

All for Victory – All for Fans

Sports Team & Athlete Business Expo 2025

— Japan Sports Week —

Consisting
Shows

4th **Team Management Support Expo** TOKYO

4th **Athlete Performance Expo** TOKYO

4th **Stadium & Arena Expo** TOKYO

8th **Fan Engagement & Marketing Expo** TOKYO

Dates

June 25 (Wed) - 27 (Fri), 2025

Venue

Tokyo Big Sight, Japan

Organised by

RX Japan Ltd.

Special supporter

Japan Top League Alliance

Web

www.sportsexpo.jp/en-gb.html



Most Active B to B Trade Show Specialising in Sports Business

 [Click for the video of 2024 Show](#)

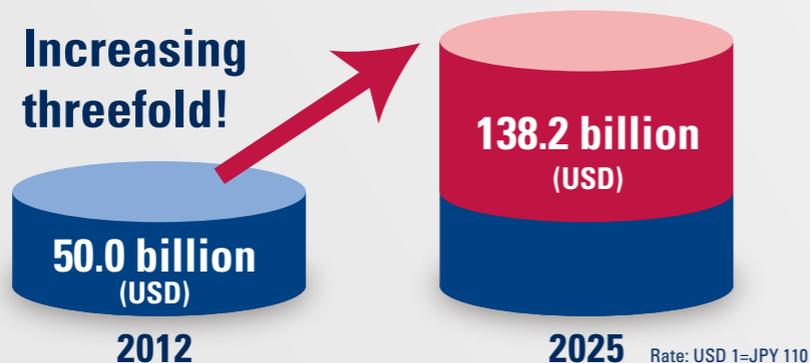


Scenes from the past shows

Japan is an Attractive Market!

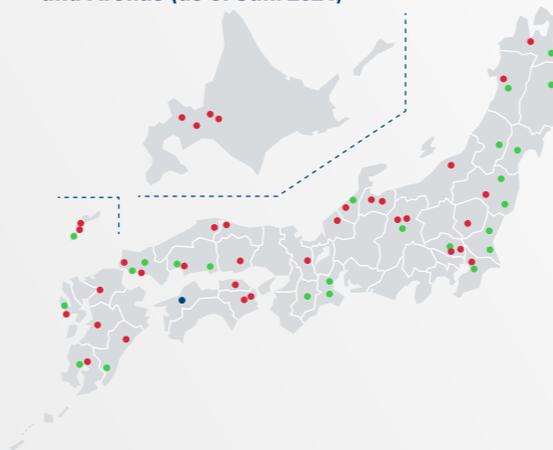
1 Japanese Government Plans to Triple Market Size by 2025!

Japan Sports Agency (JSA) is now aiming to expand Japanese sports market from 50.0 billion to 138.2 billion USD by 2025!



2 Good Timing to Enter the Sports Business Market in Japan

► Plans for New Stadiums and Arenas (as of Jan. 2024)



Many stadiums and arenas have been built in Japan in recent years, and now they still have construction and reconstruction plans for total 97 facilities. (55 Arenas/Gymnasiums, 42 Stadiums/Ball game fields)

- Arena/Gymnasium
- Stadium/Ball game field

Source: Future Investment Council Structural Reform Through Promotion Meeting 2024.1, JAPAN SPORTS AGENCY

Featuring News: Japan's National Sports Budget Increasing!

► Growth of National Sports Budget in Japan



Source: MEXT, Japan Sports Agency

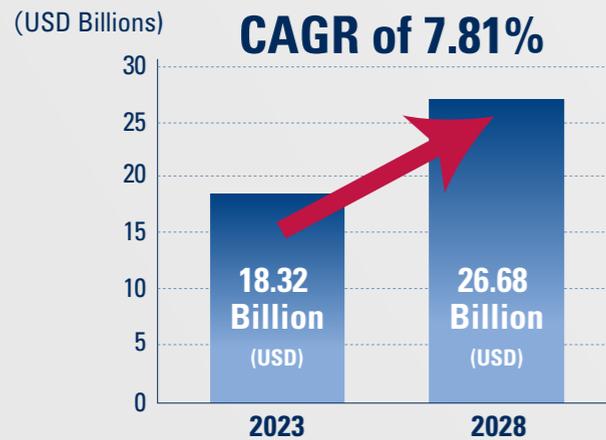
Japan's national sports budget has reached 35.9 billion JPY in 2023. The budget is increasing every year, meaning sports business is a national commitment in Japan.

Use of national sports budget:

- Sports business industry promotions
- Players reinforcement plans
- Sports facilities maintenances
- Sports participation expansion projects
- Other sports-related businesses etc.

