

業界関係各位

謹啓 平素はたいへんお世話になっております。

弊社は毎年上海・北京で開催されるメガネ専門展示会の日本窓口をいたしております。とりわけ、春に開催される『SIOF - China (Shanghai) International Optics Fair』はアジア最大規模の展示会で、日本を含むアジア、欧州、米国、中東など、世界各地から出展者・来場者が集まる国際色豊かな B2B 展示会です。

このたび日本の皆様により手軽にご出展いただくことを目的に、「日本パビリオン」(仮称)を設けることといたしました。各企業様が必要な面積でご出展いただくことでコストダウンを可能にしたほか、立体的なパビリオン装飾をおこないより来場者の注目を集めやすくすることが狙いです。また、会期中にバイヤー(卸・小売り)とのマッチング機会を設けることも計画中です。

SIOF はその規模だけではなく、いま世界でもっとも成長している展示会であることが大きな魅力です。販路拡大の機会として、また情報発信・情報収集の機会としてご出展を検討くださいますようお願いいたします。

謹白

2025 年 11 月吉日

グロービスジャパン株式会社  
343-0041 埼玉県越谷市千間台西 6-10-23  
Phone 048-916-0101 Fax 048-979-0906  
<https://www.globiz.co.jp>

お問合せは下記までお願いいたします  
佐々木     Mobile 090-1050-8505  
             E-mail [sasaki@globiz.co.jp](mailto:sasaki@globiz.co.jp)

SIOF にご来場の際は、下記から事前登録をお願いいたします  
<https://www.siof.cn/en/>

アジア最大規模のメガネ専門展示会

## SIOF 2016 - China (Shanghai) International Optics Fair

### 出展のご案内

中国眼鏡協会、中国中軽国際控股有限公司は毎年、春・秋に上海と北京でメガネ専門展示会を開催、いずれもアジアを代表する大型展示会に成長しています。とりわけ上海で開催される **SIOF - China (Shanghai) International Optics Fair** はアジア最大規模の展示会で、日本を含むアジア、欧州、米国、中東など、世界各地から出展者・来場者が集まる国際色豊かな B2B 展示会です。

会場ではヨーロッパをはじめとする著名ブランドのメガネ、専門機械・器具、消耗品・アクセサリなどが展示され、各ブースでは盛んに商談がおこなわれています。上海という一大消費地を背景とする展示会ですが、各国・地域から多数の売り手・買い手が集まる国際大型ビジネスイベントです。

日本のメガネ産業にとって海外市場は大きな発展の可能性をもちます。販路拡大の好機として、**SIOF 2026 - China (Shanghai) International Optics Fair** への出展をご検討ください。

#### SIOF 2026

会期：2026年3月2日(月)-4日(水)

会場：Shanghai New International Expo Centre

主催：中国眼鏡協会、中国中軽国際控股有限公司

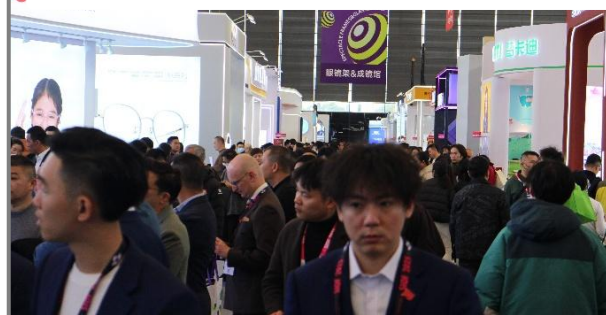
共催：東方国際展覽有限公司

#### \* 2025 実績

会期：2025年2月20日-22日

規模：出展者数：971 (23 各国・地域)

来場者数：140,000 (95 各国・地域)



