

2026 Exhibitor Recruitment

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

SPORTTEL[®] 2026

The Largest Sports Industry Exhibition in Japan

July 8(Wed) - 10(Fri), 2026

Venue | TOKYO BIG SIGHT - East Hall
Organizer | TSO International Inc.



Table of Contents

■ About the Organizer ·····	P3
■ Report on the Previous Edition ·····	P7
■ Overview of the Next Edition ·····	P23
■ Exhibitor Application Guidelines ·····	P40

Company Profile



TSO International Inc.



CEO	Tsuyoshi Sasaki
Business	Exhibition Organizing Business
Established in	April 1, 2011
Location	3-2-1-7F, Yotsuya, Shinjuku-ku, Tokyo Japan 160-0004

TSO International Organizes and Operates Exhibitions in Japan and Around the World



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

GRANDE

SPORTEC

The Largest Sports Industry Exhibition in Japan

Venue: TOKYO BIG SIGHT

2025 Edition: 523 Exhibitors 42,380 Visitors



Japan's Largest Cafe, Bakery and Sweets Industry Exhibition

CRJ

CAFE & RESTAURANT JAPAN


CAFERES JAPAN

-A Sustainable World with Deliciousness and Health

Venue: TOKYO BIG SIGHT

2025 Edition: 325 Exhibitors 44,427* Visitors

* Including concurrent exhibitions



The Largest Exhibition of Fermentation and Brewing Foods and Beverages in Japan

FERMEX

FERMEX JAPAN

Venue: TOKYO BIG SIGHT

2025 Edition: 210 Exhibitors 44,427* Visitors

* Including concurrent exhibitions



Wellness Tokyo

The Exhibition for Health, Functional & Natural Foods in Japan

WFJ WELLNESS FOOD JAPAN

-A Beautiful and Healthy Lifestyle Starts with Food

Venue: TOKYO BIG SIGHT

2025 Edition: 172 Exhibitors 20,394 Visitors

TSO International Organizes and Operates Exhibitions in Japan and Around the World



Bringing Fun, Dreams, and Memorable Experiences to Everyone Worldwide

ILOJ Leisure Japan

The Largest Theme Park, Outdoor and Leisure Industry Exhibition in Japan

Venue: TOKYO BIG SIGHT

2025 Edition: 263 Exhibitors 21,107 Visitors



Discover Your Active, Define Your Lifestyle

Wellness Tokyo 2026

Food and Conditioning Exhibition for the Health Industry

Venue: TOKYO BIG SIGHT

2025 Edition: 276 Exhibitors 20,394 Visitors



The Exhibition of Future Agricultural Technologies Featuring Automation, 6th Industry, and Efficiency Improvement

AGRI EXPO NIIGATA

Venue: Toki Messe Niigata Convention Center

2026 Edition: 222 Exhibitors 7,659 Visitors



Japan's Largest Sports Exhibition Is Coming to Bangkok

SPORTEC Thailand

The Gateway to the ASEAN Sports & Fitness Market

Powered by **SPORTEC TOKYO**

Venue: BITEC (Bangkok)

2026 Edition: 150* Exhibitors 15,000* Visitors

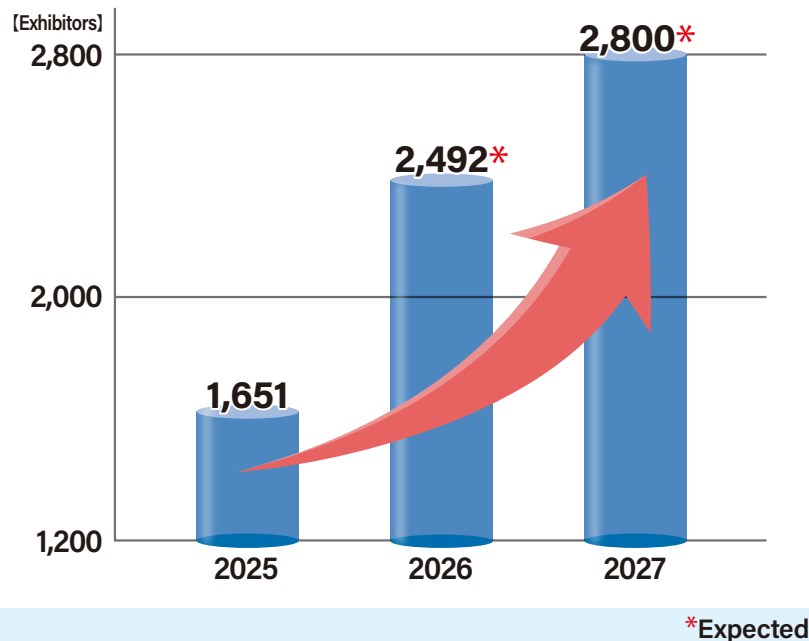
* Expected

Scale of Growth in the Number of Exhibitors and Visitors

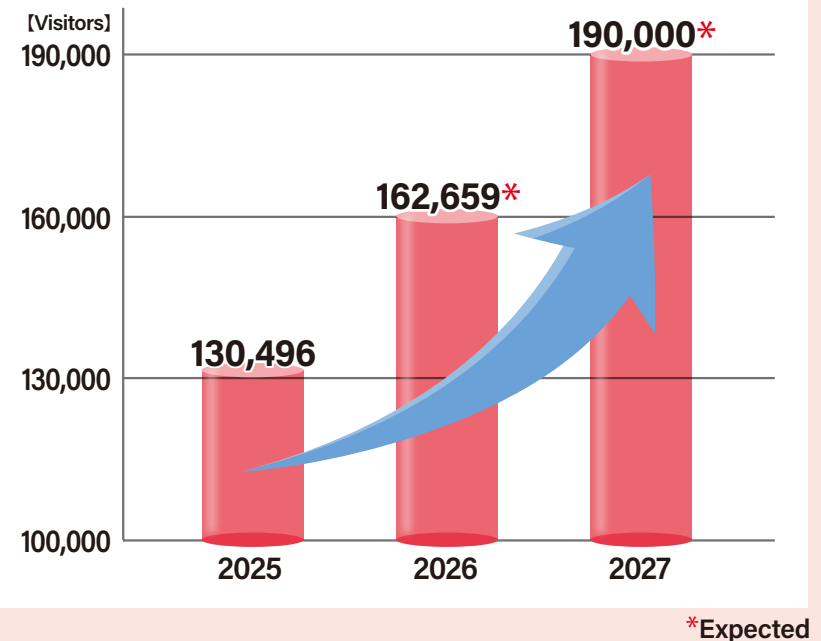
The number of exhibitors and visitors has steadily increased each year

In 2026, specialized exhibitions will be held for the first time in Niigata and Thailand

Trend in the Number of Exhibitors



Trend in the Number of Visitors



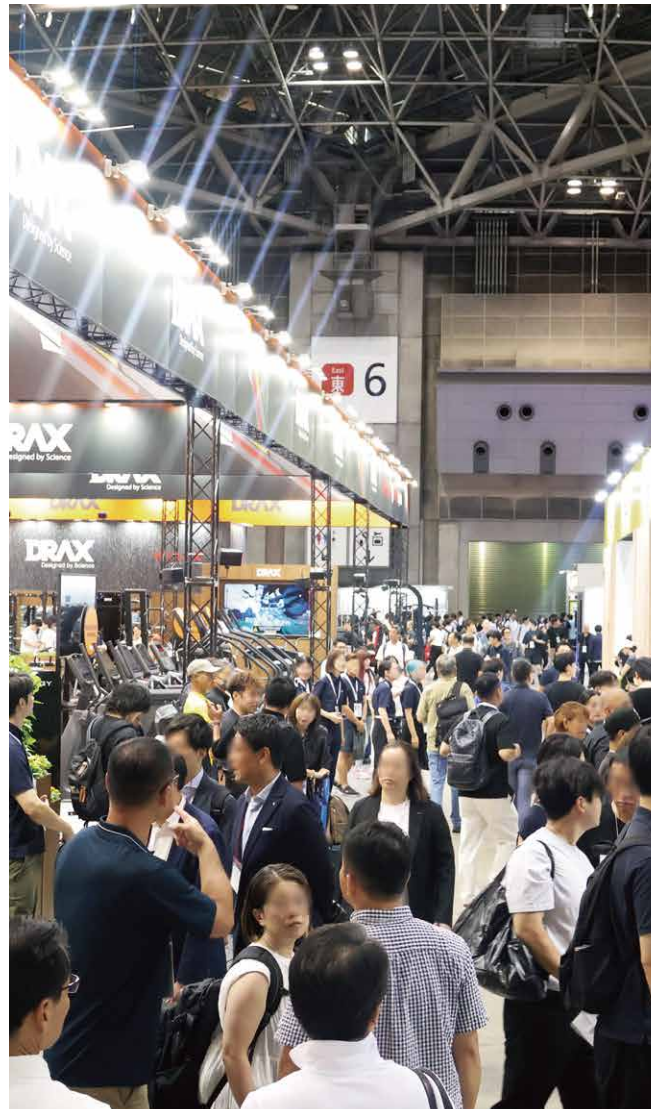
Highlights of the Previous Edition July 2025 ①

523 Exhibitors from around the world and 42,380 visitors gathered at the venue



Highlights of the Previous Edition July 2025 ②

Active business negotiations and consultations for future adoption were held daily



Highlights of the Previous Edition July 2025 ③

Experience live machinery demonstrations firsthand and generate numerous business opportunities



A Large-Scale Exhibition with Strong Participation from Exhibitors and Visitors!

