

SMTS 2027[®]

SUPERMARKET TRADE SHOW

BUSINESS MEETING-BASED EXHIBITION IN REAL INDUSTRY

EXHIBITION GUIDE

Date

February **17^{Wed.}** - **19^{Fri.}**, 2027

Venue

(All Halls)
Makuhari Messe

Application Deadline

August 7^{Fri.}, 2026

Submit to

Supermarket Trade Show
Overseas Secretariat
super@congre.co.jp

Starting in 2027, "SMTS" will be held twice a year with separate themes and categories!

February, 2027

SMTS 2027[®]
SUPERMARKET TRADE SHOW

July, 2027

New B2B Trade Show
Focused on Business
Meetings

SMTS
FRESH SOLUTION 2027

An exhibition showcasing food and supermarket solutions

Product
Category

- Soft and Alcoholic Beverage
- Confectionery and Sweets ● Frozen Product
- Processed Food ● Japanese Regional
- Product Equipment and Material
- Store Development and Sales Promotion

Jointly held with Kodawari Food Fair 2027

Jointly held with Kodawari Food Fair 2027

Product
Category

- Fresh Product (Agricultural/ Livestock/ Seafood)
- Prepared Meal (Former Delicatessen Trade Show)
- Equipment and Material
- Service, IT support, Logistics
- Total solution

*Former Delicatessen Trade Show will spin off as a dedicated prepared meal zone.

● Organizer  **National Supermarket Association of Japan**

[Official Website] <http://www.smts.jp/en/index.html>

What is SUPERMARKET TRADE SHOW?



SUPERMARKET TRADE SHOW offers the latest information to food distribution industry focusing on supermarkets. It gives you an opportunity to meet leaders from the retail, wholesale, ready meal and food service industry, and to find new partnerships, new networks and new trends for helping your business. This is the 61st edition.

OUTLINE

Exhibition Name: **SUPERMARKET TRADE SHOW 2027** (Abbreviation: **SMTS2027**)

Date : February 17 (Wed.) - 19(Fri.), 2027
10:00a.m.-5:00p.m. *Closes at 4:00p.m. on the last day

Organizer : National Supermarket Association of Japan

Venue : Makuhari Messe

Admission : Pre-registration required

Concurrent Show :
Seminar Stage, "Bento and Prepared Meal Awards 2027"
Award Ceremony, Reception Party

Official Supporters (planned)
Ministry of Economy, Trade and Industry / Consumer Affairs Agency / Japan External Trade Organization (JETRO) / U.S. Agricultural Trade Office, The Embassy of the United States of America / Food Marketing Institute Japan, and others

Notes for your visit



Trade Only



Under 18 not allowed to enter



No collecting samples



No Roller Bags

* Please use the paid cloakroom

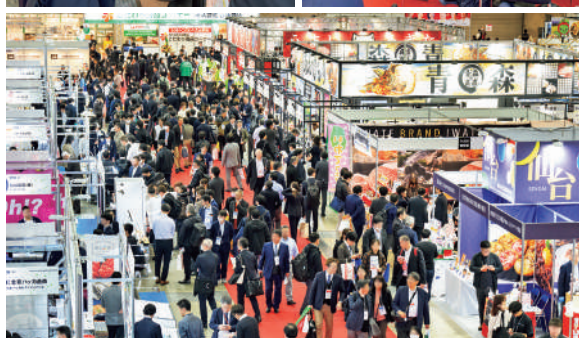
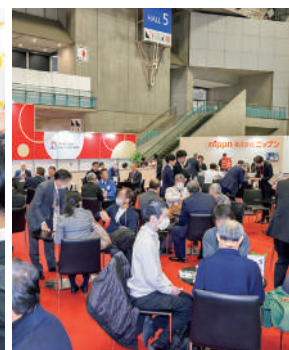


No sales to exhibitors

Organizer - National Supermarket Association of Japan (NSAJ)

NSAJ is a benevolent association that has close relationships with the administrative organs. Speaking of unique points, its regular members are about 10,000 leading supermarkets all over Japan and the main buyers for SMTS. It has 313 regular members and 1120 supporting members (manufacturers, wholesalers and other related companies).*

*The numbers of present members are as of March 2026.



Why Exhibit at SMTS?

Scale of Exhibition *In SMTS2026

The latest store facilities, materials and information services are displayed as well as food and local products of Japan and overseas. It is one of the largest scale exhibitions in Japan organized by the retail distribution industry association.

