CP+

CAMERA & PHOTO IMAGING SHOW 2020

The world premiere show for camera and photo imaging CP+2020

February 27 (Thu) **to March 1** (Sun)
10:00–18:00 (closed at 17:00 on the last day)

PACIFICO YOKOHAMA
OSANBASHI Hall

http://www.cpplus.jp/en

Provides the best opportunity for new product announcements and brand appeal

In 2019, 69,615 people* came to the venue and out of this number, about 1/3 were first visitors
(Reference: CP+2019 Report/Page 12 of this document)

*This is the number of registered participants for the event.
This registered participants figure is not the same as the total number of participants in the event, as it only includes those registered in advance. If the same participant visited the venue on multiple event days, there is no duplicate counting with this figure.

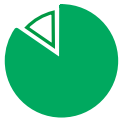
More than 120 companies from both inside and outside of Japan exhibited at the event
There were also a total of more than 1,100 individual booths!
(Reference: CP+2019 Report)

The dissemination of information by visitors can be expected!
Two thirds of CP+ visitors posted information about the event via social media
(Source: Visitors questionnaire/Page 12 of this document)

An event that directly ties in to the purchasing process!
After visiting the CP+ venue, approximately 5% of participants purchased products within a one-week period
(Source: Visitors Questionnaire/Page 12 of this document)

CP+ is

a camera, photography, and imaging show for consumers, professional photographers, and other business users, with participants from a wide variety of target demographics.



More than 90% of exhibitors were satisfied with their CP+ experience
(Source: Questionnaire for Exhibitors/Page 11 of this document)

Press came to Japan from many countries and regions over the world
Ideal for spreading information to the world
(Source: Page 12 of this document)

The event is held in Japan
The birthplace of commercial photography: “Yokohama”

CP+ exhibitors can conduct outlet sales of photo accessory products at the specified venue

*With the exception of cameras

We provide a layout with improved flow and accessibility in order to achieve an event that handles a variation of participant needs while sharing the appeal of cameras, photography, and imaging culture with as many people as possible.

CONCEPT 01

Comprehensive exhibition

"A comprehensive camera and imaging exhibition" for professional photographers, business users, and photography enthusiasts to galvanize the photo imaging industry

CONCEPT 02

"Shooting, viewing, and connecting"

Offering the joy of "shooting, viewing, and connecting" photographs through events focusing on various aspects of photography

CONCEPT 03

Provision of information from Japan

Disseminating the latest information on state-of-the-art products and technologies from Japan to the world to propel the camera and imaging business in the world

CONCEPT 04

Photo imaging culture

Working more closely with the international city of Yokohama to contribute to the dissemination and development of photo imaging culture

Excitement of Shooting

- Digital cameras
- Interchangeable lenses
- Digital camcorders/digital cine-camera
- Film cameras
- Film
- Mobile devices with built-in cameras
- Scanners
- Camera accessories
- Smartphone accessories
- Memory cards
- Security cameras
- Drones/wearable cameras/ other multi-purpose cameras
- Studio lights
- Studio accessories
- Accessories for merchandise photography
- Photographic equipment
- Clothes and cosmetics
- Telescopes/binoculars
- Microscopes/medical instrument
- Camera/lens modules
- Video shooting accessories

Excitement of Viewing

- Printers/MFPs
- Photo printing paper/ink
- Printing services
- 4K/8K TV
- Projectors/screens
- Blu-ray/DVD/HDD recorders
- Home theater systems
- Digital photo frames
- Digital photo storage/photo viewers
- Digital audio players with display
- Computer displays
- Color management devices
- Graphics tablets
- Image processing software
- Video editing software
- Storage media
- Darkroom equipment
- Photo-lab equipment
- Printing-related equipment and systems
- Slideshow devices
- Photo display-related devices
- Photo storage/ management devices
- Photography-related literature
- Photo-support businesses

Excitement of Connecting

- Computers
- Network HDTVs
- Network Blu-ray/DVD/HDD recorders
- Mobile phones
- Smartphones
- Tablet devices
- Multimedia terminals
- Internet terminals
- Home network devices
- Wireless devices/services
- Photo-sharing websites
- Online data storage services
- Online printing services
- Online image/video services
- Social networking services/ photography-related applications
- Telecoms
- Publishers of hobby magazines
- Services for photo shooting events

Exhibition Hall ▶ Announce your latest technologies and products to the world!

In order to develop a space where exhibitors can effectively transmit and collect information, the Exhibition Hall is designed with high accessibility to ensure the convenience of participants at the event.

Photo Accessory Zone

Photo Printing and Media Zone

Telescope and Binocular Zone

+

Organizer Zone

Media Partner Zone

Conference Center ▶ Seminars & Events

• Featuring an extensive lineup of seminars to fulfill a variety of needs!
The Conference Center will hold a number of events and seminars that cover various topics of interest: Panel discussions, marketing seminars, the “Technological Academy” and video seminars for professionals for business visitors on Thursday and Friday, and a “Photo Weekend” for women and younger visitors on Saturday and Sunday.

• Introducing video solutions at a video seminar event for professionals
Thursday and Friday have a stronger focus on professional video projects. At the seminar site, in addition to traditional seminar events, the site also serves as a place for communication related to video, with areas set up for sharing equipment and various solutions.

(Cooperated by COMMERCIAL PHOTO / LIGHTUP Co., Ltd.)

Annex Hall ▶ Sales event

• Used camera fair
• Photo accessory outlet

OSANBASHI Hall ▶ Art community space, for experiencing and disseminating photo culture

• PHOTO HARBOUR

With a number of World Premieres (world-first announcements of products), CP+ will more effectively introduce new products, technologies, and information to various target consumers.

