

~Post-Show Report~

The 72nd International Premium Incentive Show Autumn 2025



Date:

October 8th - 10th, 2025

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 72nd International Premium Incentive Show Autumn 2025

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 / Japan Advertisers Association Inc.

SPECIAL EVENTS

Special Seminar (Special Stage at 4F)

The 11th 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 8th(wed) / 9th(thu) / 10th(fri) , 2025

【8th - 9th, 10am - 6pm , 10th, 10am - 5pm】

PLACE

Sunshine City Convention Center 【TOKYO, JAPAN】

NUMBER OF EXHIBITORS

IPIS : 154 companies

NUMBER OF VISITORS

October 8th 8,567

October 9th 10,256

October 10th 10,440

Total 29,263visitors

OPENING CEREMONY

With an opening ceremony held Entrance of 4F on October 8th, 2025, the curtain went up on the 72nd IPIS.

Guest of Honors

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

Mr. Yoshiaki Tsumoto, Executive Director, Japan Retailers Association.

Mr. Seiya Ishiyama, 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. Akio Saito, Executive Officer, Sanyo Paper Co.,Ltd.

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 29,263

Corporate End - User 32.6% vs. Total

Corporate End-User / Clientele	31.0%
Government Official	1.6%

Sales Promotion Agency / Dealer 31.3%

SP Agency	23.2%
Event Planning	6.1%
Department Store / Bulk-Sales Outlet	1.0%
Marketing	0.5%
Media	0.5%

Supplier / Maker 20.5%

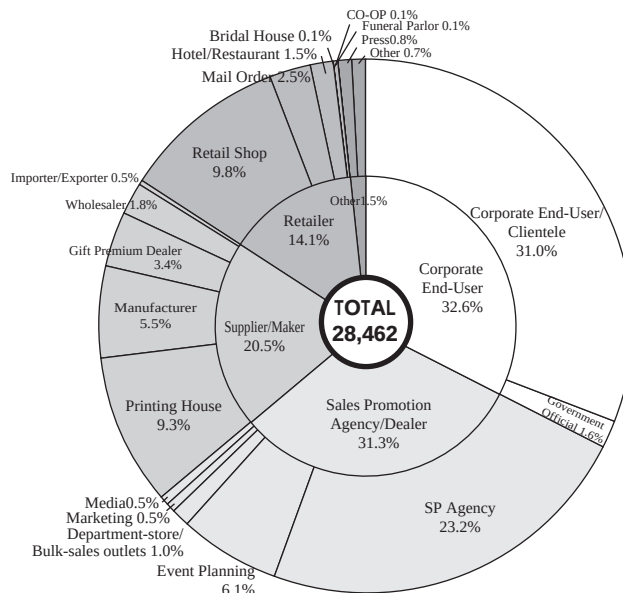
Printing House	9.3%
Manufacture	5.5%
Gift Premium Dealer	3.4%
Wholesaler	1.8%
Importer / Exporter	0.5%

Retailer 14.1%

Retail Shop	9.8%
Mail Order	2.5%
Hotel / Restaurant	1.5%
Bridal House	0.1%
CO-OP	0.1%
Funeral Parlor	0.1%

