

# Exhibition Booth Design Case Studies 2026



# Table of Contents

## <Shell Scheme Package Case Studies>

- 4 Booths.....Plan A, Plan B, Plan C
  - 3 Booths.....Plan A, Plan B, Plan C, Plan E
  - 2 Booths.....Plan A, Plan B, Plan C, Plan D, Plan E
- 

## <Self-Construction Case Studies>

- 2 Booths
- 3 Booths
- 4 Booths
- 6-10 Booths
- 12-16 Booths
- 20 Booths

This document introduces booth design case studies for exhibitions organized by TSO International Inc. Standard booths are provided as space only, so exhibitors need to prepare decorations such as partitions between adjacent booths.

We include examples of decorations using the shell scheme package plan provided by the Show Management Office, as well as self-construction case studies for reference.

The Show Management Office can also arrange consultations with designated partner companies to create customized decoration and layout plans based on the shell scheme package plan, tailored to your exhibition needs and budget.

\*Applies to exhibitions held in 2026.

\*Plans, specifications, and prices may change without notice.



The background of the slide is a complex, abstract pattern of overlapping green polygons and lines, creating a sense of depth and movement. The colors range from light, almost white-green to deep forest green.

# *Shell Scheme Package Case Studies*

4 Booths + Shell Scheme Package

32.4m<sup>2</sup>

6m×5.4m

[Estimated Fees]

Space Fee for 4 Booths (+ JPY 44,000/Corner for Corner Booths) + Decoration Costs

## Plan A

[Estimated Fees]

Space Fee for 4 Booths + Corner: JPY 44,000 + Plan A: JPY 357,500



## Plan B

[Estimated Fees]

Space Fee for 4 Booths + 2 Corners: JPY 88,000 + Plan B: JPY 390,500





4 Booths + Shell Scheme Package

32.4m<sup>2</sup>

6m×5.4m

[Estimated Fees]

Space Fee for 4 Booths (+ JPY 44,000/Corner Corner Booths) + Decoration Costs

Plan C

[Estimated Fees]

Space Fee for 4 Booths + 2 Corners: JPY 88,000 + Plan C: JPY 456,500





3 Booths + Shell Scheme Package

24.3m<sup>2</sup>

9m×2.7m

[Estimated Fees]

Space Fee for 3 Booths (+ JPY 44,000/Corner for Corner Booths) + Decoration Costs

Plan A

[Estimated Fees]

Space Fee for 3 Booths + Corner: JPY 44,000 + Plan A: JPY 291,500



Plan B

[Estimated Fees]

Space Fee for 3 Booths + Corner: JPY 44,000 + Plan B: JPY 324,500





3 Booths + Shell Scheme Package

24.3m<sup>2</sup>

9m×2.7m

[Estimated Fees]

Space Fee for 3 Booths (+ JPY 44,000/Corner for Corner Booths) + Decoration Costs

Plan C

[Estimated Fees]

Space Fee for 3 Booths + Corner: JPY 44,000 + Plan C: JPY 390,500



Plan E

[Estimated Fees]

Space Fee for 3 Booths + Corner: JPY 44,000 + Plan E: JPY 368,500





2 Booths + Shell Scheme Package

16.2m<sup>2</sup>

6m×2.7m

[Estimated Fees]

Space Fee for 2 Booths (+ JPY 44,000/Corner for Corner Booths) + Decoration Costs

Plan A

[Estimated Fees]

Space Fee for 2 Booths + Corner: JPY 44,000 + Plan A: JPY 225,500



Plan B

[Estimated Fees]

Space Fee for 2 Booths + Corner: JPY 44,000 + Plan B: JPY 258,500





2 Booths + Shell Scheme Package

16.2m<sup>2</sup>

6m×2.7m

[Estimated Fees]

Space Fee for 2 Booths (+ JPY 44,000/Corner for Corner Booths) + Decoration Costs

Plan C

[Estimated Fees]

Space Fee for 2 Booths + Corner: JPY 44,000 + Plan C: JPY 324,500



Plan D

[Estimated Fees]

Space Fee for 2 Booths + Corner: JPY 44,000 + Plan E: JPY 346,500





2 Booths + Shell Scheme Package

16.2m<sup>2</sup>

6m×2.7m

[Estimated Fees]

Space Fee for 2 Booths (+ JPY 44,000/Corner for Corner Booths) + Decoration Costs

Plan E

[Estimated Fees]

Space Fee for 2 Booths + Corner: JPY 44,000 + Plan E: JPY 302,500





The background of the slide is a complex, abstract pattern of overlapping green polygons and lines, creating a sense of depth and movement. The colors range from light, almost white-green to deep forest green.

# *Self-Construction Case Studies*



## 2 Booths + Self-Construction

\*The fees listed cover only the space fee (including corner booth charges).  
Decoration and construction costs are charged separately.

### [Pricing Structure]

Space Fee (Additional JPY 44,000/Corner for Corner Booths) + Decoration Costs

16.2m<sup>2</sup>

6m×2.7m





## 2 Booths + Self-Construction

\*The fees listed cover only the space fee (including corner booth charges).  
Decoration and construction costs are charged separately.

### [Pricing Structure]

Space Fee (Additional JPY 44,000/Corner for Corner Booths) + Decoration Costs

16.2m<sup>2</sup>

6m×2.7m





## 3 Booths + Self-Construction

\*The fees listed cover only the space fee (including corner booth charges).  
Decoration and construction costs are charged separately.