● Exhibition Overview 2025

Industry professionals from the sports and health sectors gather from around the world. Over three days, intensive business meetings take place, driving sales growth at one of Asia's largest specialized sports exhibitions.

Date July 30 (Wed) · 31 (Thu) · August 1 (Fri), 2025

Venue TOKYO BIG SIGHT - East Hall 4-6 **Organizer** TSO International Inc.



● Exhibitors and Participating Countries & Regions

- **523 Exhibitors**

- **11 Countries & Regions**

China, India, New Zealand, Pakistan, South Korea, Taiwan, Thailand, Turkey, United Arab Emirates, United States, Vietnam

● Number of Visitors

	July 30 (Wed) Sunny	July 31 (Thu) Sunny	August 1 (Fri) Cloudy , Later Rainy	Total
1. Visitors*1	13,954	14,438	13,911	42,303
2. Press*2	32	16	29	77
Total	13,986	14,454	13,940	42,380

● Visitor Counting Method

*1 Those who pre-registered and registered on the day are counted as one person.
A visitor is counted as one person, even if they visit on multiple days.

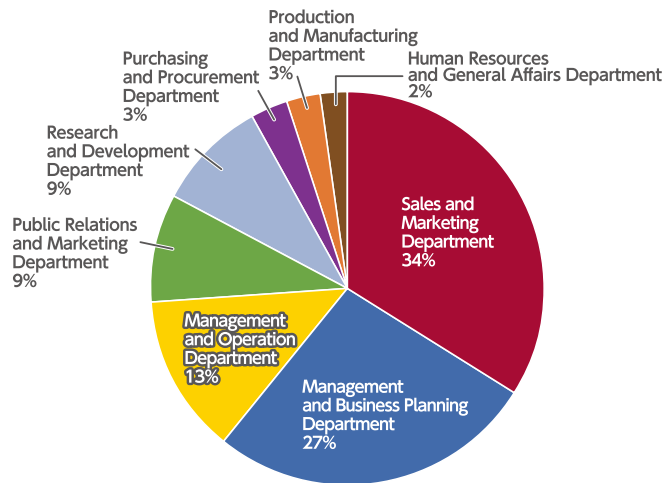
*2 The number of press registered for coverage by the Show Management Office is counted.

* The number of guests and related persons who attended the meeting at the Show Management Office is calculated in accordance with 1.

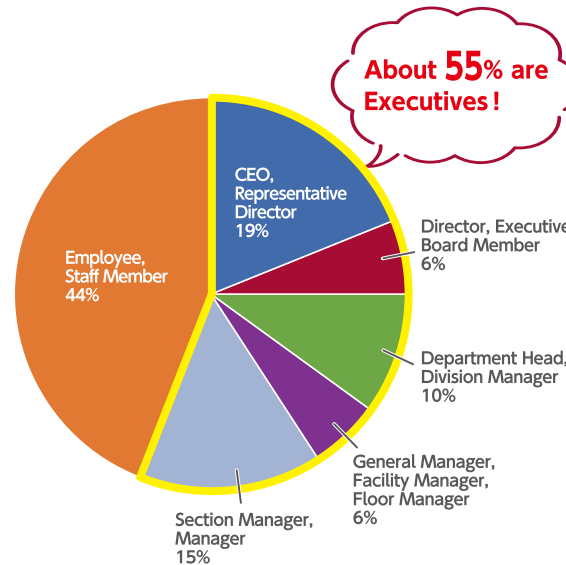


Visitors Overview & Survey Results

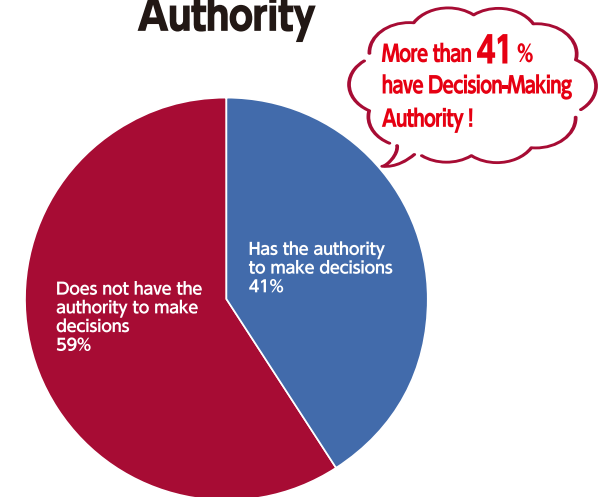
Job Category



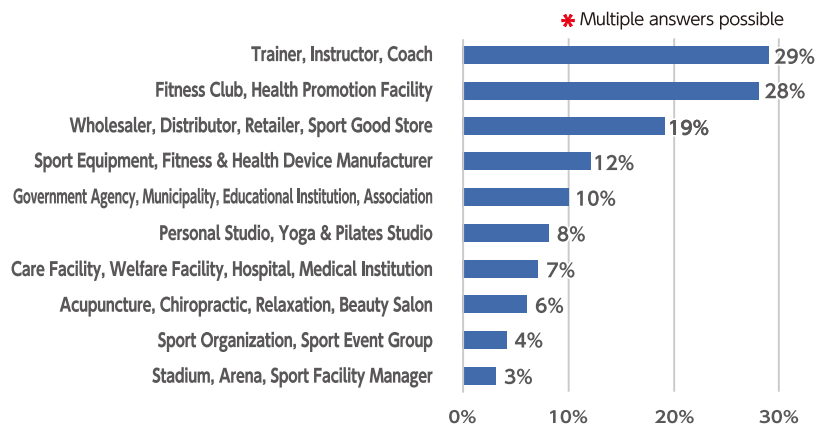
Job Title



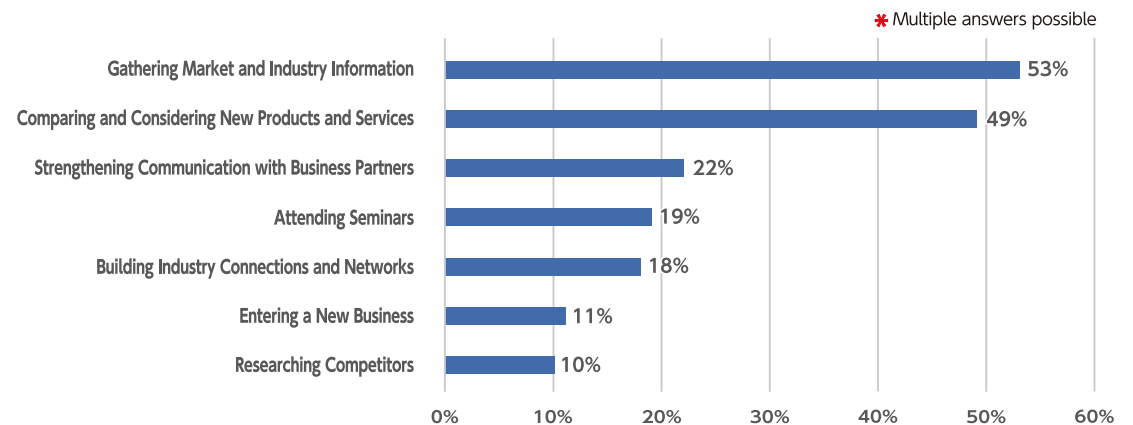
Decision-Making Authority



Industry*



Purpose of Visit*



Floor Map of the Previous Venue (TOKYO BIG SIGHT - East Hall 4-6)



