

~Post-Show Report~

The 69th International Premium Incentive Show Spring 2024



Date:

April 10th - 12th, 2024

Venue:

Sunshine City Convention Center

<https://www.premiumshow.jp>



Organized by:

BUSINESS GUIDE-SHA, INC.

2-6-2 Kaminarimon, Taito-ku, Tokyo 111-0034

Tel +81-3-3847-9155 Fax +81-3-3847-9436

E-mail:premium@giftshow.co.jp

SHOW OUTLINE 1

NAME

The 69th International Premium Incentive Show Spring 2024

ORGANIZER

BUSINESS GUIDE-SHA, INC.

2-6-2 Kaminarimon, Taito-ku, TOKYO 111-0034 JAPAN

TEL: 03-3847-9155 FAX:03-3847-9436

OFFICIAL SUPPORT BY

Digital Signage Consortium / Japan Chain Stores Association / Japan Promotional Marketing Institute Inc. / Japan Retailers Association / Japan Web Association / Manufactured Imports and Investment Promotion Organization / Mobile Content Forum / Tokyo Display Association

SPECIAL EVENTS

Special Seminar (Special Stage at 4F)

The 33rd Japan Planning Promotion Contest

Fandom Merch “OSHIKATSU” Corner

Sales Promotion Tools Contest

Sports/Entertainment Goods Contest

Sustainable Novelty Corner

Questionnaires for Visitors

SHOW OUTLINE 2

DATE & TIME

April 10th(wed) / 11th(thu) / 12th(fri) , 2024

【10th - 11th, 10am - 6pm , 12th, 10am - 5pm】

PLACE

Sunshine City Convention Center 【TOKYO, JAPAN】

NUMBER OF EXHIBITORS

IPIS : 160 companies

NUMBER OF VISITORS

April 10th	10,076
April 11th	11,488
April 12th	11,030
Total	32,594visitors

OPENING CEREMONY

With an opening ceremony held Entrance of 4F on April 10th, 2024, the curtain went up on the 69th IPIS.

Guest of Honors

Mr. Tsutomu Higuchi, President, Manufactured Imports and Investment Promotion Organization.

Mr. Takeshi Akagi, Executive Director, Japan Retailers Association.

Mr. Seiya Ishiyama, Vice Chairman, Japan Event Produce Congress Association.

Mr. Junichi Shimbo, Senior Managing Director, Sunshine City Corporation.

Mr. Tsuyoshi Uchida, Secretary General, Japan Promotional Marketing Institute Inc.

Mr. Ryo Takamatsu, Department Manager, Career Consulting Co.,Ltd.

Ms. Hisae Haga, Chairman, Business Guide-Sha Inc.

Opening Declaration by the Organizer

Nobuyuki Haga, President, Business Guide-Sha Inc.

Ribbon-cut Ceremony

The Ribbon-cut ceremony is performed with all the attending guests and president of the Organizer, Business Guide-Sha, Inc.

VISITORS

Total number of visitors 32,594

Corporate End - User 35.8% vs. Total

Corporate End-User / Clientele	32.5%
Government Official	3.3%

Sales Promotion Agency / Dealer 28.2%

SP Agency	21.6%
Event Planning	4.5%
Department Store / Bulk-Sales Outlet	1.1%
Marketing	0.5%
Media	0.5%

Supplier / Maker 22.1%

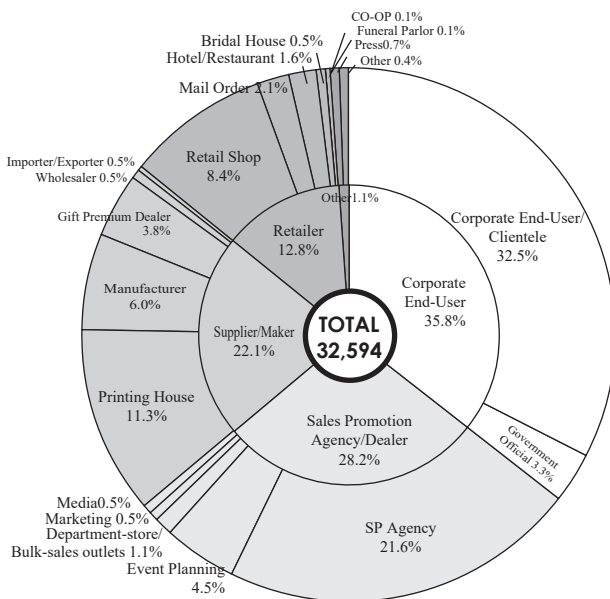
Printing House	11.3%
Manufacture	6.0%
Gift Premium Dealer	3.8%
Wholesaler	0.5%
Importer / Exporter	0.5%