### [Pricing Structure]

Space Fee (Additional JPY 44,000/Corner for Corner Booths) + Decoration Costs

24.3m<sup>2</sup>

9m×2.7m





## 3 Booths + Self-Construction

\*The fees listed cover only the space fee (including corner booth charges).  
Decoration and construction costs are charged separately.

### [Pricing Structure]

Space Fee (Additional JPY 44,000/Corner for Corner Booths) + Decoration Costs

24.3m<sup>2</sup>

9m×2.7m





## 4 Booths + Self-Construction

\*The fees listed cover only the space fee (including corner booth charges).  
Decoration and construction costs are charged separately.

### [Pricing Structure]

Space Fee (Additional JPY 44,000/Corner for Corner Booths) + Decoration Costs

32.4m<sup>2</sup>

6m×5.4m





## 4 Booths + Self-Construction

\*The fees listed cover only the space fee (including corner booth charges).  
Decoration and construction costs are charged separately.

### [Pricing Structure]

Space Fee (Additional JPY 44,000/Corner for Corner Booths) + Decoration Costs

32.4m<sup>2</sup>

6m×5.4m





## 6-10 Booths + Self-Construction

\*The fees listed cover only the space fee (including corner booth charges).  
Decoration and construction costs are charged separately.

### [Pricing Structure]

Space Fee (Additional JPY 44,000/Corner for Corner Booths) + Decoration Costs

6 Booths

9m×5.4m (2 Corners)



8 Booths

12m×5.4m (2 Corners)





## 6-10 Booths + Self-Construction

\*The fees listed cover only the space fee (including corner booth charges).  
Decoration and construction costs are charged separately.

### [Pricing Structure]

Space Fee (Additional JPY 44,000/Corner for Corner Booths) + Decoration Costs

9 Booths

9m×8.1m (2 Corners)



10 Booths

15m×5.4m (2 Corners)





## 12-16 Booths + Self-Construction

\*The fees listed cover only the space fee (including corner booth charges).  
Decoration and construction costs are charged separately.

### [Pricing Structure]

Space Fee (Additional JPY 44,000/Corner for Corner Booths) + Decoration Costs

12 Booths 18m×5.4m (2 Corners)



12 Booths 18m×5.4m (2 Corners)





## 12-16 Booths + Self-Construction

\*The fees listed cover only the space fee (including corner booth charges).  
Decoration and construction costs are charged separately.

### [Pricing Structure]

Space Fee (Additional JPY 44,000/Corner for Corner Booths) + Decoration Costs

15 Booths 15m×8.1m (2 Corners)



16 Booths 12m×10.8m (2 Corners)





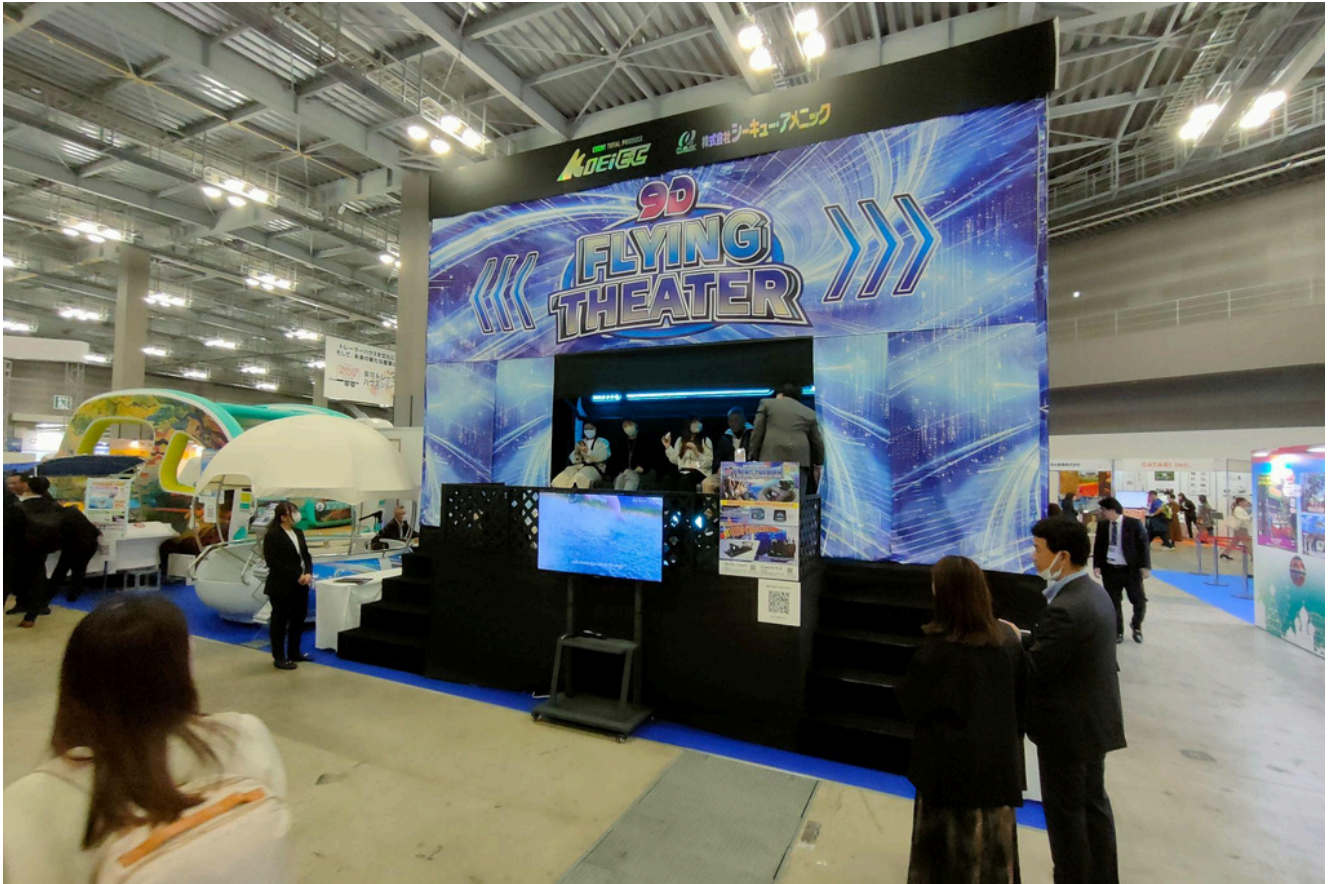
## More Than 18 Booths + Self-Construction