SPORTS 2025 Exhibitor List

abekamabokoten	axiscore	Club Business Japan	DIATECHNICA
AEC	B.Green Technology	Club Create	DIGISUPPORT
Ajinomoto Frozen Foods	BASE SPORTS PERFORMANCE	COLARO SPORTS	dinx
AjinomotoAGF	BeeQuick	College of Sport and Wellness, Rikkyo University	Doctors Man
ALEN	Birstonas Mineral Water Japan	Concept and Design	DoKDoK
ALIGHT	Black Card 1	Conditioning Science Laboratory, International Budo University	DOMO Corporation
ALINCO	Bodynox International	Cosmo Life	Dongguan Xiqin Electrical Appliances
Alliance	Bookhouse HD	Creo	Dr.training
ALPINA,D.O.O.	Boonyan Communication	CRYO TOKYO®/Japan Cryotherapy Promotion/CBN	DRAX JAPAN/FITNESS APOLLO
Alpron	BROJ	CSE	DREAM BEER
ALPS	CADDY PLUS JAPAN	CSIESCORE	Dream/ReSTReTCH
Amazon Japan	CALICO SPORTS	Culture Experience	dricos
American Express International	Caliph Impex	CYBERDYNE	DW.LeaDream
ANHUI XINDA FITNESS	Campnet	CYBERDYNE/University of Tsukuba	EIGER
arist	Cangzhou Wings Of Liberty Sport Products	DAEGUN C&L/Kangnam Chemical	Eight Will
ArmorFit	CANLIFE	DAEYANG	ELEIKO JAPAN
Artme	C'BON	Daftcraft	Embassy of Pakistan
ASIA BUSSAN	Changshu Jielaimei Textile	DAIICHISANKYO HEARTHCARE	érugam
ASPEN Sports Tech Pavilion/All-wings/Healthy Plate/Fortune AI/Rebas Sports/MeetAgile/IMOTEK/Spot/BiiB/AQUIVIO/FastPong	Changzhou Hanhong Sports Product	DAIKIN INDUSTRIES	Esprit Japan
ASSIST	CHARION	Danken Enterprise	EUPHORIA/ONE TAP SPORTS
ATEC	CheerinTech-Japan	Decentralized Biotechnology Intelligence	EVERNURSE
ATHLETIC 0 (ZERO)	Chemical Industries	DENBA JAPAN	EXOSYSTEMS
A to J	CHIBA KYODO PRINTING	DEZHOU AOC PILATES TECHNOLOGY	EZAKI GLICO
AVGAR	CHUKYO UNIVERSITY	Dezhou Aoshengjia Fitness Equipment	F45 Training

SPORTS 2025 Exhibitor List

FB Triangle (Sunbears)
FINE JAPAN
FINE TUNING
FIT PLACE
fit.com
Fitness Industry Association of Japan
Fitness Shop
Fitness Sports
FitSchool
FITSOLUTION/ATHLETE NET SHONAN/EAGLE O/ SYUTOKEN KENKO HUKUSHI KOUSYA
fittrix
FIVICS
Floriss & ReBody
FOOTLAND
Foterra (Japan)/RICOH BlackRams Tokyo
Foundation for Japanese Advanced Medical/ Japan Cooperative Purchasing Organization
FROM NOW INTERNATIONAL
FRUTA FRUTA
FUJI MEDICAL INSTRUMENTS MFG
FUJIMORI
Fukui Prefecture
Fusion
GAURA
Gee Hoo Industrial

Genesis Healthcare
GentlemanFitnessClub
GHIWell
GIGMOLTEC
Glanbia Japan
Glico Nutrition
GOLFNAVI
GOSHIN
GRIPIT
G-Search
Guangdong Hongyuan Home Furnishing
Guangzhou Yuepai Sportswear
GUTEN JAPAN
GYM80
hacomono
HALEO BODYPLUS INTERNATIONAL/EVERLIFT
Hamanetsu
HANDSHANDS
HANGZHOU ENJOY INDUSTRIAL
HANGZHOU ZHONGZHI INDUSTRY
happou-shoukai
HARADA CORPORATION
Harmony
Hayabusa Giken

Healthy Style
Himeji City
Hirotec
Hisign
Hivecreation
Hongo
HuNan Mystyle Sport
HUNET
IBKSPORTS
ICHIYUU
IHM SMILE
IIDA HOSIERY
IM
InBody Japan
INFINITY ENTERPRISES
INFOTRADE MEDIA
INIFIA
ISHIKAWA DISTILLERY
ISI Software
i-site
IWAKI
IWF
IXPASS
Japan 3D Consulting Group/MedVigilance

Japan Association of Training Instructors
Japan Bodybuilding & Fitness Federation
Japan Dance Authorize Council
JAPAN FEDERATION OF HEALTH & SPORTS
JAPAN HIGH PERFORMANCE SPORT CENTER
JAPAN MATERNITY FITNESS ASSOCIATION
JAPAN RS9
JAPAN SPORTS AGENCY
Japan Sports Vision/Advance Vision Partners
Japanese Association of University Physical Education and Sports
Japanese Physical Therapy/ Japanese Society of Sports Physical Therapy
Jiangsu Maiha New Materials
JIANGSU VIVATURF ARTIFICIAL GRASS
JIASHIN INTERNATIONAL
Jibun de JAPAN
Jinhua Original Power Sports
Johnson Health Tech Japan
Joyful Japan
JSTA PAVILION
JUNO PILATES
JUNTENDO UNIVERSITY
kaloko/Fitness Karte Cloud kaloko
KASUMORI DENKI
Katsushika monodukuri innovation forum

SPORTS 2025 Exhibitor List

KENKOSYA
Kintorememo
KIRARA TRADING COMPANY
KLASS
KMK FIT
koho
KOREA BODY INFORMATION
<small>Korea Sports Promotion/COMMARS COMPANY/ WE FOOT TECHNOLOGY/MO Sports/SPINE DOCTOR/Nanosoft/ Snowline/xVic/Xnells Korea/BODYNOX/TenCL</small>
KOYO
KULBAY
kusakura
Lab Selection/PRE FIT
LANGFANG ANGTIAN SPORTS GOODS
Leep
LEGACY PILATES APPARATUS
LEXCO JAPAN
LGC Japan
LIEN TRADING JAPAN
LIENNE FOAMS INDUSTRIAL
Life Fitness Japan
Likumo
Lim
LINYI JIECHUANG INTERNATIONAL TRADE
LONDON PILATES ACADEMY

M3
Maeda Kosen
MARUZEN
MASHITAKI
MASUDA VINYL
Matsuyoshi
Medical Technology Alliance
mediVR
Merci
MERRY SPORTS FLOORING SYSTEMS
Mlcreations
milkissimo japan
Mirai Coodinate
Mirart
Mirror Fit
Miyabireform
MK GLOBALTD
MO Sports
Morinaga/OHTORI/ASSIST
Motion Base (Hogrel)
Mybenefit
MYLAPS Sports Technology
NABOSO
nac Image Technology

NANOSOFT
NANTONG RISING SPORTING GOODS
NANTONG RUILIN INTERNATIONAL
National Center for Geriatrics and Gerontology
<small>National Institute of Advanced Industrial Science and Technology (AIST)</small>
National Institute of Fitness and Sports in KANOYA
National Strength and Conditioning Association Japan
Naturea Coar/KOWA
NatureLab
NBC International Japan
Nemours
NESTA
NESTY
NEW LONG CHING INDUSTRIAL
NEXT NEW WORLD
NIFTY INTERNATIONAL
Nihon Matai
NIHON TRIM
<small>NIHON UNIV. BUSINESS RESEARCH & INTELLECTUAL PROPERTY CENTER.</small>
NIHONKIATHUBARUKU
NiHTEK
Niida Bussan
NINGBO CHENDONG SPORTS & SANITARIAN
NINGBO HAISHU ADVANCING & RISING TRADING

NingBo JiaHong Electronics
Ningbo Powerful Electrical Appliance
Nippon Sport Science University, Sugita Lab.
NIPPON TELEVISION HOLDINGS
Nissho Engineerring
Nitto Denko
NJS
Nomura Real Estate Life & Sport
NORITZ
novantanove (YOSHIEI KOSAN)
O2Capsule,O2Box
Ogura Sundine
OHTORI
ONI
ontheway
OP (Obey&Praise)
Opt Fit
OSAKA SEALING PRINTING
Osaka University of Health and Sport Sciences
P2M Group/Calibrate Sports Japan
PAK BHAROKA SPORTS
Panasonic Entertainment & Communication
PARUKA
PCP

