

2025 “KuruMobi Tech Expo - from Cars to Mobility”: Exhibitor’s Agreement

Schedule: Wednesday, November 26 to Friday, December 19, 2025

August 2025

Definition of terminology:

The main terminology in this Exhibitor’s Agreement is defined as described below.

- (1) Exposition: this refers to the “KuruMobi Tech Expo Online - from Cars to Mobility” exposition
- (2) Organizer: this refers to the Society of Automotive Engineers of Japan, Inc.
- (3) Exhibitor: this refers to companies exhibiting at the exposition
- (4) Exhibitor pages: this refers to pages describing information about products and the like exhibited by the Exhibitor at the exposition.
- (5) Posted data: this refers to all data posted for the exposition by the Exhibitor, including on the exhibitor pages.
- (6) Administrator: this refers to Taiseisha Ltd.

Article 1: scope of and compliance with the Exhibitor’s Agreement

1. The purpose of this Exhibitor’s Agreement is to define the rights and obligations between the Organizer of the exposition and the Exhibitor, and applies to all matters pertaining to this exposition.
2. When applying to participate in the exposition and in the exposition itself, the Exhibitor agrees to comply with this Exhibitor’s Agreement and to any other exposition rules described in materials issued by the Organizer (such as the Entry Guide, Exhibitor’s Manual, and the like).
3. If there are any differences between the contents of this Exhibitor’s Agreement and explanations about this exposition in the Entry Guide, Exhibitor’s Manual, or any other exhibition rules, then this Exhibitor’s Agreement shall have precedence.

Article 2: exposition application method and period

1. A company wishing to exhibit at the exposition must enter the required items on the application forms for the exposition and other events and the like planned by the Organizer, and submit those forms to the Organizer via the dedicated exhibitor website.
2. After the exposition application is received, the Administrator will send an email confirming the details of the application. The company wishing to exhibit must then check the application details and Exhibitor's Agreement described in this email and reply to the Administrator confirming that the details are correct and their acceptance of the Exhibitor's Agreement. After the Administrator receives and checks the email from the Exhibitor confirming the details of the application, the Administrator will send an email to the Exhibitor confirming that the exposition application is completed.
3. The application deadline is as follows.
Application Deadline:
On-site Seminar: Thursday, July 31, 2025
Online Content: Friday, August 29, 2025
4. The Organizer may end the application period without advance notification.

Article 3: establishment of exhibition contract

The timing at which the exhibition contract is established based on the exposition application shall be the timing at which the exposition application confirmation email is sent by the Administrator to the company wishing to exhibit at the exposition. The date described in the main body of this email shall be regarded as the date that the exhibition contract is concluded, at which timing the Exhibitor becomes obligated to pay the exhibition fee and the fees for other events planned by the Organizer.

Article 4: management of user ID and password

1. The Exhibitor shall be responsible for the appropriate management and storage of the user ID and password for the dedicated Exhibitor website. This information may not be sold to, purchased from, or otherwise transferred to a third party.
2. The Exhibitor shall be responsible for any damages caused by inappropriate management of the user ID or password, damages caused by malpractice when using this information, or damages caused by use of this information by a third party. The Organizer shall not be held responsible for any such damages.
3. If the user ID, password, or other information is leaked to a third party, or if it is possible that any such information may have been used by a third party, the Exhibitor shall inform the Organizer immediately and follow any instructions given by the Organizer. In this event, the Organizer may block the applicable user ID and password, and shall not be held responsible for any damages consequently caused to the Exhibitor.

Article 5: rules and changes to information posted at the exposition)

1. The Exhibitor shall complete registration of all information required for the exposition based on the plan selected by the Exhibitor (including options) during the time period specified in the Exhibitor's Manual distributed by the Organizer at the explanatory meetings for exhibitors (including meetings that are held online).
2. If the Exhibitor wishes to change any registered details, the corresponding information shall be revised without delay by the method determined by the Organizer.
3. If the Organizer deems that the content of posted data violates this Exhibitor's Agreement, the Organizer may delete the corresponding information.
4. The Exhibitor is responsible for the backing up and the like of posted data required to create the exhibitor pages in the exposition. The Organizer shall not be held responsible for any damages incurred by the Exhibitor when data is entered, changed, or revised.