\*The fees listed cover only the space fee (including corner booth charges).  
Decoration and construction costs are charged separately.

### [Pricing Structure]

Space Fee (Additional JPY 44,000/Corner for Corner Booths) + Decoration Costs

18 Booths 18m×8.1m (4 Corners)



18 Booths 18m×8.1m (4 Corners)





## More Than 18 Booths + Self-Construction

\*The fees listed cover only the space fee (including corner booth charges).  
Decoration and construction costs are charged separately.

### [Pricing Structure]

Space Fee (Additional JPY 44,000/Corner for Corner Booths) + Decoration Costs

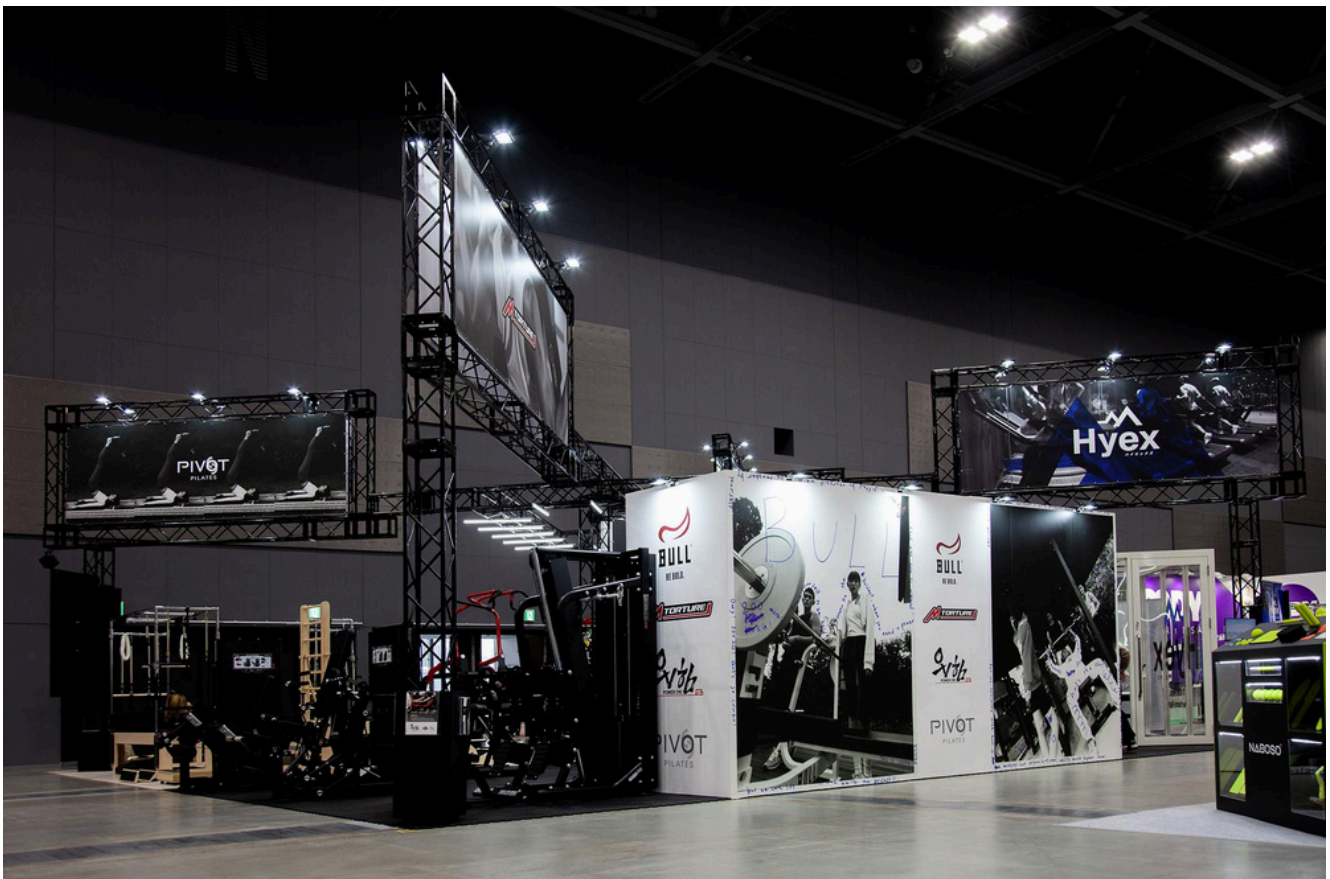
20 Booths

13.5m×12m (4 Corners)



20 Booths

15m×10.8m (4 Corners)