Retailer 12.8%

Retail Shop	8.4%
Mail Order	2.1%
Hotel / Restaurant	1.6%
Bridal House	0.5%
CO-OP	0.1%
Funeral Parlor	0.1%

Other 1.1%

Press	0.7%
Other	0.4%



EXHIBITORS LIST

The 69th International Premium Incentive Show

SANWA SHIKO Co.,Ltd.	HIRAI SEIKODO CO.,LTD.	NAKAMURA Co.,Ltd.	TODAI CO.,LTD.
Activate Companies co.,LTD.	IN STYLE CO.,LTD.	NAKANI	TOEI CO.,LTD.
ADO CORPORATION	ITANO SHIKOU INC.	Nakashoshiko. Co.,Ltd.	TOKISHOW CO.,LTD.
AIM CO.,LTD.	IWATARYO CO.,LTD.	NASTO CORPORATION Inc.	TOKYO MIRAI SOZAI
AISHIN CO.,LTD.	Japan Industrial Design	NEXT INTERNATIONAL CO.,LTD.	TOKYO SEIKI CO.,LTD.
Ajouter un peu	Association/JIDA	NIIDA BUSSAN CO.,LTD.	Tomiyasu Metal Printing Co.,LTD.
A-LINK Services Co.,Ltd.	JAPAN SUSTAINABLE LABELS ASSOCIATION	NIKKO INTERNATIONAL CO.,LTD.	TONG SONG JAPAN
ALIVE CO.,LTD.	JONISHI SANGYO CO.,LTD.	NISSEN SHOKO CO.,LTD.	TOYO STEEL CO.,LTD.
AMASAKI CO.,LTD.	JYOHOKU SHIKI KONPO	NIYODO INSATSU CO.,LTD.	TSUCHIYAMA PRINTING INC.
Amazon Gift Cards/UNIQUE POINT, Inc.	KaB DESIGN INC.	NOZAKI PAPER CO.,LTD.	TWENTY INC.
ARROW CO.,LTD.	KACHIBOSHI SANGYO CO.,LTD.	NUSH inc.	Usplay
ASAHI International CO.,LTD.	KAMBE CO.,LTD.	OMI CO.,LTD.	Vessel co.,Ltd.
ASAHI YOU.US, LTD.	KAMI UCHU CO.,LTD.	OnePlanet Inc.	VOXPOP INC.
Asahi-kasei K.K.	KANDA PRINTING INDUSTRY CO.,LTD.	oolong design	WAKAYAMA CO.,LTD.
ASAKURA-SENPU CO.,LTD.	KANEYOSHI CO.,LTD.	PAPABUBBLE	WENZHOU CONLENE BAGS CO.,LTD.
ASAOH CO.,LTD.	KANMIDO CO.,LTD.	Planners	WENZHOU QIANGSHENG TRADE CO.,LTD.
ASUKA CO.,LTD.	KAYO PRINTING CO.,LTD.	Printshop Issakuya	Winas, Inc.
AUGUSTA	KEYSTAR CO.,LTD.	Promo Co.,Ltd.	YAGI CO.,LTD.
BALIISM Japan Co.,Ltd.	Kitolab Co.,Ltd.	PROTECH	YAGISEI CO.,LTD.
BE WAVE CO.,LTD.	KOA-SANGYO CO.,LTD.	Pure Leaf CO.,LTD.	YAMADA CO.,LTD.
CARDINAL CO.,LTD.	KOBE HASHIMAN CO.,LTD.	RAINBOW OFFICE SUPPORT CO.,LTD.	YAMASE KYOEI SHOTEN CO.,LTD.
CAREER CONSULTING CO.,LTD.	KOEI TRADE CO.,LTD.	Reach Will Corporation	YAMAX CO.,LTD.
CHUO PRINTING CO.,LTD.	Kokufu Printing CO.,LTD.	REALIZE CO.,LTD.	YAMAYOSHI PLASTIC INDUSTRY
CP JAPAN TRADING CO.,LTD.	Korea Accessories	ReP. f	YAMAZAKI CO.,LTD.
