

NEW ENERGY BUILDING

2025.9.3 WED, 4 THU, 5 FRI

in TOKYU PLAZA GINZA 6F

Exhibitor Application Guidelines vol.1.0



NEW ENERGY BLDG. is a trade fair featuring about 50 companies showcasing home accessories, art, fashion items, and more.

NEW ENERGY BUILDING

If NEW ENERGY (our other exhibitions) were a city, this exhibition would be a small building nestled in a quiet corner.

A slightly closed environment might be just right for nurturing new culture.

This small community of artists and creators inspires one another, fostering unique ideas and styles.

Over time, these ideas will spread, bringing fresh energy to the entire city.



OUTLINE

NEW ENERGY BLDG.

2025.9.3 WED, 4 THU, 5 FRI

3 DAYS	9.3 (wed) 11:00 - 20:00 FRIEND DAY 17:00 - 20:00
	9.4 (thu) 11:00 - 19:00
	9.5 (fri) 11:00 - 19:00

Venue : TOKYU PLAZA GINZA 6F

Exhibitors : 50

Visitors : 1500名 (buyers and retail industry professionals)

Organizer : Blue Marble

WEB : <https://new-energy.ooo/2025bldg/>



VENUE

TOKYU PLAZA GINZA 6F

〒104-0061 5-2-1, Ginza, Chuo-ku, Tokyo

- Tokyo Metro
1 minute walk from Exit C2 and C3 of Ginza Station on the Ginza Line, Marunouchi Line, Hibiya Line
2-minute walk from Exit A1 of Hibiya Station on the Hibiya Line and Chiyoda Line
- Toei Subway
2-minute walk from the A1 exit of Hibiya Station on the Toei Mita Line
- JR
4-minute walk from the Ginza Exit of Yurakucho Station on the Yamanote Line and Keihin Tohoku Lines

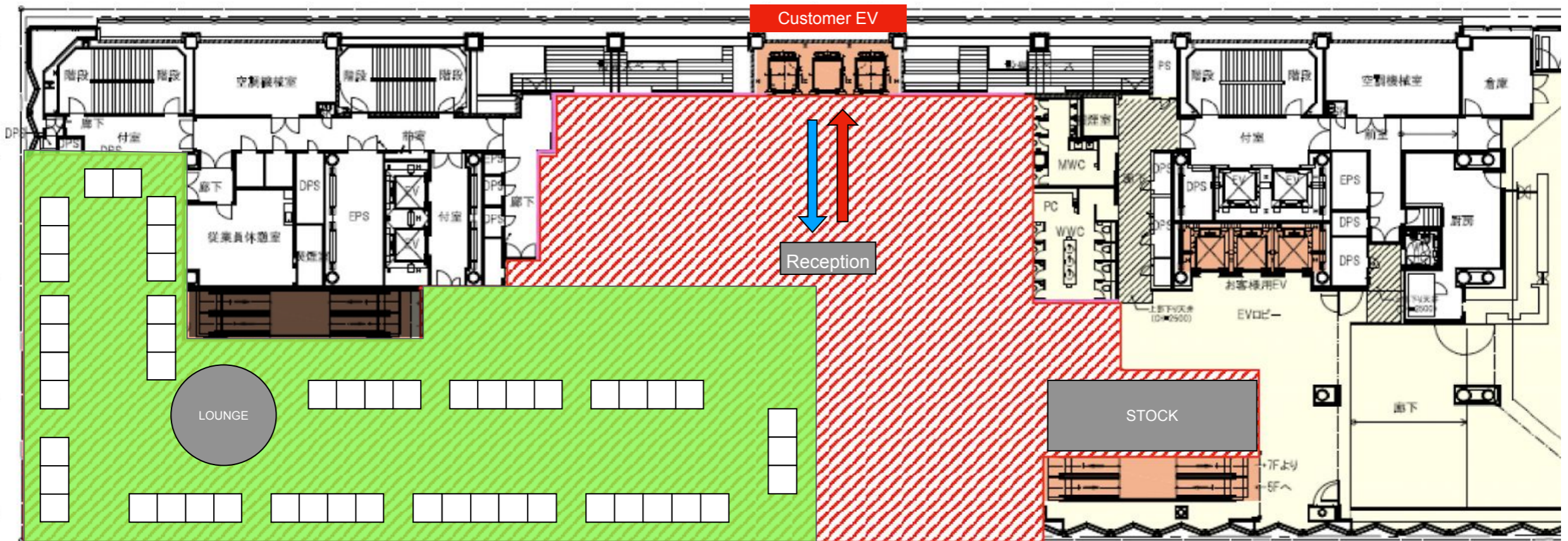


Venue plan (layout)

※The layout is subject to change without notice.

