

~Post-Show Report~

The 73rd International Premium Incentive Show Spring 2026



Date:

April 8th - 10th, 2026

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 73rd International Premium Incentive Show Spring 2026

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 35th 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 8th(wed) / 9th(thu) / 10th(fri) , 2026

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

PLACE

Sunshine City Convention Center 【TOKYO, JAPAN】

NUMBER OF EXHIBITORS

IPIS : 175 companies

NUMBER OF VISITORS

April 8th	9,477
April 9th	11,046
April 10th	11,165
Total	31,688visitors

OPENING CEREMONY

With an opening ceremony held Entrance of 4F on April 8th, 2026, the curtain went up on the 73rd 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, Special Advisor, Special Advisor.

Mr. Yamada Yuzo, Managing Executive Officer, Sunshine City Corporation.

Mr. Tsuyoshi Uchida, Managing Director, Japan Promotional Marketing Institute Inc.

Mr. Kouhei Arisada, President, Kokufu Printing 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 31,688

Corporate End - User 35.1% vs. Total

Corporate End-User / Clientele	31.1%
Government Official	4.0%

Sales Promotion Agency / Dealer 29.8%

SP Agency	22.9%
Event Planning	5.2%
Department Store / Bulk-Sales Outlet	0.7%
Marketing	0.5%
Media	0.5%

Supplier / Maker 21.5%

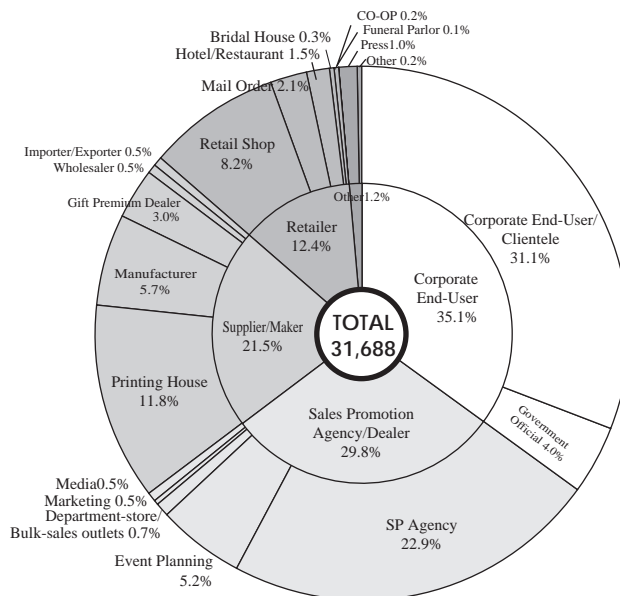
Printing House	11.8%
Manufacture	5.7%
Gift Premium Dealer	3.0%
Wholesaler	0.5%
Importer / Exporter	0.5%

Retailer 12.4%

Retail Shop	8.2%
Mail Order	2.1%
Hotel / Restaurant	1.5%
Bridal House	0.3%
CO-OP	0.2%
Funeral Parlor	0.1%

