

7th Events & Amusement Expo TOKYO

Dates: Feb. 5 (Wed) - 7 (Fri), 2020

Venue: Makuhari Messe, Japan

Organiser: Reed Exhibitions Japan Ltd.

Post Show Report

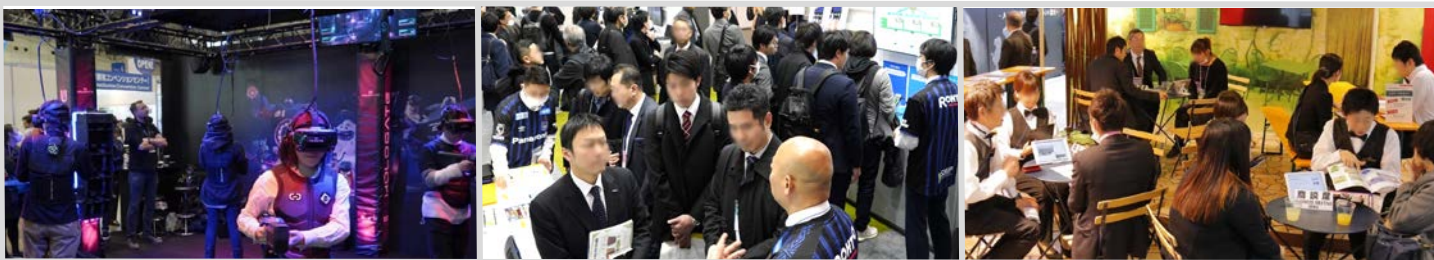


Japan's Largest Event & Amusement Trade Show Ended in Great Success!

7th Events & Amusement Expo TOKYO, Japan's largest trade show for the event & amusement industries, took place on Feb. 5th – 7th, 2020 at Makuhari Messe, Japan.

Breaking its previous records in the number of exhibitors and visitors, the show saw another great year with 35,467 visitors (9,595 visitors increased), and 536 exhibitors during the 3-day-show period. The venue was filled up with excitement and talks emerged among the participants.

The show has been supporting all genres of the event & amusement industries for the past 7 years, and functioned this year again as a business arena for industry players from across Japan and the world.



Key Figures



Number of Exhibitors

536

Number of Visitors

35,467

*9,595 Visitors increased
from the previous show!*

Number of Attendees for
Conference Sessions

21,545

*All figures include concurrent shows

Variety of Exhibits

**All kinds of products/services for
event & amusement industries gathered:**

- Amusement/Theme Park Rides (Roller Coasters, VR, Dark Rides, Ferris Wheels, Carousels)
- Playground Equipment
- Water park Equipment
- Inflatables
- Costumes
- Artists, Entertainers
- Equipment & Tools (Tent, Truss, Stage, etc.)
- Design & Decoration
- Promotional Items (T-shirts, Towels, Costumes, Cheering Items, etc.)
- Event Planning/Operating Services
- Security Solutions

...and more!



Hot Topics of the Show

Latest Amusement Rides

The new zone specialised in Amusement & Leisure was firstly launched in this edition to contribute to the future growth of the industries. It gathered variety of products such as...

- Roller Coasters
- Interactive Rides
- Dark Rides
- Carousels
- Trains
- Water Play Equipment
- Water Slides
- Inflatables ... and more!

Many amusement/theme park owners, shopping mall owners, local governments, etc. discovered the products and considered purchasing at the venue!



Unique Event Equipment

One of the most attractive features of the show was the unique features of Event Equipment.

Example of Unique Event Equipment were...

- Mobile Multi-purpose Room Vehicles
- Universal Design Temporary Toilets
- Anti-terrorism Corns
- Light-weight Temporary Stages
- One-touch Installation Tents/Tables
- Easy Installation Block Walls

...and more!

The show attracted visitors by gathering new & extraordinary exhibits under one-roof and providing a wide range of options for their business.



Wide Variety of Promotional Products

About hundred of exhibitors gathered in *Promotional Products Zone* showcasing diversity of items for event & amusement industries such as:

- Original Brand Items
- Cooling Items
- T-shirts
- Hats
- Towels
- Bags
- Mascot Dolls
- Staff Uniforms
- OEM Services ... and more!

It served as a great sourcing opportunity for visitors to meet the demand for new products.



Conference Sessions by Industry Leaders

Bilingual conferences took place next to 7th Events & Amusement Expo TOKYO, welcoming 21,545 industry players as audience!