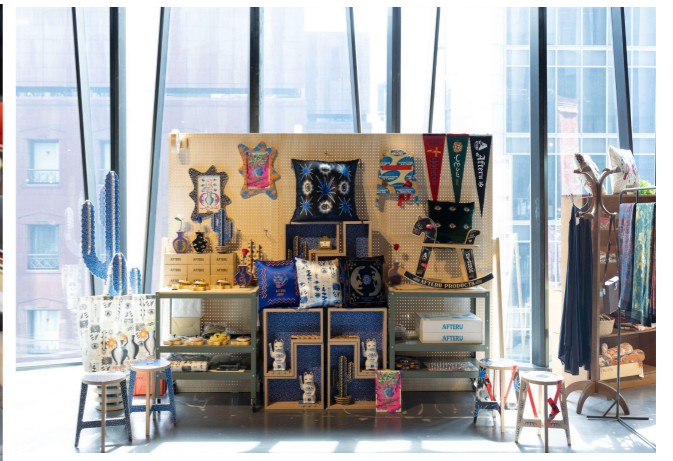
TOKYU PLAZA GINZA 6F

■ Exhibition Area □ Exhibit Booths



Exhibitor features

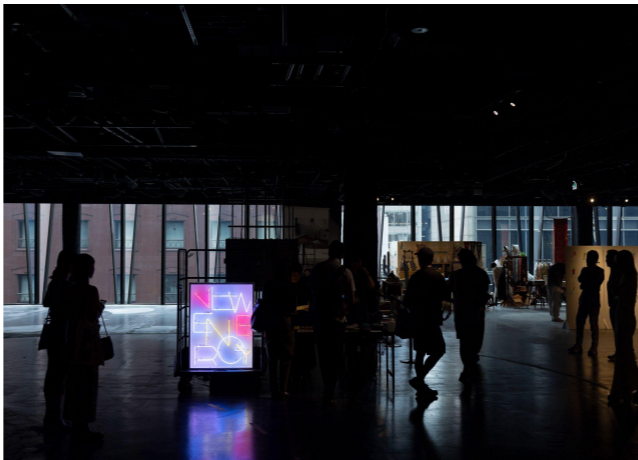
The event brings together around 50 brands that are producing more unique and creative products, mainly in the fields of fashion, lifestyle, interior design and art.



*Photographs are of past exhibitors.

Past results (previous exhibition)

It was held on 3-5 September last year at Tokyu Plaza Ginza 6F, with 30 exhibitors and approximately 1,400 buyers and retail industry professionals in attendance.



Visitor results

Retail

Actus, ASICS, Asplund, Adaglia, H.P. France, ASH Concept, Abahouse International, Ambillion, Ikspiari, Improve, Welcome, Eshikaruya, Estnation, Onward Kashiya, Culture Convenience Club Kruska, Creditz, Cohen, Corazon, Conran Shoop Japan, Joics Corporation, Sukima Department Store, Star Store, Styling Life Holdings, Styleforce, Sempre Design, Sogo & Seibu, Tomorrowland, Neal's Yard Remedies, New Jewelry, Noru Corporation, Park Corporation, Patagonia Japan, Pal System Consumers Cooperative Union, Bigi, Beams, Bic Camera, Far East Company, Bay Cruise, Mag Style, Matsuo International, mash beauty lab, mash holdings, united arrows, unimatric, loft, work together rock together, weiss weiss, wacoal art center, one o, ito-ya, marui, maruhiro department store, ginza maggy, takashimaya, hankyu hanshin department store, isetan mitsukoshi, Sanyo Shokai, My Room Living, Odakyu Department Store, Matsuya Ginza, Seihin Seikatsu Japan, Murakami Art, Daimaru Matsuzakaya Department Store, Tokyu Hands, Tokyu Department Store, Yurindo, Ryohin Keikaku, Look, AKOMEYA TOKYO, BRUNO, caramo, DESIGN WORSKS 1965 TOKYO, goen, JR West Japan Fashion Goods, JR East Cross Station, Sato-S2, SHIPS, TSI Holdings, etc.