Other 1.2%

Press	1.0%
Other	0.2%



EXHIBITORS LIST

The 73rd International Premium Incentive Show

<Paper plate • Paper cup>	Greenfield Project Inc.	Masakiya Confectionery Co.,Ltd.	SHINYU TRADING
SANWA SHIKO Co.,Ltd.	Gulliver Co.,Ltd.	MATSUKAWA SANGYO CO.,LTD.	SHOBIDO Corporation
Activate Companies co.,LTD.	Haagen-Dazs GIFT-CARD	MATSUYOSHI CO.,LTD.	SHOWA NOTE CO.,LTD.
ADO CORPORATION	HAC CO.,LTD.	MIC Group Corp.	SPICE, Inc
AIM CO.,LTD.	HAIMEN CO.,LTD.	MIZOBATA SHIKO PRINTING CO.,LTD.	SUGIYAMA KINZOKU CO.,LTD.
ALIVE CO.,LTD.	HEART·PLANNING CO.,LTD.	MONO FACTORY CO.,LTD.	s-unit Ltd.
ALLGO CORP.	HERLIX, Inc.	mupackOzaki Corp.	SUNPROMPT
AMASAKI CO.,LTD.	HK FOREVER INTL GROUP CO.,LTD.	NAGAI SHIGYO CORPORATION LTD.	sunrich
APO (Hong Kong) Limited	HOMESHOPPING CO.,LTD.	NAKAMOTO SEISAKUSYO CO.,LTD.	Sunthree Co.,Ltd.
ARROW CO.,LTD.	HONYARADOH Co.,Ltd.	NAKANI	Sustainable Department
ASAHI KIKAKU CO.,LTD.	Impam Co.,Ltd.	NAKASHOSHIKO CO.,LTD.	SUZUKI-TOMMY CO.,LTD.
ASAHI PLANNING CO.,LTD.	ITANO SHIKOU INC.	NARATO DESIGN CO.,LTD.	Taicang Yongsheng Textile Co.,Ltd.
Asahi-kasei K.K.	iwamaen	NATEC INCORPORATED	Taihei Paper Co.,Ltd.
ASAKURA-SENPU CO.,LTD.	IWATARYO CO.,LTD.	NEXT INTERNATIONAL CO.,LTD.	TAISEI CO.,LTD.
ASAOH CO.,LTD.	IWATSUKI SUEHIRODO CO.,LTD.	NIIDA BUSSAN CO.,LTD.	TAISEI PLAS CO.,LTD.
ASUKA CO.,LTD.	JAPAN BELLEVIEW CO.,LTD./	NIKKO INTERNATIONAL CO.,LTD.	TANAKA PRINTING CO.,LTD.
AZCOM CO.,LTD.	Top Tree Decoration	NISSEN SHOKO CO.,LTD.	TANGO INC.
BALISM Japan Co.,Ltd.	Japan Industrial Design Association/JIDA	NIYODO INSATSU CO.,LTD.	TOA Manufacturing Co.,Ltd.
BELL GANKA Co.,Ltd.	Japan Print Co.,Ltd.	NOZAKI PAPER CO.,LTD.	TODAI CO.,LTD.
Bo Project. Co.,Ltd.	JONISHI SANGYO CO.,LTD.	NUSH inc.	TOEI CO.,LTD.
capibara,LLC	Kakitagawa Coffee	OBORA PRINTING CO.,LTD.	TOKYO MIRAI SOZAI
CARDINAL CO.,LTD.	KAMBE CO.,LTD.	ODORUI	Tomiyasu Metal Printing Co.,LTD.
CAREER CONSULTING CO.,LTD./KORE IIWA	KANDA PRINTING INDUSTRY CO.,LTD.	OnePlanet Inc.	TOWA COMPANY LIMITED
Coffee shop Komeda's Coffee	KASAHARA PRESS IND.CO.LTD	Oshi-Katsu Lab	TOYO STEEL CO.,LTD.
Cosmotec Co.,Ltd.	KATSURAKISHO CO.,LTD.	PKB SOLUTION INC.	toy-spice!
CP JAPAN TRADING CO.,LTD.	KAYO PRINTING CO.,LTD.	Printshop Issakuya	TRES Co.,Ltd.
DAIDO SHIKO CO.,LTD.	KEYSTAR CO.,LTD.	PromisedLand co.,Ltd.	TRYL Co.,Ltd.
DAIICHI SHIRYO PRINTING CO.,LTD.	KIYOHARA ORIMONO CO.,LTD.	Q-FLA	TSUCHIYAMA PRINTING INC.
DELICIOUS CANNED BREAD "PANKAN"	KOA-SANGYO CO.,LTD.	RAINBOW OFFICE SUPPORT CO.,LTD.	TWENTY INC.
dobuddy.inc	KOBAYASHI & CO.,LTD.	RIGEN TRADING CO.,LTD.	Usplay
Dongguan City Xinming gift co.,ltd.	KOBE HASHIMAN CO.,LTD.	ROXY GmbH.	Wakayama Printing Co.,Ltd.
D-Solution Co.,Ltd.	Kokufu Printing CO.,LTD.	Royal Soft Center INC.	WAKAYAMA SENKO CO.,LTD.
EHIME SHIKO CO.,LTD.	Kokusai Kogyo Co.,Ltd.	Saibo Create Co.,Ltd.	YAGI CO.,LTD.
EIKOH CO.,LTD.	Korea Accessories	SAN·O CO.,LTD.	Yamada Co.,Ltd.
FUJI CO.,LTD.	KORI TOKYO TEN	Sankei Koushinsya	YAMAX CO.,LTD.
FUJI PRIZE CO.,LTD.	Koushin CO.,LTD.	Santos Co.,Ltd.	YAMAYOSHI PLASTIC INDUSTRY
Fujikon corporation Co.,Ltd.	KUREHA CORPORATION	SANWA CO.,LTD.	YAMAZAKI CO.,LTD.
FUJITAKA CO.,LTD.	KYOTO TANIGUCHI	SANYO PAPER CO.,LTD.	YANOMAN CORPORATION
Fun Projects Inc.	SHOYUDO CO.,LTD.	SCHOLAS CO.,LTD.	YOJO TAPE +9P
Funny Toys JP	Life Egg Corporation	SEIHOUDO CO.,LTD.	YOKOCHU CO.,LTD.
FURUKAWASHIKO CO.,LTD.	Lucktie Enterprise Co.,Ltd.	SHIGEMITSU SHOJI CO.,LTD.	YOSHIMI Print/Tumbland
FUSOU CO.,LTD.	Luxis Co.,Ltd.	SHIKISHIMA SANGYO CO.,LTD.	YOTSUBA PRINTING
GIFT PARTNERS CO.,LTD.	Maruhige Paper	SHIMIZU SANGYO (H.K.) CO.,LTD.	COMPANY/ME-Q
GLORY INTERNATIONAL CO.,LTD.	MARUJYU CO.,LTD.	SHIMOMURA CO.,LTD.	ZERO GAUGE CO.,LTD.
GOODS FACTORY CO.,LTD.	MARUM POP Co.,LTD.	SHIN NIPPON CALENDAR 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 Inc.
Mr. Takahiro Otaki	Dentsu Promotion Inc.
Mr. Keigo Honda	JIDA
Mr. Takayuki Okutani	Style Agent
Mr. Nobuyuki Haga	Business Guide-Sha, Inc.