Article 6: intellectual property rights and assignment of rights

1. The organizer shall be deemed to have been represented and warranted by the exhibitor that, at the time the information to be posted on the exhibitor's page of the online exhibition is submitted, the exhibitor has the legal right to post such information and that the information does not infringe the rights of any third party.
2. The Exhibitor agrees not to exercise moral rights against the organizer and those who have inherited or been granted rights by the organizer.

3. All works submitted by the Exhibitor for publication on its own website shall remain the property of the Exhibitor or third parties who have granted the Exhibitor the right to use such works. However, the organizer shall have the right to use and modify such works for the purpose of operating and advertising the exhibition.
4. The Exhibitor shall obtain permission from the copyright holder, trademark holder, design right holder, or other intellectual property right holder of any copyrighted works, trademarks, service marks, designs, or other intellectual property rights owned by a third party before posting such works on its own website or in this exhibition. The organizer shall not be held liable for any such actions. The Exhibitor shall also take appropriate measures at its own expense when quoting any third-party copyrighted works on its own website or in this exhibition. The Exhibitor shall take appropriate measures at its own expense when quoting third-party works on its own website or in this exhibition.
5. The Exhibitor shall be solely responsible for resolving any disputes regarding the infringement of third-party intellectual property rights or other rights related to the posted data, and the organizer shall not be liable for such infringement. In the event that any damage is caused to the organizer or any third party, including visitors to the exhibition, in connection with such dispute, the Exhibitor shall be liable for all damages (including reasonable attorney's fees) incurred by the organizer.

Article 7: prohibited actions

The Organizer prohibits the Exhibitor from performing the following actions during the exposition.

- (1) Actions that violate laws or regulations or actions associated with criminal offences.
- (2) Fraud or threatening behavior affecting the Organizer, another user of the exposition, or a third party (such actions do not have to be performed at the exposition itself).
- (3) Actions that run contrary to public policy or actions that might do so, or actions that promote such outcomes.
- (4) Any act that infringes on the intellectual property rights, portrait rights, privacy rights, reputation, or other rights or interests of the organizer, visitors to this exhibition, or any other third party.
- (5) Actions that impose an excess load on the network, systems, or the like of the exposition.
- (6) Actions that might impede the management of the exposition, or actions that might prejudice the trust, good name, or the like of the Organizer.
- (7) Improper access to the network, systems, or the like of the online exposition, or actions attempting to gain such access.
- (8) Actions that impersonate a third party.
- (9) Actions involving the improper use of an IP address, account, user ID, password, or the like.
- (10) During the course of the exposition, actions involving the posting of information deemed by the Organizer to correspond to one of the following categories on the exhibitor pages or the transmission of such information to the Organizer or a third party, including visitors to the exposition.
 - Information that includes excessive violent or cruel expressions
 - Information that includes computer viruses or other detrimental computer programs
 - Information that includes expressions prejudicial to the good name or trust of the Organizer, another user of the exposition, or a third party

- Information that includes expressions likely to promote discrimination
 - Information requesting the dissemination of information to third parties, such as chain mails or the like
 - Information that includes expressions that discomfort another person
- (11) Actions that involve or might involve the sale, purchase, or assignment of personal information belonging to another exhibitor at the exposition or a third party, including visitors.
 - (12) Actions that violate laws related to preventing the transfer of the proceeds of asset or money laundering, or any other criminal ventures.
 - (13) Actions involving endorsements, advertising, soliciting, or sales in the online exposition that have not been permitted in advance by the Organizer.
 - (14) The collection of information on other exhibitors at the exposition.
 - (15) Actions involving the provision of information at the exposition that is non-factual or may be non-factual.
 - (16) Actions that are disadvantageous, damaging, or discomforting for the Organizer, another exhibitor at the exposition or a third party, including visitors.
 - (17) Actions that infringe the rules pertaining to the exposition defined by the Organizer.