Developer/Urban Development

AEON MALL, NTT Urban Development, Sunshine City, SHIBUYA109 Entertainment, JR East Commercial Development, Sumitomo Real Estate, New Urban Life Institute, Tokyu, Toshin Development, Tokyo Tatemono, Nomura Real Estate Development, Parco, Hankyu Hanshin Building Management, Mitsui Fudosan, Mitsubishi Corporation Urban Development, Mitsubishi Estate,

Other companies from a wide range of industries

BE AT TOKYO, CCC Media House, GMO Pepabo, INFAS Publications, J-WAVE, JVC Kenwood Victor Entertainment, TRUNK, Aman Tokyo, Amuse, Ethical Promotion Council, Oisix La Daichi, Google, Crontip, Children's Medical Center, Condé Nast Japan, Savana Consulting, Jack of All Trades, Jupiter Shop Channel, George Creative Company, Super Planning, Starbucks Coffee Japan, Seiko Epson, Sezon Museum of Contemporary Art, Tysons & Company, Towel Museum, Netflix, Nomura Duo, Hearst, Harvest Japan, Human Academy, Fuji Television Network, Pernod Ricard Japan, Magazine House, Mizuno, Light Up Shopping Club, La Calpe, Wacoal Holdings, Kao Group Customer Marketing, Hankyu Hanshin Building Management, Saitama Shimbun, Mitsubishi UFJ Research and Consulting, Shino Shimbun, Jiji Press, Shumei Natural Farming Network, Shueisha, East Japan Railway Company, Organization for Small & Medium Enterprises and Regional Innovation, Japan External Trade Organization, Hakuyosya, Minoya Other, People who live, Places to live, etc.

Trading & Advertising Agencies

ADK Marketing Solutions, MN Interfashion, S Isaacs Shokai, Etoile Kaito, Kamay Proact, Glamorize, Suntory Marketing & Commerce, Shimojima, Styrem Takisada Osaka, Darbon Organic Japan, Daiei Trading, Nomura Duo, Hakuhodo, Marugo, Mercross, Yagi, Asahi Kasei Advance, Itochu Corporation, Unin Textile, Sanei Corporation, Mitsubishi Corporation Fashion, Odakyu Agency, Dai Nippon Printing, Dentsu, Nihon Shuppan Hanbai, Hakuten, Toyotsu Fashion Express, Toyoshima, others

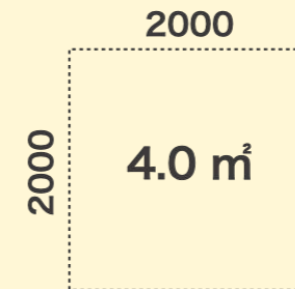
List of Media Coverage

@DIME, @nifty Business, All About NEWS, BEST TIMES, BIGLOBE News, CNET JAPAN, ELLE, Infoseek News, iza! News, JBpress (Japan Business Press), NewsCafe, ORICON NEWS, OSDN Magazine, PRESIDENT Online, STRAIGHT PRESS, Techable, WalkerPlus, WMR TOKYO, WWD, Urepia Research Institute, Excite News, Otakuma Keizai Shimbun, alterna, Saitama Shimbun, Shibuya Keizai Shimbun, Jordan News! Textile News, Senken Newspaper, Nico Nico News, Mapion News, Gendai Business, Sankei News, Jiji.com, Asahi Shimbun Digital Magazine & [and], Toyo Keizai Online, Yomiuri Shimbun Online, etc.

BOOTH PLAN

Only space is provided. Exhibitors are requested to bring their own fixtures and fittings (home delivery or hand carry-in only) or we will introduce rental fixture suppliers. The organiser will decide on the location of the exhibition booth.

Booth square metres	Booth Size	Height limit	Exhibition fee (excluding tax)
4.0m ²	W2000 D2000	H2100	200,000 yen



- Wall-mounting is not possible.
- Introduction of rental fixtures and fittings suppliers. If fixtures are rented, the fixtures will be set up in the booth before the loading time and will be removed from the booth when it is time to move out. A separate manual will guide you through the process.
- Please contact us if you wish to use fixtures larger than H2100.
- Power supply (electrical outlets) can be applied for as an option.

●Cashback Campaign●

If you invite 8 or more buyers to visit the exhibition, you will receive a cash refund of the exhibition fee of JPY 50,000 (excluding tax).

If you invite five or more buyers to visit the exhibition, you will receive a cash refund of JPY 30,000 (excluding tax).

※If more than one buyer from the same shop and in the same category visits the exhibition, they will be considered as one buyer.

1. You are required to submit information on the buyers invited to the event in advance.
2. The results of your visit will be checked at the reception desk on the day of your visit.