World Premieres

In the field of camera video equipment, even looking at things with a global perspective, CP+ is one of a few world premiere announcement sites, and continues to get more and more attention. As a high-profile event, CP+ is the most-suitable opportunity for the first announcement of your products to the world! World premiere products that clear the standards of the CP+ screening process can use the World Premiere logo. This logo can be used not only at your display booth, but also in various press rooms both inside and outside of Japan, providing effective and wide-ranging information transmission.

CP+ World Premiere logo

As an effort to publicize CP+ domestically and internationally as a venue for world-first announcements of products, we have established the CP+ World Premiere logo. The logo has been used widely by exhibitors on the products in their booths. Information was also provided via the press room.

Participants decide!

World Premieres Awards

The event includes awards for the best, new, world-premiere products for the four categories below, with the winners chosen by participant voting.

- Cameras with an interchangeable lens system (SLR, mirrorless camera, etc.)
- One-piece cameras with fixed lens (compact, wearable, etc.)
- Interchangeable lenses
- Photo accessories

CP+2020 World Premiere Awards

Winners at CP+2019 by category

Cameras with an interchangeable lens system
(SLR, mirrorless camera, etc.)

EOS RP

Canon Inc. / Canon Marketing Japan Inc.

One-piece cameras with fixed lens
(compact, wearable, etc.)

RICOH GR III

Ricoh Company, Ltd. / RICOH IMAGING COMPANY. LTD.

Interchangeable lenses

FE 135mm F1.8 GM

Sony Imaging Products & Solutions Inc. / Sony Marketing (Japan) Inc.

Photo accessories

High-endurance EXCERIA™ M303E microSD card

Toshiba Memory Corporation

Japan and France photo culture exchange project!
Supporting photo culture by featuring photo awards for up-and-coming photographers and Japan-France joint exhibitions and voting.

The Editors' Photo Award ZOOMS JAPAN

As part of training and support activities for up-and-coming photographers who are expected to be active not only within Japan but also on the world stage as professionals in the future, CP+ has implemented The Editors' Photo Award ZOOMS JAPAN, a photography award with judging duties carried out by editors from specialized photography and camera magazines. The photo award issued the "SALON de la PHOTO," the French magazine holding a friendship exhibition, is called "Les Zooms," and while linking with representation specialized magazines from Japan, this project provides an opportunity for announcements related to fresh new talent.
As further collaboration with Les Zooms, public voting is jointly organized and voted on in both Japan and France, in order to determine the winners of the Public Award.

Cooperator アサヒカメラ カメラマン CAPA デジタルカメラマガジン 日本カメラ PHOTO フォトテクニック

2019 Award winners

Editors' Award: Ryo Takagi

Photo title: **everyone's world**

Public Award: Hitomi Sato

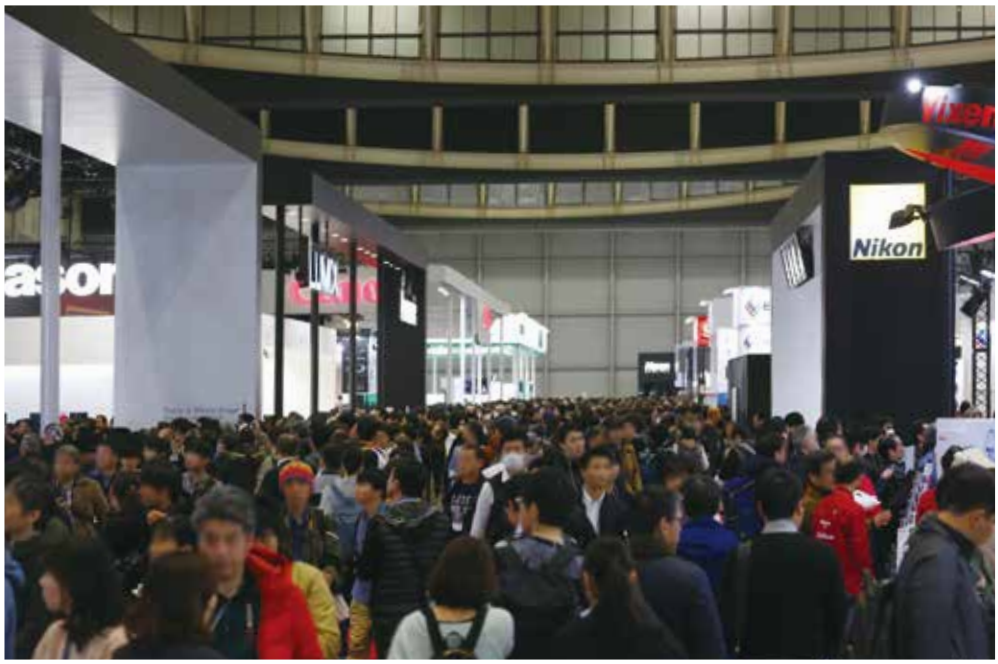
Photo title: **Layered NY**

The Editors' Photo Award
ZOOMS JAPAN 2019

CP+2019 exhibitions and events

The theme of CP+2019 was "Excite yourself! Take amazing photos" Various events were held so as to have not only repeat visitors but also women and beginners get interested and participate in the activities.

There were well-received projects like seminars on topics such as business trends and how to enjoy photography and video, as well as presentations by engineers as usual this year. In addition, we also added photo events and seminars targeting camera beginners, bringing various kinds of attractions to CP+, and we will continue to carry out these initiatives in the future.