Article 8: payment of exhibition fee

1. After the exhibition contract is concluded based on Article 3, the Administrator shall issue an invoice for the exhibition fee. The exhibition fee shall be transferred to the designated bank by the payment deadline of Thursday, October 31, 2025. Payment of any fees on or after Saturday, November 1, 2025, shall be made by transfer to the designated bank by the end of the month following the date that the fees occurred. The Exhibitor shall be responsible for any fees required for making such bank transfers.
2. If payment is not received from the Exhibitor by the deadline, and the Organizer deems that the payment is egregiously delayed, the Organizer retains the right to cancel the exhibition application made by the Exhibitor.
3. The entry pass includes the fee for posting information on the exhibitor page of the online exhibition. The cost of creating images, videos, catalogs, etc. required for the exhibition is not included.

Article 9: withdrawal from exposition and cancellation fees

1. If, after the exhibition contract is concluded, the Exhibitor decides to withdraw from the exposition, the Exhibitor shall notify the Organizer in writing.
2. The Exhibitor shall pay the Organizer the following cancellation fee as necessary in accordance with the date at which the Organizer is notified as described in Item 1 of Article 9. This cancellation fee does not include consumption tax.

Entry Pass, Online Seminar, Online Product Page

From the time of application until September 30, 2025: 50% of the exhibition fee

From October 1, 2025 onwards: 100% of the exhibition fee

On-site Seminar 1 and 2

From the time of application until August 29, 2025: 50% of the exhibition fee

After August 30, 2025: 100% of the exhibition fee

3. If the Exhibitor decides to withdraw after paying some or all of the exhibition fee, the cancellation fee defined in Item 2 of Article 9 shall be appropriated from the fee that has been paid. If a balance of this fee remains after such appropriation, the Organizer shall return that balance to the Exhibitor.
4. If the Exhibitor has not used a part or all of the online exposition services provided by the conclusion of exhibition contract, the Organizer will not give the Exhibitor a discount or return any of the exhibition fee.

Article 10: changes to exhibition plan

If the Exhibitor changes its exhibition plan to a higher level plan than the plan agreed upon when the exhibition contract was originally concluded, the Exhibitor shall carry out the necessary procedure using the form to change plans on the dedicated exhibitor pages. It shall be noted that an Exhibitor may not change plans to a lower level plan than the plan agreed upon when the exhibition contract was originally concluded.

Article 11: handling of visitor data

1. The visitor data (CSV data) that can be downloaded from the exhibitor pages contains personal information. This data should be handled in the strictest confidence.
2. The Exhibitor shall post the privacy policy of their company and a contact address for inquiries on the exhibitor pages. Requests from visitors to that contact address to disclose or delete personal information should be acted upon without delay. If the Administrator is notified by a site visitor that an exhibitor has disregarded a request from the visitor to disclose or delete personal information, the Administrator will delete the account of that online exposition exhibitor.
3. The Organizer or Administrator shall not be held responsible if an exhibitor leaks collected personal information of a visitor either intentionally or by error.
4. The use of personal information other than for the purpose of improving, enabling the smooth operation, or the like of the exposition, including the provision of more effective services to visitors, is prohibited.
5. Visitor data shall include the accounts of parties relevant to the hosting of the exposition and the Administrator.

Article 12: changes to or cancellation of the online exposition

1. The Organizer may decide to close the exposition early, delay the opening of the exposition, reduce the scale of the exposition, or cancel the exposition for the following reasons.
 - (1) Due to an act of God, disaster (including fire), or terrorism
 - (2) Due to the spread of an infectious disease
 - (3) To carry out an urgent inspection or maintenance work of computers or systems involved in providing the exposition
 - (4) Due to another cause beyond the control of the Organizer if an accident has occurred that stops said computers, a communication circuit, or the like
2. The Organizer may cancel the exposition if the Organizer deems that the intention or purpose of the exposition may be difficult to fulfill based on predictions of the exposition scale, exposition content, number of visitors, or

the like.

