

~Post-Show Report~

The 70th International Premium Incentive Show Autumn 2024



Date:

October 9th - 11th, 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 70th International Premium Incentive Show Autumn 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 10th Retail Promotion Award

Fandom Merch “OSHIKATSU” Corner

Sales Promotion Tools Contest

Sports/Entertainment Goods Contest

Sustainable Selection Award Contest

Questionnaires for Visitors

SHOW OUTLINE 2

DATE & TIME

October 9th(wed) / 10th(thu) / 11th(fri) , 2024

【9th - 10th, 10am - 6pm , 11th, 10am - 5pm】

PLACE

Sunshine City Convention Center 【TOKYO, JAPAN】

NUMBER OF EXHIBITORS

IPIS : 146 companies

NUMBER OF VISITORS

October 9th 8,181

October 10th 10,170

October 11th 10,111

Total 28,462visitors

OPENING CEREMONY

With an opening ceremony held Entrance of 4F on October 9th, 2024, the curtain went up on the 70th IPIS.

Guest of Honors

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

Mr. Hidefumi Kobayashi, Executive Director, Japan Retailers Association.

Ms. Mayumi Shirakawa, Executive Director, 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. Ichiro Kanbe, President, Kambe Co.,Ltd.

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

Opening Declaration by the Organizer

Nobuyuki Haga, President, Business Guide-Sha Inc.

Decorative Paper Ball Ceremony

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

VISITORS

Total number of visitors 28,462

Corporate End - User 34.2% vs. Total

Corporate End-User / Clientele	32.1%
Government Official	2.1%

Sales Promotion Agency / Dealer 29.7%

SP Agency	22.2%
Event Planning	5.5%
Department Store / Bulk-Sales Outlet	1.0%
Marketing	0.5%
Media	0.5%

Supplier / Maker 21.4%

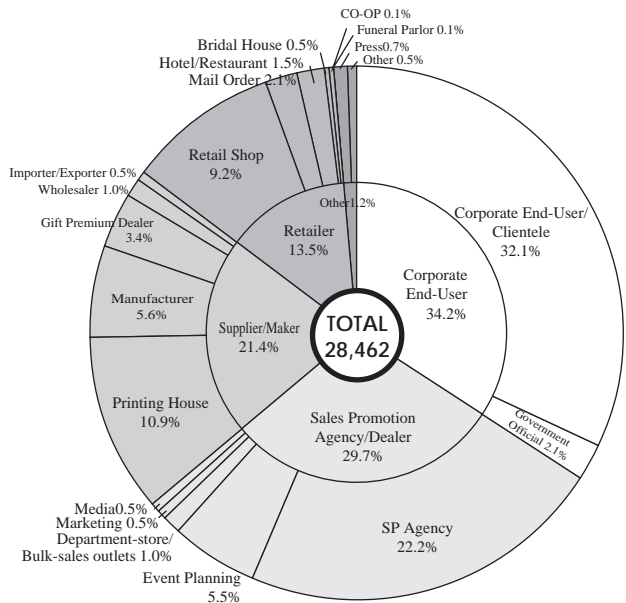
Printing House	10.9%
Manufacture	5.6%
Gift Premium Dealer	3.4%
Wholesaler	1.0%
Importer / Exporter	0.5%

Retailer 13.5%

Retail Shop	9.2%
Mail Order	2.1%
Hotel / Restaurant	1.5%
Bridal House	0.5%
CO-OP	0.1%
Funeral Parlor	0.1%