Japan is an Attractive Market!

3 Market for Sports Equipment and Apparel is Growing



The estimated value of **Japan's Sports Equipment & Apparel Market in 2023 stands at USD 18.32 billion**, with projections indicating it will rise to USD 28.68 billion by 2028, demonstrating a compound annual growth rate (CAGR) of 7.81%

*Source: Research and Markets, Japan Sports Equipment & Apparel Market (2023-2028)

4 Sports Drink Market Size is Growing

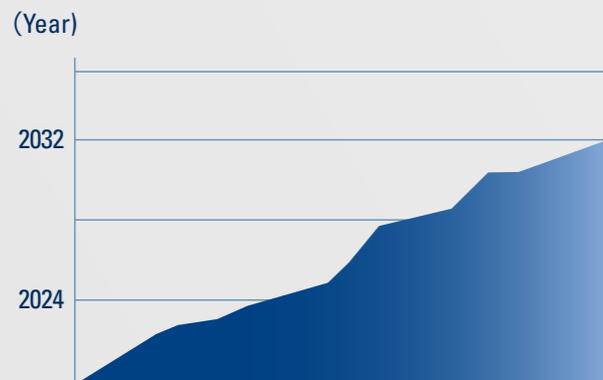


Japan's sports drink market size is projected to exhibit a growth rate (CAGR) of **4.29%** during 2024-2032.



*Source: Mordor Intelligence, Japan Sports Drinks Market Size & Share Analysis - Growth Trends & Forecasts (2024 - 2029)

5 Sports Analytics Market is Growing



The Japan sports analytics market is anticipated to demonstrate a **Compound Annual Growth Rate (CAGR) of 27.63% between 2024 and 2032.**

*Source: Research and Markets, Japan Sports Equipment & Apparel Market (2023-2028)

Japan's sports analytics market has experienced remarkable growth in recent years due to:

1. Proliferation of data in sports events with the advent of wearable technology, cameras, and sensors.
2. Ever-growing importance of performance optimization
3. Rise in fan engagement and the demand for real-time statistics, predictive analytics, and interactive experience.

*Source: Statista, Growth Market Reports, IMARC, Spherical Insights

The Best Gateway to Japanese Market

Gathers All about Sports Business & Training/Fitness

Exhibitors

Companies providing:

- Sports/Athlete Performance Technologies
- Stadium/Arena Equipment
- Products/Services to Attract Customers & Fans
- Promotional Items
- Training/Fitness Equipment
- Rehabilitation/Medical Equipment
- Supplement, Protein Drinks
- High-technology Wear, Shoes etc.



On-site Business Meetings

- Purchase/Rental Orders
- Agency Agreement
- Business Partnership
- Projects Inside & Outside Japan ...and more



Visitors

- Professional & Non-professional Sports Teams
- Sports Organisations, College Sports Teams
- Professional Athletes
- Stadiums, Sports Arenas, Athletic Fields
- Gyms, Fitness Centers, Health Clubs
- Training Facilities
- Hotels, Apartments, Offices
- Industry Distributors etc.

2025 Floor Plan (preliminary)

All for Victory – All for Fans

Sports Team & Athlete Business Expo 2025

— Japan Sports Week —

South Hall, Tokyo Big Sight

4th **Athlete Performance Expo TOKYO**

8th **Fan Engagement & Marketing Expo TOKYO**

4th **Team Management Support Expo TOKYO**

4th **Stadium & Arena Expo TOKYO**

Specialised Shows to Enhance Your Business

Japan Sports Week Consists of 4 Specialised Shows:

8th *Fan Engagement & Marketing Expo TOKYO*

- Products/Services to Attract Customers & Fans
- Promotional Items
- Marketing Service for Teams and Athletes
- Ticketing Service
- Fan Club Management Service
- Sports Viewing Technologies

etc.



4th *Team Management Support Expo TOKYO*

- Management Support
- Tournament/Training Camps
- Event Planning/Operating Service
- Staging, Space Design
- Sponsor Acquisition Support
- Staffing, Security
- Second Career Support for Athletes

etc.



4th *Athlete Performance Expo TOKYO*

- Training/Fitness Equipment
- Recovery/Conditioning Equipment
- Recovery/Conditioning Performance Improvement Supplies
- Sports/Athlete Performance Technologies
- Wearable Services
- Femtech

etc.



4th *Stadium & Arena Expo TOKYO*

- Video/Lighting Equipment/Audio Equipment
- Relay/Shooting Equipment
- Sports Facility Equipment
- Lawn, Artificial Turf, Tartan
- Security/Infection Prevention
- Stadium/Arena Equipment

etc.



Exhibit and Meet Your Target Customers!

