

March 22, 2021

Declaration to hold CONTENT TOKYO 2021

**CONTENT TOKYO 2021 will be held
from April 14 - 16, 2021 as scheduled**

Thank you for your continuous support for the exhibition.

The state of emergency declared by the Japanese government was lifted nationwide on March 22. In preparation for the resumption of full-fledged economic activities, we are determined to create a more meaningful exhibition than ever before to help revitalise our industry.

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 exhibitors' and visitors' safety. 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 for over 33 years based on the belief that "Exhibitions, in principle, should be held as scheduled under any circumstances." It 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 before the exhibition, whilst visitors also begin 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, and therefore have the nature of public infrastructure

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

However, if the government declares a state of emergency, the organiser shall decide whether to hold, postpone or cancel the exhibition depending on the government's actual request.

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