Trade Visitors

80,922

*Including concurrent shows/
multi-day visitors.

Exhibitors

2,151

companies/organizations

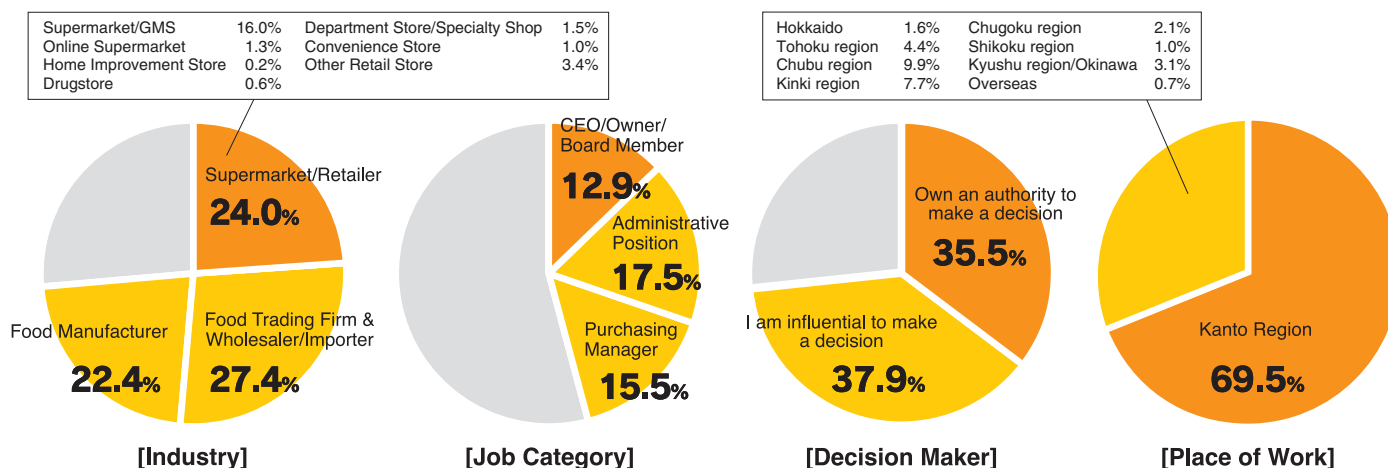
99 overseas exhibitors with 132 booths from 17 countries/regions

Booths

3,671

Quality of Visitors *Excerpt from SMTS/DTS2026 Show Report

We invite a large number of retailers including supermarkets and food distributors. Visitors are retailers VIP (CEO, owner and board member) and buyers who have the decision authority.



Organizer's Visitor Promotion

Leveraging the strengths of a retail distribution industry association, NSAJ extends invitations to a large number of stakeholders from the retail industry, including supermarkets in Japan, as well as from the food distribution sector.

NSAJ Network

NSAJ carries out promotional activities utilizing the network, including inviting approximately 300 member supermarkets and securing publicity in the association's journal.

Cooperation of supporters and co-sponsors

Among the supporting and sponsoring organizations, invitation tickets will be distributed to those groups whose members are key target visitors, seeking their cooperation in attracting attendees.

Invitation tickets

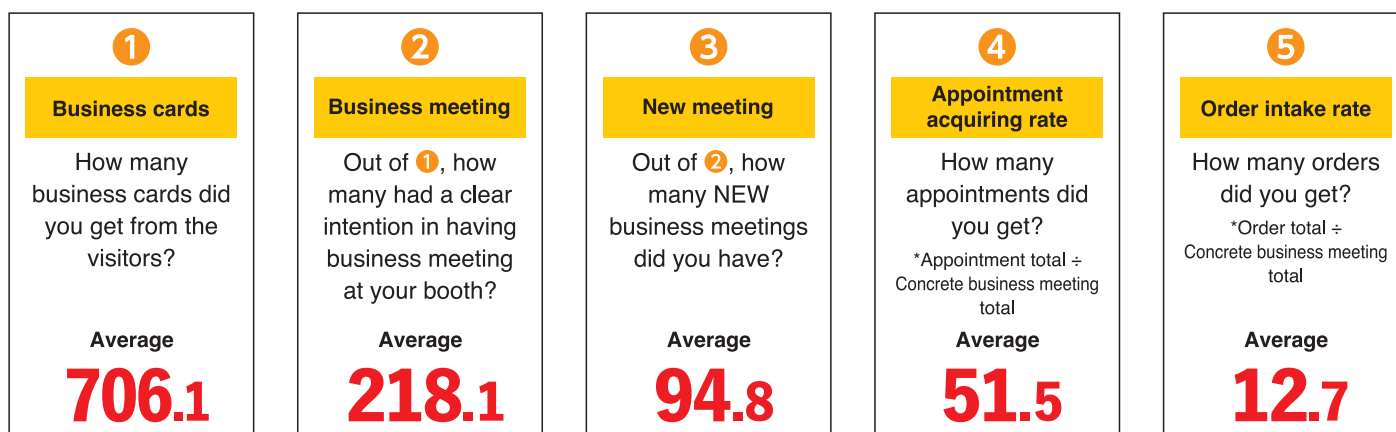
Invitation tickets will be sent mainly to proprietors in distribution industry and buyers from the past visitors' data.