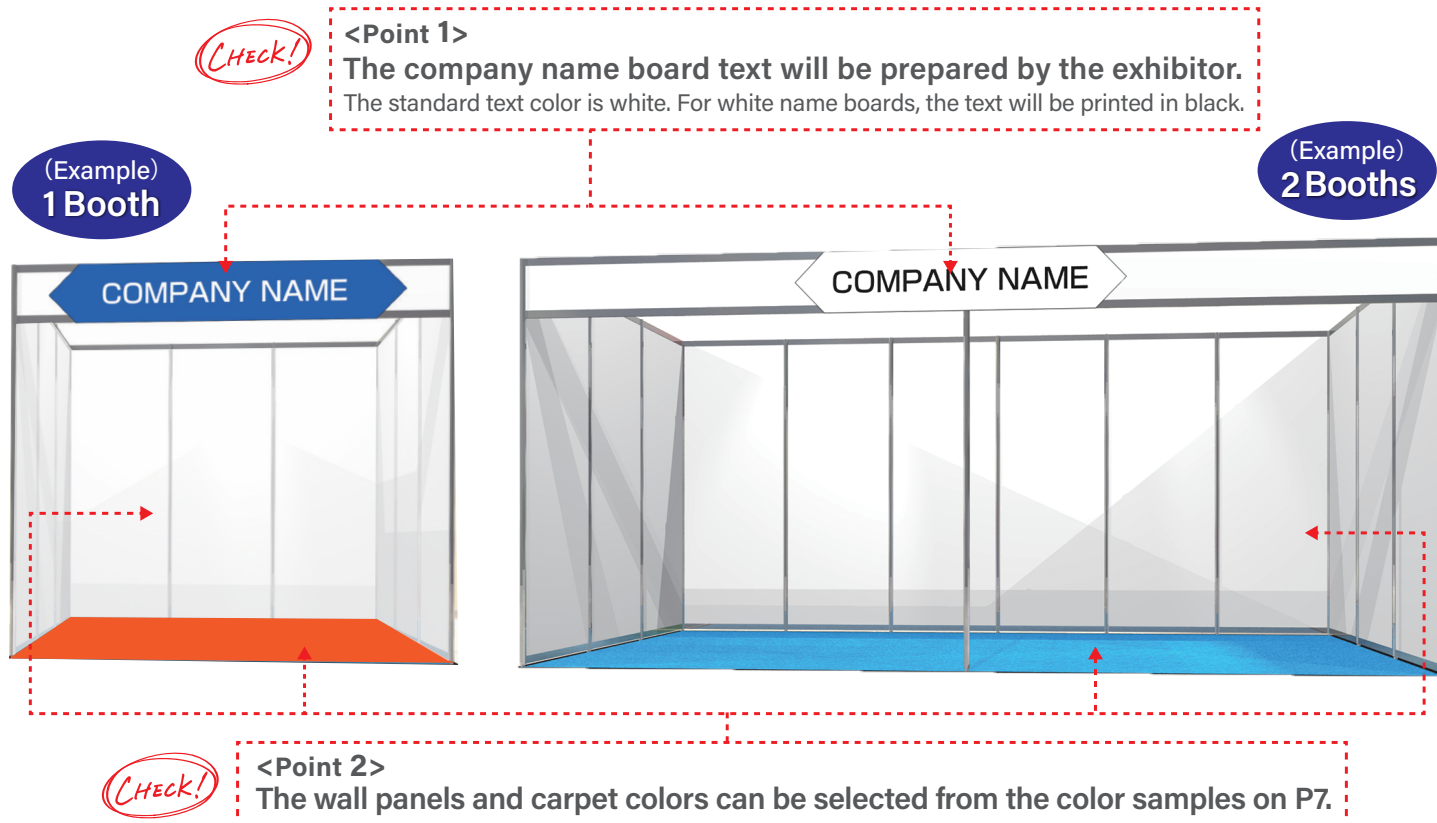


# *Shell Scheme Package Plan Details*



## Plan A 【1-4 Booths】 Booth size per unit : W3m×D2.7m

A simple package design that includes the essential elements required for a standard exhibition booth



## Plan A Contents

- Wall Panel (H2,700mm)
- Parapet
- Company Name Board (W2,400mm×H400mm)
- Carpet
- 100V Outlet (2 ports)×1
- Electricity Supply (up to 1,000W, includes power usage fee)
- \* Please select the colors for the company name board, wall panels, and carpet from the color samples on P7.
- \* Furnishings like reception counters, chairs, and meeting sets are available as optional paid add-ons.
- \* For booths with 2 or more spaces, only one company name board and outlet will be provided.
- \* Exhibitors are free to bring their own furnishings.
- [Optional] Additional company name board for corner booths: JPY 27,500 per board.

## Plan A Pricing (Including Tax)

- 1 Booth : JPY 159,500
- 2 Booths : JPY 225,500
- 3 Booths : JPY 291,500
- 4 Booths : JPY 357,500

