

## Invitation to Join DBEDT at:



## July 15-17, 2017 Shibuya Hikarie, Tokyo, Japan Preliminary Exhibitor Recruitment

### Photos from Hawaii Expo 2016:



#### Project Overview

The Department of Business, Economic Development & Tourism (DBEDT) is pleased to be partnering with Hawaii Tourism Japan (HTJ) on an export promotion opportunity during Hawaii Expo 2017 at Shibuya Hikarie from July 15-17, 2017. DBEDT's participation in Hawaii Expo 2017 is funded in part through a Cooperative Agreement with the U.S. Small Business Administration (SBA) under Hawaii's State Trade Expansion Program, known as HiSTEP. HiSTEP is built on a multi-faceted approach to export development, and administered by DBEDT and partner organizations in Hawaii.

#### About Hawaii Expo and Hawaii Tourism Japan

Hawaii Tourism Japan (HTJ) will be presenting Hawaii Expo 2017, a consumer promotion event to attract visitors to Hawaii. This is the third year that HTJ is conducting Hawaii Expo at Shibuya Hikarie in Tokyo,



Japan. This year's event will be held from Saturday, July 15 to Monday, July 17 (three-day weekend) and will target the following audiences:

- First time traveler to Hawaii
- Neighbor Island Distribution
- Romance Market and Hawaii Wedding
- Family market/3 Generation Family
- Millennials Market
- Repeat travelers

Hawaii Expo 2017 provides an opportunity for you to showcase and sell your products directly to consumers. Hawaii EXPO 2016 attracted over 14,000 consumers. Please visit <https://www.hawaiiexpo.jp/> for more information about last year's event.

Preliminary Recruitment

DBEDT would like to ascertain your interest in participating in Hawaii Expo 2017. Please see tentative guidelines for exhibitors within the product sales area:

- Hawaii vendors should arrive in Tokyo no later than Thursday, July 13.
- Hawaii Expo 2017 Venue:  
Shibuya Hikarie 9F Hikarie Hall  
2-Chome 21-1  
Shibuya, Tokyo 150-8510  
Japan  
<http://www.hikarie.jp/hall/>
- Target number of visitors: 18,000 over three days.
- Standard booth size: 9' x 4.5' (estimate)
- Participation Fee: \$500.00
- Each exhibitor will be responsible for their own merchandise/inventory and transactions. More information regarding transaction procedures will be provided.
- Hawaii product vendors are responsible for the delivery and removal of all merchandise from their booths. Note: There is no storage space within the Hikarie Hall except for the area within your booth.
- Staffing: Your booth needs to be staffed during show hours.
- IMPORTANT: There is a space limitation and limited number of booths available. Selection will be based on a curated basis to ensure a cross-section of marketable Hawaii made products.

*I am interested in participating as an exhibitor within the product sales area during Hawaii Expo 2017. Please send me the application packet when it becomes available.*

\_\_\_\_\_  
Print Name and Title

\_\_\_\_\_  
Company

\_\_\_\_\_  
Email Address

\_\_\_\_\_  
Date

**If your company is interested in being considered for Hawaii Expo 2017, please submit this form to [marlene.m.hiraoka@hawaii.gov](mailto:marlene.m.hiraoka@hawaii.gov) by April 3, 2017.**