Advertisement and publicity

NSAJ actively places advertisements and conducts publicity activities in industry-specific newspapers, regional papers, and other distribution-related media to attract visitors with a clear purpose.

Business Meetings during the Show *Excerpt from SMTS/DTS2026 Show Report

Specific number of new business appointments and order intake etc. during the exhibition period.



Soft and Alcoholic Beverage Zone

- Water (Mineral water)
- Soft drinks
- Chilled drink
- Beer / Craft beer / Other sparkling alcohol
- Liqueur / Western liquor / Spirits
- Wine / Fruit wine
- Sake / Shochu / Miscellaneous alcoholic beverages
- Non-alcoholic beverages and Others

Processed Food Zone

- Processed food in general
- Daily foods / Chilled
- Seasoning / Spice / Oils and fats
- Rice / Grain / Flour / Dried goods / Dried noodles
- Canned foods / Bottled foods / Pouch foods
- Instant foods / Pre-packed foods / Convenient foods
- Bread / Bread related (Jam, Spread etc.)
- Coffee / Tea / Others
- Organic foods / Environment / Ethical

*For frozen products, please exhibit at "Frozen Product Zone".

Store Development and Sales Promotion Zone

- Store DX / Data utilization / Customer attraction support and sales / Promotion
- Online supermarket / Delivery
- Point service
- Improved store operations / Operational efficiency / Productivity
- Temporary staffing / Education / Recruitment
- Newspapers / Magazines / Books / Web media

Confectionery and Sweets Zone

- Confectionery
- Delicacies / Bean snacks / Dried fruit
- Chilled sweets
- Western-style sweets
- Japanese sweets
- Material for confectionery and Others

*For iced and frozen desserts, please exhibit at "Frozen Product Zone".

Frozen Product Zone

- Frozen prepared meals (cooked frozen foods, and frozen meal kits)
- Frozen box lunch / One-plate meal
- Frozen products for foodservice, ready-to-eat meals, and supervised by renowned restaurants
- Frozen staple foods (noodles, snacks, rice dishes, and bread)
- Frozen sweets (ice cream, and Japanese & Western desserts)
- Frozen ingredients (fruits & vegetables, stock farm, fisheries, mixed products)
- Frozen meals of local and regional products
- Frozen food-related equipment, technology, logistics, services, and others