SPORTS 2025 Exhibitor List

PE.Pilates	REDAS	SAPTI	Silica Style
Peace of Mind	REHMAN TEXTILE INDUSTRIES	SASAGAWA	SINTOKOGIO
Peak Pilates	Research Coordinate	SASAKI FOODS	SLDS
PEOPLE HORIZON	REVOLUONE/XMASTER FITNESS JAPAN	saucer	slepton
Phiten	RITSUMEIKAN UNIVERSITY	SaunaHax Life	Smile LOCot - Juntendo University/Requa
Pieras	Ritto/IRON FLOW	SBI ALApromo	SNOWLINE
Playbox	ROBERTET JAPON	SHANDONG AOCHUANG FITNESS EQUIPMENT	SOLID FOCUS INDUSTRIAL
POLYMER HOLDINGS	rogica	Shandong coolbuild fitness equipment	Solve
Precor Japan	ROOKIE ROOKIE	Shandong Shuyou Te Fitness Technology	SPIC
PREMIUM WATER	RUQI SPORTS	Shanghai BriSafe Technology	SPINE.DR
Prime Education	Ryobi Systems	Shanghai Dblue Sportswear	splant
Pro Labo Holdings	Ryonetsu-SwitchBot	Shanghai Huai Fan Trading	Spochec
PROAVANCE	S.I.C. SPORT	SHANGHAI JELLY INTIMATES	sport motivation
Project Mars	SA VISION	SHANGHAI SENSOL INTERACTIVE	Sportip
Promo	SALA INTERIOR SYSTEM	SHANGHAI SHENZE INTERNATIONAL	SPORTS COMMISSION ODATE
PROTEIN DISPENSER/PROTEIN NATION	salteight/Motioncare Pilates	Shanghai YOUJOY Health technology	SPORTS COMMISSION OKINAWA
PSU	SALUS	SheepMedical	SPORTS DOCK
Purpose Brands (Anytime Fitness, Orangetheory, The Bar Method)	SAMURAICHARGE ~Otoneduke~	深圳樂易商務科技有限公司	Sports Link TOYAMA
QINGDAO GREAT SPORT GOODS	Sanctband/Power Plate	SHieNA	Star'Q
QOL Laboratories	Sandensha	Shiga university of medical science	STEADY JAPAN
Qolo	SANJYUSAN	Shigakkan University/Onkyo HealthCare Corporation	STORES
Radi	SANKO	SHIJIAZHUANG AOFEITE IMP. & EXP	SUMISHIN COMPANY
Rakuten Symphony	SANKOSEIKA	Shishi City Yaotian Sports Goods	SUPREMA JAPAN
Rapsodo Japan	Sapeet	Shizuoka Prefecture	SUW/HCP

SPORTS 2025 Exhibitor List

Suzhou Hred Mat
Synapse therapy seminar
SYSPORTS
Taiiku&Sports Publ
Taispo2026
Taiwan Hosiery Manufactures
TaiZhou Yuelai International Trade
TAKIGAWA CORPORATION JAPAN
TAMedical
TANISHI-SpoLove Division
TANITA
TEAM BEYOND
TECHNOGYM JAPAN
Teikyo University
TenCL
tetsujin japan
Thailand Pavilion
The Aichi-Nagoya Asian Games and Asian Para Games Organizing Committee
The Euro Sports
The Organizing Committee of the World Masters Games KANSAI
The Sports Connection/Hydrohex
The University of Tokyo Sports Science Initiative
THEON TOKYO
THINK FITNESS

THREE R SOLUTION
three-peace
TIPNESS
TK create
TM STARTECH
TOHOKU INOAC
Tokai University
TOKY JAPAN
Tokyo Metropolitan Institute for Geriatrics and Gerontology
tomo international/G-HELPER
Tomocorporation
TONIKER SPORT
Toyama
TOYO University
TTK/Rakuretech
TWINS
Twohands Meta
Uchida Training
uFit
ULTiMABODY
UNION LOOPER
Universal Calcium Food
VBED®
VICELLA LABORATORY

VIP GLOBAL
WAKAMOTO PHARMACEUTICAL
Wakayama Medical University
wao
Waseda University
Watty
WaveWear
WE FOOT TECHNOLOGY/KSPO
WeBridge
WECAN
WeckMethod/BOSU Eitness
Wellkom
World Net International
World Wellness Weekend
Wuhan Zhaike Network Technology
Xiamen Enson Outdoor Products
Xiamen Jinshuangsheng (JSS) Health&Fitness
XIAMEN ZAIFENG SPORTING EQUIPMENT
XNELLS KOREA
xteamwear
xVic/Lynx
YAK-OH
YAMAMOTO
Yamato Scale

Yangzhou Aoliao Sporting Goods
Yatsushiro City Sports Commission
Yichun Jolio Protector technology goods
Yiwu Feide Sports Goods
YKC
Yoshinaga-katsuobushi storexCARB U
YSTAR WEAR (QUANZHOU)
Zaoba
ZERO Initialize
Zhejiang QiLi Healthtech
Zhejiang Taizhou Snapfinger Biotechnology



A Wide Range of Specialized Industry Events

MUSCLE GATE Tokyo SPORTEC Championship



A major annual competition that continues to grow each year. **326** spectators attended.

FITNESS SUMMIT JAPAN 2025



A special event to enhance group lesson instruction skills. Around **100** trainers and instructors participated.

A Wide Range of Specialized Industry Events

Wellness Leaders Award 2025



A pitch contest to discover leading wellness entrepreneurs in Japan. About **200** attended the final round.

Wellni SPORTEC CUP 2025



A body contest featuring top fitness athletes. Approximately **400** spectators attended.

A Wide Range of Specialized Industry Events

Pilates Festa in SPORTEC 2025



One of Japan's largest Pilates festivals. Around **300** enthusiasts participated.

The 11th Japan Society of Sports Performance Research



31 presentations on practical sports performance research. About **70** attended.

A Wide Range of Specialized Industry Events



Sports Informatics and Technology 2025



A symposium with around **200** researchers and industry professionals.

Reception Party



A networking event with approximately **300** industry participants, including key leaders.

Leading Japanese Companies that Visited the Previous Exhibition

A selection of key visitors from the 42,380 visitors at SPORTEC 2025

*some excerpt, unordered



Overview of the 2026 Edition

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

SPORTTEC[®] 2026

The Largest Sports Industry Exhibition in Japan

July 8 (Wed) - 10 (Fri), 2026

Venue | TOKYO BIG SIGHT - East Hall

Organizer | TSO International Inc.

3 Key Features of the Exhibition

Feature 1



A business-focused international exhibition bringing together **600* companies** from the sports and health industry, including private companies, government and organizations, making it Japan's largest specialized sports industry exhibition

Feature 2



A platform attracting **45,000*** **key stakeholders** from sports and health, including athletes and public-private leaders from around the world, for business matching and networking

Feature 3



A networking platform connecting top executives and municipal officials in the sports and health industry, offering opportunities unavailable online

*Expected

Executive Committee of SPORTEC

SPORTEC is organized by executive committee composed of sports professionals from industry, government, and academia, who plan exhibitions, seminars, and events. Through this exhibition, we contribute to the development and internationalization of Japan's sports industry.

★ As of April 2026, unordered

Mr. Munehiko Harada



Chairman

President of Kyoto University of Education
Professor Emeritus of Waseda University
Chairman of Japan Sport Tourism Alliance

Mr. Tetsuo Fukunaga



Honorary Chairman

Professor Emeritus of National Institute of Fitness and Sports in KANOYA
Professor Emeritus of Tokyo University

Mr. Toshiaki Endo



Advisor

Chairman of Japan Sport Association
Chairman of Nippon Sport Policy Commission

Mr. Masaki Sakaida



Advisor

Partner Lawyer, TMI Associates
Executive Director of Nippon Sport Policy Commission

Mr. Akira Maeda



Vice-Chairman

Chairman of Japan Society of Sports Performance Research
Vice-President of National Institute of Fitness and Sports in KANOYA

Mr. Eiji Tezuka



Vice-Chairman

CEO of Think Fitness Co., Ltd.

Mr. Shuji Hanafusa



Member

Chairman of Fitness Industry Association of Japan

Mr. Masaaki Kanno



Member

President of Japan Training Instructors Association

Mr. Takenori Furuya



Member

CEO of Club Business Japan Co., Ltd.