## SIOF 2026 出展要項（費用など）

原則として日本企業のブースは「INTERNATIONAL HALL」に配置されます。同エリアは会場中央部に位置し、主要入口に直結する場所です。

### ■ 一般的なご出展

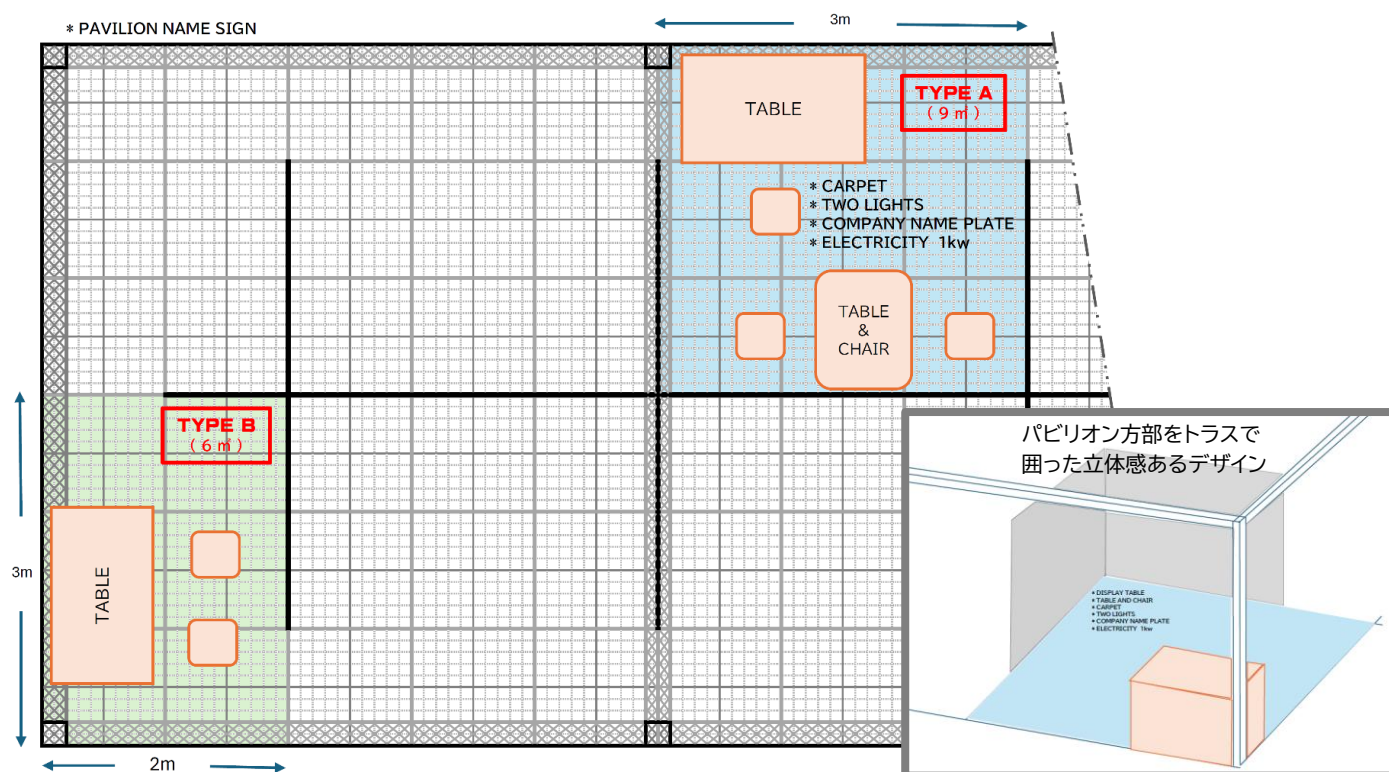
パッケージブース付き申込 … 1㎡あたり USD 420（最小 12㎡） 概算 771,120 円（12㎡ブース付）  
スペースのみ申込（自社装飾） … 1㎡あたり USD 380（最小 36㎡） 概算 2,093,040 円（36㎡スペースのみ）  
※USD 1 = JPY 153 として概算

## より リーズナブルにご出展いただくためのパッケージを用意しました

### ■ 「日本パビリオン(仮称)」でのご出展 - いずれも基本装飾を備えた出展プランです

TYPE A（間口 3m x 奥行 3m = 9㎡） …… 1 小間 USD 4,000 [ 概算 612,000 円 ]  
TYPE B（間口 3m x 奥行 2m = 6㎡） …… 1 小間 USD 3,000 [ 概算 459,000 円 ]

含まれるもの：仕切りカベ、展示・商談テーブル、イス、照明器具（2 灯）、電源（1kW。照明器具消費分含む）、カーペット、社名サイン  
下記イメージをご参照ください。TYPE B に商談テーブルは付属しません。ほかに必要な什器・備品はリースで手配可能です



※ パビリオンのサイズは申込総数により決まります。小間の向き・配置等は主催者が調整のうえ決定します。

詳細はお問い合わせください

グロービスジャパン株式会社  
埼玉県越谷市千間台西 6-10-23 担当: 佐々木  
sasaki@globiz.co.jp 090-1050-8505  
グロービスジャパン(株)は主催者との契約にもとづく日本窓口です