Other 1.2%

Press	0.7%
Other	0.5%



EXHIBITORS LIST

The 70th International Premium Incentive Show

Activate Companies Co.,Ltd.	GLORY INTERNATIONAL CO.,LTD.	NAGAYANAGI CO.,LTD.	SUGIYAMA KINZOKU CO.,LTD.
ADO CORPORATION	GOODS FACTORY CO.,LTD.	NAKAMOTO SEISAKUSYO CO.,LTD.	SUN CO.,LTD.
ALIVE CO.,LTD.	GRAND SCREEN PRINTING CO.,LTD.	NAKANI	SUNPROMPT
ALLGO CORP.	HAIMEN CO.,LTD.	NEXT INTERNATIONAL CO.,LTD.	Sustainable Department
AMASAKI CO.,LTD.	HEMING'S INC.	NIIDA BUSSAN CO.,LTD.	SUZUKI-TOMMY CO.,LTD.
ARROW CO.,LTD.	HIKARI CO.,LTD.	NIKKO INTERNATIONAL CO.,LTD.	Tai Zhou My Button Machine Co.,Ltd
ASAHI International CO.,LTD.	HONYARADOH Co.,Ltd.	NISSEN SHOKO CO.,LTD.	Taihei Paper Co.,Ltd.
ASAHI KASEI HOME	Huaxing Industrial Co.,Ltd.	OGURA CO.,LTD.	TAISEI CO.,LTD.
PRODUCTS CORPORATION	Inoue seal inc.	OMI CO.,LTD.	TAKEDA FORESTRY, INC.
ASAHI PLANNING CO.,LTD.	ITANO SHIKOU INC.	OnePlanet Inc.	TAKENO & CO.,LTD.
ASAKURA-SENPU CO.,LTD.	ITODA NAME CO.,LTD.	ORIM CO.,LTD.	T-Gaia Corporation
ASAOH CO.,LTD.	JAPAN PLUS CO.,LTD.	PLANNING MIZUHO CO.,LTD.	TODAI CO.,LTD.
ASUKA CO.,LTD.	JONISHI SANGYO CO.,LTD.	PLATEC CO.,LTD.	TOEI CO.,LTD.
Atelier Doumu Co.,Ltd.	JYOHOKU SHIKI KONPO	PPI Worldwide	TOKYO MIRAI SOZAI
BIG WAVE CO.,LTD.	KAMBE CO.,LTD.	PR water/ODAWARASHIKI	TOKYO SEIKI CO.,LTD.
CARDINAL CO.,LTD.	KANEYOSHI CO.,LTD.	INDUSTRIE CO.,LTD.	TOMHORSE(HONG KONG)
CAREER CONSULTING	KANMIDO CO.,LTD.	Printshop Issakuya	DESIGN CO.,LIMITED
CO.,LTD./KORE HIWA	KATARIKI SHOJI CO.,LTD.	RAINBOW OFFICE SUPPORT CO.,LTD.	Tomiyasu Metal Printing Co.,LTD.
CHUO PRINTING CO.,LTD.	KEYSTAR CO.,LTD.	Reach Will Corporation	toridori Inc.
Clair Co.,Ltd. (KUWAYAMA	Kinoiro Corporation	retrobank	Toshinsha Co.,Ltd.
Corp.Group)	KIREYA	RIGEN TRADING CO.,LTD.	TOYO STEEL CO.,LTD.
DAIDO SHIKO CO.,LTD.	KOA-SANGYO CO.,LTD.	RIKISHO CO.,LTD.	TSUBAME CO.,LTD.
DAIICHI SHIRYO PRINTING CO.,LTD.	KOBE HASHIMAN CO.,LTD.	Rosette Factory+	Tumbland
DECOLE corporation Co.,Ltd.	Kokufu Printing CO.,LTD.	ROXY GmbH.	UNIFAST CO.,LTD.
DELICIOUS CANNED BREAD	Kokusai Kogyo Co.,Ltd.	SAKURA Embroidery	Winas, Inc.
"PANKAN"	KOMEDA COMMERCE	SAN・O CO.,LTD.	YAMACHIKU Co.,Ltd.
direct. Co. Ltd.	INCORPORATED	SANEI KAGAKU PRINTING CO.,LTD.	YAMAYOSHI PLASTIC INDUSTRY
DM KOKOKUSHA CO.,LTD.	KOSHIHIGHAMBITION CORP.	SANWA SHIKO Co.,Ltd.	YAMAZAKI CO.,LTD.
DONGGUAN XINHUI	KYOTO TANIGUCHI	Sanwa Sogo Printing	YANOMAN CORPORATION
ACCESSORIES CO.,LTD.	SHOYUDO CO.,LTD.	CO.,LTD./Sanprilab	YOJO TAPE
EIKOH CO.,LTD.	LOGIMARU PACKAGE	SANYO PAPER CO.,LTD.	YOSHIKAWA CORPORATION
EIKOU	MARUJYU CO.,LTD.	SCHOLAS CO.,LTD.	YSC CO.,LTD.
fantasy village Co.,Ltd.	MARUTOMISANGYO	SEISAKUKOUBOUTAKEDA Co.,Ltd.	Yuika Embroidery Co.,Ltd.
Fermentation	CORPORATION	SHIGEMITSU SHOJI CO.,LTD.	
FLUFFY HOUSE Co.,Ltd.	Masakiya Confectionery Co.,Ltd.	shikakenin101	
FUJIFILM Imaging Systems	MATSUKAWA SANGYO CO.,LTD.	SHIKISHIMA SANGYO CO.,LTD.	
FUJITAKA CO.,LTD.	MATSUYOSHI CO.,LTD.	SHIMIZU SANGYO (H.K.) CO.,LTD.	
FUSOU CO.,LTD.	MIZOBATA SHIKO PRINTING CO.,LTD.	SHIMONO SOSHOKU CO.,LTD.	
G.KIDA	MONO FACTORY CO.,LTD.	Shin'Ei Co.,Ltd.	
Gakkyosha Co.,LTD.	Morinaga&Co.,Ltd./Okashiprint	SHINWA PLASTIC CO.,LTD.	
GIFT PARTNERS CO.,LTD.	NAGAI SHIGYO CORPORATION LTD.	SQUARE Co.,Ltd.	