CREER CO.,LTD.	kotobukisyokai	RIGEN TRADING CO.,LTD.	YANOMAN CORPORATION
DAFFY Co.,Ltd.	KYOTO TANIGUCHI SHOYUDO CO.,LTD.	ROXY GmbH.	YOJO TAPE
DAIICHI SHIRYO PRINTING CO.,LTD.	Life Egg Corporation	SABUHIROMORI INC.	YOKOCHU CO.,LTD.
DELICIOUS CANNED BREAD "PANKAN"	Lino Lino	SAN·O CO.,LTD.	YOKOYAMA Co.,Ltd.
DM KOKOKUSHA CO.,LTD.	Luxis Co.,Ltd.	Sankei Rubber	ZERO GAUGE CO.,LTD.
Dongguan City Xinming gift co.,Ltd.	Maruhide Paper	sanodesign	
DONGGUAN XINHUI ACCESSORIES CO.,LTD.	MARUJYU CO.,LTD.	SANYO Co.,Ltd.	
D-WEBER inc.	MARUTOMISANGYO CORPORATION	SANYO PAPER CO.,LTD.	
EIKOH CO.,LTD.	Masakiya Confectionery Co.,Ltd.	SANWA SHIKO Co.,Ltd.	
EIWA PACKAGE INDUSTRY CO.,LTD.	Matonaka -make your video & get seen-	SHIGEMITSU SHOJI CO.,LTD.	
ENTOH & CO.,LTD.	MATSUI CORPORATION LTD.	SHIKISHIMA SANGYO CO.,LTD.	
EST DESIGN Inc.	MATSUKAWA SANGYO CO.,LTD.	SHIMIZU SANGYO CO.,LTD.	
EVERLESS	MATSUSHIRO CO.,LTD.	SHIMONO SOSHOKU CO.,LTD.	
FIRST RATE CORPORATION	m-corporation	SHIN NIPPON CALENDAR CO.,LTD.	
FLUFFY HOUSE Co.,Ltd.	MEG Inc.	SHOYO JAPAN CO.,LTD.	
GENCREATIVE INC.	MIC Group Corp.	SILKY · ACT	
GIFT PARTNERS CO.,LTD.	Millennium Entertainment, Inc.	SOUP Inc	
GLITTERBAY PRODUCTS CO.,LTD.	MITOMO Japan.	SUGIYAMA KINZOKU CO.,LTD.	
GLORY INTERNATIONAL CO.,LTD.	MONO FACTORY CO.,LTD.	SUNPROMPT	
Go Forward	NAGAI SHIGYO CORPORATION LTD.	Sustainable Department	
GOODS FACTORY CO.,LTD.	NAGAKURA CO.,LTD.	SUZUKI-TOMMY CO.,LTD.	
Greenfield Project Inc.	NAGAYANAGI CO.,LTD.	TAISEI CO.,LTD.	
HANSOKUYA	NAKAMOTO SEISAKUSYO CO.,LTD.	TAKASUGI CO.,LTD.	

NEW PRODUCTS CONTEST

JUDGING CRITERIA

1. Outstanding design and production technology, and originality.
2. Functions in terms of the end-purpose of the product or excellence in ideas.
3. High quality standards.
4. Sufficiency of thought given to safety aspects.
5. New products not having been put on the market for more than 6 months.

JUDGES

A final judgment was made on the basis of the judgment criteria above, taking into account the results of votes made by visiting professional buyers.