*Please note that if fewer than five buyers visit the exhibition, no cash refund will be made.

*Method of redemption: money will be transferred on Friday 31 October.

*Mail invitations will be provided here.

Application for permission to display goods containing flammable substances.

Many cosmetic sundries and fragrances contain flammable substances. Inflammable substances are classified as firearms and dangerous goods under the Fire Services Act and are therefore prohibited in principle from being brought into the venue. However, according to an agreement between the venue and the fire service with jurisdiction, only those products for which proof of the amount of flammable substances contained can be submitted in advance can be exhibited at a minimum (*opening of the product package).

★Please note that SDS (Safety Data Sheets) must be submitted for products containing substances other than animal and vegetable oils.

*SDS is required by the fire service.

*An SDS obtained by the company is required.

*Achievements such as 'sold in department stores' or 'can be handled by air' do not constitute proof.

If products containing flammable substances are exhibited, **fire protection measures (*ABC10 or larger fire extinguishers) must be taken in the booth.**

Please arrange for a fire extinguisher.

【Goods requiring application】

- Goods containing flammable liquids.
 - Fragrances
Perfumes, diffusers, room sprays, etc.
 - Aromatics
Essential oils, aroma oils, aroma mists, etc.
 - Nail polish
Nail polish, nail polish, nail polish remover, etc.
 - Edible oils
Olive oil, salad oil, sesame oil, coconut oil, etc.
 - Others
CBD oil, oil-based paints, lighter oil
- Products containing flammable solids (strictly prohibited to ignite in the venue)
Candles, incense

【Application deadline】

Friday 8 August

【How to apply / contact details】

After applying to exhibit, please fill in and submit the application form provided.

NEW ENERGY Management Office

Attn: ADACHIHARA

Tel: 080-4008-8918 (weekdays 11-17 hrs)