NEW PRODUCTS CONTEST—①

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. Takahiro Otaki	Dentsu Promotion Exe Inc.
Mr. Keigo Honda	The Japan Industrial Design Association (JIDA)
Mr. Takayuki Okutani	Style Agent.Co.,Ltd.
Mr. Nobuyuki Haga	Business Guide-Sha, Inc.

CONTEST RESULTS

Sales Promotion Tool Contest

WINNER	 <p>Product name: <u>“Paper Emergency Sleeping Bag”</u> Reference price: 1,200 JPY Company name: SUN CO.,LTD.</p>
RUNNER-UP	 <p>Product name: <u>“Original Goods Built-in NFC ”</u> Reference price: OPEN Company name: ADO CORPORATION</p>
RUNNER-UP	 <p>Product name: <u>“Chenille Coaster ”</u> Reference price: 1,500 JPY Company name: Yuika Embroidery Co.,Ltd.</p>
Special Jury Award	 <p>Product name: <u>“HONTOWA Towel Croissant-type”</u> Reference price: 660 JPY Company name: HIKARI CO.,LTD.</p>

NEW PRODUCTS CONTEST—②

Sports/Entertainment Goods Contest	
WINNER	
	Product name: <u>“Premium Frame ”</u> Reference price: price not determined Company name: Tomiyasu Metal Printing Co.,LTD.
RUNNER-UP	
	Product name: <u>“Soft Material Original Instsnt Coolant ”</u> Reference price: price not determined Company name: ASAHI PLANNING CO.,LTD.
RUNNER-UP	
	Product name: <u>“Light Stick Balloon ”</u> Reference price: 1,300 JPY Company name: NEXT INTERNATIONAL CO.,LTD.
Special Jury Award	
	Product name: <u>“3way Sacoche Bag Cussion with Pouch ”</u> Reference price: 3,800 JPY Company name: ALIVE CO.,LTD.