Key Metrics

Number of Visitors in 2023 Show

45,538

- Including Concurrent Shows. (LIVeNT 2023, AMLEX 2023, Government & Public Sector Week Japan 2023)
- All registrations are counted only once per visit, no matter how many repeated days a visitor attends the show.
- The number does not include exhibitors nor press attendees.

At Japan Sports Week, You Can Meet: (Excerpts of visitors from past shows in alphabetical order including concurrent shows)

► Sports Teams

BASEBALL

- CHIBA LOTTE MARINES
- CHUNICHI DRAGONS
- FUKUOKA SOFTBANK HAWKS
- HANSHIN TIGERS BASEBALL CLUB
- HIROSHIMA TOYO CARP
- HOKKAIDO NIPPON-HAM FIGHTERS
- KANAGAWA FUTURE DREAMS
- ORIX BUFFALOES
- SAITAMA SEIBU LIONS
- TOHOKU RAKUTEN GOLDEN EAGLES
- TOKYO YAKULT SWALLOWS
- YOKOHAMA DENA BAYSTARS
- YOMIURI GIANTS

BASKETBALL (B.LEAGUE)

- AKITA NORTHERN HAPPINETS

- CHIBA JETS FUNABASHI
- GUNMA CRANE THUNDERS
- KAWASAKI BRAVE THUNDERS
- KUMAMOTO VOLTERS
- LEVANGA HOKKAIDO
- NIIGATA ALBIREX BB
- OSAKA EVESSA
- RYUKYU GOLDEN KINGS
- SENDAI 89ERS
- SUNROCKERS SHIBUYA
- TOYAMA GROUSES
- TOYOTA ALVARK TOKYO
- UTSUNOMIYA BREX
- YOKOHAMA B-CORSAIRS

SOCCER (J.LEAGUE)

- ALBIREX NIIGATA
- CEREZO OSAKA
- F.C.TOKYO
- FRONTALE KAWASAKI
- GAMBA OSAKA
- GIRAVANZ KITAKYUSHU
- JEF UNITED ICHIHARA CHIBA
- JUBILO IWATA
- KASHIMA ANTLERS FC
- MATSUMOTO YAMAGA FC
- MONTEGIO YAMAGATA
- NAGOYA GRAMPUS EIGHT
- OITA TRINITA
- RAKUTEN VISSSEL KOBE
- RENOFA YAMAGUCHI FC

- SANFRECCE HIROSHIMA
- SHIMIZU S-PULSE
- SHONAN BELLMARE
- TOKYO VERDY
- URAWA RED DIAMONDS
- VANRAURE HACHINOHE
- VENTFORET YAMANASHI SPORTS CLUB
- ZWEIGEN KANAZAWA

TOP LEAGUE (RUGBY, AMERICAN FOOTBALL)

- BULLS FOOTBALL CLUB
- CANON EAGLES
- ELECOM KOBE FINIES
- FUJITSU FRONTIERS
- HINO RED DOLPHINS
- HONDA HEAT
- IBM BIGBLUE

- KINTETSU LINERS
- KUBOTA SPEARS
- LIXIL DEERS
- NTT COMMUNICATIONS RUGBY FOOTBALL CLUB
- OBIC SEAGULLS
- PANASONIC WILDKNIGHTS
- RICOH BLACKRAMS
- TOSHIBA BRAVE LUPUS
- TOYOTA VERBLITZ
- YAMAHA JUBILO RUGBY FOOTBALL CLUB

TOP LEAGUE (VOLLEYBALL, WOMEN'S BASKETBALL, etc.)

- AGLEYMINA HAMAMATSU
- AISIN AW
- ASV PESCADOLA MACHIDA

- BICCAMERA WOMEN'S SOFTBALL TAKASAKI
- DENSO AIRY BEES
- HIRAKIN MEN'S SOFTBALL CLUB
- HISAMITSU SPRINGS
- HITACHI HIGH-TECHNOLOGIES COUGARS
- KUROBE AQUA FAIRIES
- NEC RED ROCKETTS
- OSAKI OSOL
- PANASONIC PANTHERS
- RYUKYU CORAZON
- SUNTORY SUNBIRDS
- TOYOTA AUTO BODY QUEENSEIS
- VICTORINA HIMEJI etc.