Mr. Hirokazu Otake



Member

Professor Emeritus of Kanagawa University

Mr. Tsuyoshi Higuchi



Member

Board Director of Japan Health Promotion & Fitness Foundation

Mr. Hideyuki Saito



Member

Chairman of Japan Physical Therapy Association

Mr. Masashi Shibata



Member

President of National Strength and Conditioning Association Japan

Ms. Akane Tsuji



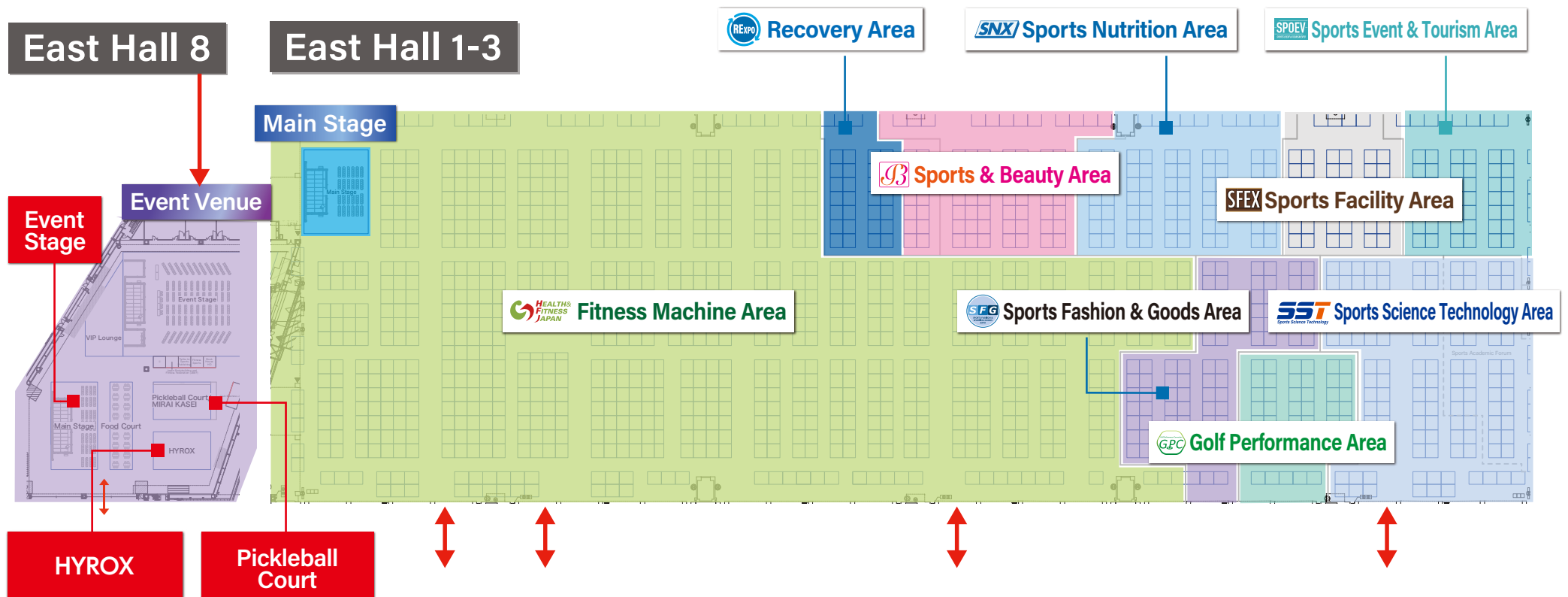
Member

Organizer of Pilates Festa
CEO of Aulii Corporation



SPORTS 2026 9 Key Areas

A business platform for the sports and health industry, composed of 9 specialized areas



Area Descriptions



Fitness Machine Area

Exhibitor Profile

- Fitness Machine, Training Equipment
- Yoga and Pilates Equipment and Program
- Stretch Program and Equipment
- Locker, Amenities, Sanitation Facility
- Scale, Body Fat Meter, Body Composition Analyzer
- Customer Management System, Facility System, etc.



SFEX Sports Facility Area

Exhibitor Profile

- Ground Facility and Equipment
- Artificial Turf, Natural Grass
- Gymnasium Flooring, Soundproof Wall, Building Material
- Heat Protection Product, Fan
- Net, Safety Product, AED
- Facility Renovation Service, Designated Management Service Designated Management Service, etc.



Area Descriptions



Sports Event & Tourism Area

Exhibitor Profile

- Sports Event Planning and Management Company
- Equipment and Supplies for Sports Event Setup
- Balloon, Banner, Flag Production
- Souvenir, Novelty, Goods
- Sports Federation, Professional Sports Organization
- Sports Commission, Local Government, etc.



Sports Fashion & Goods Area

Exhibitor Profile

- Sports and Training Wear
- Dance and Fitness Wear
- Functional Wear and Materials
- Sports Shoes
- Name Printing Service, Embroidery Machine
- Various Sports Equipment, etc.



Area Descriptions



Sports Science Technology Area

Exhibitor Profile

- High-Speed Camera, Motion Capture
- Motion Analysis Equipment, Software
- Simulator, VR/AR Equipment
- Measuring Instrument, Gauge
- Coaching App, Team Motion Analysis
- Sports Educational Institution, Research Institution, University, etc.



Sports & Beauty Area

Exhibitor Profile

- EMS and Slimming Machine
- Hair Removal Device, Body Shaver
- Cosmetics for Athletes, Nail Care
- Whitening and Teeth Alignment Product
- Posture Correction Equipment and Program
- Beauty Supplement, etc.



Area Descriptions

Sports Nutrition Area

Exhibitor Profile

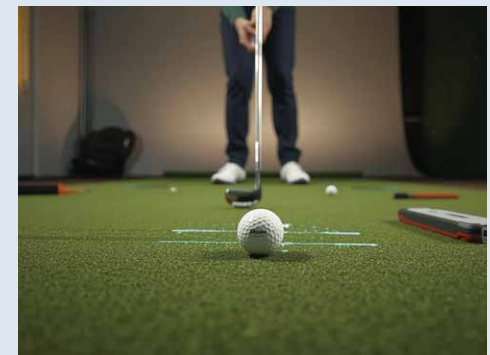
- Protein Supplement and Drink
- Recovery and Amino Acid Supplement
- Health Food and Supplement
- Sports Food OEM/ODM Service
- Protein Raw Material
- Anti-Doping Certification Service, etc.



Golf Performance Area

Exhibitor Profile

- Golf Simulators
- Launch Monitors, Measurement Devices & Data Analysis Equipment
- Golf Training Equipment & Accessories
- Coaching Services & Educational Programs
- Training & Conditioning Machines
- Reservation & Membership Management Systems, etc.



Area Descriptions

Recovery Area

Exhibitor Profile

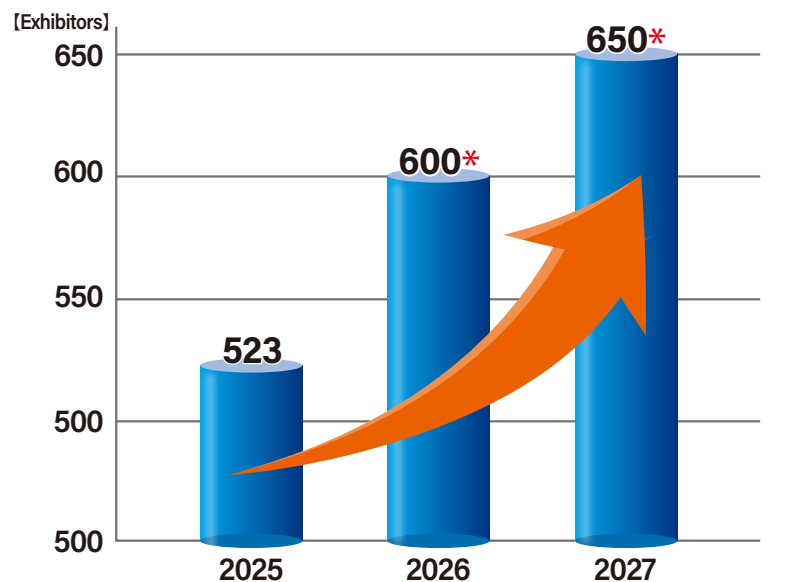
- Recovery Wear and Goods
- Stretch and Relaxation Equipment
- Massage Chair, Bed, Electronic Therapy Device
- Recovery Equipment, Cool-Down Product
- Balance Improvement Product
- Functional Wear, Loungewear, Innerwear, etc.