NEW PRODUCTS CONTEST—③

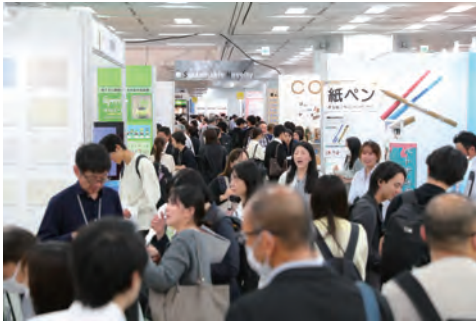
Sustainable Selection Award Contest	
WINNER	 <p>Product name: <u>“Facial Soap Oshu Sabon”</u> Reference price: 2,420 - 2,970 JPY Company name: Fermentation</p>
RUNNER-UP	 <p>Product name: <u>“Custom Made Recycled Paper”</u> Reference price: OPEN Company name: SANYO PAPER CO.,LTD.</p>
RUNNER-UP	 <p>Product name: <u>“Feed-Bag Pen Case (Xin Chào Series)”</u> Reference price: 500 JPY Company name: JAPAN PLUS CO.,LTD.</p>
Special Jury Award	 <p>Product name: <u>“Remaining Yarn Towel”</u> Reference price: 120 JPY Company name: SHIGEMITSU SHOJI CO.,LTD.</p>



【PHOTO—①】



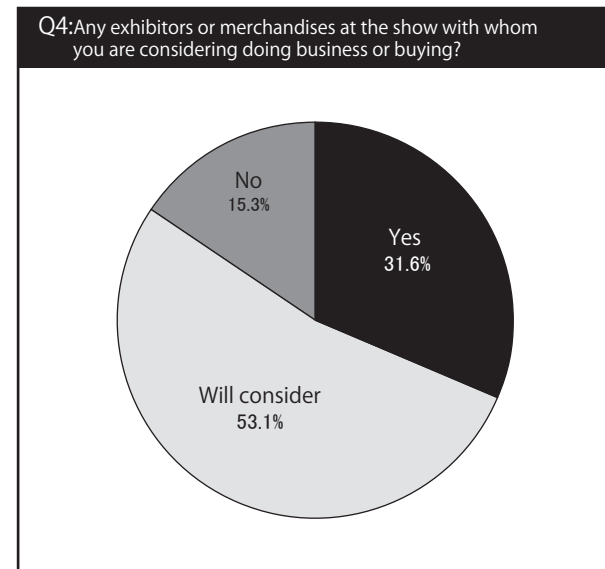
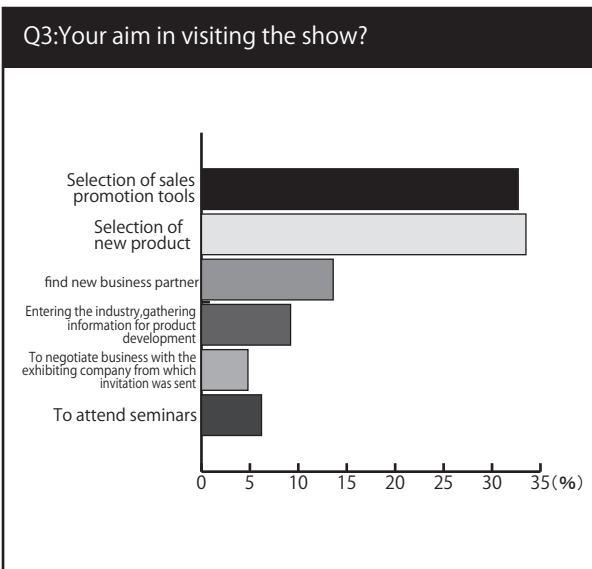
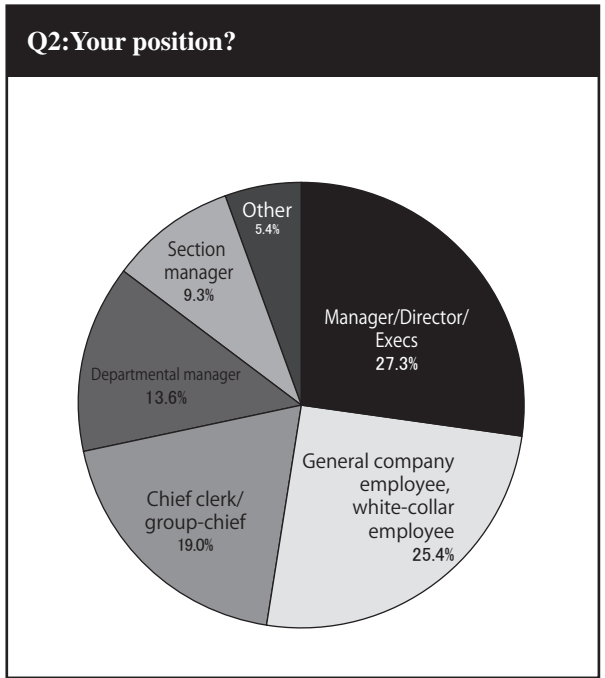
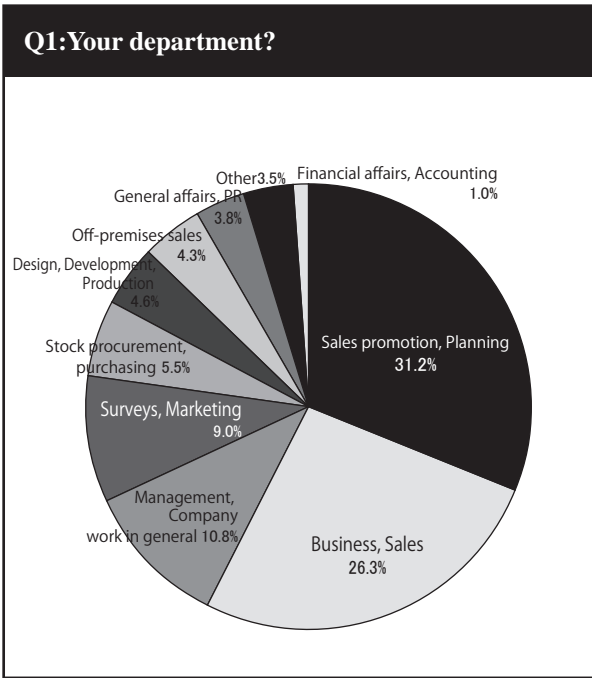
【PHOTO—②】