► Facilities

- HIGASHI OSAKA STADIUM
- KASUKABE CITY GYMNASIUM
- KOMAZAWA OLYMPIC PARK GENERAL SPORTS GROUND

- MATSUMOTO BASEBALL STADIUM
- MEIJIJINGU GAIEN
- NAGOYA DOME

- NEW NATIONAL STADIUM INSTALLATION HEADQUARTERS
- OKINAWA ARENA
- REGIONAL CREATION NAGASAKI

- SAITAMA SUPER ARENA
- SAPPORO DOME
- TOKYO DOME
- TOKYO INTERNATIONAL FORUM

- TOKYO STADIUM
- TOYOTA STADIUM CORPORATION
- URAWA KOMABA GYM
- YOKOHAMA ARENA etc.

► Sports Event Organisers/Associations

- ALL JAPAN KENDO FEDERATION
- JAPAN BLIND SOCCER ASSOCIATION
- JAPAN CANOE FEDERATION
- JAPAN CYCLING FEDERATION
- JAPAN FEDERATION OF BEACH TENNIS
- JAPAN FOOTBALL ASSOCIATION
- JAPAN FUTSAL FEDERATION

- JAPAN GOLF TOUR
- JAPAN HANDBALL ASSOCIATION
- JAPAN ICE HOCKEY FEDERATION
- JAPAN KARATEDO FEDERATION
- JAPAN LACROSSE ASSOCIATION
- JAPAN PRO SURFING ASSOCIATION
- JAPAN PROFESSIONAL FOOTBALL LEAGUE

- JAPAN RUGBY FOOTBALL UNION
- JAPAN SKATEBOARDING FEDERATION
- JAPAN SOCIETY AMERICAN FOOTBALL ASSOCIATION
- JAPAN SOCIETY BASKETBALL FEDERATION
- JAPAN SOFTBALL ASSOCIATION

- JAPAN SPORT ASSOCIATION
- JAPAN SWIMMING FEDERATION
- JAPAN TOP LEAGUE ALLIANCE
- JAPAN TRIATHLON UNION
- JAPAN VOLLEYBALL ASSOCIATION
- JAPAN WHEELCHAIR RUGBY FEDERATION

- JAPAN WOMEN'S BASEBALL LEAGUE
- JAPAN WRESTLING FEDERATION
- JAPANESE ASSOCIATION OF UNIVERSITY PHYSICAL EDUCATION AND SPORTS
- JAPANESE FENCING FEDERATION
- MODERN PENTATHLON ASSOCIATION OF JAPAN

- NIPPON PROFESSIONAL BASEBALL ORGANIZATION
- RUGBY WORLD CUP 2019 EXECUTIVE COMMITTEE
- THE LADIES PROFESSIONAL GOLFERS' ASSOCIATION OF JAPAN
- THE PROFESSIONAL GOLFERS' ASSOCIATION OF JAPAN etc.

Exhibit and Meet Your Target Customers!

► Universities, High Schools

- CHUO UNIVERSITY
- HOSEI UNIVERSITY
- KEIO UNIVERSITY
- KEISHIN HIGH SCHOOL
- MEIJI UNIVERSITY
- NIHON UNIV. BUZAN JUNIOR & SENIOR HIGH SCHOOL
- NIHON UNIVERSITY
- NIPPON SPORT SCIENCE UNIVERSITY
- RITSUMEIKAN UNIVERSITY
- SHIMOKITAZAWA SEITOKU SENIOR HIGH SCHOOL
- TEIKYO UNIVERSITY
- TOKAI UNIVERSITY
- TOYO UNIVERSITY
- UNIVERSITY OF TSUKUBA
- WASEDA UNIVERSITY
- etc.

► Gyms, Fitness Centers, Health Clubs

- ANYTIME FITNESS
- BLUE MARINE SPORTS CLUB
- CENTRAL SPORTS
- CURVES JAPAN
- DUNLOP SPORTS WELLNESS
- GYM COSMOS
- JR EAST SPORTS (JEXAR FITNESS CLUB)
- KONAMI SPORTS
- LIFE PERFORMANCE
- NOMURA REAL ESTATE LIFE & SPORTS (MEGALOS)
- OG SPORTS (COSPA)
- POWER WELLNESS JAPAN
- RENAISSANCE
- RIZAP
- SMARTFITNESS
- SPORTS CLUB NAS
- SUMITOMOFUDOSAN ESFORTA
- THE BIG SPORTS
- THINK FITNESS (GOLD'S GYM)
- TIPNESS
- TOKYO ATHLETIC CLUB
- TOKYO DOME SPORTS
- TOKYU SPORTS OASIS
- WELLNESS FRONTIER
- etc.