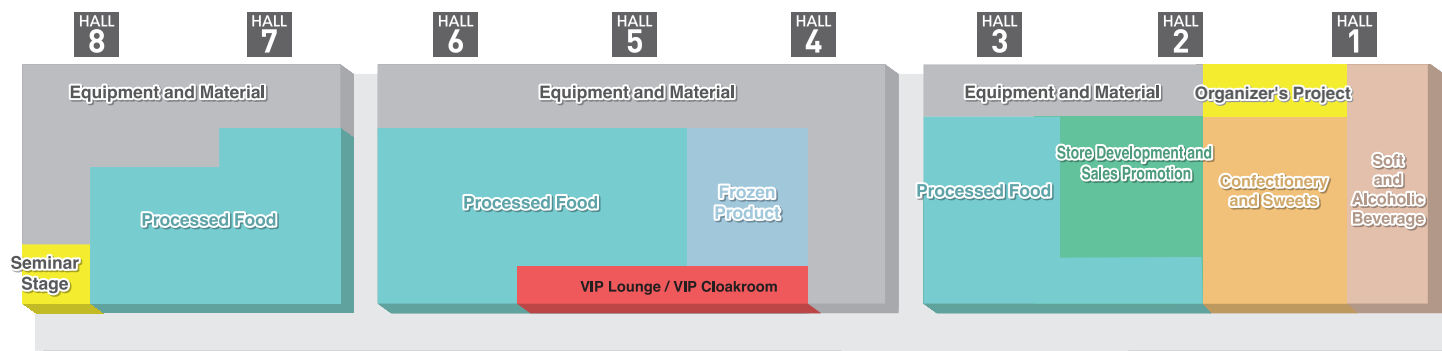
Equipment and Material Zone

- Shop fitting / Construction
- Wrapping / Binding devices
- Food fabricating equipment / Cooking devices for professional-use
- Refrigerated / Freezing devices
- Display showcases
- Other in-store devices and equipment
- Distribution / Storage / Logistics / Devices for quality control
- Shop outdoor facilities
- Security related devices
- Environment / Hygiene related devices / Equipment
- POS register / Cashless
- Daily goods / Sundries / Nonfood articles

Japanese Regional Product Zone

- Japanese regional product

Zone Layout (planned) *It may differ from actual layout.





Bento and Prepared Meal Awards お弁当・惣菜大賞2027

An award ceremony is scheduled to be held at the seminar stage within the venue. In addition to panel displays of the award-winning products at the booth, selected judged products will also be exhibited by participating companies, and some products will be available for sale in the food court.

Bento & Prepared Meal Awards to Be Held Twice a Year

February, 2027



July, 2027



Application guidelines will be announced on the official website once finalized.

<https://www.obentou-osouzai.jp/>



Online

Exhibitor and product search system

We set up a system that made it easy for visitors to find the booths and products they were looking for. At SMTS2026, over 6,300 items were listed.



APPLICATION GUIDE

Exhibitor Badge

・5 exhibitor badges per booth will be issued. ・Details will be announced in October 2026.

Determination of Booth Location

The organizer will do the layout of the booth location carefully considering the following aspects in the order of the arrival of the application form.

- Member or Non-member of NSAJ ■ Number and configuration of exhibiting booths
- Difficulty level of product move-in, move-out and booth build-up ■ Past record of exhibiting ■ Exhibit zone ■ Exhibit items

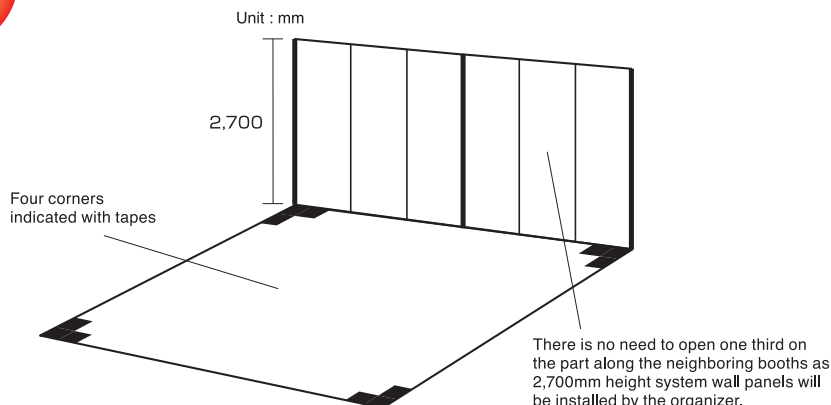
Schedule to Exhibit

2026	June	Start to accept applications
	August	Pay exhibit fee / Application Deadline
	October	Announcement of floor layout / Exhibitors consider options for booth display
	December	Start to distribute invitation tickets
2026	January	Creating a list of expected visitors / Checking the delivery schedule for ordered items Final confirmation of operation and decoration / Creating a staff list
	February	Exhibition open

Space fee

4 booths or over * 5 and 7 booths not available

¥396,000 (JPY) per booth (1 booth minimum size: 3m x 3m)



- 1 booth minimum size: 3m x 3m (9sqm), 4 or more booths application only. Due to layout constraints, applications for 5 or 7 booths are not accepted.
- Four corners of the raw space will be indicated with tapes on the floor.
- **Wall panels, carpets or any other fittings are not included.** However, the adjacent booths may be placed depending on the floor layout situation. In that case, system wall panels will be installed.
- Exhibitors need a minimal decoration on their booths to keep the unified aesthetic appearance of the show. **One third or more per one side must be open with an access aisle.** Overseas Secretariat can introduce an official contractor if needed.
- Up to two exhibitors per one booth can be registered on printed materials and the website.
- Height limit of booth decoration is 2,700mm. However, if constructions are to be built more than 1,000mm inside the booth from its four boundaries, the height limit is 3,600mm for "Space Only Booth".