SURVEY (VISITORS)

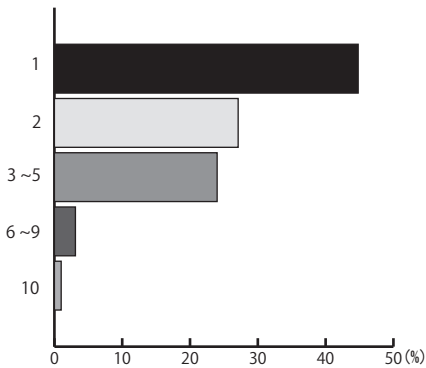
Date : October 9th - 11th, 2024

Place : The 70th International Premium Incentive Show
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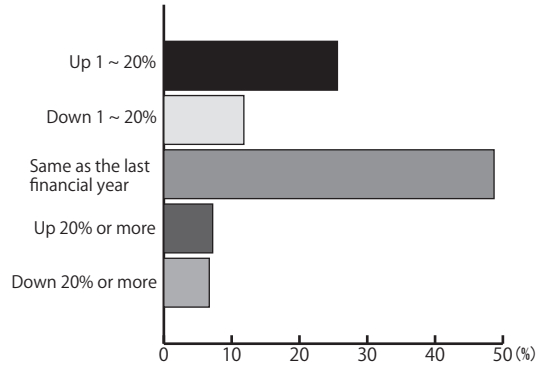


SURVEY (VISITORS)

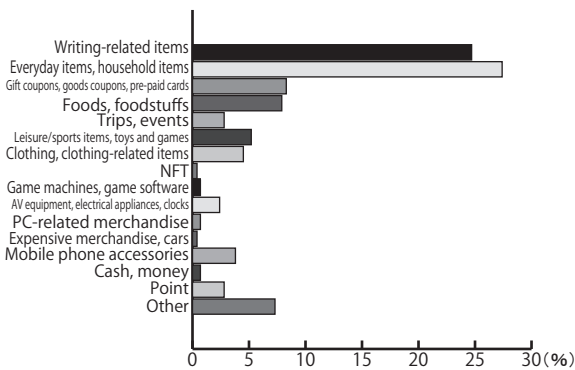
Q5: In sales campaigns conducted by your company or your company's clients, how many different genres of the premiums are most commonly used per campaign?



