SusHi Tech TOKYO 2026

Media Guideline

(As of 2026.4.7)

Regarding the Issuance of Press Passes

The following individuals are eligible for press passes. Please note that prior application to the SusHi Tech Tokyo 2026 Public Relations Office is required.

1. **Individuals affiliated with news organizations or media outlets (domestic or international) who will cover the event for the purpose of reporting or producing articles**

・Newspaper companies
・News agencies
・Television stations
・Radio stations
・Publishing companies (magazines, trade journals, etc.)
・Industry-specific media
・Online media with an established editorial structure
Note: You may be asked to provide your media outlet's URL or related information.

2. Freelance journalists and photographers who provide articles and photographs to newspapers, magazines, online media, and other outlets, and who meet one of the following criteria:
-Able to submit past publication records for verification
-Able to submit an overview of the media outlet where work is scheduled to be published
Note: The organizer reserves the right to make the final decision after reviewing the coverage content and the intended publication outlet.

Cases where media status is not recognized
Entry as media may be denied in the following cases:
-Individuals affiliated with advertising agencies, PR firms, research companies, securities company analysts, or similar professions
-Freelancers without a commission agreement with a media organization
-Individuals in charge of recording/photography for exhibiting companies or organizations
-Cases deemed inappropriate as press by the organizer

For Influencers : Influencers must have at least 10,000 followers on one of the following social media platforms (X, Facebook, Instagram, LinkedIn, or YouTube) to be eligible to participate. Only those who submit a prior application via the contact information below and pass the organizer's review will be issued an admission pass by the organizer. Please note that meeting the follower count requirement does not guarantee participation. Admission will be determined based on factors such as relevance to the event, past posts and content, and overall communication style. Participation may also be denied if there is a risk of harm to third parties (including rights infringement) or if any content contrary to public order and morals is identified. If no prior application has been submitted, or if the application period has expired, participation will be denied regardless of the reason. Please note that we cannot respond to individual inquiries regarding screening criteria or results.

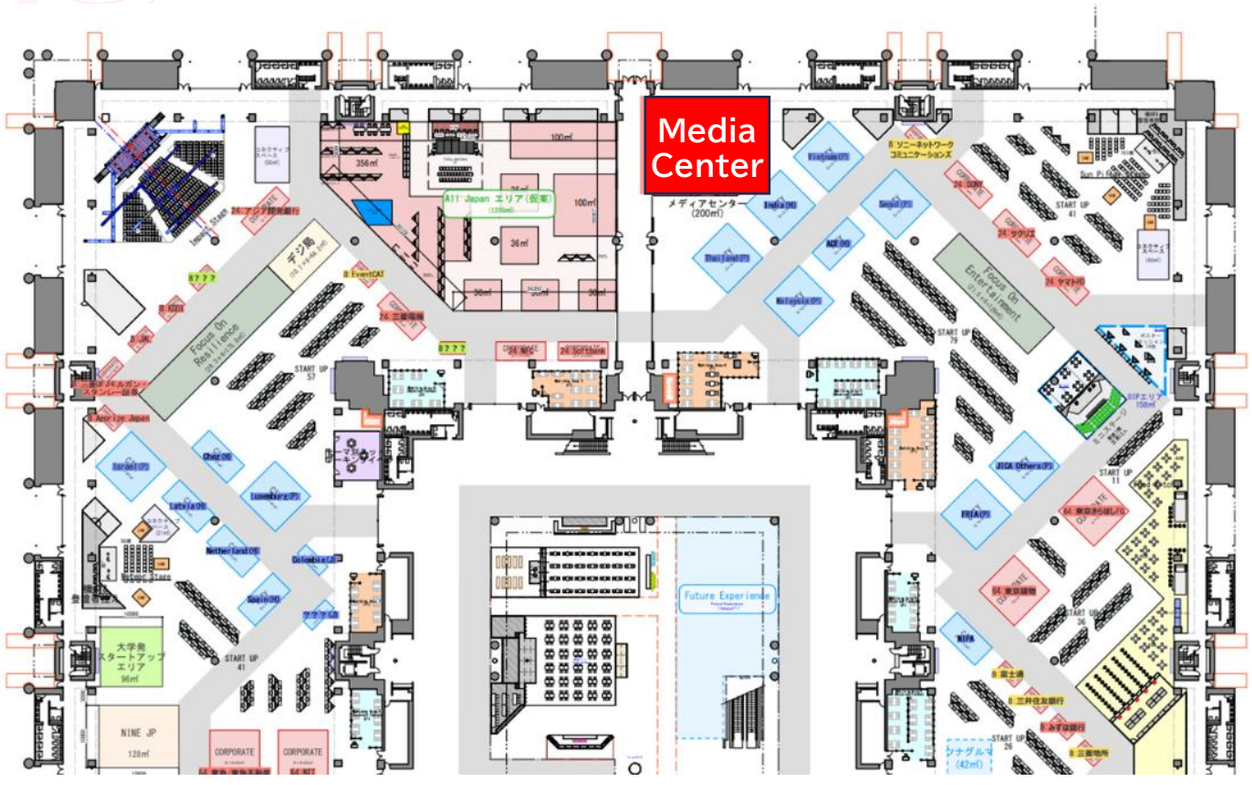
Contact for Application: stt2026pr@group.dentsuprc.co.jp
Application Period: April 7, 2026 (Tuesday) – April 20, 2026 (Monday)