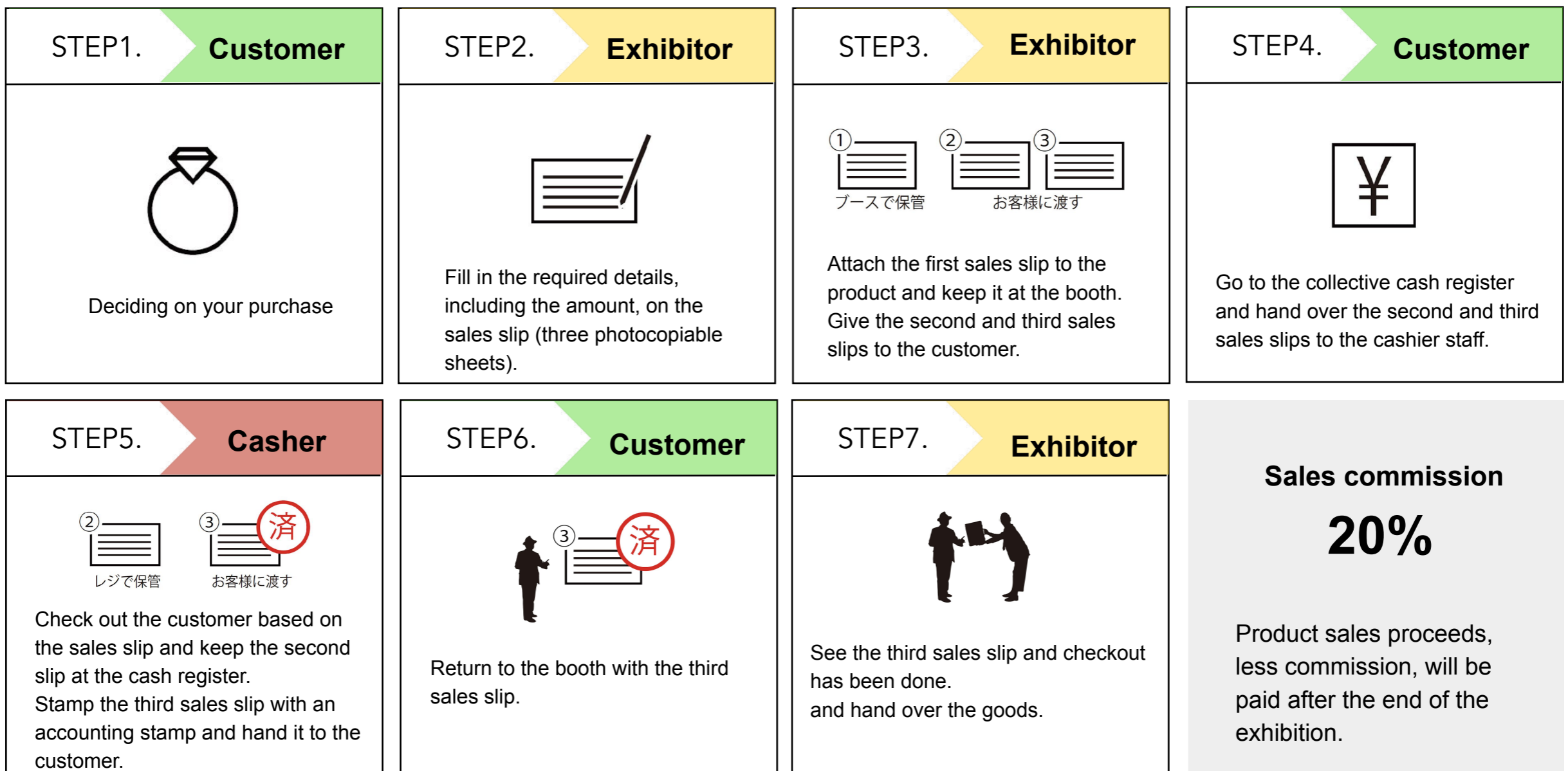
e-mail: event@bluemarble.ooo

About sales

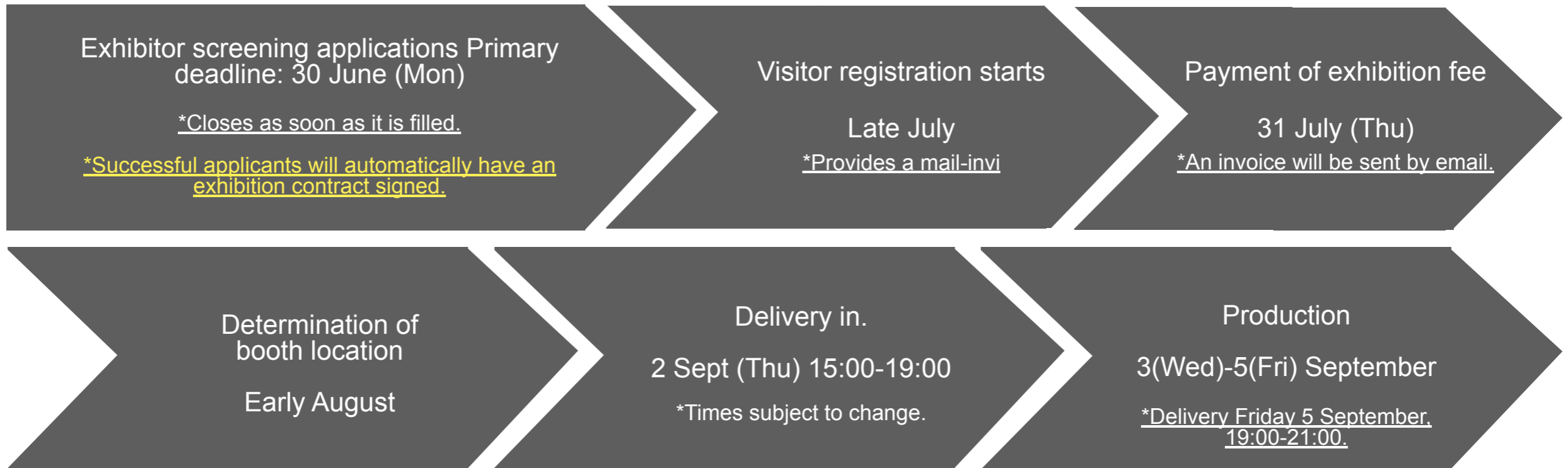
In addition to wholesale, you can also sell directly to buyers or take individual orders.

Checkout will take place at the collective cash register set up in the exhibition hall. Checkout will be carried out according to the sales slip to be filled in at the booth.

(*Please also pay for orders at the cash register. Details will be provided in a separate manual).



How to apply for the exhibition screening process



●How to Entry●

If you wish to exhibit, please apply for the exhibition screening process below.

<https://ws.formzu.net/fgen/S455681406/>



We will be notified of acceptance or rejection by email within three working days of your application.

Successful applicants will be notified by email of their acceptance and exhibition confirmation.

The exhibition contract will be concluded upon receipt of this notification.

Exhibitor enquiries.