第二十四届中国(上海)国际眼镜业展览会  
THE 24<sup>th</sup> CHINA (SHANGHAI) INT'L OPTICS FAIR, SIOF2026  
2 - 4 / 3 / 2026

APPLICATION AND CONTRACT FORM (出展申込書)

申込先: グロービスジャパン(株) 〒343-0041 埼玉県越谷市千間台西6-10-23 担当: 佐々木 sasaki@globiz.co.jp

会社名(日):

会社名(英):

住 所(日):

住 所(英):

申込者名(日):

申込者名(英):

部署・肩書:

E-mail:

Phone:

Fax:

Website:

業 種:

出展製品等:

出展お申込内容 ー 以下のいずれかにレ印をつけ、申込面積または小間数を記入ください

- ☐ 一般申込 パッケージ付ブース m<sup>2</sup> USD 420/m<sup>2</sup>。12m<sup>2</sup> 以上でお申し込みください
- ☐ 一般申込 スペースのみ m<sup>2</sup> USD 380/m<sup>2</sup>。36m<sup>2</sup> 以上でお申し込みください
- ☐ パビリオン TYPE A (9m<sup>2</sup>) 小間 間口 3m x 奥行 3m。基礎装飾付き
- ☐ パビリオン TYPE B (6m<sup>2</sup>) 小間 間口 3m x 奥行 2m。基礎装飾付き

角小間には10%の追加料金が請求されます(一般申込の場合のみ)。

ブースレンタル料(出展料)は、米ドル、香港ドル、人民元のいずれかでお支払いいただきます。

別紙に記載の規約に同意し、OIEC(東方国際展覽有限公司 = 展示会共催者)が契約を承認した後14日以内にブースレンタル料金の30%を前金としてお支払いいただきます。また残金は展示会正式開会日の90日前までにお支払いいただきます。

申込日 年 月 日 署名・捺印

ご面倒でも社判での捺印をお願いいたします

此部份由东方国际展览有限公司填写 For OIEC use only

确认合同 CONFIRMATION OF CONTRACT

展位类别 Type of Booth: 面积 Area: 平方米 m<sup>2</sup> 阔度 Frontage: 米 m 深度 Depth: 米 m

已付订金 Deposit Paid: 分配的展位编号 Allocated booth no:

日期 Date

钟建侨 总经理 ANDY CHUNG, GENERAL MANAGER  
东方国际展览有限公司  
ORIENT INTERNATIONAL EXHIBITION CO., LTD.

# TERMS OF PARTICIPATION 參展條款

## 1. Terms of Reference

Under these rules and regulations:

- 1.1 The term "Conditions" means the terms of Applications and Participation rules and regulations set by Orient International Exhibition Co., Ltd.
- 1.2 The term "Exhibitor" shall include all employees, servants and agents of any company, partnership, firm or individual to whom space has been allocated for the purpose of exhibiting.
- 1.3 The term "Fair" shall mean the exhibition to be organized as specified in the application and contract form.
- 1.4 The term "Organizers" means the organizers of the Fair.
- 1.5 The term "Co-organizer" shall mean Orient International Exhibition Co., Ltd.
- 1.6 The term "Venue Owner" shall mean Shanghai New International Expo Centre Co., Ltd.

## 2. Application for Participation & Stand Confirmation

All applications for participation in the Fair shall be made on the prescribed application and contract form. The application and contract form shall be submitted to Co-organizer or their authorized representatives. It shall deem to be the application of participation. In accordance with the requests listed in the form, Co-organizer will allocate Exhibitor stand location afterwards. The form will be signed by Co-organizer and Exhibitor to confirm stand reservation. Stand location will be guaranteed when Exhibitor has settled the participation fee as in clause 5, Terms of Payment. Co-organizer shall reserve the right to accept or refuse any application without disclosing to the Exhibitor any reasons thereof.

## 3. Allocation of Exhibition Space

Co-organizer shall allocate the space in accordance with the nature of exhibits or in any manner they may deem fit. Co-organizer shall reserve the right to change the space allocated to Exhibitors at any time prior to the commencement of the erection of the stand of Exhibitor should exceptionally circumstances demand and, to alter the space, to transfer or close entrances and exits to the exhibition facilities and to undertake other structural alterations as they may deem fit. Such changes shall be at the discretion of Co-organizer and Exhibitor shall have no claim for compensation as a result of such changes.