► Hotels, Apartments, Offices

- | | | | | |
|--|---|--|--|---|
| <p>Apartments, Offices</p> <ul style="list-style-type: none"> • DAIKYO • DAIWA HOUSE INDUSTRY • HASEKO • MITSUI FUDOSAN | <ul style="list-style-type: none"> • NOMURA REAL ESTATE HOLDINGS • SUMITOMO REAL ESTATE • TOKYO TATEMONO • TOKYU LAND | <p>Hotels</p> <ul style="list-style-type: none"> • FUJITA KANKO • HANKYU HANSHIN HOTELS • HILTON TOKYO • HYATT REGENCY NAHA OKINAWA | <ul style="list-style-type: none"> • IMPERIAL HOTEL • JR TOKAI HOTELS • NEW OTANI HOTEL • PRINCE HOTELS • THE PRINCE PARK TOWER TOKYO | <ul style="list-style-type: none"> • TOKYO MARRIOTT HOTEL • YOKOHAMA BAY SHERATON HOTEL & TOWERS • YOKOHAMA ROYAL PARK HOTEL |
|--|---|--|--|---|
- etc.

Japan Sports Week is Supported by Major Associations/Organisations

As of July 3, 2024. In no particular order,



Japan Top League Alliance (Special supporter)



Japan Professional Football League



Japan Professional Basketball League



Japan Women's Empowerment Professional Football League



Women's Japan Basketball League



Japan Volleyball League



Japan Rugby League One



Japan American Football League Xcellence (X League)



Japan Diamond Softball League



Hockey Japan League Organization



Japan Futsal Federation



Japan Women's Futsal Federation



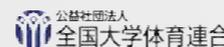
T.LEAGUE



Japan Sport Association (JSPO)



Japan Association for University Athletics and Sport



Japanese Association of University Physical Education and Sports



Japanese Sports Analyst Association (JSAA)



NIPPON Conditioning Association



Japan Sport Tourism Alliance



Japan Handball League

Participation Cost (for 2025 Shows)

3 booths

(9.0m × 5.4m = 48.6sqm)

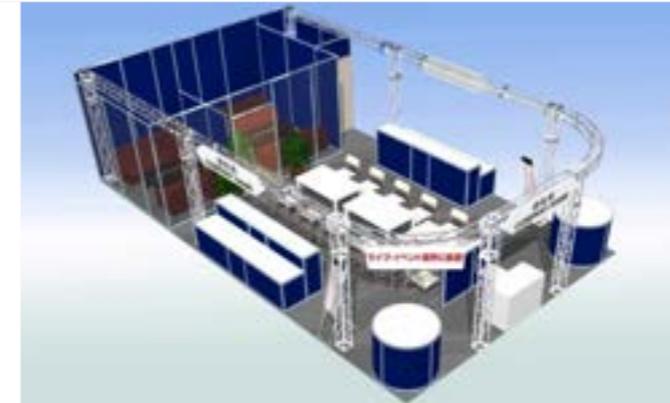
Type A

Raw Space	JPY	3,450,000
Rental Display	JPY	1,740,000
Expomaster Basic	JPY	50,000
Total	JPY	¥5,240,000
	USD	\$34,933
	EURO	32,750 €
	CNY	¥262,000

► Type A Includes:

- Back & Side Walls
- Company Name Board
- Carpet
- 4 Display Tables
- 5 Meeting Tables & 16 Chairs
- 1 Reception Counter & 1 Counter Chair
- 2 Catalogue Stands
- 1 Dustbin
- 2 Plants
- 30 Spotlights (100W)
- 6 Outlets
- Power Supply to 6kW

- Corner charge of JPY 50,000 per corner applies for open corner booths.



2 booths

(6.0m × 5.4m = 32.4sqm)

Type A

Raw Space	JPY	2,300,000
Rental Display	JPY	1,160,000
Expomaster Basic	JPY	50,000
Total	JPY	¥3,510,000
	USD	\$23,400
	EURO	21,938 €
	CNY	¥175,500

► Type A Includes:

- Back & Side Walls
- Company Name Board
- Carpet
- 4 Display Tables
- 3 Meeting Tables & 12 Chairs
- 1 Reception Counter & 1 Counter Chair
- 1 Catalogue Stand
- 1 Dustbin
- 4 Plants
- 20 Spotlights (100W)
- 6 Outlets
- Power Supply to 4kW

- Corner charge of JPY 50,000 per corner applies for open corner booths.



1 booth

(6.0m × 2.7m = 16.2sqm)

Type A

Raw Space	JPY	1,150,000
Rental Display	JPY	580,000
Expomaster Basic	JPY	50,000
Total	JPY	¥1,780,000
	USD	\$11,867
	EURO	11,125 €
	CNY	¥89,000

► Type A Includes:

- Back & Side Walls
- Company Name Board
- Carpet
- 2 Display Tables
- 2 Meeting Tables & 8 Chairs
- 1 Reception Counter & 1 Counter Chair
- 1 Catalogue Stand
- 1 Dustbin
- 10 Spotlights (100W)
- 2 Outlets
- Power Supply to 2kW

- Corner charge of JPY 50,000 per corner applies for open corner booths.



