, broadcasting system, etc.
Design & construction charges	* Façade regulations (such as specifications, size, and display method) currently under study
Full set, including baton trusses for lighting, suspension fixtures, etc.	
Full exhibition display set, including exhibition wall space (220 m ²), 10 graphic panels, 18 choreography banners, etc.	
Full set, including 6 showcases, 6 exhibit platforms, 3 glass cases, counters, chairs, etc.	
Full set, including seven 50-inch PDPs, DVD player, acoustics, poles, counters, etc.	(Software separate)
Full set, including video projector system, audience seat, glass wool-filled wall, acoustics, etc.	(Software separate)
Full set, including DVD player, 50-inch DLP projector, mirror surface, acoustics, etc.	* DLP: Digital light processing (Software separate)
Full set, including exhibition platform, 8 50-inch PDPs, 8 hard disk players, acoustics, etc.	(Software separate)
Full set, including DVD player, 50-inch 16 multi-screen projection system, acoustics, etc.	(Software separate)
Full set, including 3 information terminals, acoustic system, creative choreography, chairs, etc.	* Information terminal equipped with PC, 17-inch TFT monitor & keyboard (program and software separate)
Background music system (CD player, amps & speakers)	
Exhibits for display, video production, audio software production, copyrights, etc.	* Varies by exhibition software & contents
Office furniture and equipment costs	* Lounge table and chairs, desks, chairs, lockers, steel shelves, copiers, facsimiles, etc.
	* Varies by state of maintenance
Insurance to cover liability against third parties and their property (¥800/m ² x 972 m ²)	
Insurance to cover structure, facilities or equipment installed, products, and other property	* Premium payment varies by contents
Insurance to cover exhibitions and works of art	* Premium payment varies by contents
Leased items (lighting, air conditioning, audio-visual equipment, etc.) shipment, installation, removal, and disposal of waste materials	
(Excl. for separate expenses)	
Full expenses including labor, transportation, recruitment, training, and insurance	* Attendants to be recruited directly (2 vacancies) → 20 attendants a day (two 8-hour shifts) → 28 persons to be hired.
Operation directors ¥500,000/person x month x 3 x 7 months	
2,500 yen/person x hour x 2 x 8 hours per day x 190 days (including 5 days prior to the Expo opening)	
20,000 yen/person x day x 8 x 190 days (including 5 days prior to the Expo opening)	* Eight security guards to be hired = Three persons for each of the two shifts (8-hour day)
30 yen/m ² x number of times x 972 m ² x 190 days (including 5 days prior to the Expo opening)	
Full expenses including water supply and sewage, electricity, chilled water for air conditioning, telecommunications & supplies	* Telecommunications cost including telephone, fax and Internet expenses.
Visitor promotion & publicity expenses, photography expenses, newsletter production expenses	* Varies by contents
(Excl. for separate expenses)	
5–10% of total	
(Excl. for separate expenses)	



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