## 4. Use of Exhibition Space

Exhibitors are only entitled to exhibit the announced products and to display the exhibits with competent personnel in their stands during the opening hours of the Fair. Co-organizer reserves the rights to refuse admittance to any Exhibitor to the Fair or to have access to any stand. Exhibitors are not allowed to sub-let or assign the allotted stand(s) to other parties either wholly or in part without the written consent of Co-organizer. Exhibitors will be liable for any damage to the walls or to any part of the exhibition hall in which their exhibits are placed and shall not paint or otherwise alter the floors, ceilings, pillars or walls without the prior consent of Co-organizer.

## 5. Terms of Payment

- 5.1 30% of the total participation fee to be settled by Exhibitor within 14 days upon confirming the Application and Contract Form by the co-organizer.
- 5.2 Balance shall be paid not later than 90 days prior to the opening date of the Fair.
- 5.3 Failure to comply with the above will result in Co-organizer disposing the space allocated to the default Exhibitor who shall not be entitled to any form of compensation. Any payment made to Co-organizer will not be refunded unless the exhibition application is rejected or has been declined (including overbooking).

## 6. Breach of Conditions and Withdrawal by Exhibitor

Without prejudice to the rights of Organizers in respect of any breach of the Conditions on the part of Exhibitor, Co-organizer may at their discretion allow Exhibitor to withdraw from the Fair subject to the following situation:

- 6.1 Exhibitor must give written notice to Co-organizer his desire of withdrawal. If Co-organizer allows such withdrawal, she will notify the Exhibitor the decision in writing.
- 6.2 Once the application of participation is confirmed by the Co-organizer in writing, Exhibitors are given a 3-day buffer period to review their participation. The cancellation policy will come into effect after the buffer period and Exhibitor who withdraws from the Fair is obliged to pay cancellation charges subject to the following schedule:

	Cancellation charges as a percentage of the total participation fee
On or before 19 Nov 2025	20%
Between 20 Nov 2025 – 19 Dec 2025	50%
Between 20 Dec 2025 – 19 Jan 2026	80%
On 20 Jan 2026 or later	100%

- 6.3 Should Exhibitor fail to observe or comply with any of the Conditions or if Exhibitor shall fail to pay any of the participation fee as per clause 5, Terms of Payment, Co-organizer may thereupon by written notice given to Exhibitor rescind her participation in the Fair.
- 6.4 Upon Co-organizer exercising her right to rescind Exhibitor's participation in the Fair under sub-clause 6.3 of this clause, she may but is not obliged to resell or otherwise deal with the exhibition space contracted by Exhibitor in default on such conditions as Co-organizer shall deem fit. In the event Co-organizer having elected to but not able to resell the said exhibition space, Exhibitor in default shall be liable to pay the entire participation fee to Co-organizer as liquidated damages for the loss of rental.

## 7. Changes

The Organizers and Co-organizer reserve the right to change the venue and duration of the Fair if exceptional circumstances so demand. In the event of these changes, the agreement to participate shall remain in force so long as Exhibitor is informed at least a month before such changes will happen. In the event of these changes and/or even cancellation of the Fair, Exhibitor shall not be entitled to any claim for compensation in connection with her reservation for participation.

## 8. Protection of Intellectual Property Rights

Exhibitor warrants that the exhibits and packages thereof and the publicity material or any other part of the display on the stand are originals and she does not in any way whatever violate or infringe any third party's rights including all intellectual property

rights including but not limited to trade marks, copyright, designs, names, and patents whether registered or otherwise. On finding such exhibits, Co-organizer will remove them from the stand at the cost of Exhibitor whose right of display will then be terminated and the participation fee forfeited. Exhibitor agrees to fully indemnify Organizers and Co-organizer and their agents, representatives, contractors and employees against all costs, expenses and damages arising from any third party's claim of infringements by Exhibitor and/or Organizers and Co-organizer and/or the latter's agents, representatives, contractors or employees of such third party's right.

## 9. Erection and Decoration of Stand

Exhibitor will be allowed to erect and decorate her stand as per regulation and schedule in Exhibitors' Kit issued by Co-organizer. Any damages caused by Exhibitor or her stand contractors on common property shall be the responsibility of Exhibitor. Exhibitor must complete her construction and decoration by the date and time stipulated by Organizers and Co-organizer.