Package fee

1 – 3 booths

Space fee + Stand construction and fittings

- 1 booth minimum size : about 9sqm (Core-to Core measures : W2.97m x D2.97m x H2.7m), 1, 2 or 3 booths application only.
- Up to two exhibitors per one booth can be registered on printed materials and the website.
- Height limit of booth decoration is 2,700mm.

*In case you provide food / drink tasting, installing sink / wash basin is necessary based on the guidance of Local Health Center. Exhibitors must bear the cost of the installation fee.

Package A ¥535,150 (JPY)



Including:

Booth Fittings

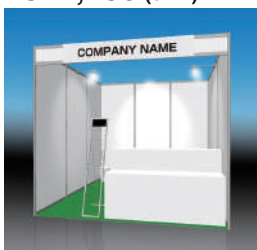
- System Walls (H2.7m / White)
- Needle Punch Carpet (Gray) – 1 sheet / booth
- Company Name Board with booth number
- Dust Bin – 1 piece / booth
- Spotlight (15W each) – 3 pieces / booth
- Power Outlet – (100V, up to 900W) – 1 piece / booth
- Electrical Consumption Fee – 1kW / booth

Services

- Primary Electrical Work – 1kW / booth
- Booth Cleaning
- Waste Disposal
- Setting-up & Dismantling Work

*Only one company name board will be provided even if you have multiple booths or a corner booth.

Package B ¥571,450 (JPY)



Including:

Booth Fittings

- System Walls (H2.7m / White)
- Needle Punch Carpet (Red, Green, Blue, Orange or Gray) – 1 sheet / booth
- Company Name Board with booth number
- Terraced Table with a white table cloth – 1 piece / booth
- Catalogue Stand (12 shelves) – 1 piece / booth
- Bar stool – 1 stool / booth
- Dust Bin – 1 piece / booth
- Spotlight (15W each) – 3 pieces / booth
- Power Outlet – (100V, up to 900W) – 1 piece / booth
- Electrical Consumption Fee – 1kW / booth

Services

- Primary Electrical Work – 1kW / booth
- Booth Cleaning
- Waste Disposal
- Setting-up & Dismantling Work

*Only one company name board will be provided even if you have multiple booths or a corner booth.

Package C ¥598,400 (JPY)



Including:

Booth Fittings

- System Walls (H2.7 / White)
- Needle Punch Carpet (Red, Green, Blue, Orange or Gray) – 1 sheet / booth
- Company Name Board with booth number
- Shelf – 3 shelves / booth
- Cubicle with Curtains – 1 piece / booth
- Reception Counter – 1 piece / booth
- Catalogue Stand (12 shelves) – 1 piece / booth
- Multipurpose Box with casters and key (depth 0.6m) – 1 piece / booth
- Dust Bin – 1 piece / booth
- Spotlight (15W each) – 3 pieces / booth
- Power Outlet – (100V, up to 900W) – 1 piece / booth
- Electrical Consumption Fee – 1kW / booth

Services

- Primary Electrical Work – 1kW / booth
- Booth Cleaning
- Waste Disposal
- Setting-up & Dismantling Work

*Only one company name board will be provided even if you have multiple booths or a corner booth.

EXHIBIT ZONE

All the exhibitor booths will be located according to their product category. Please choose only one category of your products (multiple choices prohibited) from below and indicate it in the application form when applying. The organizer will consult the information given for the floor layout.

Soft and Alcoholic Beverage Zone

Confectionery and Sweets Zone

Processed Food Zone

Frozen Product Zone

Store Development and Sales Promotion Zone

Equipment and Material Zone

After the submission of the Exhibitor Application, the Exhibitor is not permitted to withdraw or cancel all or part of an exhibit except when such cancellation is due to unavoidable circumstances; provided, however, that the Organizer accepts such cancellation, in its sole discretion. On the part of the Exhibitor, the Exhibitor shall notify the Organizer of such action in writing and pay the prescribed cancellation fee.

<Cancellation Fee> On or before August 31, 2026 (JST) : 30% of exhibition fee
On and after September 1, 2026 (JST) : 100% of exhibition fee

APPLICATION DEADLINE

August 7, 2026 (JST)

*If the booths sell out before the deadline, the application will be finished.