

## Startup Exhibitors: Application Guidelines

Title	Showcase your technology at SusHi Tech Tokyo 2025 (Application Deadline Jan. 15)
Lead text	<p>"SusHi Tech Tokyo 2025," one of the largest startup events in Asia will be held in May 2025. Compared to last year, venue size and number of programs will be further expanded, and many ecosystem players, including overseas VCs and large Japanese corporations, will gather. It is a great opportunity to discover new investment opportunities and potential collaboration partners.</p> <p>From Nov 1<sup>st</sup> (Fri), we will start accepting applications from prospective exhibitors. We encourage eligible startups to apply before the deadline. *Please check below for eligibility criteria.</p> <p>Application Form: (URL : <a href="https://forms.office.com/e/FVjukpw882">https://forms.office.com/e/FVjukpw882</a>)</p>
Benefits for Exhibitors	<ul style="list-style-type: none"> <li>• Many large Japanese corporates will participate, so it's a chance to find new collaboration and investment opportunities</li> <li>• A chance to meet new startup support organizations in various countries and cities, including Tokyo and Japan</li> <li>• Support for matching, including mobile apps, will enable smooth business negotiations</li> <li>• Excellent startups will be recognized with exhibitor awards, and awareness will increase through booth exhibits</li> <li>• Keynote speeches by renowned figures, and talk sessions with city leaders, startups, large corporations, investors, experts etc.</li> <li>• Pitch competition</li> <li>• Business matchmaking between startups, large corporations, and participating cities</li> <li>• Live demonstrations</li> <li>• New product announcements</li> <li>• After-party</li> </ul>
What is SusHi Tech Tokyo?	"Realizing a sustainable city through high technology" (Sustainable High-City Tech = SusHi Tech). SusHi Tech Tokyo is a concept originated in

	Tokyo to create "sustainable values" to overcome global urban challenges through cutting-edge technology, diverse ideas, and digital know-how.
Event Scale	<p>At SusHi Tech Tokyo 2025, we anticipate 500 startup exhibitors and 40,000 participants from around the world, including exhibitors from various countries and cities.</p> <p>(SusHi Tech Tokyo 2024 results: 434 startup exhibitors from 32 countries and regions, attracting approximately 3,000 representatives from large Japanese corporations and new business development teams, about 1,100 VCs, attracting a total of more than 15,000 visitors, including other stakeholders.)</p> <p>2024 Results Report  <a href="https://sushitech-startup.metro.tokyo.lg.jp/index/pdf/official-report.pdf">https://sushitech-startup.metro.tokyo.lg.jp/index/pdf/official-report.pdf</a></p>
Event Date	<ul style="list-style-type: none"> <li>• Business Days: Thursday, May 8, 2025, and Friday, May 9, 2025</li> </ul> <p>Main participants: Startups, large corporations, government agencies (central government and city administration), universities, VCs/investors, media, students, etc.</p> <ul style="list-style-type: none"> <li>• Public Day: Saturday, May 10, 2025</li> </ul> <p>*Will be held for the first time to allow residents of Tokyo to experience the potential of startups and innovation.</p> <p>Main participants: Students, young people, and others interested in sustainability, technology, and innovation.</p>
Language	<p>Business Days: English</p> <p>Public Day: Japanese, English</p>
Venue	Tokyo Big Sight, East Halls 4, 5, 6
Exhibition Fees & Booth Specifications.	<p>Exhibition Fee: 250,000 JPY (includes space, basic frame, and equipment costs)</p> <p>*There are restrictions on additional decorations and exhibits, and transportation costs must be borne by the exhibitor.</p> <p>Booth Exhibition Period: 3 days, including Business Days and Public Day.</p> <p>Booth Specifications:</p>

	<ul style="list-style-type: none"> <li>• 1 display table (φ 600mm, load capacity 20kg)</li> <li>• 2 chairs (W400mm x D370mm x SH750mm)</li> <li>• Tape for attaching panels (4 set)</li> <li>• 1 outlet totaling 500W (2 sockets)</li> <li>• Company name plate panel (W1,980mm x H700mm)</li> </ul>
Eligibility Criteria	<ul style="list-style-type: none"> <li>• Must have a product or service.</li> <li>• Ability to exhibit at the booths and conduct business negotiations throughout the 3 days.</li> <li>• Must provide staff who can handle business negotiations in English.</li> <li>• The business content must be aligned with the concept of SusHi Tech Tokyo ("Realize a sustainable cities through high technology").</li> </ul>
Application Deadline	January 15, 2024 (Wed), 4:59 PM (JST)
Application Method	Please apply through the application form. (URL : <a href="https://forms.office.com/e/FVjukpw882">https://forms.office.com/e/FVjukpw882</a> )
Screening Criteria	Startups will be screened focusing on the following criteria: <ol style="list-style-type: none"> <li>1.Social impact</li> <li>2.Economic impact</li> <li>3.Potential for global expansion</li> </ol>
Procedure after Application	After the screening, only startups that pass the selection process will be contacted in early February 2025. *Regarding cancellations: Once booth exhibition is confirmed, cancellations are generally not permitted after you review and agree to the cancellation policy.
Travel and Accommodation Expenses to Japan (venue: Tokyo Big Sight)	Self-funded
Regarding Intellectual Property Rights and Copyrights	<ul style="list-style-type: none"> <li>• Intellectual property rights and copyrights related to the application will belong to the applicant. However, the application content, including the applicant's name and affiliation, may be made public on the website or other platforms at the discretion of the event organizers.</li> <li>• When applying, applicants must take responsibility for verifying rights</li> </ul>

	<p>and completing any necessary protective measures. (The organizers and secretariat will not be held responsible for any disputes related to intellectual property rights.)</p> <ul style="list-style-type: none"> <li>• If there is suspicion or confirmation of an infringement on another party's intellectual property rights, any awards or recognitions may be revoked.</li> </ul>
Regarding Portrait Rights	<ul style="list-style-type: none"> <li>• Photos, videos, and other recordings taken during this event will belong to the organizer and may be published on websites, newspapers, magazines, television, etc. Participants agree to being photographed and to the public use of these materials by participating in the event.</li> </ul>
Contact Information	<p>SusHi Tech Tokyo 2025 Inquiries</p> <p><a href="https://sushitech-startup.metro.tokyo.lg.jp/en/inquiry/">https://sushitech-startup.metro.tokyo.lg.jp/en/inquiry/</a></p>