NEW ENERGY Steering Office

Phone: 080-4008-8918

(Weekday 11-17:00)

e-mail: event@bluemarble.ooo

Terms and conditions of exhibition

1. conclusion of contract

The contract between the exhibitor and the organiser shall come into effect at the time of sending the 'Notification of Acceptance and Confirmation of Exhibit' after the application for the exhibition review.

2 . Payment of the exhibition fee

The exhibitor must complete payment of the exhibition fee by the payment date indicated on the invoice. If the payment of the exhibition fee is not received by the due date, the Organisers reserve the right to terminate the contract with the Exhibitor. 3.

Cancellation of exhibition contract and cancellation fee

[1] After the exhibition contract has been concluded, cancellation of the exhibition contract at the exhibitor's request is not permitted as a general rule.

[2] Notwithstanding the preceding paragraph, if the exhibitor wishes to cancel the exhibition contract for unavoidable reasons, the exhibitor must send a written notice to the organiser, such as a letter or e-mail, stating the reasons for the cancellation.

Cancellation of an exhibition contract after it has been concluded is subject to the payment of a cancellation fee.

Cancellation after the contract has been concluded: 100% of the exhibition fee.

Determination of booth location and specifications

The organiser will determine the booth location and specifications regardless of the order of application.

How to use the booth

[1] Exhibitors are not permitted to use the space allocated to the adjacent booths for any work.

[2] If complaints are received from neighbouring booths, the organiser will decide whether changes to the booth decoration are necessary for the operation of the booth. If the organiser considers that changes are necessary, the exhibitor shall promptly make the changes to the decoration.

[3] The Organisers reserve the right to restrict or prohibit exhibits at the Event that they consider problematic due to sound, operating procedures, materials or any other reason. This authority shall extend to people, objects, actions, printed material and anything else that the organiser considers problematic.

6.Prohibition of subletting of booths

Exhibitors are prohibited from subletting, trading, exchanging, transferring or offering as security all or part of the contracted booth.

7. management of exhibits

Exhibitors shall be responsible for the management of their exhibits. The Organisers shall not be liable for any damage (theft, loss, fire, damage, etc.) caused by natural disasters or other force majeure causes, nor for any damage caused by theft or loss during the installation and removal of exhibits or during the exhibition period.

8. Installation and removal of exhibits

[1] The exhibitor must deliver and set up the exhibits at the venue within the date and time notified by the organiser.

[2] Exhibitors must obtain the organiser's approval before installing, moving or removing exhibits during the exhibition period.

[3] Exhibits and decorations in the booth must be removed by the specified date and time. Any items not removed by the specified date and time will be removed and disposed of by the organiser. Costs incurred for removal and disposal shall be borne by the exhibitor.

9.Compensation for damage

[1] The exhibitor shall indemnify the organiser for any damage to the site facilities, buildings or personal injury caused by negligence on the part of the exhibitor or his/her representative.

[2] The exhibitor agrees to indemnify the organiser for any legal costs, liabilities (including legal fees), necessary expenses and damages arising from litigation resulting from a breach of the warranty clause in clause 7 of the terms and conditions. 10.

10. changes to the duration and time of the event

The organiser reserves the right to change the duration and hours of the exhibition due to natural disasters such as earthquakes and fires, outbreaks of infectious diseases and epidemics, or other unavoidable force majeure. The organiser will not refund the exhibition fee in either case.



Blue Marble

Blue Marble is a Creation Community.

We create a community connected by the diverse language of creation to contribute to the development of society, culture, art, and education.

Our Mission

We contribute to the development of culture and the arts and the improvement of the natural and living environment while creating and supporting highly original creations and opening up and expanding new areas of industry.

Our Values

Philosophy

- Respect for the individual
- Concentric cooperation
- Value creation

Principles of Action

- Safety and security as the cornerstone of everything
- Society's needs as the basis
- Original ideas as the basis

Our Business

Event business

- Creation festival “NEW ENERGY (Tokyo, Osaka)”
- Joint exhibition “NEW ENERGY BLDG.”
- Food and culture event “SHIKOHINTEN”

Next generation development business

- Student and company matching event “Future Crossing”
- “Taito-ku Asakusa Manufacturing Workshop Incubation Manager
- “Seibu Gakuen Bunri High School” ART Exploration Class Planning Manager

Media Business/Other

- Online media “Blue Marble”
- Company x creator matching business

* Blue Marble has been active with Diamond Head Ltd since 2022. <https://diamondhead.jp/>

Respect all creations.