The Industry's Largest Number of Exhibitors and Visitors Growth

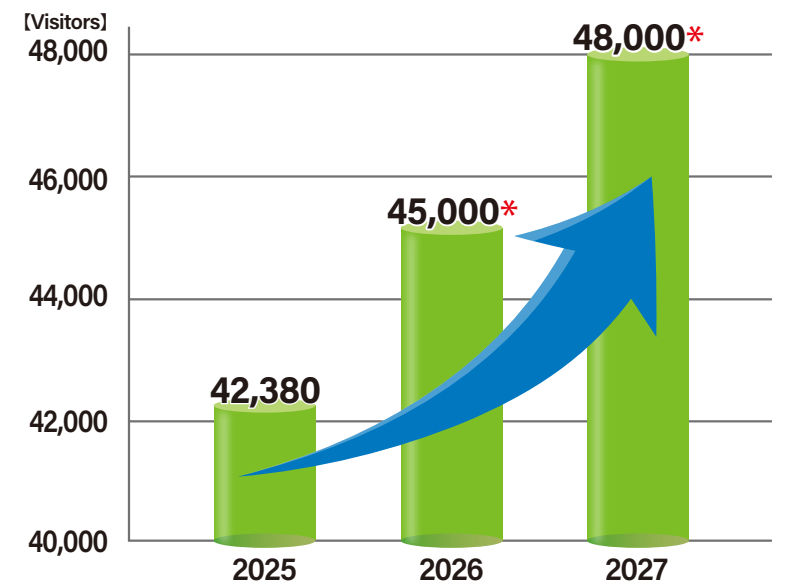
As Japan's only specialized exhibition focused on the sports and health industry, both the number of exhibitors and visitors are steadily increase every year.

Trend in the Number of Exhibitors



*Expected

Trend in the Number of Visitors



*Expected

Target Visitors



Fitness Facility,
Personal Gym



Sports Store, Mass Retailer



Yoga, Pilates Studio



Trainer, Instructor,
Sports Coach



Department Store,
Online Shop



Sports Association, Professional Team,
Corporate Team



Stadium, Arena Manager



Athlete, Sports Player



University, High School,
Educational Institution, Vocational School



Government, Local Authority,
Foreign Government Official

Attracting 45,000 Visitors from Around the World

6 Key Promotions to Attract **45,000 Visitors** (Excerpt)

Industry professionals from across Japan gather at TOKYO BIG SIGHT through targeted visitor attraction activities

POINT **01** **Over 400,000* Free Invitation Tickets**

Invitation tickets are sent directly to fitness facilities, personal gyms, yoga and pilates studios, beauty and esthetic salons, sports stores, stadiums, athletes, universities, and local authorities, actively encouraging attendance.



< Sample of Invitation Ticket >

*Expected

POINT **02** **200,000* Email Newsletters**

Exhibition announcements, seminar information, and highlights are regularly sent to 200,000* key buyers added through phone surveys and newsletter registrations to the Show Management Office's database.



*Expected

6 Key Promotions to Attract 45,000 Visitors (Excerpt)

POINT 03 **SPORTEC** hosts exclusive live events every day that cannot be experienced online

SPORTEC CUP 2026



All-star JBBF fitness competition where top athletes from all categories compete on the same stage, aiming for the ultimate victory.

MUSCLE GATE Tokyo SPORTEC Championship



The gateway body contest returns to SPORTEC, offering a must-attend big competition to boost training motivation.

FITNESS SUMMIT JAPAN 2026



A must for group lesson instructors to experience and learn practical group lesson skills through multiple sessions.

Wellness Leaders Award 2026



A pitch contest focusing on passion and vision to redefine wellness and create Japan's leading wellness businesses.

The 12th Japan Society of Sports Performance Research



Promotes exchange between researchers and practitioners in sports performance, featuring numerous presentations and discussions.

Sports Informatics and Technology 2026



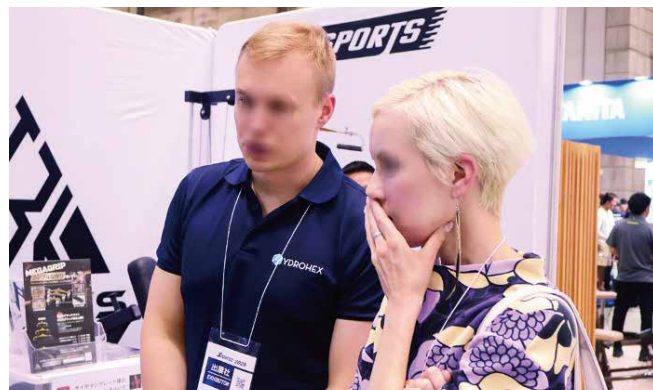
A two-day symposium gathering researchers and experts in sports informatics, engineering, and human dynamics around sports.

6 Key Promotions to Attract 45,000 Visitors (Excerpt)

An international network only possible at SPORTEC

POINT 04 Strong partnerships with overseas exhibitions and media attract global buyers

International Partner Exhibitions and Media (Based on 2025 results, in no particular order, partial list)



6 Key Promotions to Attract 45,000 Visitors (Excerpt)

An international network only possible at SPORTEC

POINT 05 *Directly attract international visitors through promotion at overseas exhibitions*



6 Key Promotions to Attract 45,000 Visitors (Excerpt)

An international network only possible at SPORTEC

POINT 06 *Building a global cooperation network through MOUs with foreign governments, associations, and organizations*



Taiwan ASPN Sports Tech Accelerator



Korea Sports Promotion Foundation (KSPO)

6 Key Promotions to Attract 45,000 Visitors (Excerpt)

**Through these activities,
we attract 45,000 visitors,
contributing directly to the
growth of your sales.**

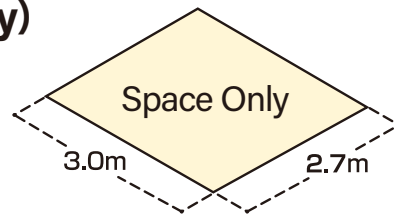


Exhibitor Application Guidelines

Standard Booth (Space Only)

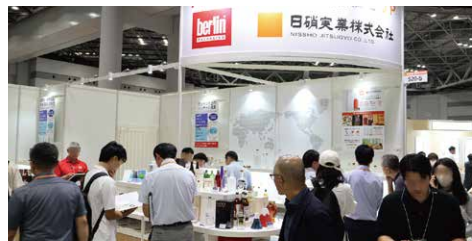
【Booth Specifications】

● 1 Booth: W3.0m × D2.7m = 8.1 sqm



【Space Fee】

Space Fee / 1 Booth
Regular Price
JPY 495,000



- * Price is for Space Only. Shell Scheme Package is not included.
- * Please be sure to prepare basic panels between adjacent booths or use a Shell Scheme Package (paid) provided by the Show Management Office.

Corner Booth Option JPY 44,000 / Corner

- * Corner booth locations are limited and subject to availability.
- * If a corner location cannot be assigned, the fee will be refunded.
- * If your booth qualifies as a corner, the fee will be charged additionally.

Shared Sink

【Usage Fee】

● JPY 77,000 (including tax)



<Image>



- * The fees include water and electricity charges.
- * Any tasting or sampling within the exhibition hall requires prior approval from the local health authority. Depending on the type of tasting or sampling, different equipment may be required. You may need to use a shared sink or install plumbing at your booth. For details, please contact the Show Management Office.
- * Cancellations and refunds are not accepted after application.

Exhibition Regulations

- Exhibitors must comply with term & conditions listed on the back of the Exhibition Application Form.

Exhibitor Product and Service PR Seminar

Promote your products and services to a high-quality audience and effectively acquire hot leads

Exhibitor Product, Technology PR, and Demonstration Seminar

To provide exhibitors with more opportunities to present their products and technologies to buyers and professionals, a dedicated Exhibitor Seminar Venue will be available. Space is provided not only for presentations but also for demonstrations. The Show Management Office will register all attendees and provide a list after the seminar, allowing for a complete customer list.