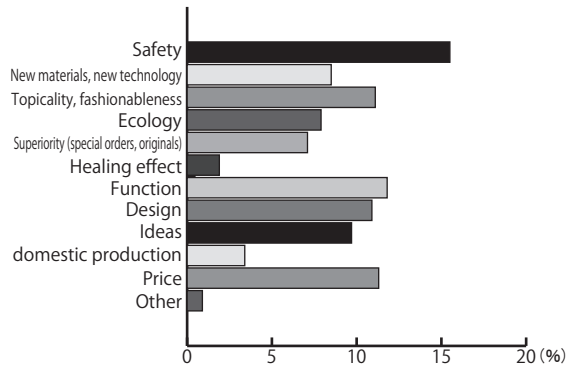
Q6: How your company's or your company's clients budget the SP for this year (2024) compare to the last year (2023)?



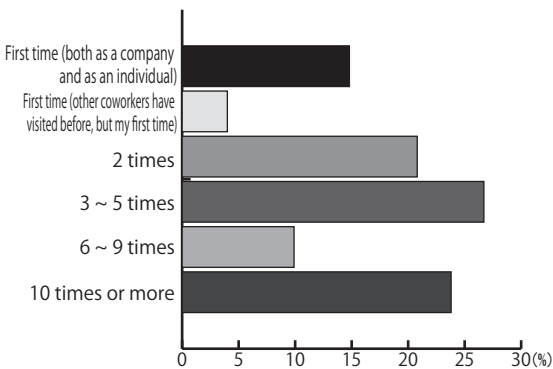
Q7: In sales promotions conducted by your company or by your company's clients, which premiums among the ones used before were highly popular?



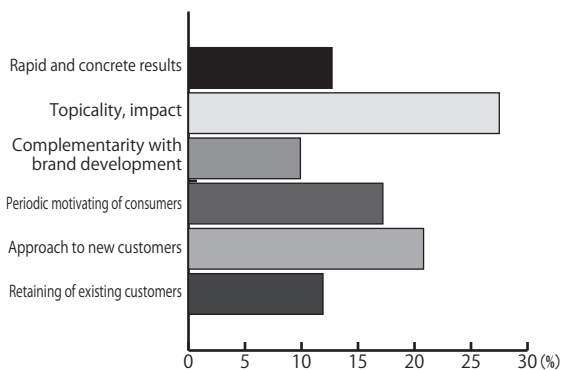
Q8: Which of the benefits below is the clincher when you purchase the premiums?



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

Gateway to the Sales Promotion Market in JAPAN

The 71st International Premium Incentive Show Spring 2025

in 東京

ご出展をお待ちしております。

We are looking Forward to your participation.

Wir suchen auf Ihre Teilnahme.

안은 출전 기다리겠습니다

Esperamos por su participación.

欢迎各企业参展

Noi stiamo cercando la Sua Partecipazione.

Nous cherchons votre participation

Date : April **16th**(Wed)–**18th**(Fri), 2025

Venue : Sunshine City Convention Center [TOKYO, JAPAN]

hours : 10A.M.–6P.M.(18th:10A.M.–5P.M.)

2-6-2 Kaminarimon, Taito-ku, Tokyo 111-0034, Japan
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Return to → MAIL: premium@giftshow.co.jp
FAX : +81-3-3847-9436

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

We would like _____ booth(s) at the forthcoming 72nd International Premium Incentive Show October 8-10, 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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<e-mail> premium@giftshow.co.jp

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