

*A Gathering of Global Sports Equipment, Goods, and Services to Enhance Performance*

# **SPORTTEL 2025**

The Largest Sports Industry Exhibition in Japan



Please watch the previous show video using the QR code



**July 30th (Wed) - August 1st (Fri), 2025 at TOKYO BIG SIGHT**

Organizer  
**TSO International**  
Gate to Global Business

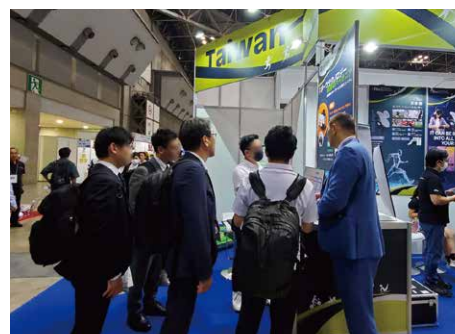
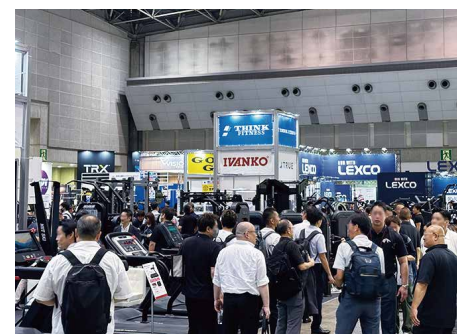
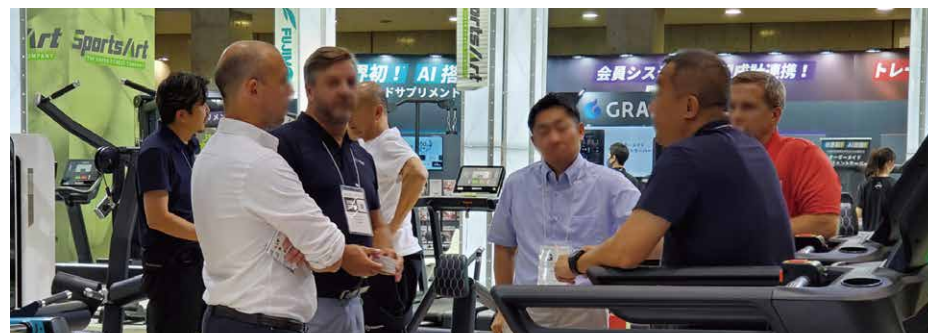


<https://sports-st.com/en/>



# ***SPORTEC is the largest exhibition specializing in the sports and health industry in Japan***

## **Photo Gallery of SPORTEC 2024**





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## **Photo Gallery of SPORTEC 2024**



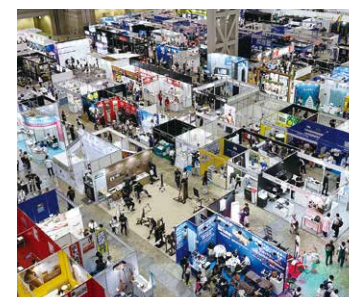


# Why SPORTEC 2025?

**SPORTEC is the key business platform for the global sports industry.**

## 1 Hosting Major International Sports Events

Japan is gaining attention as a host country for international sports events, with major competitions scheduled in the coming years. The World Athletics Championships (2025) and the 20th Asian Games Aichi-Nagoya (2026) will highlight Japan's world-class sports facilities and hospitality, attracting top athletes and spectators worldwide.



## 2 Technological Innovation

Japan is known for its advancements in sports technology, including wearable devices, data analytics, and innovative training methodologies. The integration of technology into sports training and performance enhancement attracts international professionals and enthusiasts who are seeking cutting-edge solutions.



## 3 Market Potential

The Japanese sports market represents a significant economic opportunity, offering attractive avenues for growth. International companies and investors are increasingly interested in tapping into Japan's sports industry to promote products, services, and technologies, and to engage with a sizable and diverse consumer base.



