

Application for Startup Booth Exhibition

Title	Application for Startup Booth Exhibition at SusHi Tech Tokyo 2026
Outline	<p>In April 2026, we will host “SusHi Tech Tokyo 2026,” which is Asia's largest innovation conferences. In 2026, the venue will be expanded further, bringing together numerous ecosystem players including global venture capital firms, representatives from many countries, regions, and cities, as well as major Japanese corporations and local governments. This conference presents an opportunity to discover new investment opportunities and potential collaboration partners. Applications for exhibitors at this event will open on Friday, September 19. We encourage you to apply. (Startups and other companies with promising new technologies or business models are eligible to apply.)</p> <p>Entry form(URL: https://form.sushitech-startup.metro.tokyo.lg.jp/module/questionnaire/377193/0)</p>
Benefits of Participation	<p><Business meeting opportunities with domestic and international investors, major corporations, local governments, etc.></p> <ul style="list-style-type: none"> • New collaborations and investment opportunities through participation by many major Japanese corporations (Previous attendance: Approximately 1,700 venture capitalists and investors attended, with 47 corporate partners including major Japanese companies participating.) • An opportunity to create new connections with countries, regions, and cities worldwide seeking encounters with startups, as well as municipalities and support organizations across Japan <p>(Previous results: 25 countries, regions, and cities worldwide; 35 Japanese municipalities exhibited)</p> <ul style="list-style-type: none"> • Matching support via dedicated application and the operation office <p><Media Exposure & PR Impact></p> <ul style="list-style-type: none"> • Numerous media outlets attend, contributing to PR for your products and services <p>*Please utilize this as an opportunity to announce new business developments. (Previous results: 122 media outlets attended, with over 900 publications)</p> <ul style="list-style-type: none"> • Acquire lead customers and enhance brand awareness through demo exhibitions for numerous attendees <p>(Previous results: Over 43,000 industry professionals gathered at the venue)</p> <ul style="list-style-type: none"> • Gather market reactions and feedback about your company, and understand industry trends • Enhance branding by exhibiting at Asia's largest innovation conference

	<p>(improve credibility, communicate social impact)</p> <p><Benefits of Participating in Public Day></p> <ul style="list-style-type: none"> • Building awareness and sense of affinity among families, and acquiring future customers • Gaining feedback from the perspective of consumers, such as children and parents • Connecting with students and young people interested in startups (recruitment opportunities, etc.) • Further networking and business discussion opportunities through visits from employees of exhibiting large corporations
What is “SusHi Tech Tokyo”?	<p>SusHi Tech Tokyo (<u>S</u>ustainable <u>H</u>igh City <u>T</u>ech Tokyo) is a platform where diverse global players driving innovation—startups, investors, large corporations, universities, and other supporters—alongside globally recognized, growing companies with cutting-edge technologies gather, meet, and connect in Tokyo. Through this convergence, it fosters innovation and new action to contribute to solving global challenges by realizing sustainable cities through advanced technologies.</p>
Previous Year’s Results	<p><Business Day></p> <ul style="list-style-type: none"> • 607 startups from around the world exhibited at booths • Over 28,000 attendees gathered at the venue, including approximately 6,000 employees from major corporations and about 1,700 VCs and investors, resulting in over 6,000 business meetings. <p><Public Day></p> <ul style="list-style-type: none"> • Over 14,000 students, young people, and families participated <p>*2025 Official Report</p> <p>(Summary Version)</p> <p>https://sushitech-startup.metro.tokyo.lg.jp/index/pdf/official-report_summary_en.pdf</p> <p>(Full Version)</p> <p>https://sushitech-startup.metro.tokyo.lg.jp/index/pdf/official-report_full_en.pdf</p>
Dates	<ul style="list-style-type: none"> • Business Day: Monday, April 27, and Tuesday, April 28, 2026 <p>Main Participants: Startups, major corporations, government agencies (national/municipal), universities, VCs/investors, media, students, etc.</p> <ul style="list-style-type: none"> • Public Day: Wednesday, April 29, 2026 (National Holiday) <p>*Organized to provide a broad experience of startup potential and innovation</p> <p>Main Participants: Students, the young generation and parents and children who are interested in sustainability, technology, innovation, etc.</p>
Language	<ul style="list-style-type: none"> • Business Day : English • Public Day : Japanese & English

Venue	Tokyo Big Sight, West Halls 1,2,3,4
Exhibition Fee	<p>Exhibition Fee: ¥250,000 (includes venue usage, basic frame, and equipment costs)</p> <p>*Additional decorations and exhibits are subject to restrictions, and transportation costs are the exhibitor's responsibility.</p> <p>*Only those who have paid the exhibition fee in advance after passing the screening process will be permitted to exhibit.</p> <p>Booth Specifications:</p> <ul style="list-style-type: none"> • 1 display table (W1,000 mm × D 450 mm, load capacity 20kg) • 2 chairs • Panel display hooks • 1 electric outlet (500W, 2 outlets) • Company name panel (W500mm × H700mm)
Application Requirement	<ul style="list-style-type: none"> • Possessing new technologies or business models with growth potential • Products or services must be available • The ability to operate a booth and conduct business negotiations within the venue throughout the entire 3-day event period. • Staff capable of conducting business negotiations in English must be provided • The business content must align with the concept of SusHi Tech Tokyo (Realizing sustainable cities through high technology)
Application Period	<p><Domestic Companies/Japanese Version> Until 23:59 on Wednesday, December 10, 2025 (JST)</p> <p><Overseas Companies/English Version> Until 23:59 on Wednesday, December 31, 2025 (JST)</p>
Application Methods	<p>Please submit Business Overview Document and apply via the application form (URL : https://form.sushitech-startup.metro.tokyo.lg.jp/module/questionnaire/377193/0)</p> <p>*The format of the business overview document is flexible (please submit documents that consolidate information about your company's technologies and services, such as existing sales materials).</p> <p>*Please prepare the business overview document in Japanese or English.</p> <p>*Only one file (under 10MB) can be attached to the form, and the file format must be either PDF or ZIP.</p>
Evaluation Policy	<p>The review will focus on the following criteria:</p> <ol style="list-style-type: none"> 1. Social Impact 2. Economic Impact 3. Potential for Global Expansion
Post-	We will notify you of the review results around early February 2026 (tentative).

application process	
Travel and accommodation expenses to Japan (venue: Tokyo Big Sight)	Out-of-pocket expenses
Intellectual Property Rights and Copyright	<ul style="list-style-type: none"> • Intellectual property rights and copyrights related to submissions belong to the entrants. However, the content of submissions and the entrants' names and affiliations may be publicly disclosed on web pages or other media at the discretion of the operation office. • When submitting an entry, it is the applicant's responsibility to confirm rights and implement protective procedures beforehand. (The organizer and operation office assume no responsibility whatsoever for disputes regarding rights.) <p>If there is suspicion of infringement on another party's intellectual property rights, or if infringement is discovered, awards may be revoked.</p>
Right of Publicity	<ul style="list-style-type: none"> • All rights to photographs, videos, recordings, and other materials captured during this event belong to the organizer. These materials may be published on websites, in newspapers, magazines, television, and other media. Participants shall be deemed to have consented to such filming and publication by participating in this event.
Contact	<p>Exhibitor Management Office</p> <p>exhibit@sushitech-2026.jp</p>