## 10. Lighting and Electricity

Shell scheme Exhibitor will be provided with facilities and services by Co-organizer appointed official stand contractor as shown in Co-organizer's Exhibitors' Kit. Raw space Exhibitor will be responsible for appointing any stand contractor for her stand design, construction, dismantle, electricity wiring and consumption and the related charges. All lighting fixtures and electrical connections have to be installed properly in compliance with China's safety ordinance and shall be carried out by either Co-organizer's stand contractor or Exhibitor's stand contractor approved by Co-organizer. Co-organizer reserves the right to impose a surcharge on the stipulated rates for any requirements or installations of late orders. Co-organizer shall not be responsible nor guarantee the availability of electricity supply and service that the stand construction will be completed within the stipulated time schedule.

## 11. Movement of Exhibits

- 11.1 All exhibits from Exhibitor have to be handled by the appointed official forwarder within exhibition hall.
- 11.2 Exhibitor shall bear the responsibility and expenses for the transport of exhibits to and from exhibition hall.
- 11.3 Exhibitor shall make her own arrangement for exhibit storage.
- 11.4 Exhibitor shall remove all exhibits from exhibition hall within the period stipulated by Organizers and shall indemnify the Organizers' and Co-organizer's loss by reason of the delay or damage to exhibition hall.

## 12. Failure of Services

Co-organizer shall not be liable for any loss sustained by Exhibitor directly or indirectly attributable to the cancellation, suspension or reduction of duration and size of the Fair from the period advertised or specified due to:

- 12.1 Force Majeure
- 12.2 Acts of War, Military Activity, Municipal Statutory of Civil Authority requisition
- 12.3 Fire, flood, typhoon, excessively inclement of weather, earthquake, or a combination of the same
- 12.4 Damage caused by an aerial object or aircraft
- 12.5 Strikes or lockouts by workmen

If the Fair is cancelled, reduced or postponed then and in such event the participation fee paid to Co-organizer or any part thereof may be refunded at the sole discretion of Co-organizer to Exhibitors but without prejudice to Co-organizer's right to appropriate the entire sum or any part thereof for expenses they have already incurred for the Fair. Where goods and services are supplied to Co-organizer in exchange for free space or other considerations, Co-organizer shall not be liable for any refund of the same.

## 13. Security

Organizers shall take all security precautions in the interest of Exhibitors and visitors. However, Organizers and Co-organizer shall not be held responsible for any loss or theft of exhibits at the exhibition hall during the build-up, exhibition and dismantling period. Co-organizer shall also not be held responsible for any loss or damage to exhibits or any articles belonging to Exhibitors.

## 14. Fire Regulations

All materials used in the stands and exhibition constructions must be properly fire-proofed in accordance with local regulations. Exhibitors are liable to legal action, fine and compensation and indemnify Organizers and Co-organizer for any loss resulted if she fails to do so. Fire marshals will patrol the exhibition facilities and will be authorized to stop any demonstration that is potential fire hazards. Organizers and Co-organizer have the right, should circumstances necessitate and make changes in Exhibitor's stand in the interest of fire control.

## 15. Insurance, Liability and Risks

All Exhibitors shall insure, indemnify and hold Organizers, Co-organizer and the venue owners harmless in respect of all costs, claims, demands and expenses to which they may be subject as a result of loss of or injury arising to any persons howsoever caused while the said persons are upon or examining or passing the Stands during the tenancy of the Fair. The liability or risks of the employees, agents or exhibits shall be the responsibilities of Exhibitor.

## 16. Supplementary Clauses

Co-organizer reserves the right to interpret, alter and amend any of these Conditions. Whenever necessary, Co-organizer shall have the right to issue supplementary regulations in addition to those in Conditions to ensure the smooth management of the Fair. Any additional written regulations and/or instructions shall form part of these Conditions and they shall be binding on Exhibitors.

17. The failure to observe or breach of any clause herein by Organizers and Co-organizer shall not constitute agreement to modification of the agreement or a waiver of any subsequent breach of such clause.

## 18. Applicable Law

Any dispute, difference, or question which may arise at any time hereafter between Co-organizer and that Exhibitor touching on the true construction of these terms and conditions for participation or the rights and liabilities of the parties hereto shall be finally settled by arbitration in accordance with the Law of Hong Kong. The award of the above arbitration shall be final and binding upon both parties.

(SIOF 2026)