Participation Cost (for 2025 Shows)

2 booths

(6.0m × 5.4m = 32.4sqm)

Type B

Raw Space	JPY	2,300,000
Rental Display	JPY	880,000
Expomaster Basic	JPY	50,000
Total	JPY	¥3,230,000
	USD	\$21,533
	EURO	20,188€
	CNY	¥161,500

► Type B Includes:

- Back & Side Walls
- Company Name Board
- Carpet
- 3 Display Tables
- 3 Meeting Tables & 12 Chairs
- 1 Reception Counter & 1 Folding Chair
- 1 Catalogue Stand
- 1 Dustbin
- 4 Spotlights (100W)
- 8 Fluorescent Lamps (40W)
- 4 Outlets
- Power Supply to 4kW



- Corner charge of JPY 50,000 per corner applies for open corner booths.

1 booth

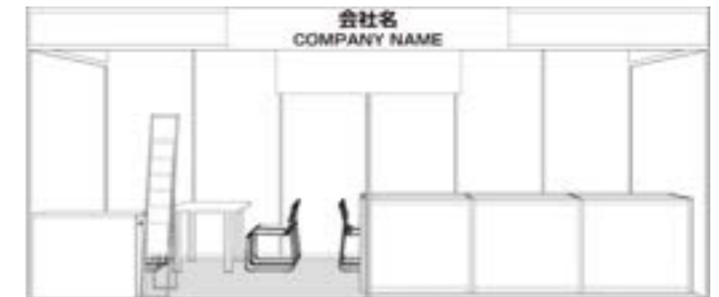
(6.0m × 2.7m = 16.2sqm)

Type B

Raw Space	JPY	1,150,000
Rental Display	JPY	440,000
Expomaster Basic	JPY	50,000
Total	JPY	¥1,640,000
	USD	\$10,933
	EURO	10,250 €
	CNY	¥82,000

► Type B Includes:

- Back & Side Walls
- Company Name Board
- Carpet
- 1 Display Table
- 2 Meeting Tables & 8 Chairs
- 1 Reception Counter & 1 Folding Chair
- 1 Catalogue Stand
- 1 Dustbin
- 2 Spotlights (100W)
- 4 Fluorescent Lamps (40W)
- 2 Outlets
- Power Supply to 2kW



- Corner charge of JPY 50,000 per corner applies for open corner booths.

► NOTE

- Applying for "Expomaster Basic" is at least required. If there is a co-exhibitor, the fee will be JPY 100,000. All exhibitors including co-exhibitors must apply one slot for each exhibitor.
- The prices quoted in USD, EUR and CNY are for your reference only. All payments must be made in Japanese Yen. The applied exchange rates above are USD 1 = JPY 150, EUR 1 = JPY 160, CNY 1 = JPY 20 as of April 2024. (For your reference only.)
- Additional 10% consumption tax will be charged to the total price.
- The picture is just for reference. [Subject to change]

APPLY NOW and join the Japanese market!

Contact: Satoshi WATANABE (Mr.)
E-mail: sportsexpo-en.jp@rxglobal.com

Variety of Exhibiting Plans to Maximise Your Results

Choose the Exhibiting Plan that best helps you achieve your goals.

Package Participation (Booth + Advertisement)

Premium Plan

This plan gives you maximum exposure before and during the show. Available only for 3 exhibitors.



Business Activation Plan

This plan helps you attract high quality visitors to your booth.



Starter Plan II

This plan helps you have more exposure and more visitors at your booth.



Booth Only Participation Plan

Exhibiting at the show with your booth.



Icons stand for...