## Plan A Usage Image



1 Booth



1 Booth

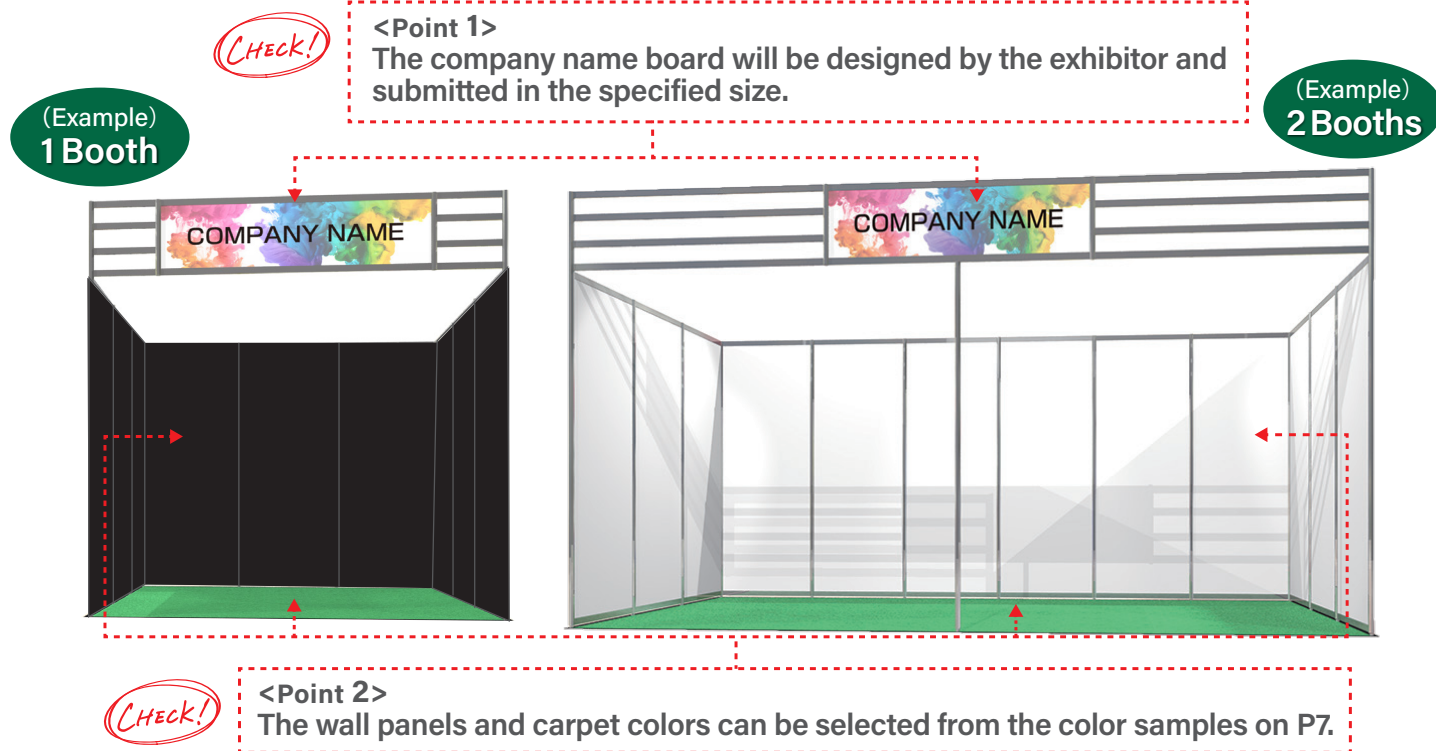


2 Booths



## Plan B [1-4 Booths] Booth size per unit : W3m × D2.7m

A package that allows you to showcase your original company name board prominently, creating a unique decorative feel



## Plan B Contents

- Wall Panel (H2,700mm)
- Company Name Board  
(Complete Data Submission: Data Size: W1,940mm × H500mm)
- Carpet
- 100V Outlet (2 ports) × 1
- Electricity Supply (up to 1,000W, includes power usage fee)

- \*Please select the colors for the company name board, wall panels, and carpet from the color samples on P7.
- \*Furnishings like reception counters, chairs, and meeting sets are available as optional paid add-ons.
- \*For booths with 2 or more spaces, only one company name board and outlet will be provided.
- \*Exhibitors are free to bring their own furnishings.
- [Optional] Additional company name board for corner booths: JPY 38,500 per board.

### [About Data Submission]

File Format: Adobe Illustrator is recommended. EPS files with outlined fonts are also acceptable.

Image Resolution: For graphics with photos, ensure a minimum resolution of 75 dpi at the actual size. Use the highest possible image quality.

Filters and Effects: For data with drop shadows or blur effects in Illustrator, submission at the actual size is recommended to prevent errors caused by scaling.

PDF Proof: Always include a PDF proof for review.

\*If you require design creation, additional design fees will apply. Estimates will be provided based on the design requirements.

## Plan B Pricing (Including Tax)

- 1 Booth : JPY 192,500
- 2 Booths : JPY 258,500
- 3 Booths : JPY 324,500
- 4 Booths : JPY 390,500

## Plan B Usage Image



1 Booth



1 Booth



2 Booths



# Plan C [2-6 Booths] Booth size per unit : W3m×D2.7m

## [For Exhibitors with 2 or More Booths]

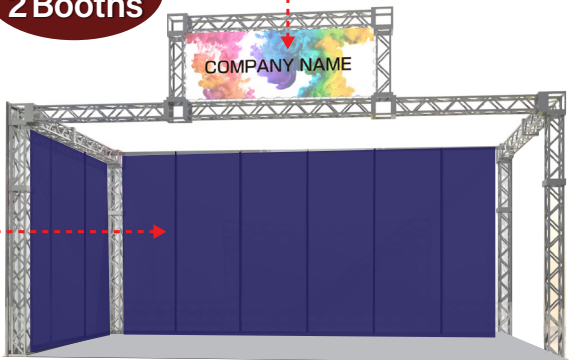
A dynamic package featuring a truss design and your original company name board elevated for greater visibility