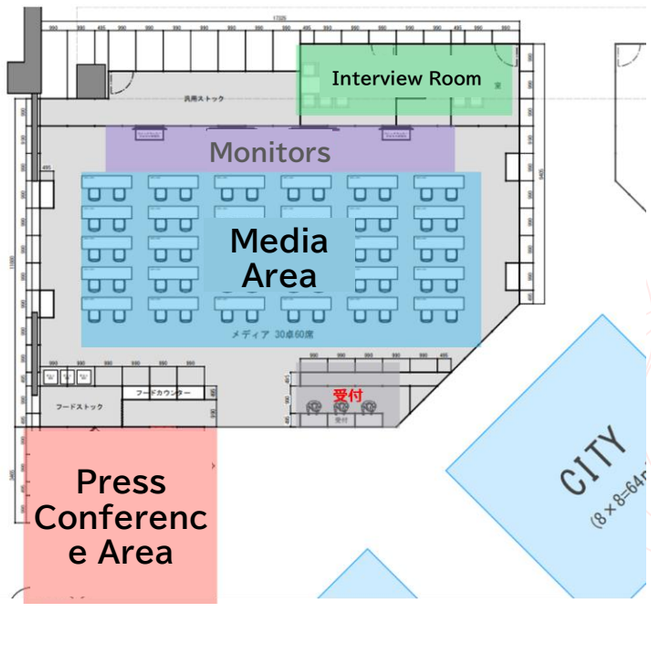
Important Notes for Media Coverage

- Coverage Positions: Please follow the directions of on-site staff regarding your coverage position.
- Official Recording: Please be aware that official event cameras will be filming throughout the venue.
- Power and Audio: Please note that power outlets and audio lines are not available within the venue (power outlets within the Media Center will be available for use).
- Restrictions: Depending on the level of congestion, we may need to place restrictions on coverage activities or the use of tripods.
- Business Cards: For security purposes, we will require a business card from you at reception.
- Designated Areas: Media activities are restricted to designated areas only.
- You must follow the instructions of all event staff. Failure to comply may result in your media credentials being revoked.
- Please be quiet and considerate within the venue. Please refrain from any activities not related to your media coverage.
- Parking: no dedicated parking will be available for media personnel.
- Use of Footage/Photos: All video and photographs taken at the event may only be used for the purpose of reporting on this event.
- Changes to the Program: Please be aware that the event content, speakers, and end time are subject to change depending on the circumstances of the day.

Media Center Information

- Registered media personnel holding a press pass are welcome to use the Media Center during the event.
- The Media Center includes a common work area (free space) for all registered media personnel and a separate room for individual interviews.
- The interview space will primarily be available by reservation. Any unreserved slots will be available on a first-come, first-served basis. Please check with the Media Center reception desk on the day of the event for availability.
- Please note that the event organizers will not be responsible for lost items. We ask that you manage your own belongings.
- Please be advised that interpreters for interviews or for translating press releases will not be provided by the event organizers.
- The Media Center will be equipped with dedicated Wi-Fi, power outlets, and monitors displaying the live feed from the on-site stages. However, if you require a consistently stable internet connection, we recommend bringing your own Wi-Fi device.





Requests for exclusive interviews

Requests to interview session speakers, exhibitors (startups, corporate partners, city partners, etc.), and event organizers will be arranged on a case-by-case basis. Please contact the “SusHi Tech Tokyo 2026 Public Relations Office” listed at the bottom of this page. Please note that we may not be able to accommodate all requests.

Naming and pronunciation

・Official Name：SusHi Tech Tokyo 2026

The following red letters must be capitalized: SusHi Tech Tokyo

Explanation of the name: Sustainable High City Tech Tokyo ＝ SusHi Tech Tokyo

・Pronunciation： sushi tech tokyo twenty twenty-six

・Abbreviation：SusHi Tech

Note regarding Japanese naming:

Official pronunciation: SusHi Tech Tokyo 2026 ⇒ スシテックトウキョウニーゼロニーロ（Sushi Tech Tokyo Ni-Zero-Ni-Roku）

When written, use half-width characters（半角表記）throughout and insert a half-width space（半角スペース）between words

Regarding provided materials

Official materials will be made available on the SusHi Tech Tokyo 2026 official website. These materials may be used solely for public relations and media coverage purposes. Please refrain from using them for commercial purposes. Credit attribution is not required.

Official social media

The official social media accounts for SusHi Tech Tokyo 2026 are as follows.

X(Japanese): https://x.com/SusHiTech_SUJP

X(English): https://x.com/SusHiTech_SUEN

Facebook: https://www.facebook.com/SusHiTechTokyoStartup

LinkedIn: https://www.linkedin.com/company/sushi-tech-tokyo-official-account/

YouTube: https://www.youtube.com/@SusHiTechTokyo_SU

When mentioning or referencing SusHi Tech Tokyo 2026, please use the hashtag #STT2026.

Media inquiries

SusHi Tech Tokyo 2026 Public Relations Office, managed by Dentsu PR Consulting

stt2026pr@group.dentsuprc.co.jp