Other 1.5%

Press	0.8%
Other	0.7%



EXHIBITORS LIST

The 72nd International Premium Incentive Show

Genshoku Art Printing Co.,Ltd.	GRAND SCREEN PRINTING CO.,LTD.	Masakiya Confectionery Co.,Ltd.	Sanwa Sogo Printing./Sanprilab
SANWA SHIKO Co.,Ltd.	Greenfield Project Inc.	MATSUI CORPORATION LTD.	SANYO PAPER CO.,LTD.
Activate Companies co.,LTD.	Hagihara Industries Inc.	MATSUKAWA SANGYO CO.,LTD.	SCHOLAS CO.,LTD.
ADO CORPORATION	HAIMEN CO.,LTD.	MATSUYOSHI CO.,LTD.	SHIGEMITSU SHOJI CO.,LTD.
AISHIN CO.,LTD.	HIKARI CO.,LTD.	MeGlanz Co.,Ltd.	SHIKISHIMA SANGYO CO.,LTD.
AKEBONO PRINT CO.,LTD.	HONYARADOH Co.,Ltd.	MINE CO.,LTD.	SHIMIZU SANGYO (H.K.) CO.,LTD.
ALIVE CO.,LTD.	IDEA SEKIKAWA Co.,Ltd.	MIZOBATA SHIKO PRINTING CO.,LTD.	SHIMONO SOSHOKU CO.,LTD.
ALLGO CORP.	Inoue seal inc.	MONO FACTORY CO.,LTD.	ShiZan Co.,Ltd.
Aoto Plus inc.	ITANO SHIKOU INC.	Morinaga&Co.,Ltd./Okashiprint	SHOWA NOTE CO.,LTD.
ARROW CO.,LTD.	Itobigeishaseihansho Co.,Ltd.	M's Company Co.,Ltd.	SONO CO.,LTD
ASAHI KASEI HOME	iwamaen	NAGAI SHIGYO CORPORATION LTD.	SUGIYAMA KINZOKU CO.,LTD.
PRODUCTS CORPORATION	JAPAN PLUS CO.,LTD.	NAKAMOTO SEISAKUSYO CO.,LTD.	SUNPROMPT
ASAHI KIKAKU CO.,LTD.	JONISHI SANGYO CO.,LTD.	NAKAMURA Co.,Ltd.	Sustainable Department
ASAHI PLANNING CO.,LTD.	JTC INTERNATIONAL CO.,LTD.	NAKANI	SUZUKI-TOMMY CO.,LTD.
ASAKURA-SENPUR CO.,LTD.	JYOHOKU SHIKI KONPO	Nakayoshi Shoji co.,ltd.	Taihei Paper Co.,Ltd.
ASAOH CO.,LTD.	Kakitagawa Coffee	NATEC INCORPORATED	TAISEI CO.,LTD.
Atelier Doumu Co.,Ltd.	KAKUSEE CO.,LTD.	NEXT INTERNATIONAL CO.,LTD.	TAIYO MARK CO.,LTD.
BALLOON'S PRO CO.,LTD.	KAMBE CO.,LTD.	NIIDA BUSSAN CO.,LTD.	TAMAYA CO.,LTD.
Beauty World Co.,Ltd.	KANESE CO.,LTD.	NIKKO INTERNATIONAL CO.,LTD.	TATSUMI ELECTRONICS CO.,LTD.
Bo Project. Co.,Ltd.	KANMIDO CO.,LTD.	NISSEN SHOKO CO.,LTD.	TODAI CO.,LTD.
CARDINAL CO.,LTD.	KASAHARA PRESS IND.CO.LTD	OGAWAYOSHI Company	TOEI CO.,LTD.
CFC CO.,LTD.	KATARIKI SHOJI CO.,LTD.	Limited	TOKYO MIRAI SOZAI
CHUO PRINTING CO.,LTD.	KAYO PRINTING CO.,LTD.	OGURA CO.,LTD.	Tomiyasu Metal Printing Co.,LTD.
Clair Co.,Ltd. (KUWAYAMA Corp.Group)	KEYSTAR CO.,LTD.	OnePlanet Inc.	TOYO STEEL CO.,LTD.
CP JAPAN TRADING CO.,LTD.	KOA-SANGYO CO.,LTD.	orientalize co.,ltd.	Up link Co.,Ltd.
DAIDO SHIKO CO.,LTD.	KOBE HASHIMAN CO.,LTD.	PLANNING MIZUHO CO.,LTD.	VIP GLOBAL CO.,LTD.
DAIICHI SHIRYO PRINTING CO.,LTD.	KOEI TRADE CO.,LTD.	PLATEC CO.,LTD.	WORLD PACK CO.,LTD.
DONGGUAN XINHUI	Kokufu Printing CO.,LTD.	Printshop Issakuya	Y.S. Co.,Ltd.
ACCESSORIES CO.,LTD.	Kokusai Kogyo Co.,Ltd.	Pure Leaf CO.,LTD.	YAMAHI
DPROAD CO.,LTD.	KOMATSUPROCESS CO.,LTD.	PURE TONE CO., LTD.	YAMAX CO.,LTD.
D-Solution Co.,Ltd.	KOMEDA COMMERCE INCORPORATED	RAINBOW OFFICE SUPPORT CO.,LTD.	YAMAYOSHI PLASTIC INDUSTRY
EDISONmama	KUREHA CORPORATION	RIBBON WORK Co.,Ltd.	YAMAZAKI CO.,LTD.
EIKOH CO.,LTD.	KYOTO TANIGUCHI	RIGEN TRADING CO.,LTD.	YAXELL CORPORATION
EIKOU	SHOYUDO CO.,LTD.	ROXY GmbH.	YOJO TAPE
FUJITAKA CO.,LTD.	LaboNetwork Co.,Ltd.	SAKURA Embroidery	YOSHIKAWA CORPORATION
Fun Projects Inc.	LOGIMARU PACKAGE	SAN·O CO.,LTD.	YOSHIMI Print/Tumblant
FUSOU CO.,LTD.	M&M TRADING COMPANY	Sankei Koushinsya	ZIGZAG Lab
GIFT PARTNERS CO.,LTD.	MARUJYU CO.,LTD.	Sanpo Kasei Kogyo Co.,Ltd.	
GLORY INTERNATIONAL CO.,LTD.	MARUM POP Co.,LTD.	Sansho Co.,Ltd.	
GOODS FACTORY CO.,LTD.	MARUTOMISANGYO CORPORATION	SANWA 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. Takahiro Otaki	Dentsu Promotion Exe Inc.
Mr. Keigo Honda	Japan Industrial Design Association
Mr. Takayuki Okutani	Style Agent.Co.,Ltd.
Mr. Nobuyuki Haga	Business Guide-Sha, Inc.