### <Point 1>

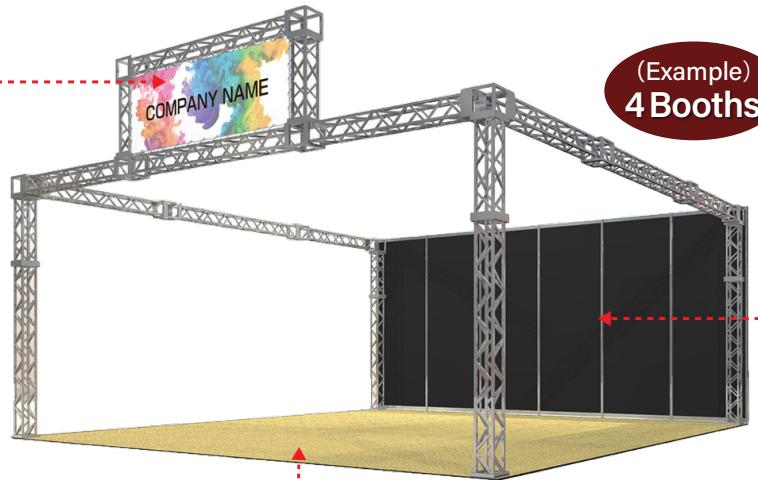
The company name board will be designed by the exhibitor and submitted in the specified size.

(Example)  
2 Booths



\*1 corner booth layout image

(Example)  
4 Booths



\*2 corner booth layout image



### <Point 2>

The wall panels and carpet colors can be selected from the color samples on P7.

## Plan C Contents

- Wall Panel (H2,700mm)
- Company Name Board  
(Complete Data Submission: Data Size: W1,950mm × H650mm)
- Carpet
- 100V Outlet (2 ports)×1
- Electricity Supply (up to 1,000W, includes power usage fee)

- \*Please select the colors for the company name board, wall panels, and carpet from the color samples on P7.
- \*Furnishings like reception counters, chairs, and meeting sets are available as optional paid add-ons.
- \*For booths with 2 or more spaces, only one company name board and outlet will be provided.
- \*Exhibitors are free to bring their own furnishings.
- [Optional] Additional company name board for corner booths: JPY 49,500 per board.

### [About Data Submission]

File Format: Adobe Illustrator is recommended. EPS files with outlined fonts are also acceptable.

Image Resolution: For graphics with photos, ensure a minimum resolution of 75 dpi at the actual size. Use the highest possible image quality.

Filters and Effects: For data with drop shadows or blur effects in Illustrator, submission at the actual size is recommended to prevent errors caused by scaling.

PDF Proof: Always include a PDF proof for review.

\*If you require design creation, additional design fees will apply. Estimates will be provided based on the design requirements.

## Plan C Pricing (Including Tax)

- 2Booths : JPY 324,500
- 3Booths : JPY 390,500

- 4Booths : JPY 456,500
- 6Booths : JPY 588,500

## Plan C Usage Image



2 Booths



2 Booths

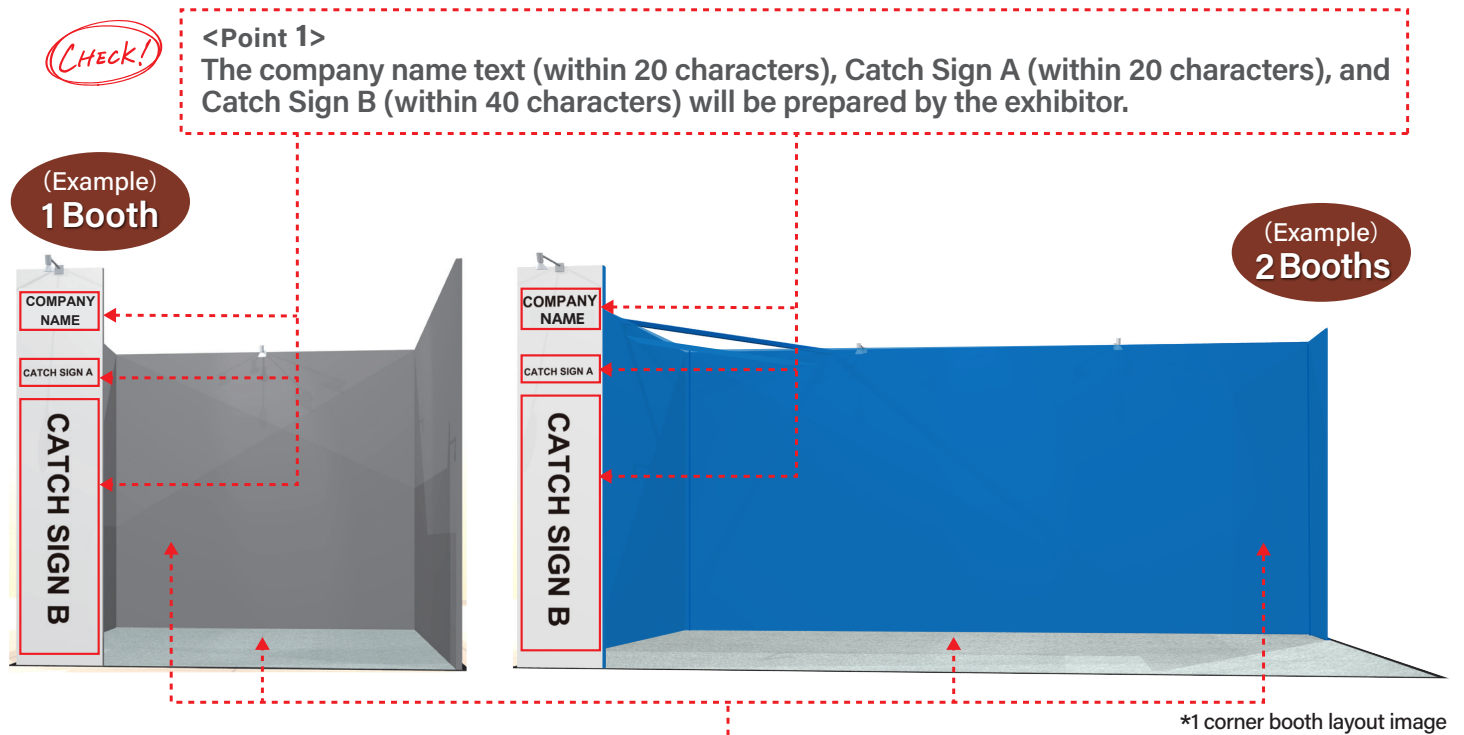


4 Booths



## Plan D [1-2 Booths] Booth size per unit : W3m×D2.7m

A sophisticated package with a refined wooden panel design that exudes quality and elegance