CONTEST RESULTS

Sports/Entertainment Goods Contest	
WINNER	
	<p>Product name: “Wearable Ice Pack for Neck”</p> <p>Reference price: 3,800 JPY</p> <p>Company name: KORI TOKYO TEN</p>
RUNNER-UP	
	<p>Product name: “Stainless bottle for sparkling water”</p> <p>Reference price: 3,520 JPY</p> <p>Company name: SHIN NIPPON CALENDAR CO.,LTD.</p>
Special Jury Award	
	<p>Product name: “Paper Opera Glasses”</p> <p>Reference price: price not determined</p> <p>Company name: MATSUKAWA SANGYO CO.,LTD.</p>

NEW PRODUCTS CONTEST

Sales Promotion Tool Contest	
WINNER	 <p>Product name: “Lettered Bookmark ” Reference price: 990 JPY Company name: Oshi-Katsu Lab</p>
RUNNER-UP	 <p>Product name: “Cooling sheet for smartphone ” Reference price: 2,200 JPY Company name: ALIVE CO.,LTD.</p>
RUNNER-UP	 <p>Product name: “Natural Wood Block Stamp ” Reference price: 330 JPY Company name: Yamada Co.,Ltd.</p>
Special Jury Award	 <p>Product name: “The "Mebuki Project" involving Bamboo Chopstick R-Material” Reference price: discretionary price Company name: KOBE HASHIMAN CO.,LTD.</p>

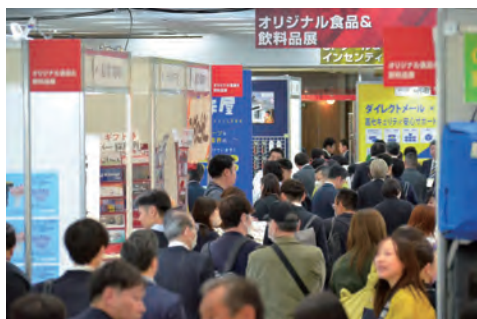
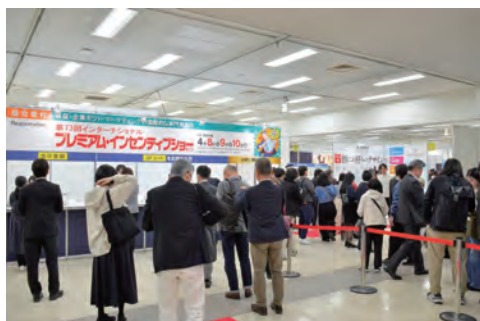


SUSTAINABLE SELECTION AWARD CONTEST

Sustainable Selection Award Contest	
WINNER	
	<p>Product name: “Tabletop Lantern ”</p> <p>Reference price: 8,800 JPY</p> <p>Company name: CAREER CONSULTING CO.,LTD./KORE IIWA</p>
RUNNER-UP	
	<p>Product name: “Resin coaster for KEYAKI ”</p> <p>Reference price: 2,000 JPY</p> <p>Company name: ODORIJI</p>
RUNNER-UP	
	<p>Product name: “Bamboo Charcoal Eco-Sheet ”</p> <p>Reference price: Open Price</p> <p>Company name: SANYO PAPER CO.,LTD.</p>
Special Jury Award	
	<p>Product name: “wemo® PAD TYPE ver.2”</p> <p>Reference price: 990 JPY</p> <p>Company name: Cosmotec Co.,Ltd.</p>