# 3 Features of SPORTEC 2025

**SPORTEC is an excellent opportunity to expand sales and develop new partners.**

## **1 SPORTEC is Japan's Largest Sports and Health Exhibition with 550\* Exhibitors**

SPORTEC is Japan's largest exhibition dedicated to the sports and health industry. With over 550\* exhibitors from around the world showcasing the latest in fitness equipment, beauty products, sports apparel, nutritional supplements, and wellness foods.

## **2 40,000\* Visitors for Business Deals and Networking**

Attract over 40,000\* key decision-makers from Japan, Asia, and beyond at SPORTEC. It's the perfect platform to enter or expand in the thriving Japanese market. Network with industry leaders, uncover new opportunities, and gain insights into the latest trends.

## **3 SPORTEC Offers a Great Chance to Connect With People in Person**

SPORTEC is a place for real communication and full experience for the latest fitness equipment, sports apparel, sporting goods, wellness foods, and much more.

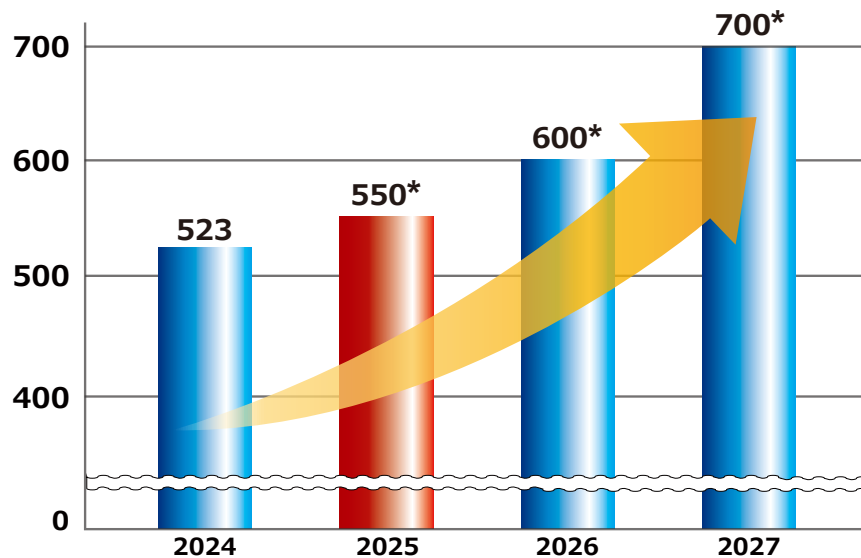
\*Expected



# *Number of Exhibitors and Visitors*

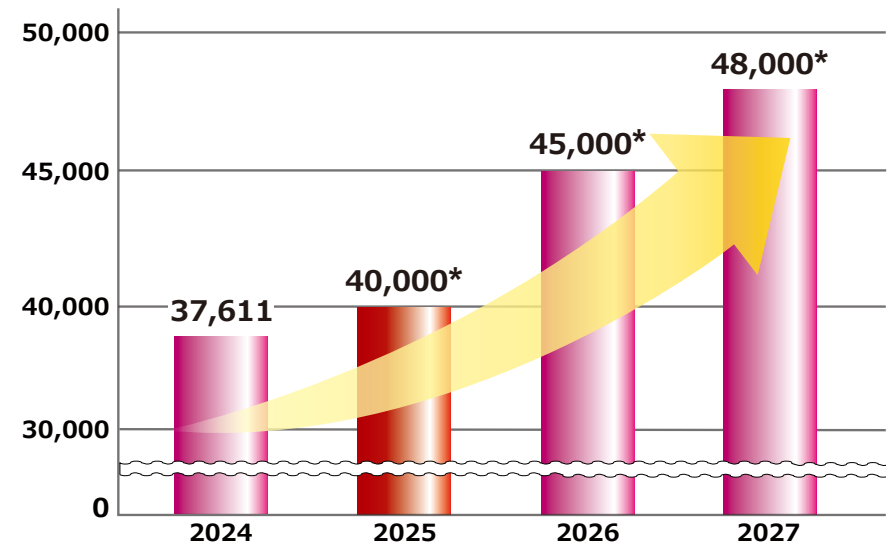
**SPORTEC is one of the leading sports and health exhibitions that expands in scale every year.**