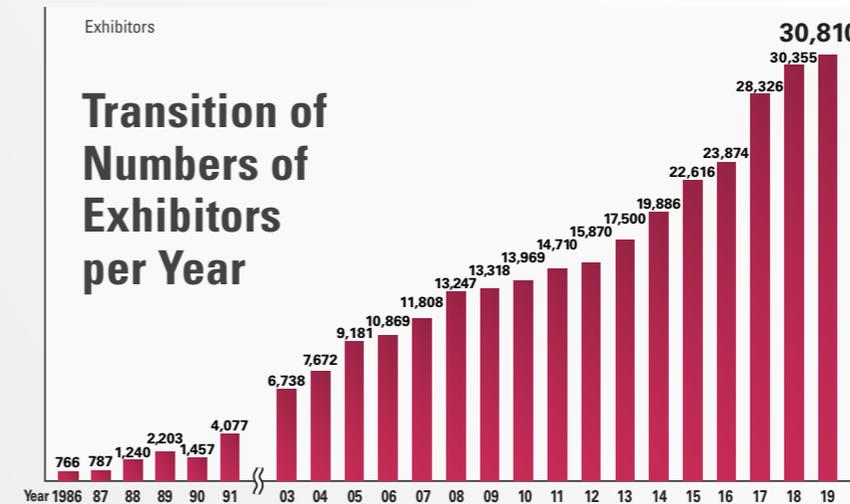
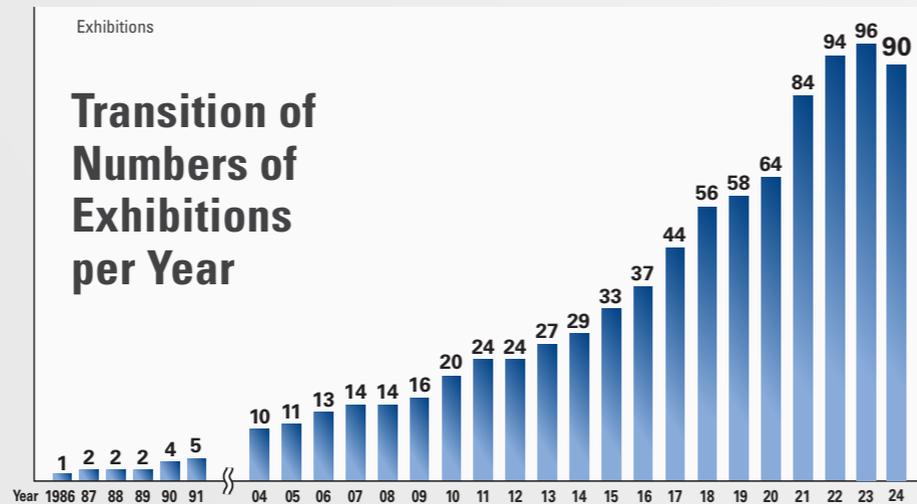
- Banner Ads on Official Show Website
- Banner Ads on Conference Webpage
- Ads in Visitor Promotion E-mail
- Digital Incentive Coupons
- Floor Map Ads
- Digital Signage Ads on the Hallway
- Show Entrance Floor Ads
- Booth

For more details, [click here](#)

RX Japan is Japan's Largest Trade Show Organiser

Holding 90 exhibitions in 39 sectors a year! (The consisting shows are 372 in total.)

RX Japan organises 90 exhibitions a year at large exhibition halls such as Tokyo Big Sight, Makuhari Messe and INTEX Osaka across a wide variety of 39 fields including jewellery, fashion, gift items, electronics, energy, IT, cosmetics and medical. RX Japan fully contribute to expand the exhibitors' business by making the most of the expertise backed up with the experiences.



Exhibitions organised by RX Japan

(excerpts)

Japan IT Week



Japan's Largest* IT Trade Show

- Consisting Shows:
- Software & Apps Development Expo
 - Information Security Expo
 - Data Center Expo

etc.

AUTOMOTIVE WORLD



World's Leading Exhibition for Advanced Automotive Technologies

- Consisting Shows:
- CAR-ELE JAPAN
 - Connected Car JAPAN
 - Autonomous Driving Technology Expo
 - MaaS Expo

etc.

Manufacturing World



World's Leading Trade Show for Manufacturing

- Consisting Shows:
- Design Manufacturing Solutions Expo
 - Manufacturing DX Expo
 - Additive Manufacturing Expo

etc.