**(CHECK!)** <Point 2>  
The wall panels and carpet colors can be selected from the color samples on P7.

## Plan D Contents

- Wooden Wall (H2,700mm)
- Company Name Board (20 Characters)
  - Catch Sign [A] (20 characters)
  - Catch Sign [B] (40 characters)
- Carpet
- 100V Outlet (2 ports)×1
- Spotlight (2 Lights for 1 Booth, 3 Lights for 2 Booths)
- Electricity Supply (up to 1,000W, includes power usage fee)

If you wish to have a logo on the company name board, a separate estimate will be provided.

\*Please select the colors for the company name board, wall panels, and carpet from the color samples on P7.

\*Furnishings like reception counters, chairs, and meeting sets are available as optional paid add-ons.

\*For booths with 2 or more spaces, only one company name board and outlet will be provided.

\*Exhibitors are free to bring their own furnishings.

## Plan D Pricing (Including Tax)

• 1 Booth : JPY 280,500

• 2Booths : JPY 346,500

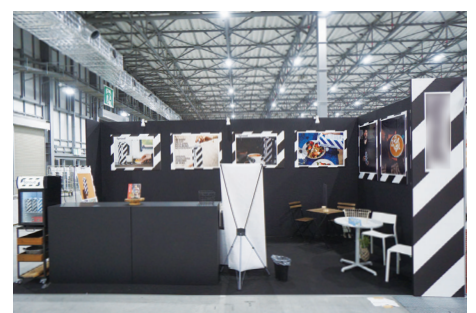
## Plan D Usage Image



1Booth



2 Booths



4 Booths



## Plan E [1-3 Booths] Booth size per unit : W3m×D2.7m

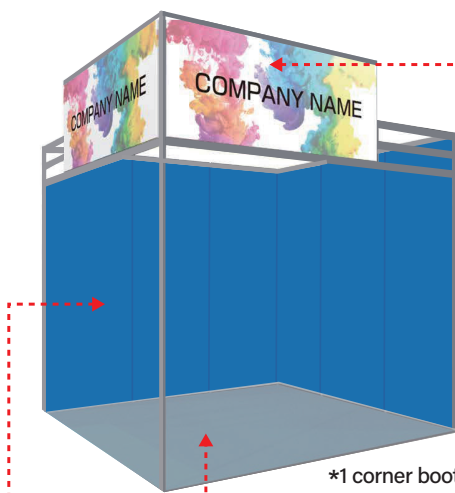
### [For Corner Booth Exhibitors]

A package where your original company name board is displayed prominently on the aisle side, ensuring visibility from any direction

**Check!**

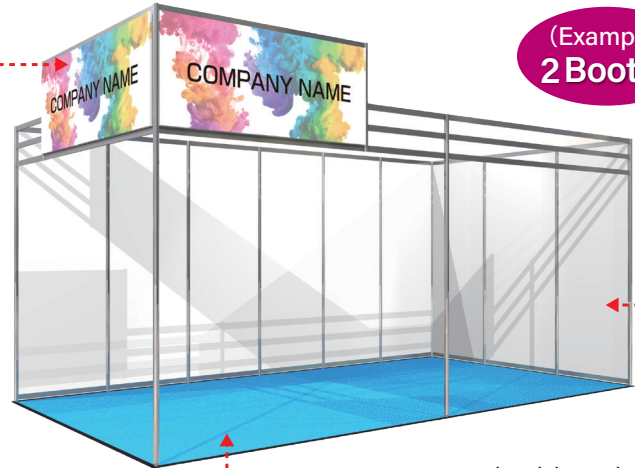
#### <Point 1>

The company name board will be designed by the exhibitor and submitted in the specified size.



\*1 corner booth layout image

(Example)  
1 Booth



\*1 corner booth layout image

(Example)  
2 Booths

**Check!**

#### <Point 2>

The wall panels and carpet colors can be selected from the color samples on P7.

## Plan E Contents

- Wall Panel (H2,700mm)
- Company Name Board  
(Complete Data Submission: Data Size: W1,940mm × H800mm)
- Carpet
- 100V Outlet (2 ports)×1
- Electricity Supply (up to 1,000W, includes power usage fee)

\* Please select the colors for the company name board, wall panels, and carpet from the color samples on P7.

\*Furnishings like reception counters, chairs, and meeting sets are available as optional paid add-ons.

\*For booths with 2 or more spaces, only one company name board and outlet will be provided.

\*Exhibitors are free to bring their own furnishings.

#### [About Data Submission]

File Format: Adobe Illustrator is recommended. EPS files with outlined fonts are also acceptable.

Image Resolution: For graphics with photos, ensure a minimum resolution of 75 dpi at the actual size. Use the highest possible image quality.

Filters and Effects: For data with drop shadows or blur effects in Illustrator, submission at the actual size is recommended to prevent errors caused by scaling.