<< International Theme Parks >> Date: Feb. 7 (Fri) 12:00~12:45
Disney Entertainment Show Engagement

Paul Rivet
Director, Entertainment & Costuming, Walt Disney Attractions Japan
Director, Entertainment, Disney Parks Live Entertainment



<< Amusement Industry Worldwide >> Date: Feb. 5 (Wed) 14:00~14:45
Global Trends in the Theme Park and Amusement Industry

Dennis Speigel
President & Founder, International Theme Park Services, Inc. (ITPS)
Past Chairman, International Association of Amusement Parks & Attractions (IAAPA)



<< Live Concerts & Staging Production >> Date: Feb. 5 (Wed) 16:00~16:45
Synergistic Effect Created by 360 Entertainment Business

VERBAL
Artist / Music Producer



Next Show Outline

8th Events & Amusement Expo TOKYO

Dates: Feb. 24 (Wed) – 26 (Fri), 2021 Venue: Makuhari Messe, Japan

Organised by: Reed Exhibitions Japan Ltd.

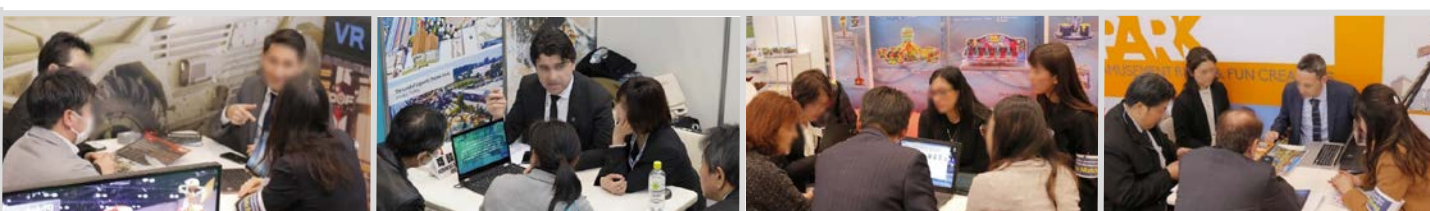
Join as Exhibitor!

In the next edition, **950 exhibitors** and **40,000 visitors** will gather in **7th Events & Amusement Expo TOKYO** and will be a destination for both the suppliers and buyers to weigh a wide range of options, expand business and find connections in the growing market. If you are considering to exhibit, please contact Show Management as soon as possible. Exhibiting space is filling up quickly.

Exhibiting Information Request: https://www.eventexpo.jp/ex_en/

If you are planning to visit, request for visitor ticket to enter the show.

Visitor Ticket Request: https://www.eventexpo.jp/inv_en/



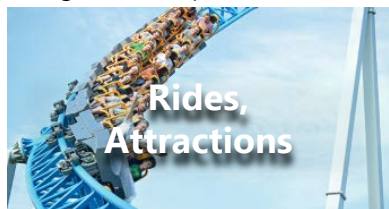
Special Zone & Concurrent Shows

Held inside **8th Events & Amusement Expo TOKYO**

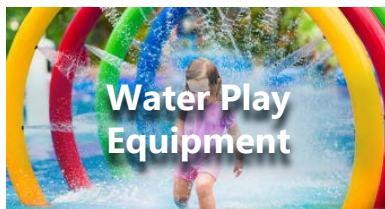
Amusement World

This special zone will gather variety of Amusement & Leisure related products & services. The zone was firstly launched in the previous edition and since it was a success, the expectations are growing toward the next edition.

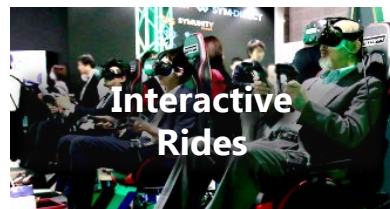
Following is an example of exhibits inside the zone:



Rides,
Attractions



Water Play
Equipment



Interactive
Rides

Following shows will be held next to **7th Events & Amusement Expo TOKYO** :

8th Live Entertainment Expo TOKYO

4th Japan Sports Week

4th Government & Public Sector Week Japan

Contact

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E-mail: <mailto:eventexpo.eng@reedexpo.co.jp> **URL:** <https://www.eventexpo.jp/en/>

For Press Inquiries >> <mailto:atarashim@reedexpo.co.jp>

- "Largest" in reference to the exhibitor number and the net exhibit space of trade shows with the same concept.

- The numbers of exhibitors (including co-exhibitors) and visitors are subject to change after further confirmation. Numbers includes concurrent shows.