
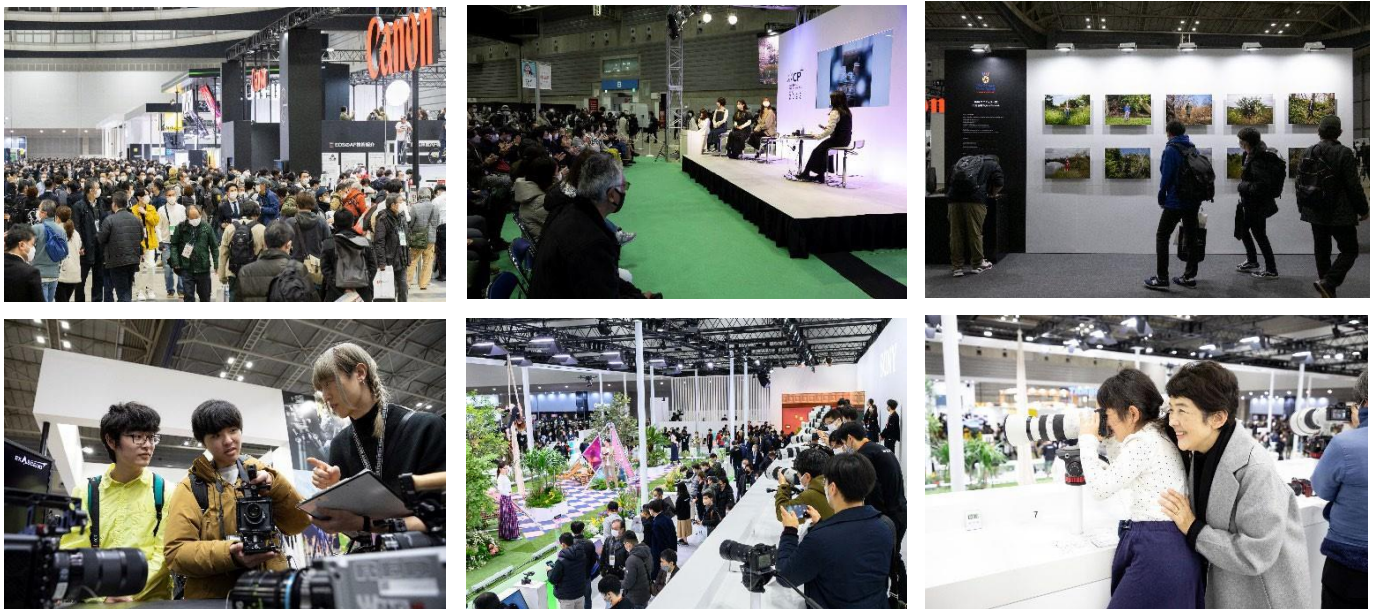


The World Premier Show for Cameras, Photography and Imaging

 **CP+ CAMERA & PHOTO IMAGING SHOW 2024**
Notice of "CP+2024" to be held
as a hybrid on-site and online event

The Camera & Imaging Products Association (CIPA) [Chairman: Hiroyuki Ikegami, Location: MA Shibaura Building, 3-8-10 Shibaura, Minato-ku, Tokyo] will hold CP+2024, the world premier show for cameras, photography and imaging, in February 2024 as a hybrid on-site and online event.



< At the time of the "CP+2023" event >

CP+2023 was the first hybrid event with an on-site event and an online event. The on-site event, which was held at Pacifico Yokohama for the first time in four years, was a long-awaited event for many camera, photo, and video users with touch & try sessions and face-to-face seminars and lectures. In addition, the online event offers the convenience of online access from anywhere in Japan or overseas and can be accessed as often as you like at any time. In a survey of visitors, approximately 80% of them expressed a desire to hold the next CP+ as a hybrid event. In response to these comments, CP+2024 will also be held as a hybrid of on-site and online events.

CP+ is one of the world's biggest show which introduces the latest photographic and imaging equipment products, technologies, and services. And it shares the future of the photographic and imaging equipment industry and the enjoyment and expansion of photographic and imaging culture. Nowadays, the enjoyment of photography and video has broadened, and everyone around the world takes photos and videos in a wide variety of situations. CP+ is an annual festival with the theme of "Shooting, Viewing, and Connecting" for all lovers of photography and video from beginners to professionals.

CP+2024 Special Event (to be scheduled)

CP+2024 will be held with various projects and events that will allow visitors to enjoy learning regardless of their skill level approaching young people, families, and beginners by utilizing both the Pacifico Yokohama and online event venues.

◇ “WATASHI NO JIYU-KU (My Free Space)”, a communication space for fun, connecting, and learning

“WATASHI NO JIYU-KU”, which was held for the first time this year with good reputation, will be held again next year. This is a communication space where students from photography clubs and film clubs, as well as younger people who are usually familiar with photography and video mainly through social networking services, can enjoy the fun of CP+ and create new communities as new residents (visitors) of CP+.

In addition to exhibits of works and introductions of activities by clubs exhibitors, various stages and workshops are scheduled to be held to encourage people to take up new challenges.

【ZOOMS JAPAN Returns After 3 Years to Discover New Photographers】

The ZOOMS JAPAN photo contest, which was cancelled due to the COVID-19 pandemic, will finally resume. The winning works will be exhibited at CP+2024 along with the LesZooms winning works from France. We are also planning to exhibit many other photographic works.