## *Number of Exhibitors*



\*Expected

## *Number of Visitors*



\*Expected

# ***B to B Show for Sports and Health Industry***

**SPORTEC is the best gateway to the sports and health industry in Japan.**

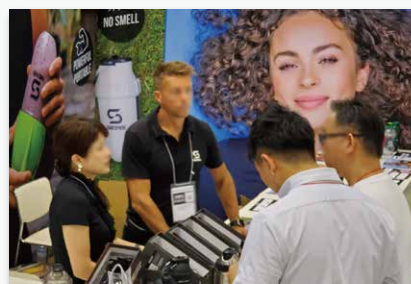
## **Exhibitors**

- Fitness Club Equipment
- Fitness, Dance and Exercise Program
- Yoga/Pilates Equipment and Program
- Sports Nutrition
- Sports Science Analysis and Equipment
- Sports Facility Equipment
- Health Equipment
- Beauty Salon Equipment
- Sports Event Planning and Goods
- Recovery Conditioning Products
- Sports Wear and Goods
- Golf Facility Service

etc.

## **On-site Business Negotiations**

- Purchase / Rental Orders
  - Agency Agreement
  - Business Partnership
  - Projects Inside & Outside Japan
- and more...



## **Visitors**

- Fitness Facility, Personal Gym
- Trainer, Instructor, Sports Coach
- Beauty Salon, Esthetic Salon, Various Body Makeover Salon
- Sporting Goods Store, Discount Store, Department Store, Online Shop
- Government Office, Local Government Sports Promotion and Health Promotion Division
- University, High School, Educational Institution, Vocational School
- Nursing Care, Day Service, Hospital, Rehabilitation Facility, Treatment Center
- Sports Federation, Professional and Corporate Teams
- Stadium, Arena, Sports Facility Manager, Developer
- Athlete, Sports Competitor, Sports Enthusiast

etc.

# 40,000 Highly Motivated Industry Professionals Visited

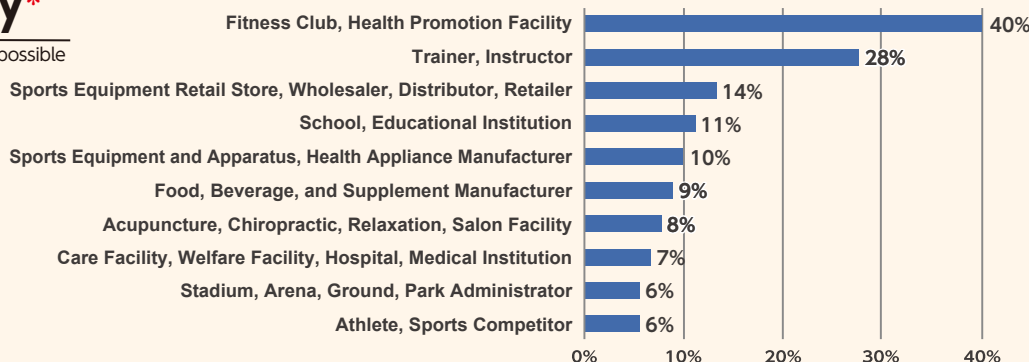
Stakeholders from all over Japan, including fitness club owners, instructors, retailers, local government, educational and research institutions, and sports facility managers will gather.