【PHOTO—①】



【PHOTO—②】

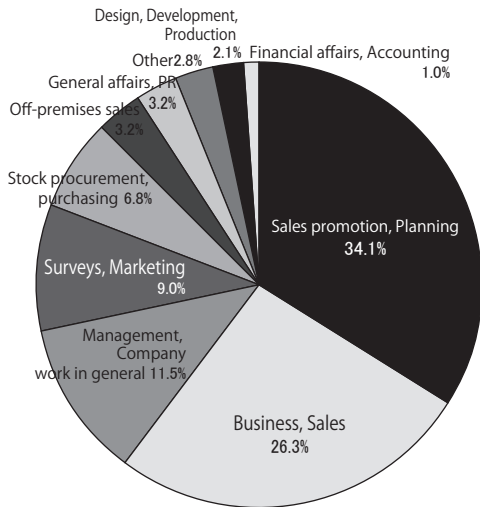


SURVEY (VISITORS)

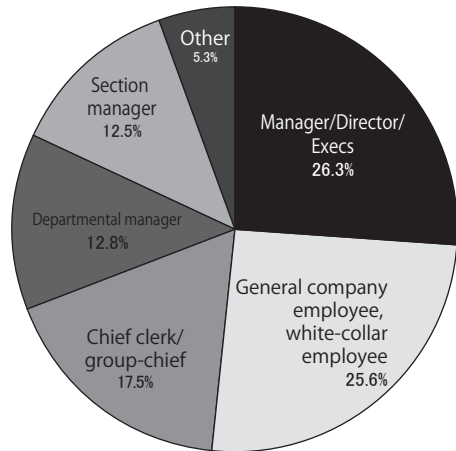
Date : April 8th - 10th, 2026

Place : The 73rd International Premium Incentive Show
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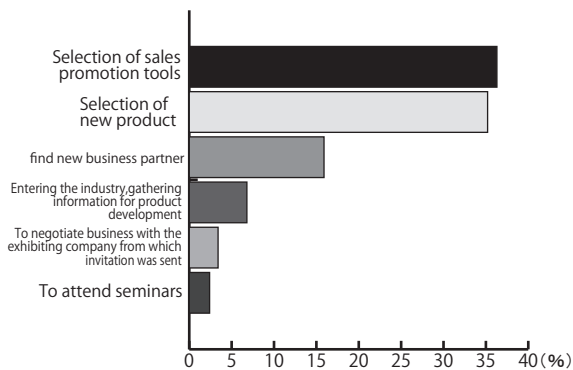
Q1: Your department?



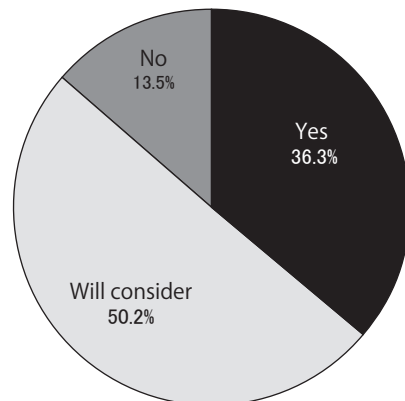
Q2: Your position?



Q3: Your aim in visiting the show?

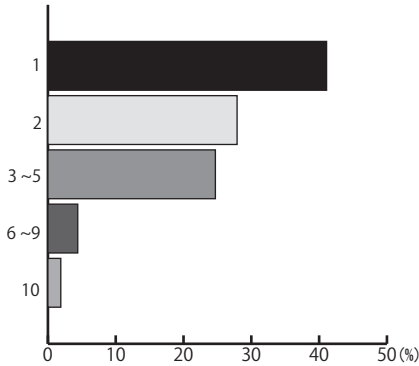


Q4: Any exhibitors or merchandises at the show with whom you are considering doing business or buying?