■ **Seating: 40 seats (theater style)**

※May vary depending on presentation or demonstration content

■ **Included Equipment: Screen, Projector, Microphone**

※Interpretation must be arranged by the exhibitor

30-Minute Slot: JPY 143,000 (including tax)

45-Minute Slot: JPY 187,000 (including tax)



Promotional Advertising Plan

You can efficiently showcase your products and services to your target visitors

Web Banner Advertisement (Official Exhibition Website)



*Image

Displayed on the top page of the most visited exhibition website

JPY 220,000

Web Banner Advertisement (Visitor Registration Page + Thank-You Email)



*Image

Displayed on the My Page after visitor registration

JPY 275,000

Visitor Invitation Email Advertisement (Sent Under TSO's Name)



*Image

Featured as a highlighted company in TSO's email DM to visitors

JPY 165,000

EDM Distribution (Sent Under Exhibitor's Name)



*Image

Send your company message to TSO's house database

JPY 220,000

*All prices include tax.

Exhibitor Application Guidelines

You can efficiently showcase your products and services to your target visitors

Priority Listing on Exhibitor List Page

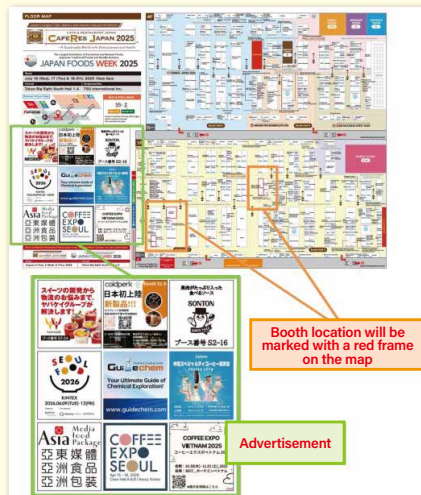


*Image

Always displayed at the top of the exhibitor list on the website

JPY 220,000

Floor Map Advertisement



*Image

Mark your booth and place an ad banner on the printed floor map

JPY 330,000

Hanging Banner Above Booth



*Image

Hang an advertising banner above your booth

JPY 880,000

Benefits of Using Promotional Services

By making use of promotional services, you can...



- Effectively reach your target visitors
- Differentiate from other exhibitors
- Drive visitors directly to your booth

More details here



*All prices include tax.

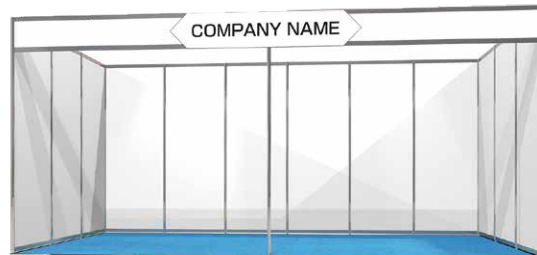
Shell Scheme Package

Plan A [1-4 Booths]

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



1 Booth



2 Booths

- Wall Panel (H2700mm)*1
- Parapet
- Company Name Board *1 (W2400mm×H400mm)
- Carpet*1
- 100V Outlet (2 ports)×1
- Electricity Supply (up to 1000W, includes power usage fee)

[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 B [1-4 Booths]

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



1 Booth



2 Booths

- Wall Panel (H2700mm)*1
- Company Name Board *2 (Complete Data Submission: Data Size: W1940mm × H500mm)
- Carpet*1
- 100V Outlet (2 ports)×1
- Electricity Supply (up to 1000W, includes power usage fee)

[Optional] Additional company name board for corner booths: JPY 38,500 per board.

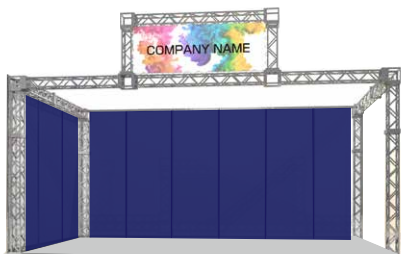
Plan B Pricing (Including Tax)

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

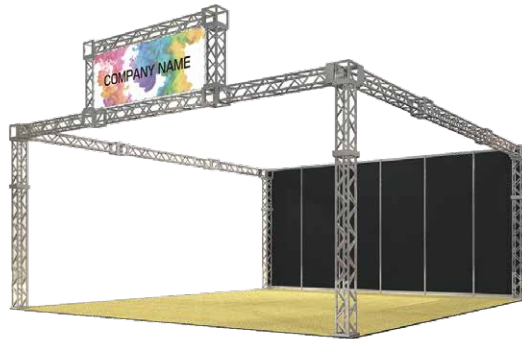
Shell Scheme Package

Plan C [2-6 Booths]

[For Exhibitors with 2 or More Booths] A dynamic package featuring a truss design and your original company name board elevated for greater visibility



2 Booths



4 Booths

- Wall Panel (H2700mm)*1
- Company Name Board*2
(Complete Data Submission: Data Size: W1950mm × H650mm)
- Carpet*1
- 100V Outlet (2 ports) × 1
- Electricity Supply
(up to 1000W, includes power usage fee)

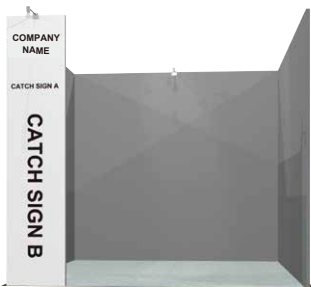
[Optional] Additional company name board for corner booths: JPY 49,500 per board.

Plan C Pricing (Including Tax)

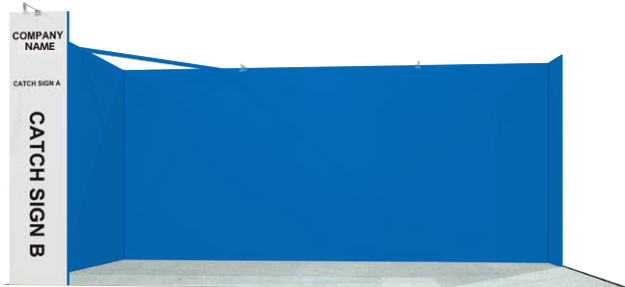
- 2Booths : JPY 324,500
- 3Booths : JPY 390,500
- 4Booths : JPY 456,500
- 6Booths : JPY 588,500

Plan D [1-2 Booths]

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



1 Booth



2 Booths

- Wooden Wall (H2700mm)*1
- Company Name Board (20 Characters)*3
- Catch Sign [A] (20 characters)
- Catch Sign [B] (40 characters)
- Carpet*1
- 100V Outlet (2 ports) × 1
- Spotlight
(2 Lights for 1 Booth, 3 Lights for 2 Booths)
- Electricity Supply
(up to 1000W, includes power usage fee)

Plan D Pricing (Including Tax)

- 1Booth : JPY 280,500
- 2Booths : JPY 346,500

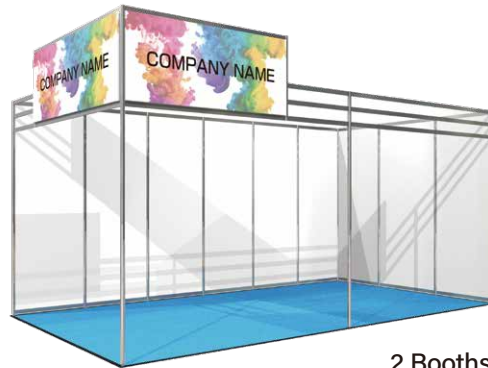
Shell Scheme Package

Plan E [1-3 Booths]

[For Corner Booth Exhibitors] A package where your original company name board is displayed prominently on the aisle side, ensuring visibility from any direction



1 Booth



2 Booths

- Wall Panel (H2700mm)^{*1}
- Company Name Board^{*2}
(Complete Data Submission: Data Size: W1940mm × H800mm)
- Carpet^{*1}
- 100V Outlet (2 ports) × 1
- Electricity Supply
(up to 1000W, includes power usage fee)

Plan E Pricing (Including Tax)

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

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

*Exhibitors are free to bring their own furnishings.

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

*1: Please select the color of the company name board, walls, and carpet from the Exhibitor's Manual provided separately.

*2: Plan B and Plan C require full data submission. Please contact us for details.

*3: If you would like to include a logo on the company name board, an additional estimate will be provided.



Plan A - 1 Booth



Plan B - 1 Booth



Plan C - 2 Booths



Plan D - 1 Booth



Plan E - 1 Booth

Exhibitor Support Services

1 VISA Support Program Free

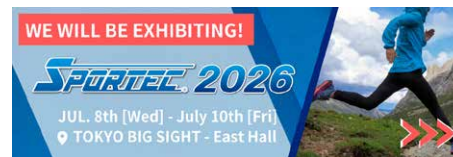
We can send documents for applying VISA to exhibitors who have paid the exhibition fee 2 months before the exhibition period. Please understand that the organizer CANNOT guarantee that you are able to get VISA or not. We DO NOT send invitation letter for visitors.