Japanese companies that visited the previous exhibition (some excerpts, unordered)

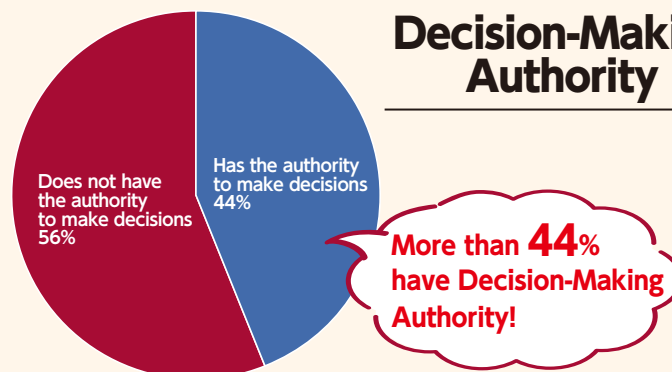


## Industry\*

\* Multiple answers possible



## Decision-Making Authority





# 9 Specialized Areas Will Bring Your Target Customers

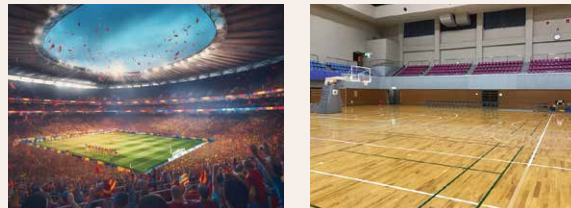
## Fitness Machine Area

- Fitness Machine, Training Equipment
- Fitness, Dance, and Exercise Program
- Stretch Program and Equipment
- Yoga and Pilates Equipment and Program
- Wearable Device
- Scale, Body Fat Meter, Body Composition Analyzer
- Pool Facility, Pool Accessories, Sauna, Bath
- Locker, Amenities, Sanitation Facility
- Fitness Franchise, Consulting
- Customer Management System, Facility System



## Sports Facility Area

- Ground Facility and Equipment
- Artificial Turf, Natural Grass
- Gymnasium Flooring, Soundproof Wall, Building Material
- Competitive Sports Equipment
- Heat Protection Product, Fan
- Sports Lighting, Air Conditioning Facility
- Net, Safety Product, AED
- Facility Renovation Service, Designated Management Service
- Power-Saving and Energy Efficiency Support Service
- Earthquake-Resistant, Seismic Isolation, and Disaster Prevention Service



## Sports Event & Tourism Area

- Sports Event Planning and Management Company
- Equipment and Supplies for Sports Event Setup
- Event Management and Secretariat Outsourcing Service
- Sports Commission, Local Government
- Sports Federation, Professional Sports Organization
- Sports Venue, Facility, Training Camp
- Balloon, Banner, Flag Production
- Sports Equipment Transportation Support, Accommodation Arrangement Service
- Souvenir, Novelty, Goods
- Event Safety Product



# 9 Specialized Areas Will Bring Your Target Customers

## Sports Fashion & Goods Area

- Sports and Training Wear
- Dance and Fitness Wear
- Martial Arts Uniform and Related Wear
- Functional Wear and Materials
- Bibs, Team Wear
- Sports Shoes
- Cap, Sun Visor
- Sunglasses, Goggles
- Name Printing Service, Embroidery Machine
- Various Sports Equipment



## Sports Nutrition Area

- Protein Supplement and Drink
- Recovery and Amino Acid Supplement
- Energy Drink, High-Calorie Food
- Health Food and Supplement
- Natural and Organic Food
- Diet and Fasting Food
- Sports Food OEM/ODM Service
- Protein Raw Material
- Various Nutrition Ingredients
- Anti-Doping Certification Service



## Sports & Beauty Area

- EMS and Slimming Machine
- Hair Removal Device, Body Shaver
- Hair Removal and Treatment Service
- Tanning Machine, Tanning Cream
- Sunscreen, UV Protection Wear
- Cosmetics for Athletes, Nail Care
- Whitening and Teeth Alignment Product
- Posture Correction Equipment and Program
- Hair Care Product, Wig
- Beauty Supplement





# 9 Specialized Areas Will Bring Your Target Customers

## Sports Science Technology Area

- High-Speed Camera, Motion Capture
- Measuring Instrument, Gauge
- Simulator, VR/AR Equipment
- Motion Analysis Equipment, Software
- Coaching App, Team Motion Analysis
- Force Plate, Sensor
- EMG, EEG
- Imaging Equipment, Device, Large Screen
- Educational App, Software, Textbook
- Sports Educational Institution, Research Institution, University