3. The Organizer shall not be obligated to compensate for any damage stemming from Items 1 or 2 of Article 12, and the Exhibitor shall waive any right to demand compensation for damages from the Organizer.
4. Matters regarding exhibition fee and necessary expenses incurred if the Organizer changes the date or cancels the exposition based on Item 1 of Article 13:
 - (1) If, at the timing of the decision to change the date or to cancel the exposition, the Exhibitor has completed payment of the exhibition fee, the necessary expenses, including preparatory expenses, shall be subtracted from the exhibition fee, and the balance shall be returned.
 - (2) If, at the timing of the decision to change the date or to cancel the exposition, the Exhibitor has not completed payment of the exhibition fee, the Administrator shall issue an invoice for the necessary expenses, including preparatory expenses. The Exhibitor shall pay these expenses by the determined deadline.
 - (3) If the Exhibitor does not pay the necessary expenses, including preparatory expenses, by the deadline, the Organizer may refuse to accept exhibition applications from the Exhibitor in the following year or later.
5. If the Organizer cancels the exposition after the Exhibitor has withdrawn from the exposition, the Exhibitor shall pay the Organizer the cancellation fee based on Item 2 of Article 9.

Article 13: cancellation of exhibition application or exhibition contract by the Organizer

1. The Organizer retains the right to decide whether the Exhibitor meets the intention or purpose of the exposition. If the Organizer deems that the Exhibitor does not meet the intention or purpose of the online exposition, the Organizer may refuse an application or cancel the exhibition contract. In this event, the Organizer shall not disclose any of the judgment criteria, evidence, or reasons for such a decision. If such a decision is made, the Organizer shall bear absolutely no responsibility for fees paid by a company wishing to exhibit at the exposition or the Exhibitor, and shall not be held responsible for any other matters. It should be noted that this item refers to the following cases.
 - (1) If the Organizer deems that the details of the exhibition application contain an issue or falsehood.
 - (2) If the Organizer deems that the exhibits or the intention or details of the exhibition run contrary to the intention of the exposition.
 - (3) If the exhibition or an exhibit of the Exhibitor is being contested by a third party, and the Organizer deems that such contest may have an adverse effect on the operation of the exposition.
 - (4) If a complaint or the like has been levied at an exposition in the past from a visitor, another exhibitor, or a third party, and a similar complaint may be levied again.
 - (5) If the Organizer deems that the Exhibitor has already violated this Exhibitor's Agreement.
 - (6) If the Organizer deems that an exhibition is unsuitable for the exposition for any other reason.
2. If the exhibition contract with the Exhibitor is cancelled by the Organizer based on Item 1 of Article 13, the Exhibitor shall pay the Organizer the cancellation fee in accordance with Item 2 of Article 9.

Article 14: disclaimers and scope of responsibility for exhibitions

1. The Organizer shall bear no responsibility if the purpose of the Exhibitor in participating in the exposition is not

realized or a certain level of sales is not achieved.

2. The Organizer will endeavor to prevent issues and the like in the systems required to hold the exposition. However, the Organizer cannot absolutely guarantee that the Exhibitor will not incur damages due to computer viruses or other detrimental programs when participating in the exposition.
3. The Organizer cannot absolutely guarantee the operation of devices, software, and the like used when the Exhibitor participates in the exposition.
4. The Organizer shall bear absolutely no responsibility for compensating for interruptions, stoppages, terminations, non-availability, or changes to the provision of the online exposition carried out by the Organizer, deletion or loss of posted data, information, or the like submitted by the Exhibitor, loss of the Exhibitor's registration, loss of registered data due to use by the online exposition, breakdown or damage to devices, or any other damages incurred by the Exhibitor pertaining to the online exposition.
5. The Organizer may carry out, or order the Exhibitor to carry out, necessary measures to prevent a dispute or the like with another exhibitor or a third party, including visitors, such as restricting posted data, under the expense of the Exhibitor. The Exhibitor shall comply with such measures or orders without objection.
6. The Organizer shall bear absolutely no responsibility for damages incurred by the Exhibitor, parties entrusted to perform work for the Exhibitor, parties working with the Exhibitor, or parties cooperating with the Exhibitor due to conflict or the like caused by the negligence of the Exhibitor, party entrusted to perform work for the Exhibitor, party working with the Exhibitor, or party cooperating with the Exhibitor.
7. In the event that damages are incurred by the Organizer or a third party, including visitors to the exposition, due to a conflict or the like caused by the negligence of the Exhibitor, a party entrusted to perform work for the Exhibitor, a party working with the Exhibitor, or a party cooperating with the Exhibitor, the Exhibitor shall bear responsibility for immediately and fully compensating for that damage.
8. The Organizer shall bear absolutely no responsibility for disputes or the like, unless that dispute is attributable to the Organizer.
9. Even if the Organizer bears some responsibility toward the Exhibitor caused by the exposition, the Organizer shall not bear responsibility for compensating the Exhibitor beyond the total sum of the exhibition fee described in the exhibition contract.