CONTEST RESULTS

Sales Promotion Tool Contest	
WINNER	
	Product name: "FLOSSMO " Reference price: 968 JPY Company name: KANMIDO CO.,LTD.
RUNNER-UP	
	Product name: "MImamori-Fukurou" Reference price: 770 JPY Company name: HIKARI CO.,LTD.
RUNNER-UP	
	Product name: "Hot Eye Care Mask" Reference price: 770 JPY Company name: HONYARADOH Co.,Ltd.
Special Jury Award	
	Product name: "Celebration Flags for various anniversaries" Reference price: 8,000 JPY Company name: Atelier Doumu Co.,Ltd.

NEW PRODUCTS CONTEST

Sports/Entertainment Goods Contest	
WINNER	
	Product name: “Metal Poster-slim-” Reference price: price not determined Company name: Tomiyasu Metal Printing Co.,LTD.
RUNNER-UP	
	Product name: “Printing Hand Warmer” Reference price: price not determined Company name: ASAHI PLANNING CO.,LTD.
RUNNER-UP	
	Product name: “Sports Watch -smart-” Reference price: 980 JPY Company name: ASAHI PLANNING CO.,LTD.
Special Jury Award	
	Product name: “HOVERLIGHT SPORK” Reference price: 1,800 JPY Company name: IDEA SEKIKAWA Co.,Ltd.



NEW PRODUCTS CONTEST

Sustainable Selection Award Contest	
WINNER	
	Product name: “Sustainable color changing Memo” Reference price: 500 JPY Company name: Kokufu Printing CO.,LTD.
RUNNER-UP	
	Product name: “PELP! Notebook” Reference price: price not determined Company name: SHOWA NOTE CO.,LTD.
RUNNER-UP	
	Product name: “ECO-GLOVES MIX COLOR” Reference price: 300 JPY Company name: PLANNING MIZUHO CO.,LTD.
Special Jury Award	
	Product name: “Biomass Soft Spoon ” Reference price: 1,386 JPY Company name: Sansho Co.,Ltd.