## Golf Performance Area

- Golf Training Equipment and Supplies
- Training Method
- Conditioning Equipment
- Golf Swing Analysis Equipment
- Course Analysis and Distance Measuring Device
- Measuring Instrument, Sensor Device
- Golf School, School Franchise
- Golf Simulator Machine
- Golf Gauge, Golf Practice Net
- Putting Machine, Putting Improvement Product



## Recovery Area

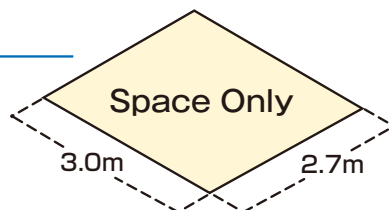
- Recovery Wear and Goods
- Stretch and Relaxation Equipment
- Massage Chair, Bed, Electronic Therapy Device
- Heat Therapy Device and Treatment Equipment
- Recovery Equipment, Cool-Down Product
- Supporter, Pain Relief Product
- Balance Improvement Product
- High-Performance Bedding (Bed, Pillow, Futon, Mattress)
- Functional Wear, Loungewear, Innerwear
- Sleep Tech App, Wearable Device



# Booth & Shell Scheme Package Plan

## ■ Space Only

8.1 sqm. (W3.0m x D2.7m) = 1 Booth



1 Booth
Regular Price
JPY 440,000*/ Booth

\*Price is for Space Only. Shell Scheme Package is not included.

\*Our agents may have their own price. Please follow the price the agent offers you.

\*If you have agents or distributors in Japan, the local price and benefit are subject to your booth fee.

\*Please be sure to prepare basic panels between adjacent booths or use a Shell Scheme Package (fees apply) provided by the Show Management Office.

## ■ 1 Corner Space Charge

**JPY 44,000\*/ Corner**

\*There are limited Corner Space.

We may not be able to accommodate your request.

## ■ Shell Scheme Package Plan

Space Only Plan is not included basic panels. Please apply for Shell Scheme Package Plan or decorate your booth with your own booth constructor/designer. Shell Scheme Package Plan is available if you do not have own decorator.

Please contact to Show Management Office if you would like to receive more information.

\*All prices are included Japanese Tax.



# Exhibitor Support Services

Utilize these services to maximize the benefits of exhibiting, including boosting sales and securing new business partners.

## 1 VISA Support Program Free

We can send documents for applying VISA to exhibitors who have paid the exhibition fee 2months before the exhibition period. Please understand that the organizer CANNOT guarantee that you are able to get VISA or not. We DO NOT send invitation letter for visitors.



\*There is a charge for sending VISA documents by mail.

## 2 Free Promotional Tools Free

To promote your participation to prospective and current customers, we offer free promotional tools such as invitations and web banners. Use these across various channels (in-person, email, social media) for a multi-faceted outreach approach.



## 3 Online Guidebook & Document Request System Free

List your products, services, and booth PR information in our online guidebook on the official website at no cost. Effectively reach potential visitors searching online and allow for pre-event document requests through this system.



## 4 Recommended Service Providers Free

We can introduce specialist companies to assist with booth design, staffing, and product import logistics, supporting you from preparation to the event. This service helps ensure smooth setup and exhibition for those facing booth design challenges, staff shortages, or import concerns.



## 5 Additional Promotional Services Paid

Enhance your exhibition results with banner ads on our official website and visitor invitation email ads. This service enables you to make a strong impression on visitors, helping your booth stand out among many exhibitors.



## 6 Barcode Data Collection System Paid

Simply scan the barcode on each visitor's badge to capture their registered contact details, which will be provided post-event. This service, available for a fee, allows you to efficiently gather data for post-exhibition sales activities and customer management.





**Contact ▶▶ SPORTEC Show Management Office (TSO International Inc.)**



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Inquiry

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