< Events for business participants >

Keynote Speech

"Continuing innovation in DSLRs and mirrorless cameras that open up new possibilities for visual expression"

President of Camera & Imaging Products Association (CIPA)
Kazuo Ushida

Japanese-English simultaneous interpretation
Japanese-Chinese simultaneous interpretation
Free Pre-registration required

Panel Discussion by Top Engineer

"Preparation for the new era of mirrorless cameras"

Japanese-English simultaneous interpretation
Free Pre-registration required

CIPA and GfK Global Market Seminar

Japanese-English simultaneous interpretation
Free Pre-registration required

Video seminar event for professionals

Six seminars in total

Free Pre-registration required

CP+ Technological Academy

Nine seminars in total

Pay Pre-registration required

Digital Imaging Seminar by Keypoint Intelligence

English-Japanese simultaneous interpretation
Free Pre-registration required

Video Area for Professionals

< Events targeted to consumers >

"CP+ Photo Weekend" was held again on Saturday and Sunday in CP+2019. In addition to the existing elements: photo culture stage, special exhibition and lounge, workshops, and photo school, a large number of participants enjoyed the photogenic space with the new elements such as the photo spot by VINYL MUSEUM and the workshop in collaboration with the book "*I Start Cameras!*".

[Photo Weekend]

Photo culture stage

With the key phrase of "PHOTO +α," special talk shows and panel exhibitions were held with Nagi Yoshida and Kenji Sato, and included photographers from various fields including animals/pets, travel, culture, and music/fashion.

[Photo Weekend]

Special exhibition and lounge

The event featured the works by the photographers who appeared in talk shows, and other photogenic forms of entertainment, such as a café with limited-edition confections.

[Photo Weekend]

Workshop

The event featured a workshop produced by a photo academy where visitors could actually use cameras and take photos.

[Photo Weekend]

Photo School

The workshop was aimed at camera beginners and those who had problems in choosing their themes, so as to help them learn photographic techniques from the basics up.

[Photo Weekend]

Mini Camera Lesson

The event featured panels showing "3 tips to shoot what you want" from the bestseller "I Start Cameras!," which sold more than 140 thousand copies. It also featured the hands-on workshop using cameras supplied by the organizer.

[Photo Weekend]

Photo Spot

VINYL MUSEUM, a participatory art event focusing on photogenic content, was held for many people who enjoys photography.

[Photo studio project]

CP+ Photo Studio

"Happy Studio" by MORE

Free Pre-registration required (by draw)

Ai Tomatsu, a photographer from the fashion magazine MORE, captured the "Happy" moments of visitors. The printed photos and image data were handed to the visitors on-the-spot.

[Seminar]

Must-see for photographers! Using social networking services to develop your brand as a professional photographer

Free Pre-registration required

The seminar was held by APA members, who were using SNS with the photographer-specific use of the tools to expand their works and activities. Takahiro Bessho was also invited as a special guest.

[Photo studio project]

Dream Photo Studio

Free Applications accepted on the day of the event

Chromakey technology was used to composite the background of the universe or some fantastic worlds into the visitors' photos. The photos were then printed and given to the visitors on-the-spot.

[Sales Event]

Used camera fair

Used camera shops from around the country gathered at CP+ to exhibit & sell the finest cameras available, ranging from film cameras and digital cameras to vintage camera lenses.

[Photo studio project]

"Cozy" Family Photo Studio

Pay Pre-registration is required

Photographers took pictures of visitors' families or "reborn" pictures for their *kanreki* anniversary, at a quality only possible by professional photographers in a studio.

[Sales Event]

Photo accessory outlet

The event featured outlet sales specialized in photo accessories sold by CP+ exhibitors.

[Photo Spots]

YANASE / CUPNOODLES MUSEUM YOKOHAMA

The photo spots on the 1F & 2F concourses were crowded with many visitors taking photographs.

Other events

- ▶Japan-France Photo Cultural Exchange -Special Event ZOOMS JOINT PHOTO EXHIBITION
- ▶ZOOMS JAPAN Awards Ceremony & Gallery Talk with Japanese & French ZOOMS
- ▶Japan Camera Industry Institute and JCII Camera Museum [Special Exhibition] 10th anniversary of CP+ —The stories of cameras and "10"—
- ▶"Exhibition of Excellent Works from Shashin Koshien 2018" High School Photo Contest by the Town of Photo, Higashikawa, Hokkaido
- ▶Kitchen Car Gourmet & Car Travel
- ▶Free Wi-Fi & portable device charging station sponsored by AbemaTV, etc.

The participatory photo gallery and community space, "PHOTO HARBOUR"

Aiming for further developments for the industry as a whole, CP+ provided a space for photographers to meet and make connections with others, named "PHOTO HARBOUR," featuring the largest participation-style photo exhibition event in Japan, "Onaeba," and an event for displaying and selling photo books, "Photobook JP," which was one of the largest photobook fairs in Asia.

Advertising/Promotion/Publicity

Official Website

With an eye toward the expanding Asian markets, the CP+ official website can be viewed in Japanese, English, and Chinese languages.

Google Analytics-Sessions by country/region

County/Region	2018	2019
Japan	463,835	532,715
USA	9,110	6,031
China	5,221	4,751
Germany	4,395	2,754
Hong Kong	2,559	2,527
Taiwan	2,390	1,939
South Korea	1,188	1,298
UK	1,989	1,105
France	1,365	948
Other	17,977	12,036
Total	510,573	566,104

Publicity

CP+ is making efforts to invite TV media and overseas press for further recognition from the world. CP+2019 was widely covered by major domestic media, resulting in nearly 70,000 visitors in 4 days. This was the highest visitor count in the history of the event.

Broadcast on television	J:COM / Television KANAGAWA / Fuji Television / NHK / TV Asahi / Chiba Television Broadcasting / NHK International
Broadcast on radio	FM Yokohama / Nippon Broadcasting / RF Radio Nippon / Nippon Cultural Broadcasting / NHK Radio 1
Newspapers	Nihon Shashin Kōgyō Tsūshin / The Dempa Times / Denka Shinbun / the Weekly Camera Times / Eizo Shimbun / Dempa Shimbun Daily / Shimbun no Shimbun / Nikkan Kogyo Shimbun / Sankei Shimbun / Fuji Sankei Business i / Iwate Nichinichi Shimbun
Magazines	Many magazines, websites, and free papers
Overseas media	Many magazines, newspapers, and websites in Asian, European, and American countries

Advertisement/Promotion

CP+2019 adopted a comprehensive range of promotional strategies, from the announcement of the event to gathering of materials during the event, and extending to post-event follow-up as well.