Mr. Goro Nitta	Dentsu Promotion Exe Inc.
Mr. Osamu Suzuki	Dentsu Promotion Exe Inc.
Mr. Nobuyuki Haga	Business Guide-Sha, Inc.

■■■■■■■■■■ CONTEST RESULTS ■■■■■■■■■■

Sports/Entertainment Goods Contest	
RUNNER-UP	 <p>Product name: “Projector Ballpoint pen” Reference price: 1,300 JPY Company name: NEXT INTERNATIONAL CO.,LTD.</p>
RUNNER-UP	 <p>Product name: “Clap UCHIWA” Reference price: 800 JPY Company name: Promo Co.,Ltd.</p>



NEW PRODUCTS CONTEST

Sales Promotion Tool Contest	
WINNER	 <p>Product name: “New Stand & Mobil Character ” Reference price: price not determined Company name: SILKY・ACT</p>
RUNNER-UP	 <p>Product name: “Compact Passport Case” Reference price: discretionary price Company name: ADO CORPORATION</p>
RUNNER-UP	 <p>Product name: “Portable 3 in 1 Wireless Charger” Reference price: 5,000 JPY Company name: NIKKO INTERNATIONAL CO.,LTD.</p>
Special Jury Award	 <p>Product name: “Bag Clip” Reference price: price not determined Company name: KAMBE CO.,LTD.</p>
Special Jury Award	 <p>Product name: “TOTE BAG -Local production for Local color-” Reference price: 3,850 JPY Company name: CAREER CONSULTING CO.,LTD.</p>



【PHOTO—①】



【PHOTO—②】

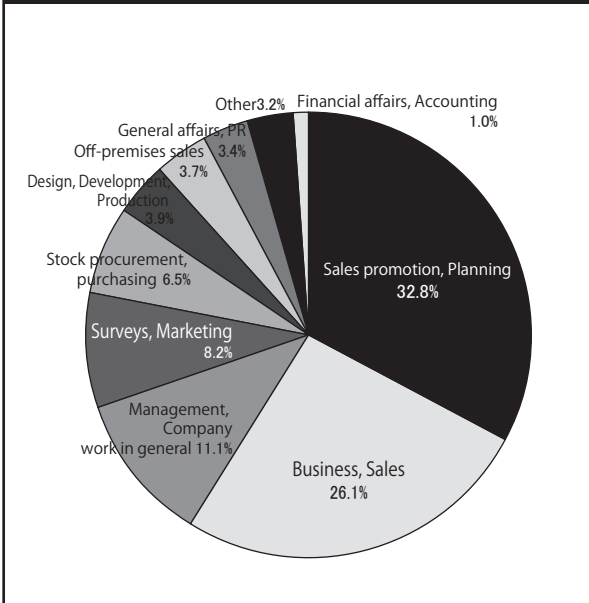


SURVEY (VISITORS)

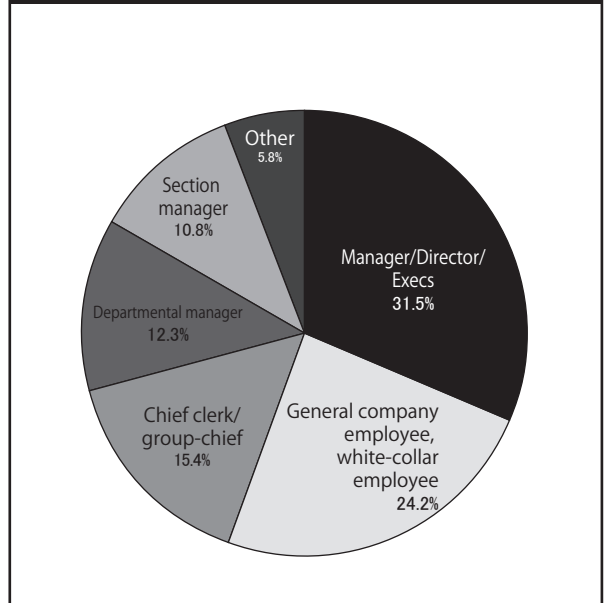
Date : April 10th - 12th, 2024

Place : The 69th International Premium Incentive Show
at Sunshine City Convention Center