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

2 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 on line and allow for pre-exhibition 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 exhibition.

This service helps ensure smooth setup and exhibition for those facing booth design challenges, staff shortages, or import concerns. letter for visitors.



5 Exclusive 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 Visitor Badge QR Scanning Service Paid

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



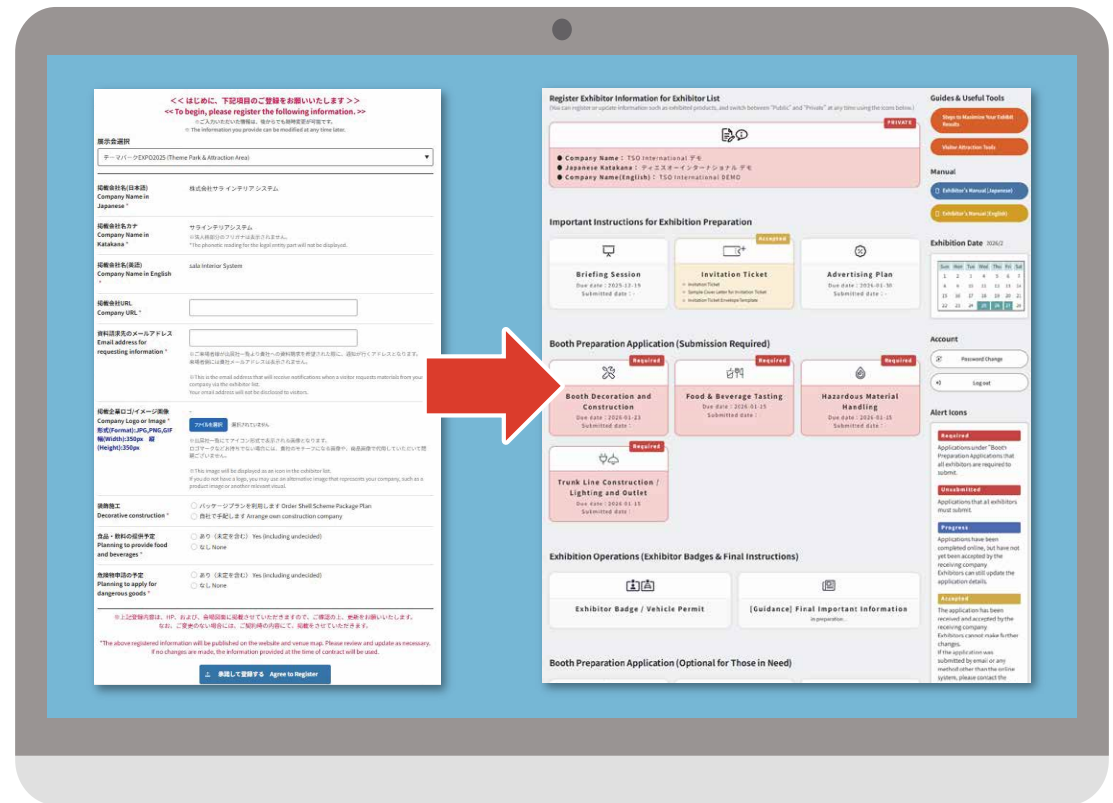
Exhibitor Support Services

Each exhibitor will be provided with a personal **My Page (Exhibitor's Page)** to efficiently manage booth preparation, including submitting various applications, registering information for the exhibitor list on the website, and issuing exhibitor badges and vehicle permits.

Centralized management of all procedures required for exhibitor preparation!

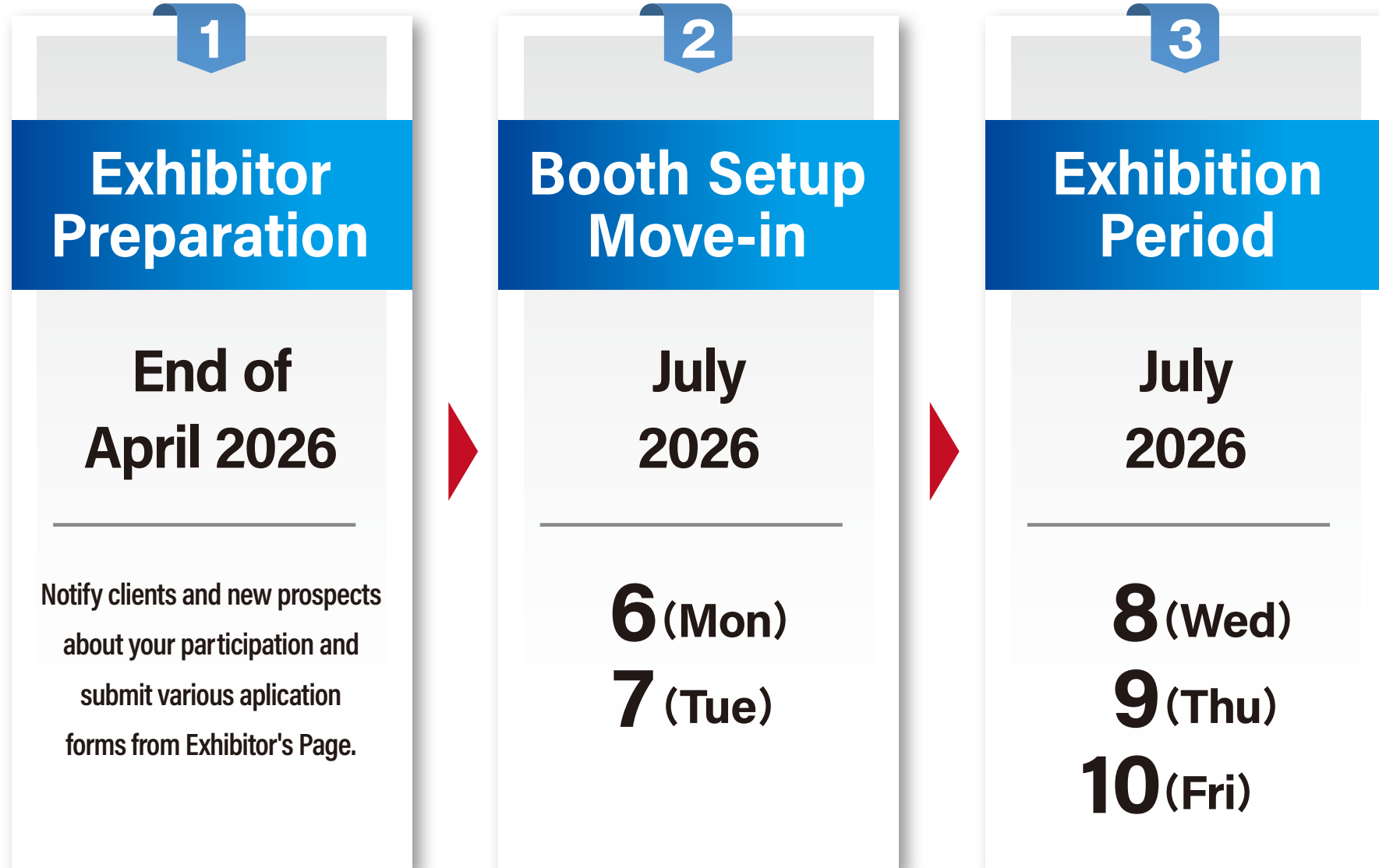


- Register Exhibitor Information for Exhibitor List
- Applications for Booth Decoration and Construction
- Applications for Food & Beverage Tasting
- Applications for Hazardous Material Handling
- Applications for Trunk Line Construction • Water Supply
- Applications for Rental Furnishings
- Distribution of Invitation Tickets and Visitor Attraction Tools



In addition, we provide full support to maximize your exhibition effectiveness

Schedule Until the Exhibition



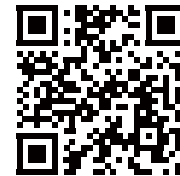
Inquiries

For inquiries or applications, please contact us at the following

Download the Exhibitor Application Form



See Highlights from the 2025 Exhibition



**Applications will be closed once all exhibition booths are filled.
Please contact us or apply as early as possible.**

Contact for Inquiries / Applications

SPORTEC Show Management Office

TEL: +81-3-6273-0403

Email: overseas@tso-int.co.jp

Contact Me!



Sales Department
Overseas Sales Senior Manager
Hanako Seko (Ms.)
Email: seko@tso-int.co.jp