- Web advertisements

SNS targeting ads (Twitter / Instagram)
YouTube ads with TrueView
Yahoo! ads (area targeting brand panel – middle rectangle)
modelpress
DAILY MORE / HAPPY PLUS ONE
PHaT PHOTO

- Advertisements in magazines

ASAHICAMERA
Cameraman
CAPA
Nippon Camera
PHOTO TECHNIC DIGITAL
Digital Camera Magazine
Have a nice PHOTO!

- Transit advertisements

Type of media	Names of the railway lines involved
OOH advertising	J-AD Vision (free passage inside Shinagawa Station)
Signboards at station	Minato Mirai Line Minato Mirai Station Twin signboards
Posters in the stations	All Minato Mirai Line stations
	120 stations of JR East
	(Cooperated with PHOTO YOKOHAMA)
Others	Digital Signage in Yokohama Landmark Tower

List of Exhibitors

- Adobe Systems Co., Ltd.
- Agai Trading Corp.
- ASANUMA & CO.,LTD.
- Ashigara Manufacturing Inc.
- Asukanet Co., Ltd.
- ATOMOS
- Awagami Factory
- THE BAMBI INC.
- BenQ Japan Co.,Ltd.
- Canon Inc./Canon Marketing Japan Inc.
- Carl Zeiss Co., Ltd.
- CHANGCHUN RICHEN OPTRONICS CO.,LTD.
- COSINA CO., LTD.
- DJI JAPAN K.K.
- EIZO Corporation
- Epson Sales Japan Corp
- ETSUMI CO.,LTD.
- FUJIFILM Corporation
- GIN-ICHI
- GROW Corporation
- Guangzhou Dongxie Hardware Technology Co.,Ltd.
- HAKUBA PHOTO INDUSTRY CO.,LTD.
- HAZARD4
- HK YONGNUO LIMITED
- Ichikawa soft laboratory Co., Ltd.
- ILFORD/Hahnemuhle
- ImageVISION Co. Ltd.
- Irix Lens
- Iwata Technology Ltd.
- K&F CONCEPT
- Kamlan
- KASE FILTERS
- Kenko Tokina Co., Ltd./SLIK CORPORATION /Kenko Professional Imaging Co., Ltd.
- KIPON
- Kowa Optical Products Co.,Ltd.
- KYORITSU ELECTRIC CO.,LTD
- Lau Japan Distribution Co.,Ltd./Plasticase Inc./ZhongShan Sunrise Studio Equipment Co., Ltd
- Lexar Japan Co.,Ltd
- Lomography
- LPL Co., Ltd
- LUMICA CORPORATION
- MAGMOD
- Markins/Trinple Co.,Ltd.
- Marumi Optical Co., Ltd.
- miggo PICTAR/ShiftCam
- MIMOSA HOUSE
- MouseComputer CO.,LTD.
- NIKON Corporation/NIKON IMAGING JAPAN INC.
- NiSi Filters
- Nissin Japan Ltd.
- NITECORE Co., Ltd.
- OLYMPUS CORP.
- Panasonic Corporation
- Pearl Optical Industry Co.,Ltd.
- PhotoRevo
- Piotec Co., Ltd.
- Profoto K.K.
- RICOH IMAGING COMPANY, LTD.
- Saiho Properties Co.,Ltd
- SanDisk Limited
- Sangyo Henshu Center Co.,Ltd.
- Sense-tech Innovation Company/ Wotancraft Co. Ltd/Yoshimi Camera
- SHANGHAI JIEYONG TECHNOLOGY CO., LTD.
- SHAOXING SHANGYU GREEN.L DIGITAL PHOTOGRAPHIC EQUIPMENT CO.,LTD
- SIGHTRON JAPAN INC./Anhui Changgeng Optics Co., Ltd.
- SIGMA CORPORATION
- SIRUI
- Skylum Software
- Smart Digital Japan Co., Ltd.
- Sony Imaging Products & Solutions Inc./ Sony Marketing Inc.
- SUNTECH Co.,Ltd
- Synology
- TAKE INC.
- Tamron Co.,Ltd.
- TOLIHAN CORP.
- TOMY TEC CO.,LTD.
- Toshiba Memory Corporation
- Toyo Living Co., Ltd.
- TSUBOSAKA ELECTRIC CO., LTD.
- VANGUARD
- Velbon Corporation
- Vitec Imaging Distribution KK
- Vixen Co., Ltd.
- WideTrade Co.,Ltd
- XILETU
- YUHUAN HUANYU OPTICAL INSTRUMENT CO.,LTD.
- Zhiyun tech
- ZHONGSHAN AOKA PHOTOGRAPHIC EQUIPMENT CO.,LTD

Video Area for Professionals

- Carl Zeiss Co., Ltd.
- FUJIFILM Imaging Systems Co., Ltd.
- Kenko Professional Imaging Co.,Ltd
- LIGHT UP CO.,LTD.
- Lime Tec Inc.
- MITOMO Co.,Ltd.
- NEP Inc.
- NIKON Corporation
- Panasonic Corporation
- RAID inc.
- Roland Corporation
- Sony Business Solutions Corporation/ Sony Marketing Inc.
- TEAC CORPORATION
- Technical Farm Co.,Ltd.