Article 15: maintenance of confidentiality

Unless written permission has been obtained from the Organizer, the Exhibitor shall handle any non-public information related to the exposition, which has been designated as confidential by the Organizer to the Exhibitor, as confidential.

Article 16: interpretation and revisions of the Exhibitor's Agreement

1. This exposition may be supplemented by initiatives to promote the exchange of technical information announced via Technical Presentations, forums, symposiums, and the like, as hosted by the Organizer. Therefore, the Organizer shall interpret this Exhibitor's Agreement in the appropriate manner so that the Exposition can be conducted in accordance with the activity policy of the Organizer. In addition, the Organizer retains the right to revise this Exhibitor's Agreement without advance notification.

2. If the Organizer revises this Exhibitor's Agreement in accordance with Item 1 of Article 16, the Exhibitor shall comply with the revised Agreement.

Article 17: agreed jurisdiction

In the event of a suit related to transactions based on this Exhibitor's Agreement, it is agreed that resolution shall be made in the jurisdiction of the court and venue of the Organizer or in a region specified by the Organizer. In this event, such resolution shall be carried out in accordance with the laws of Japan, and any relevant rules, including this Exhibitor's Agreement shall be defined based on the Japanese language.

Handling of personal information

Taiseisha Ltd. (i.e., "the Administrator") shall handle all information such as names, addresses, working locations, telephone numbers, and the like (hereinafter referred to as "personal information") obtained from exhibitors during consigned administrative work for the 2025 "KuruMobi Tech Expo Online - from Cars to Mobility" exposition (i.e., the exposition) organized by the Society of Automotive Engineers of Japan, Inc. (i.e., the Organizer) as follows.

1. Use of personal information

Personal information obtained by the Administrator shall be used for the following purposes.

- (1) To confirm the qualifications of exhibitors and to ensure proper registration.
- (2) To distribute exposition materials.
- (3) To charge exposition fees and confirm payment.
- (4) Necessary confirmations and notifications to exhibitors related to the holding of the exposition.
- (5) To communicate and notify any other matters from the Organizer.

2. Entrustment of work

In the event that personal information collected or received by the Administrator is entrusted to a related company or the like, the Administrator shall endeavor to prevent leakage of information from that company or resubmission of such information by means of a non-disclosure agreement or other rigorous management or supervision measures.

3. Provision to third parties

Personal information obtained by the Administrator shall not be provided to a third party except in the following cases.

- (1) When agreement is received in advance from the person concerned.
- (2) When provision is required by laws or regulations.
- (3) When the provision of such personal information is required for the protection of human life, the body, or property, and in which it is difficult to obtain the consent of the individual.
- (4) When the provision of such personal information is specially required to improve public health or promote the healthy upbringing of an infant, and in which it is difficult to obtain the consent of the individual.
- (5) When the provision of such personal information is required to cooperate with a state institution, a local public body, or an individual or entity entrusted by said institution or body in executing affairs prescribed by laws or regulations, and in which obtaining the consent of the individual may impede the execution of said affairs.

4. Portrait rights

Materials, including personal portrait rights obtained photographically by the Administrator, may be used in public relations activities and the like by the Organizer, media, or relevant parties.

5. Disclosure, revision, cease of utilization, and disposal of personal information

Requests to disclose, revise, or cease the utilization of personal information registered during an exhibition application shall be notified to the Administrator. It should be noted that this personal information shall be appropriately disposed of once a fixed period has elapsed after the end of the exposition.

- The Personal Information Protection Rules and Privacy Policy of the Society of Automotive Engineers of Japan, Inc. may be viewed at the following locations.

Personal Information Protection Rules: <https://en.jsae.or.jp/public/incorporation/privacy/>

Privacy Policy: https://www.jsae.or.jp/files_publish/page/456/privacy_en.pdf