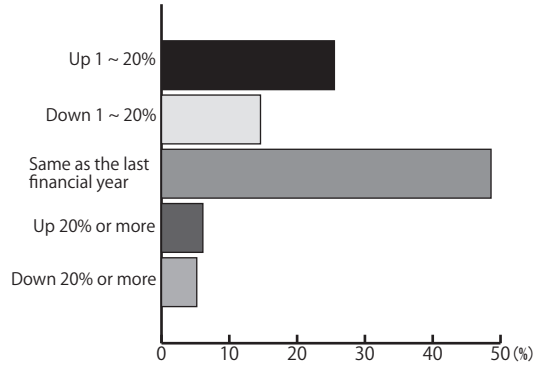


SURVEY (VISITORS)

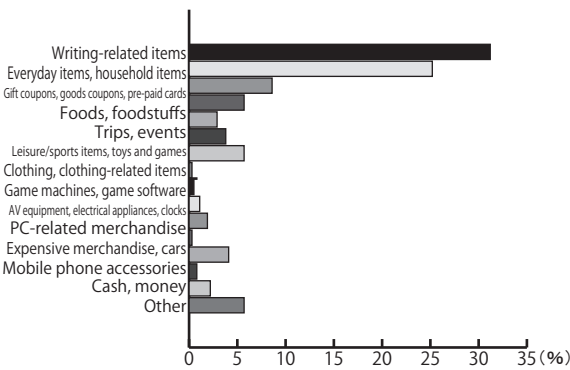
Q5: In sales campaigns conducted by your company or your company's clients, how many different genres of the premiums are most commonly used per campaign?



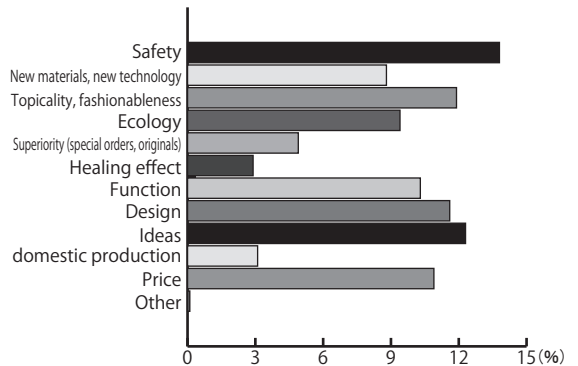
Q6: How your company's or your company's clients budget the SP for this year (2024) compare to the last year (2023)?



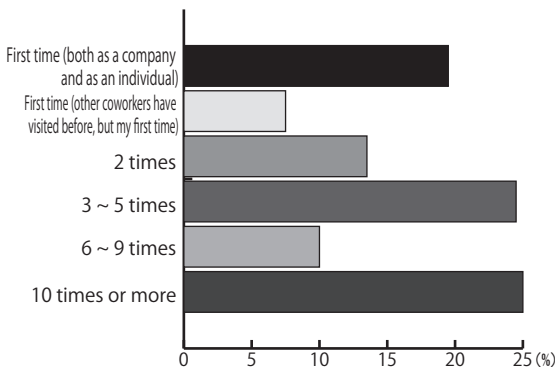
Q7: In sales promotions conducted by your company or by your company's clients, which premiums among the ones used before were highly popular?



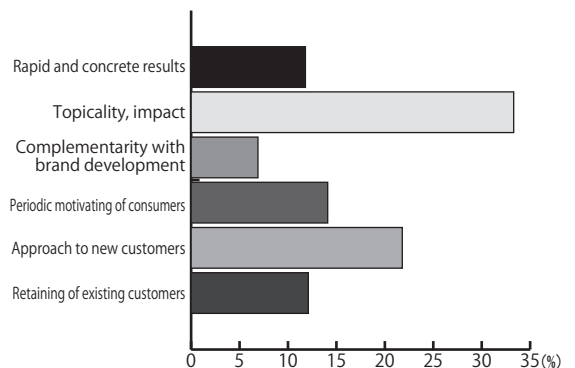
Q8: Which of the benefits below is the clincher when you purchase the premiums?



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

2026年10月開催！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74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2026



[テーマ]

**限定型・体験型で
顧客の購買意欲を高め、
売り上げを伸ばす**

会期 2026年10月14日(水)・15日(木)・16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: 株式会社ビジネスガイド社

後援: 一般財団法人対日貿易投資交流促進協会 / 一般社団法人デジタルサイネージコンソーシアム / 東京ディスプレイ協同組合 /
(注) 一般社団法人日本イベント協会 / 一般社団法人日本Web協会 / 日本オムニチャネル協会 / 日本小売業協会 / 日本チェーンストア協会 /
一般社団法人日本プロモーション・マーケティング協会 / 一般社団法人モバイル・コンテンツ・フォーラム

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

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

We would like _____ booth(s) at the forthcoming 75th International Premium Incentive Show April 14-16, 2027 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
2-6-2 Kaminarimon, Taito-ku, Tokyo 111-0034 Japan

<e-mail> premium@giftshow.co.jp

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Visit our web site at : <URL> <https://www.premiumshow.jp>