

June 17, 2020

Declaration to hold CONTENT TOKYO 2020
from **Oct. 21 – 23**, 2020 as scheduled

Thank you for your continuous support for the exhibition.

As you know, the government and local governments of Japan have lifted the state of emergency, something that will allow us to hold our exhibitions from August onwards.

In accordance with this policy, we are pleased to announce that **CONTENT TOKYO 2020** will be held as scheduled. The exhibition will be held while following the guidelines for Covid-19 control measures of the government, municipalities and the exhibition industry to ensure the safety of the exhibitors and visitors at the exhibition. For more information on the control measures, please refer to the official website of the exhibition.

As a fair organiser, Reed Exhibitions Japan has been hosting exhibitions over the past 33 years, all on schedule based on the belief that “Exhibitions, in principle, should be held as scheduled under any circumstances.” This is because exhibitions have the following features.

- Exhibitions, in principle, should be held regularly at the same time and place each year.
- Since exhibitions are a "business place" where business discussions worth billions upon billions of yen are held, they are indispensable for exhibitors and visitors alike.
- Exhibitors start preparing some six months prior to the exhibition, whilst visitors also start making appointments with exhibitors and seminar applications.
- Exhibitions bring huge economic benefits to the host cities every year in terms of accommodation, transportation, food and beverage, etc., and therefore have the nature of public infrastructure

We will continue to follow this principle and hold all exhibitions as scheduled.

Nevertheless, in the event of a state of emergency, the organiser shall make the decision to hold, postpone or cancel the exhibition about four weeks prior to the start of the event.

Economic activities have been stagnant due to Covid-19. We are determined to contribute to accelerating and developing the industry through this exhibition, and sincerely appreciate your continued support and cooperation.

CONTENT TOKYO Show Management