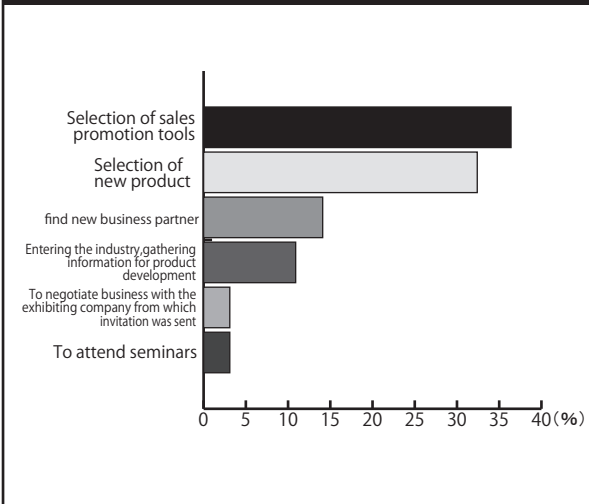
Q1: Your department?



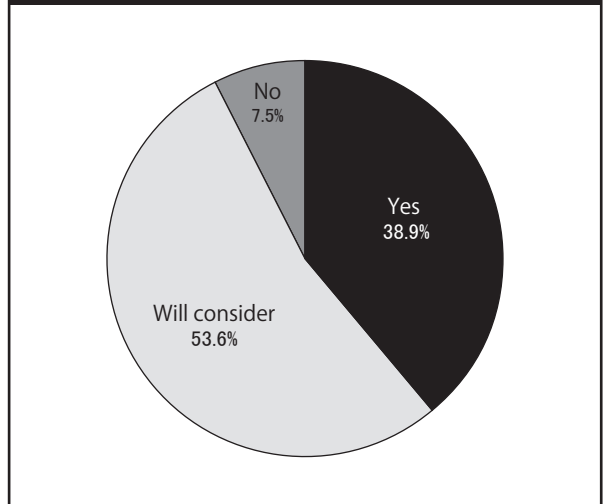
Q2: Your position?



Q3: Your aim in visiting the show?

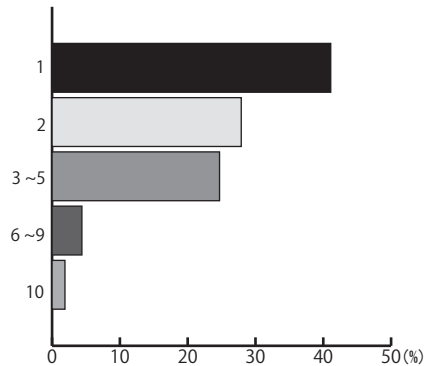


Q4: Any exhibitors or merchandises at the show with whom you are considering doing business or buying?

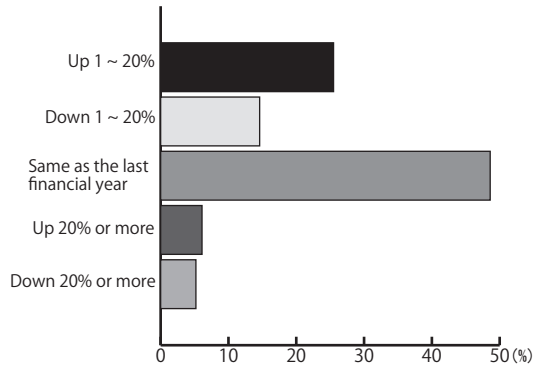


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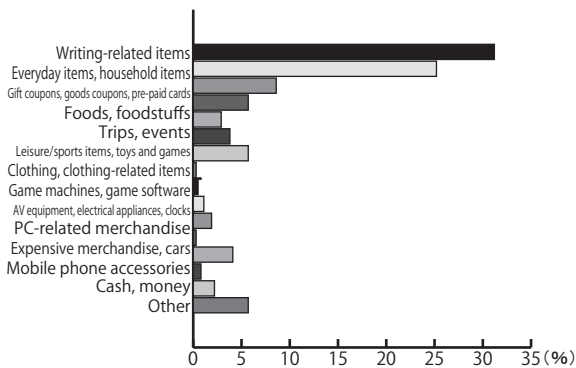
Q5:In sales campaigns conducted by your company or your company's clients, how many different genres of the premiums are most commonly used per campaign?