Media Partner

- Impress Corporation

Organizer-related booths

- CAR & TRAVEL JAPAN
- Japan Photo and Video Accessory Association
- JCII Camera Museum
- Kanagawa Prefecture
- Kanto Photo Association
- PHOTO YOKOHAMA 2019
- “Shashin Koshien” High School Photo Contest & The Town of Photo: HIGASHIKAWA
- The Society of Photography and Imaging of Japan

PHOTO YOKOHAMA

Strengthened cooperation with Yokohama, “the city of photography.” Aiming for industrial and cultural development through the medium of photography with a firm partnership.

Cooperative Event “PHOTO YOKOHAMA”

CP+ once again collaborated with the City of Yokohama with the concept “shooting, viewing, and enjoying.”
CP+ held the series of photographic events at Photo Yokohama 2019. This year’s event included the exhibition “Square Pair Exhibition” in collaboration between photographer Herbie Yamaguchi and Instagrammer Ema Ito, at Mirai Tube inside Minatomirai Station, as well as the talk show by them.

撮る・みる・楽しむ。写真の祭典
PHOTO YOKOHAMA

Fumiko Hayashi, Mayor of Yokohama (left) and Kazuo Ushida, President of Camera & Imaging Products Association (right)

During the CP+2019 event period partner events were also held simultaneously!

[Photo Yokohama 2019 Special Event]

Square Pair Exhibition
Feb 25 (Mon) to March 3 (Sun)
Venue: Mirai Tube (inside Minatomirai Station)

(Talk show)
March 2 (Sat)
Venue: PACIFICO YOKOHAMA Conference Center Room 303-304

Press Photo Exhibition 2018
Jan 12 (Sat) to Mar 24 (Sun)
Venue: Newspark
(Japan Newspaper Museum)

Bursting Delight
Yuzuru Hanyu, with Bursting Delight after his free skating performance at the 2018 PyeongChang Olympic Winter Games
(SPORTS NIPPON NEWSPAPERS, February 17, 2018)

Exhibition “Japan through Diplomats’ Eyes 2018”
Feb 5 (Tue) to Feb 11 (Mon, National holiday)
Venue: Sankeien Garden
Kakushokaku

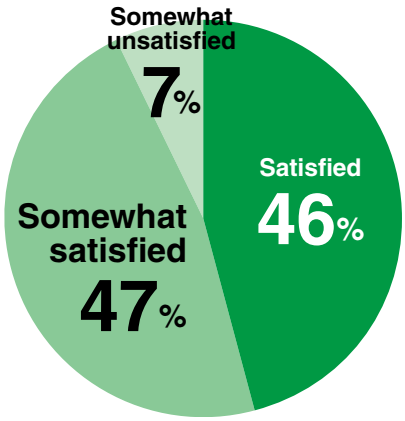
Opinions from CP+2019 exhibitors

[93% of the exhibitors answered “the exhibition was successful”]

CP+ is a useful event not only as an opportunity to showcase your products and brands to consumers, but also for BtoB opportunities, such as looking for distributors.

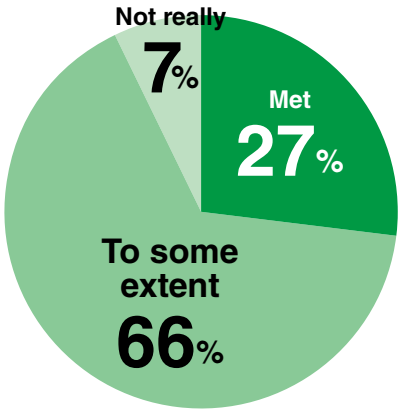
Q.01

What were your impressions of CP+2019, the 10th time the event has been held?



Q.02

Please share your comments related to the number of participants.



Q.03

Did you perform any unique activity on your own to attract visitors?

Announced an overview of our exhibition on our website or social media account(s) — 84%

Made announcements to registered users via e-mail or other methods — 47%

Announced an overview of the exhibition via a news release — 45%

Announced our storefronts, locations, and galleries — 40%

Q.04

What type of visitors do you expect in the future?

Visitors from regions other than Kanto / Professional photographers — 60%

Younger males — 58%

Younger females / Students studying photography / Middle-aged and older people with spending money — 53%

Mothers with children of ages up to 12 — 31%

Q.05

Please explain your goals for this exhibition.

Rank	Breakdown	Rank	Breakdown
1st	Increase our company’s products’ appeal to the market (including new products)	3rd	Find a sales agent
2nd	Improve our company’s brand appeal	4th	Find a manufacturer to request development or production

Visitor Profile

[The highest visitor count in history]

About 80% of visitors were general visitors, of which 25% were female. CP+ allows the exhibitors to contact various types of target consumers directly.

Registered visitors

69,615

*Total number of visitors registered at the counter, excluding repeat visitors, relevant parties of the press/media and exhibitors, and special guests.

	February 28 (Thu)	March 1 (Fri)	March 2 (Sat)	March 3 (Sun)	Total
Weather	Rain	Cloudy, then clear	Clear	Rain	—
Temperature (high/low)	7.9 / 5.9 °C	11.8 / 7.2 °C	14.7 / 7.5 °C	10 / 5.1 °C	—
Visitor count	13,055	17,961	23,730	14,869	69,615
Year-over-year comparison	103%	103%	107%	95%	102%

(visitors)

Breakdown of the visitor count by category

		February 28 (Thu)	March 1 (Fri)	March 2 (Sat)	March 3 (Sun)	Total
Domestic	Business	5,437	5,520	2,319	1,437	**14,713**
	General	7,296	12,125	20,705	12,825	**52,951**
	Disability certificate holders	58	112	177	152	**499**
	Children of age 12 years and younger	29	29	338	326	**722**
Total number of domestic visitors		**12,820**	**17,786**	**23,539**	**14,740**	**68,885**
Year-over-year comparison		104%	103%	107%	95%	**103%**
Overseas	Business	156	81	43	26	**306**
	General	79	94	148	103	**424**
Total number of overseas visitors		**235**	**175**	**191**	**129**	**730**
Year-over-year comparison		77%	99%	63%	62%	**73%**