【PHOTO—①】

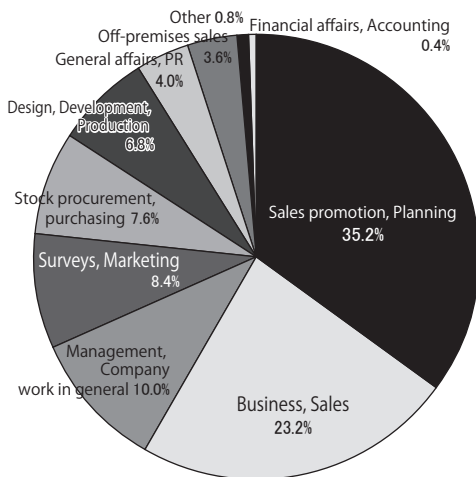


SURVEY (VISITORS)

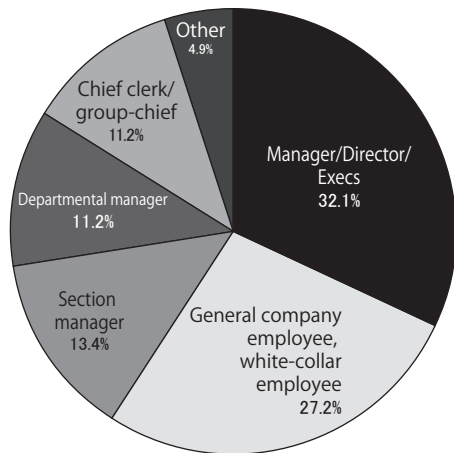
Date : October 8th - 10th, 2025

Place : The 72nd International Premium Incentive Show
at Sunshine City Convention Center

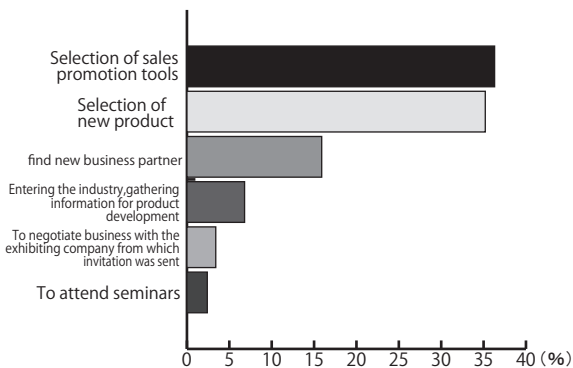
Q1:Your department?



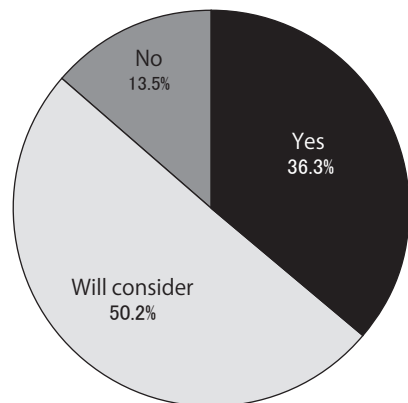
Q2:Your position?



Q3:Your aim in visiting the show?

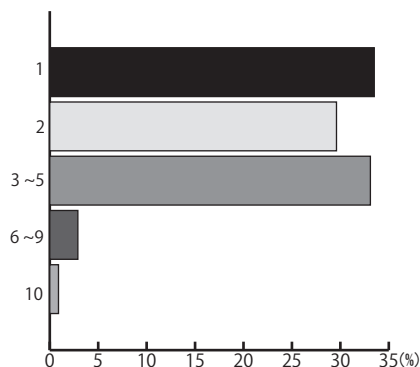


Q4:Any exhibitors or merchandises at the show with whom you are considering doing business or buying?

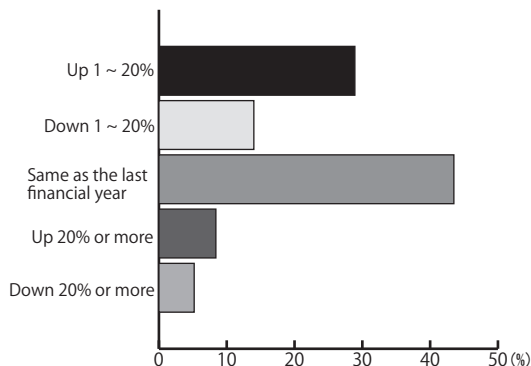


SURVEY (VISITORS)