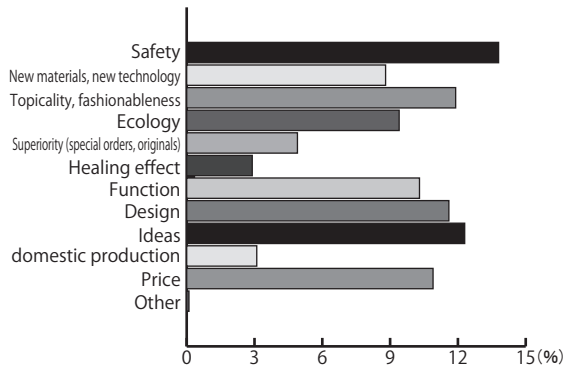
Q6:How your company's or your company's clients budget the SP for this year (2024) compare to the last year (2023)?



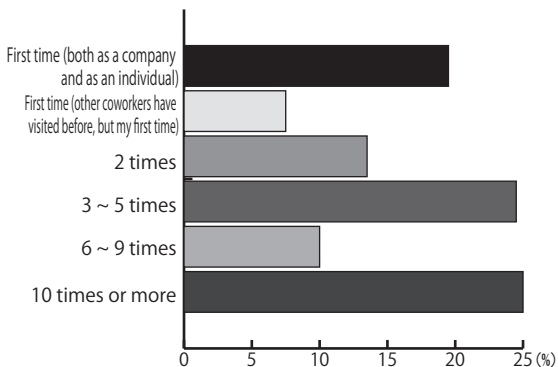
Q7:In sales promotions conducted by your company or by your company's clients, which premiums among the ones used before were highly popular?



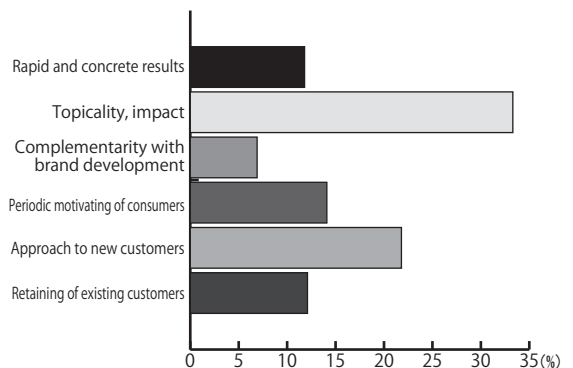
Q8:Which of the benefits below is the clincher when you purchase the premiums?



Q9:How many times have you visited this trade show?



Q10:Among your hopes for your future sales promotions, which of the tactics below are most important to you?



INFORMATION

Information on the Coming Show

第70回記念!! 出展社募集開始!

販促・企業ギフト・マーケティングの国際的な専門見本市
第70回インターナショナル
プレミアム・インセンティブショー®
秋2024

The 70th International Premium Incentive Show Autumn 2024



会期:2024年 **10月 9日(水)・10日(木)・11日(金)**

会場:東京池袋・サンシャインシティ 文化会館ビル コンベンションセンター

お問い合わせ先

(株) ビジネスガイド社 プレミアム・インセンティブショー事務局

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We would like _____ booth(s) at the forthcoming 70th International Premium Incentive Show October 9-11, 2024 and send application on _____.

We would like _____ booth(s) at the forthcoming 71st International Premium Incentive Show April 16-18, 2025 and send application on _____.

Contact Name

Company Name

Job Title

Division/Dept.

Phone

Fax

e-mail

Website

Address

City

Country/Post Code

Please return by mail or fax to :

BUSINESS GUIDE-SHA, INC. International Premium Incentive Show Division
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Visit our web site at : <URL> <https://www.premiumshow.jp>