(visitors)

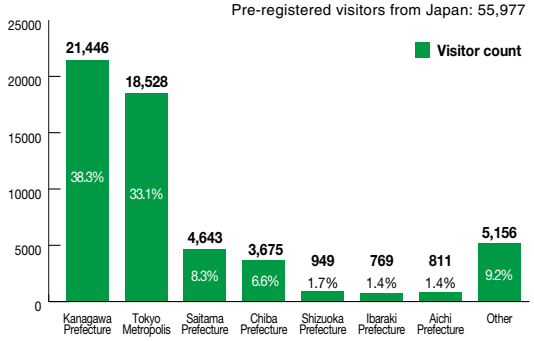
Members of the press

	Total	Year-over-year comparison
Domestic	589	103.7%
Overseas*	62	182.3%
Domestic and overseas press combined	**651**	**114.6%**

(visitors)

Breakdown by prefecture

Pre-registered visitors from Japan: 55,977



Breakdown of visitors by gender

	Total	Constitution ratio
Male	**55,400**	**80%**
Female	**14,215**	**20%**

(visitors)

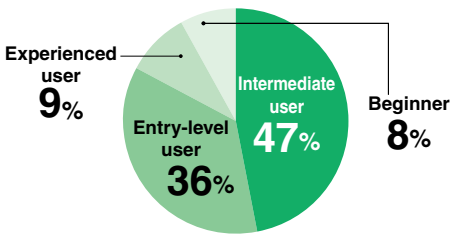
Results of the Visitors Questionnaire Survey

*The survey was conducted by questionnaire after CP+2019 and included visitors who pre-registered via the official website and people who actually visited the show (number of respondents: 8,449)

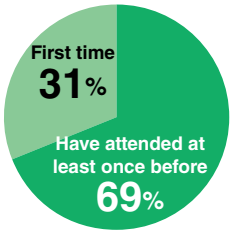
[93% of visitors answered “I want to come back”]

The event was also very satisfying to visitors as the ideal opportunity to purchase of products and services.

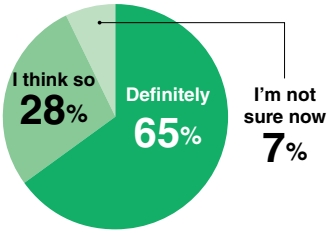
Q What connection do you have with photography?



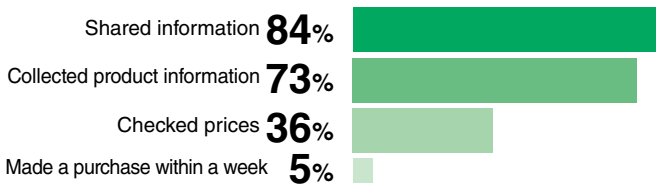
Q Is this your first time attending?



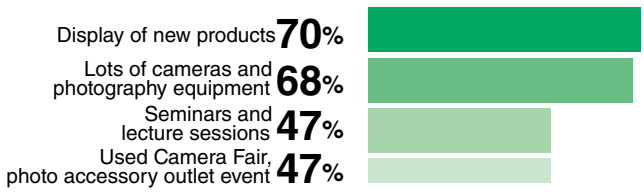
Q Will you come to the event again next year?



Q What did you do after attending CP+2019?
(Multiple answers accepted.)



Q What motivated you to attend CP+2019?
(Multiple answers accepted.)



CP+2020 Event Overview

Event title	CP+2020
Event period	Thursday, February 27 to Sunday, March 1, 2020
Event time	10:00-18:00 (17:00 on the last day) Press Time (9:50-12:00) on February 27
Venue	PACIFICO YOKOHAMA (Exhibition Hall, Annex Hall, Conference Center) / OSANBASHI Hall
Organizer	Camera & Imaging Products Association (CIPA)
Sponsor	Japan Photo and Video Accessory Association
Supporter	Ministry of Economy, Trade and Industry / Japan Tourism Agency / Kanagawa Prefecture / City of Yokohama / Yokohama chamber of Commerce & Industry / Japan External Trade Organization (JETRO) (anticipated)
Special cooperator	JCII Camera Museum / The Japan Newspaper Museum / Yokohama Museum of art (anticipated)
Cooperator	The Japan Society of Applied Physics / Camera Journal Press Club / Tokyo Press Photographers Association / Japan Photo Studio Equipment / Japan Optomechatronics Association / Japan Camera Industry Institute / The Optical Society of Japan / Japan Advertising Photographers' Association / Japan Professional Photographers Society / The Society of Photography and Imaging of Japan / Professional Photographers of Japan / The Photographic Society of Japan / Japan Photo Culture Association / Japan Electronics Packaging and Circuits Association / Japan Photo Imaging Association / Japan Telescope Manufacturers Association / PACIFICO YOKOHAMA / Yokohama Convention & Visitors Bureau (anticipated)
Admission	¥1,500 (incl. tax) (Free of charge for visitors pre-registered via the official website) Free admission for disability certificate holders

Access to the Venue

Shuttle bus

PACIFICO YOKOHAMA

1-1-1 Minato Mirai, Nishi-ku, Yokohama 220-0012
Phone: +81-45-221-2155 (general information)

About a 3-minute walk from Minatomirai Station on the Minatomirai Line About a 12-minute walk from JR Sakuragicho Station

OSANBASHI Hall

1-1-4 Kaigandori, Naka-ku, Yokohama 231-0002
Phone: +81-45-221-2304 (Osanbashi management office)

About a 7-minute walk from Nihon-Odori Station on the Minato Mirai Line or 15-minute walk from JR Kannai Station.