PDF Proof: Always include a PDF proof for review.

\*If you require design creation, additional design fees will apply. Estimates will be provided based on the design requirements.

## Plan E Pricing (Including Tax)

● 1 Booth : JPY 236,500 ● 2 Booths : JPY 302,500 ● 3 Booths : JPY 368,500

## Plan E Usage Image



1 Booth



2 Booths



2 Booths

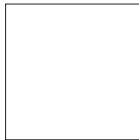


# SHELL SCHEME PACKAGE COLOR SAMPLES

These are color samples for the company name board, wall panels, and carpet. Please select your preferred color from the options below and complete the shell scheme package application form.

## Company Name Board Color Sample (Plan A Only)\*

\* If you select white for the color of your company name board, the text will be printed in black. For any other colors, the text will be printed in white.



White



Blue



Black

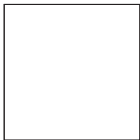


Red



Navy

## Wall Panel & Parapet Color Samples



White



Black



Blue



Red



Green



Yellow



Navy

## Carpet Color Samples



Red



Orange



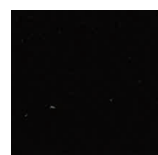
Blue



Green



Heather Gray



Black



Pink



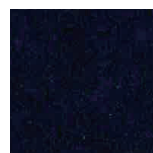
Lemon Yellow



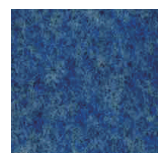
Yellow



Heather Orange



Navy Blue



Heather Blue



Yellow-Green



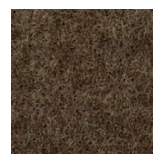
Heather Purple



Beige



Caramel



Brown

\*If you wish to choose two or three colors for the wall panels or carpet, or if you prefer colors other than those listed above, a separate estimate will be provided.

Due to printing limitations, the color samples above may differ from the actual colors. Also, depending on the availability of materials, the texture, material, or color may vary. Please be aware of this in advance.

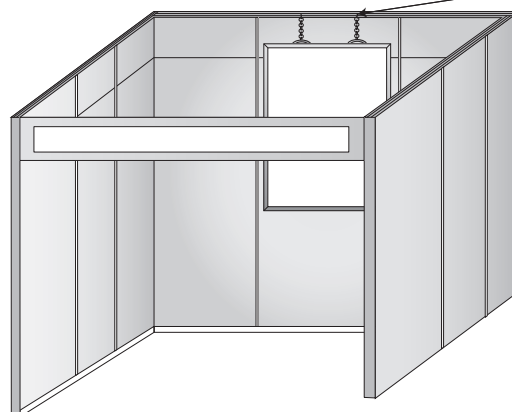


## About Shell Scheme Package

### Regarding Wall Panels

For Plans A, B, C and E, the walls are made of approximately 3mm plywood with color sheets applied. Since pushpins or nails can penetrate and protrude into adjacent booths, their use is prohibited. The wall panels are made of recycled and reused materials, so please refrain from creating holes, leaving glue residue, or causing any damage.

Velcro (double-sided tape) is available for free at the contractor's counter at the venue, so please use it to display posters and similar items.



For hanging panels, use an aluminum frame and attach them with S-tube chains. S-tube chains are distributed at the venue contractor's counter (to be returned after the exhibition). We can assist with the installation, so please feel free to consult us.

**Q : Can I change the wall panel or carpet colors to anything other than the standard colors?**

**A : Yes, it is possible for an additional charge.**

Prices vary depending on the color or pattern, so please contact us for details.

**Q : Can I reduce the number of walls or remove the carpet in the shell scheme package?**

**A : Yes, you can remove unnecessary items. However, since these items are part of the package, removing them does not reduce the price. Depending on the booth decoration, it may be more cost-effective to order only the necessary panels or displays instead of using the rental shell scheme package. Feel free to contact us for advice.**

**Q : Are there any regulations on setbacks?**

**A : There are no setback regulations. Please proceed with the installation according to the decoration regulations.**

**Q : Are there any specifications for the materials used in booth decorations?**

**A : There are no specific materials required for wood, cloth, etc., but you must use fire-retardant materials and display fire-retardant labels.**



<Fire-retardant Label>

**Q : Can I delegate the booth design to contractor?**

**A : Yes, we accept this.**

We will inquire about the number of booths, products to be displayed, what you plan to do in the booth (demonstrations, tastings, negotiations, surveys, etc.), your desired image (color and atmosphere), and your budget to propose a design. Since the installation will be carried out by a trusted contractor designated by the show management office, who will be on-site during the exhibition, you can leave it to us with peace of mind.

**Q : Are there height restrictions?**

**A : Exhibitors with 1 to 5 booths are limited to 3.6m in height, and exhibitors with 6 or more booths are limited to 5.4m in height.**

\*This height limit applies to decorations, not the exhibited products.

\*If the height of the exhibited products or decorations exceeds 3.6m (5.4m for 6 or more booths), prior confirmation with the venue is required.

Some areas of the exhibition venue may have lower ceilings.

Be sure to check the ceiling height of your exhibition space before planning your decoration or installation.

Decorations and exhibited products must be within the height limit for lower ceiling sections.

For detailed information, please check the decoration guidelines in the Exhibitor's Manual.

\*As of November 2025. Decoration regulations may change based on the exhibition or venue requirements. Be sure to check the latest regulations.

### Contact

**Show Management Office** (TSO International Inc.)

7F Front Place Yotsuya, 3-2-1 Yotsuya, Shinjuku, Tokyo 160-0004

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