* More details about ZOOMS JAPAN will be announced on August 1 (Tuesday).

【Clubs Area】

This area, which was created as a new project in 2023 and has been well received as a place for clubs to interact with each other and present their works, will also be held at CP+2024. Due to space limitations, we will be accepting applications only from "student clubs" this time. Details will be announced on the official website at a later date.

【Open Stage / Workshop Stage】

Open Stages will be set up at the venue. CP+ plans to offer a number of programs for beginners. The aim is to increase the interest of young people and beginners in photography and imaging, and to encourage them to take the next step up.

• Sessions for video creators (Cooperation with “Vook”)
Sessions on the theme of "Video Production" will be held in cooperation with "VIDEOGRAPHERS TOKYO," an event for video creators organized by Vook.



<VIDEOGRAPHERS TOKYO 2022 (June 2022) >

• Sessions for families
(Cooperation with “KANSAI Photo Club SHARE”)
We are planning a stage for families with children to enjoy and hands-on workshops.

関西写真部
SHARE



【Family oriented projects】

• Parail diorama exhibit
(Cooperated by “TOMY Co., Ltd.”)

A Parail diorama, which is widely popular among both children and adults and has a high affinity for photography and videography, will be displayed as a photo spot.



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◇ Exhibitor booth tours

Exhibitor booth tours to and from “WATASHI NO JIYU-KU” will be held. Visitors will be escorted to the booths of exhibitors, where they will be introduced to the products in the booths. In addition, a kitchen car area will be set up as a new measure to allow visitors to enjoy every corner of CP+.

◇ New Product Exhibit "World Premiere"

CP+ is increasingly attracting attention as one of the world's leading venues for the announcement of world premieres (new products) in the field of camera and imaging equipment. "Salon de la Photo" in Paris, France, has also decided to adopt a common world premiere logo.



◇ SNS Photo Contest

In preparation for CP+, a photo contest using social networking services such as Instagram will be held.

CP+2024 Media Partners and Related Events (to be scheduled)

Following this year, we are pleased to announce the cooperation of a number of media partners for CP+2024.



(In no particular order)

We will cooperate with the "BunguJoshi-Haku" (Stationery Expo for woman) to be held at Pacifico Yokohama in December 2023 and will promote CP+ at the event.



CP+2024 Event Summary(to be scheduled)

■ Title CP+2024

■ Date of the event On-site event: February 22 (Thu.) - 25 (Sun.), 2024 (4 days)

22 (Thu.)	10:00-12:00 VIP/PRESS Visitors 12:00-18:00 General Visitors
23 (Fri. holiday)	10:00-18:00 General Visitors
24 (Sat.)	10:00-18:00 General Visitors
25 (Sun.)	10:00-17:00 General Visitors

Online event: February 22 (Thu.) - 25 (Sun.), 2024 (4 days)

(Online event archive: February 26 (Mon.)- April 1 (Mon.), 2024)

■ Location

On-site event: Pacifico Yokohama

[1-1-1 Minato Mirai, Nishi-ku, Yokohama, Kanagawa, Japan]

Online Event: <https://cpplus.jp>

■ Admission

Free (Registration required for on-site events)

■ Organizer

Camera & Imaging Products Association (CIPA)

■ Supporters

Ministry of Economy, Trade and Industry / Japan Tourism Agency / Kanagawa Prefecture
/ Yokohama City / Yokohama Chamber of Commerce and Industry
/ Japan External Trade Organization (JETRO) (to be scheduled)

■ Special cooperators

JCII Camera Museum/The Japan Newspaper Museum/Yokohama Museum of Art

■ Cooperators

Camera Journal Press Club / Japan Advertising Photographers' Association / Japan Camera Industry Institute / Japan Electronics Packaging and Circuits Association / Japan Optomechatronics Association / Japan Photo and Video Accessory Association / Japan Photo Culture Association / Japan Photo Imaging Association / Japan Photo Studio Equipment / Japan Professional Photographers Society / The Japan Society of Applied Physics / Japan Telescope Manufacturers Association / The Optical Society of Japan / PACIFICO YOKOHAMA / The Photographic Society of Japan / Professional Photographers of Japan / The Society of Photography and Imaging of Japan / Tokyo Press Photographers Association / Yokohama Convention & Visitors Bureau (alphabetical order)

■ Main Exhibiting Fields

Cameras, lenses, photo/video accessories, printers, image/video editing software, displays, projectors, photobooks, printing paper, studio supplies and equipment, drones, wearable cameras, SNS and other services, smartphone-related equipment and services, binoculars/telescope, etc.

[Reference] Number of visitors in the past

On-site event	2019: 69,615	2023: 33,928*	*during Covid-19 pandemic
Online event	2022: 91,637	2023: 120,968	Number of unique users including archive period

CP+2024 Schedule

■ Exhibitor Application Deadline: Friday, September 29, 2023, 5:00 p.m.

■ Exhibitor Briefing Session and Lottery for Booth Location: Thursday, October 26, 2023 (online)

■ Visitor Registration Starts: Early December 2023

* First-time booth exhibitors can take advantage of a special discount plan. For details, please contact the CP+ Management Office.

<Press Inquiries>

【CP+ Management Office】 E-mail: press@cpplus.jp

* Please contact us by email.

From the official website "Downloads for the Press" CP+ 2023 report is available for download.

Also, CP+ 2024 logo data, etc. are also available for use in announcements.