Schedule Prior to the Event (anticipated)

Jul 2 (Tue)
Explanatory meeting for recruiting exhibitors

Jul 3 (Wed)
Start of the acceptance of exhibition applications (through the official website)

Sep 30 (Mon)
Exhibition application deadline

Oct 29 (Tue)
Explanatory meeting with exhibitors and booth lot allocation lottery

Oct 31 (Thu)
Deadline for payment of the exhibition fee

Early to mid-Dec.
Press conference (announcement of event overview)

Late Dec.
Distribution of invitations and other tools

Mid-Jan.
Mailing of exhibitor passes, vehicle passes, and others

Deadline for all required documentation

Feb 25 (Tue) to **26** (Wed)
Installation

Feb 27 (Thu) to **Mar 1** (Sun)
CP+2020 Event Day

*removal on the last day

Excerpts from Exhibit Regulations

Exhibition Guidelines

■ Booth Lot Specifications
1 booth lot: 9 m^2 = 3 m (W) x 3 m (D)

■ Fees Per Booth Lot

	Member of organizer/sponsor group	General exhibitor
1–4 booth lots	¥353,000 (excl. tax)	¥379,000 (excl. tax)
6 or more booth lots	¥320,000 (excl. tax)	¥345,000 (excl. tax)

■ Charges Included in Exhibition Fee
1) Use of exhibition floor space within basic event hours
2) Installation of back and side walls (only for parallel booths with 1–3 booth lots and for back walls with 4 block booth lots and 6 block booth lots)
3) Lighting within basic event hours
4) Air-conditioning within basic event hours
5) General event, PR and printing costs
6) Basic facility work and maintenance
7) Overall planning, operation, management and security costs

■ Charges Not Included in Exhibition Fee
1) Fees for booth lot decorations, operation, installation and removal
2) Primary and secondary electrical installations and electricity, gas, water and any usage fees incurred (partially covered in the package booth plan)
3) Installation fees for temporary telephones and phone usage charges
4) Insurance to cover bodily injuries or any damage to exhibition equipment
5) Compensation for any damage or loss of onsite items/equipment or exhibit items of other exhibitors
6) Fees incurred for the disposal of trash or any decoration materials left onsite
7) Other costs that may arise but are not included in the basic exhibition fee
8) Regarding electricity costs: you will be required to make payments for the summary of 1, 2, and 3 below.

● Rates for CP+2019 for reference (The rates may be subject to change in CP+2020)

No.	Item	Duration	Price (excl. tax)
1	Electrical wiring installation		¥9,000 per 1 kW
2	Electricity fees	8:00 a.m. – 6:00 p.m.	¥2,000 per 1 kW
3	Electricity fees at night	6:00 p.m. – 8:00 a.m.	¥4,000 per 1 kW

■ Basic Specifications
If you use 1–3 booth lots, the organizer will provide you with partitions. The basic equipment for these partitions is panel systems, which are used for both the back and side walls. Back walls are installed by the organizer. In addition, as a general rule corner booth lots do not have any side walls. If you need walls, please contact the CP+ Setup Office. It is the exhibitor's responsibility to procure all the required implements (such as display counters, suspended signs, guide panels, company name plates and so forth) at its own expense. Alternatively, CP+ Division also offers the affordable "package booth," an example of which is described in the "Description of Important Matters Related to the Exhibition at CP+2020."

■ Installation and removal
Booths must be installed during assigned times, between Tuesday, February 25 to Wednesday, February 26, 2020
Designated installation time for the exhibition
Booths must be removed on Sunday, March 1, 2020

Common Precaution

Items Related to the Application for Exhibiting and the Contract

(1) Application for Exhibiting
Carefully read the "Description of Important Matters Related to the Exhibition at CP+2020" before you submit your application. Please use the application form on our official website (www.cpplus.jp/en).
For CP+2020, exhibitors may apply for utility space (available for an additional charge) when submitting their applications due to the structure of the booth layout in the exhibition hall. Please be aware that requests for utility space may not be accepted after the exhibition application deadline.

*If this is your first time to apply to exhibit at CP+, you will be subject to screening by the CP+ Operating Committee.
Please submit your company prospectus and product catalog or other documentation that demonstrates your main line of business.
Send to: CP+ Division, 1-32-5, Honjo, Sumida-ku, Tokyo 130-0004, Japan
Alternatively, please send them in electronic formats such as a PDF format to the CP+ Division (biz@cpplus.jp)

(2) Application Deadline
Monday, September 30, 2019
*Note that we may stop accepting applications prior to the deadline if all the available booth lots are reserved.

(3) Invoicing for the Exhibition Fee
Invoices for the exhibition fee will be issued to exhibitors or exhibition agencies by the CP+ Division (event coordinator: Toppan Printing Co., Ltd.). No offsetting, drafts, lump-sum payment on a predetermined date, etc. will be accepted, regardless of whether your company conducts business directly with Toppan Printing Co., Ltd. All exhibition fees must be paid via bank transfer (Japanese yen only) to the designated bank account by the deadline indicated on the invoice. The transfer charge is payable by the exhibitor. The exhibition fee will be payable by exhibitor in one payment in Japanese yen only. The aforementioned also applies to the electricity invoices, etc. which will be issued after the exhibition. Note that you will receive the invoice which is issued after the exhibition by mail in the late March.

(4) Deadline for Payment of the Exhibition Fee
Thursday, October 31, 2019
*Any delay in payment may result in the rejection of the exhibitor's application.
*Regarding billing after the event period, payments should be made by Thursday, April 30, 2020.