NEPCON JAPAN



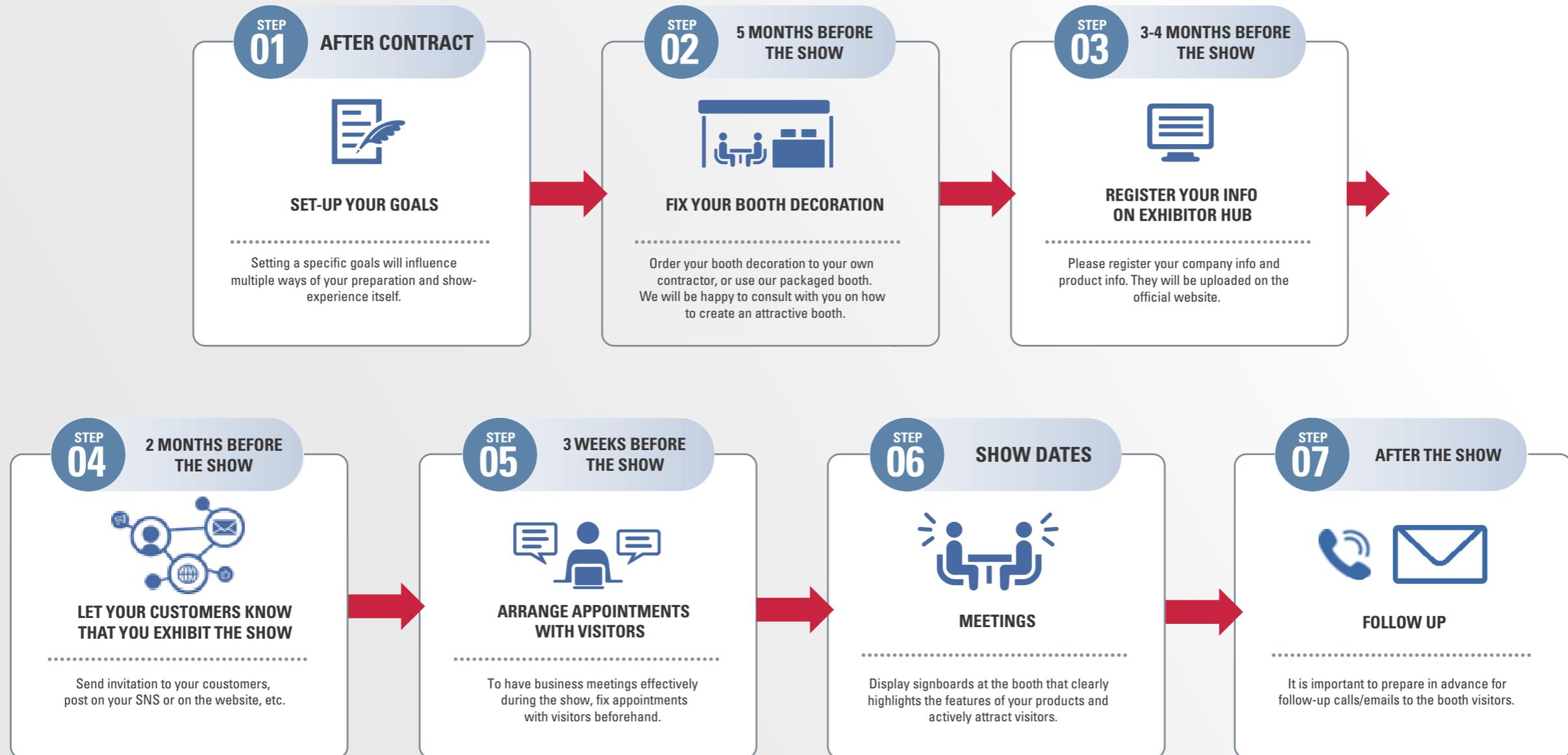
Asia's Leading Electronics Tech. Show

- Consisting Shows:
- INTERNEPCON JAPAN
 - ELECTROTEST JAPAN
 - ELECTRONIC COMPONENTS & MATERIALS EXPO
 - PWB EXPO

etc.

*"Largest" in reference to the exhibitor number and the net exhibit space of trade shows with the same concept

Schedule until the Show



RX - the Business of Building Businesses

Over 350 events in 25 countries across 42 industry sectors.



RX ISG is a specialist team of 150 international sales people based in 13 territories around the world. The ISG also manages a network of 250 international agents based in 47 territories.

It provides overseas exhibiting services to local manufacturers and suppliers and introduces new export opportunities to them, helping customers to enter overseas markets in key regions of the world to grow their businesses internationally. RX ISG contributes to increasing internationalization of RX events around the world.

We're RX and we're in the business of building businesses for individuals, communities and organisations. We elevate the power of face to face events by combining data and digital products to create magical experiences and continual connections.

As a division of RX, RX Japan is responsible for exploring the vast potential of the Japanese and Asian markets. By leveraging our expertise and experience, we are dedicated to expanding exhibitors' businesses.



<https://rxglobal.com/>

<https://lp.rxjapan.jp/en-gb/isg.html>

All for Victory – All for Fans

Sports Team & Athlete Business Expo 2025

— Japan Sports Week —

Contact Show Management

<mailto:sportsexpo-en.jp@rxglobal.com>

See Floor Plan

https://www.sportsexpo.jp/doc_layout_en/



Organiser: RX Japan Ltd.

Sports Team & Athlete Business Expo - Japan Sports Week - Show Management

11F, Yaesu Central Tower, Tokyo Midtown Yaesu, 2-2-1 Yaesu Chuo-ku, Tokyo 104-0028, Japan



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Web: www.sportsexpo.jp/en-gb.html