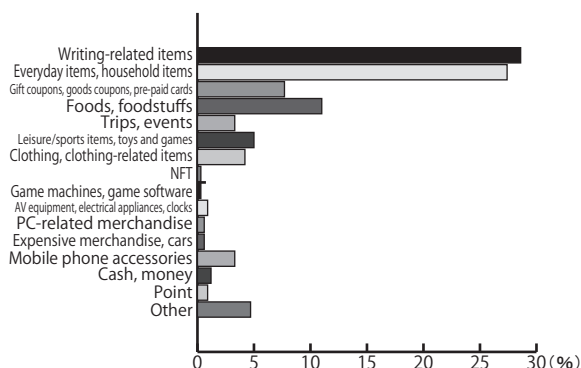
Q5:In sales campaigns conducted by your company or your company's clients, how many different genres of the premiums are most commonly used per campaign?



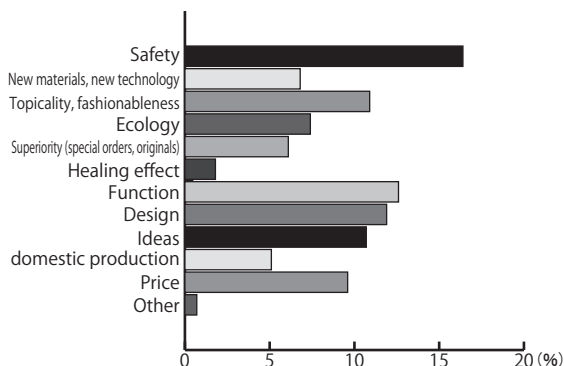
Q6:How your company's or your company's clients budget the SP for this year (2025) compare to the last year (2024)?



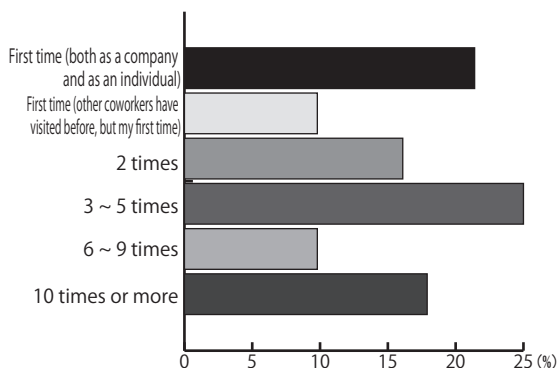
Q7:In sales promotions conducted by your company or by your company's clients, which premiums among the ones used before were highly popular?



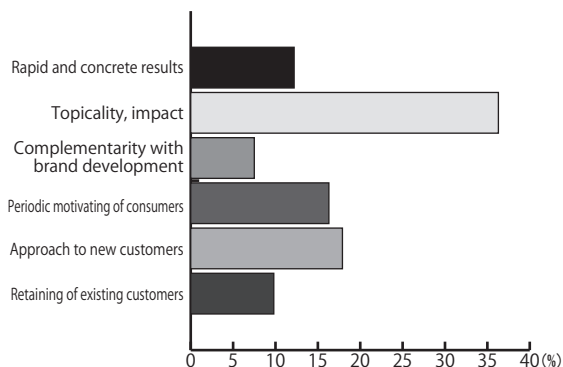
Q8:Which of the benefits below is the clincher when you purchase the premiums?



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

出展社募集中！

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73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[®] 春2026



会期 2026年 4月8日(水) 9日(木) 10日(金) 10:00~18:00
(最終日は17:00まで)

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

主催・お問い合わせ先 (株)ビジネスガイド社・事業部 Pショー事務局

〒111-0034 東京都台東区雷門2-6-2きふとビル TEL:03-3847-9155 FAX:03-3847-9436 URL: <https://pishow.com> E-MAIL: premium@giftshow.co.jp

Return to → MAIL: premium@giftshow.co.jp
FAX : +81-3-3847-9436

- ☐ We would like _____ booth(s) at the forthcoming 73rd International Premium Incentive Show April 8-10, 2026 and send application on _____.
- ☐ We would like _____ booth(s) at the forthcoming 74th International Premium Incentive Show October 14-16, 2026 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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