(5) Cancellation and Booth Reduction after Application
Should it become necessary after your application to cancel or reduce the number of booths, you will be able to do so upon payment of the following cancellation fees:
Before 5:00 p.m., Monday 30, 2019: 50% of exhibition booth fees
After 5:00 p.m., Monday 30, 2019: 100% of exhibition booth fees
Cancellation on or after p.m., Monday 30, 2019 100% of the exhibition fee per booth lot

(6) Cancellation of CP+ or Reduction of Event Period/Hours due to Causes Beyond the Reasonable Control of the Organizers/CP+
1) In the event the organizers deem it impossible to hold CP+2020 due to natural disasters such as earthquake, typhoon, heavy snow, etc., fire, the spread of infectious disease, terrorism, instruction or order from a third party, or other causes beyond the reasonable control of the organizers, CP+ Division may change the event period or event hours before or even during the event, or may cancel CP+2020 altogether. In no event will the organizers and CP+ Division be held responsible for any damage, increased costs, or other liability that may arise from such decision and implementation.
2) If the entire event has to be cancelled due to causes occurring prior to the event that are beyond the reasonable control of the organizers, CP+ Division will refund to the exhibitors the fee paid for the exhibition booth, minus payment for necessary expenses.
3) If the days or hours of the event are reduced due to causes occurring during the event period that are beyond the reasonable control of the organizers, the fee for the exhibition booth will not be refunded.
4) CP+ Division will not compensate for any costs resulting from the cancellation of the event or reduction in the event schedule arising from causes beyond the reasonable control of the organizers.

(7) Governing Law
All contracts and agreements for the exhibitions of the exhibitors' exhibits are subject to Japanese law.

(8) Observance of Laws and Regulations
All exhibitors must observe the laws and regulation in Japan and the organizers and CP+ Division will assume no responsibility for the violation of laws and regulations by the exhibitors.

(9) Exclusive Jurisdiction
Tokyo District Court will have the exclusive jurisdiction over all disputes arising in connection with exhibitors' exhibits.

(10) Modification of This Document
The content of this "Exhibition Information" and the "Description of Important Matters Related to the Exhibition at CP+2020" which will be distributed separately, may be partially modified if the organizers and the CP+ Division deem it necessary to do so. In such case, the exhibitors will be notified of the modifications made. The exhibitors must observe the content of the modified document.

(11) Agreement to All Rules and Regulations
All exhibitors who have applied to exhibit, and their agents, must agree to follow all the rules and regulations set forth in this "Exhibition Information" and the "Description of Important Matters Related to the Exhibition at CP+2020" which will be distributed separately.

Responsibilities and Prohibitions for Exhibitors Regarding Exhibitions

(1) Responsibility for payment
When an exhibitor applies to exhibit via the official website, the exhibitor assumes the responsibility to pay the exhibition fee when the application completion screen appears. The exhibitor must accept responsibility for the payment of the exhibition fee and other expenses charged by the CP+ Division (including electricity and equipment rental fees) that arise during the event period, until such payment is complete. Invoices for the other expenses will also be issued by the CP+ Division (event coordinator: Toppan Printing Co., Ltd.).

(2) Compliance with laws and regulations
Exhibitors must comply with the effective laws and regulations in Japan for the transportation and management of exhibits and other items, as well as for the management of decorative articles and other actions taken in regard to such.

(3) Damage, management responsibility, and insurance
1) In managing and maintaining the event site, the organizers and the CP+ Division will deploy security guards and take other concerted measures to prevent accidents from occurring during the event period. However, the organizers and the CP+ Division will assume no responsibility for injury or damage resulting from natural disasters, fire, theft, loss, or other causes beyond their reasonable control. Therefore, each exhibitor is advised to take their own measures to prevent theft and other undesirable events.
2) If an exhibitor causes injury or damage to visitors, other exhibitors, or any other third party at the event site, the exhibitor will be held solely responsible. No responsibility will rest with the organizers and the CP+ Division whatsoever.
3) Each exhibitor must designate a management representative for its booth and convey the name of this person to the CP+ Division in advance. This person must observe all work and operations performed in the booth throughout the entire event period.
4) Exhibitors must manage the exhibits and other items at their own responsibility by taking out insurance or performing other necessary measures.
5) If a demonstration of an exhibitor is considered to be potentially hazardous to visitors, the CP+ Division may ask the exhibitor to cancel or limit the scale of the demonstration, or advise them to take other necessary measures. The organizers and the CP+ Division will assume no responsibility for any accidents resulting from the exhibitor's demonstration.

(4) Installing and removing exhibit items
The period for shipping exhibit items to the event site and installing booths will be announced at the explanatory meeting with exhibitors scheduled for October 29, 2019. No items may be brought to, removed from, or moved to a different part of the event site during the event period without the prior approval of CP+ Division. It is the responsibility of each exhibitor to maintain and clean their exhibit items and booth lots. Exhibitors are also responsible for removing their exhibit items by the designated date and time. The organizers and CP+ Division will assume no responsibility for any loss or damage that may occur to the exhibitor's exhibit items or other goods in connection with the removal stipulated in this paragraph.

(5) Settlement of disputes
Disputes between exhibitors regarding exhibit items, advertising or intellectual property rights concerning exhibit items, the use of booth lots, or any other matter will be resolved by the involved parties. The organizers and the CP+ Division will assume no responsibility whatsoever.

*Additional guidelines will be provided by the organizer. Refer to the "Description of Important Matters Related to the Exhibition at CP+2020," which will be distributed separately, and the "Exhibitor's Manual," which will be handed out at the Exhibitors' explanatory meeting.

CP+ CAMERA & PHOTO IMAGING SHOW 2020

Organizer: Camera & Imaging Products Association (CIPA)

The Camera & Imaging Products Association (CIPA) is an international organization comprised of companies involved in the production and sale of cameras, lenses, and imaging-related products and software. In addition to product specifications, standards, and technical research, CIPA deals with environmental and other industry-wide issues, and contributes to the development of photographic and imaging culture. For more information, please visit the CIPA website at http://www.cipa.jp/english/

Contact: CP+ Division

1-32-5 Honjo, Sumida-ku, Tokyo 130-0004, Japan
E-mail: biz@cpplus.jp