

## Scandinavian Workshops 2008 (Japan)

*Workshops: Tokyo - 03OCT08 (F)*

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Dear Exhibitors:

The 2008 high season is in full swing and STB Asia hopes you are seeing robust business from our markets. And before we know it, the fall will arrive and it is time again for the Scandinavian Workshops. As many of you know, this year the fall Scandinavian workshop is in Japan.

Enclosed, please find practical information regarding the workshops that will guide you for your preparatory purposes. In order to make things more efficient for you, we will continue utilizing the online registration system that we implemented previous 2 years for Tokyo Workshop. If you should encounter any problems, please contact STB immediately at [tyo08@stb-asia.com](mailto:tyo08@stb-asia.com) (for Tokyo workshop).

### 1) ONLINE REGISTRATION

As in 2007, STB will implement an online registration system to make things easier for you. Please click on the link provided to access the system:

<http://www.stb-asia.com/ws2008.html>

**The online registration system will become active on 11JUL08.**

At this site, please register the following items:

- Information about yourself
- Company / organization profile
- Hotel booking requirements
- Electricity and interpreter requests for your workshop booths
- Internet accessibility requirement at workshop booths
- Information on materials sent for the workshops

Please note that the deadline for registering is **AUGUST 1<sup>st</sup>, 2008!** The registration page will be closed after this date, so please be vigilant in keeping this deadline.

Further, please note that the information you provide in the registration page about yourself and your company / organization, will be used for the exhibitors' profile that will be sent out together with the invitations.

## 2) DATES

Tokyo Scandinavian Workshop	<b>October 3 (F), 2008</b>
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## 3) VENUES

Tokyo Scandinavian Workshop	Tokyo Dome Hotel (Tenku B1F)
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## 4) DEADLINES

Online registration:	<b>August 1<sup>st</sup>, 2008</b>
Receipt of company / organization logos by email:	<b>August 1<sup>st</sup>, 2008</b>
Receipt of sales collateral in STB Tokyo office:	<b>September 16<sup>th</sup>, 2008</b>

## 5) PARTICIPATION FEES

For potential exhibitors who have not yet signed for the events, please find the participations fees for the respective activities below:

<b>Tokyo Scandinavian Workshop</b>	<b>JPY 600,000 / exhibitor</b>
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## 6) OVERNIGHT ACCOMODATIONS

STB will book rooms for exhibitors in the following hotel in Tokyo. Please indicate the dates that you require rooms in the online registration form.

### Tokyo:

Hotel name:	Tokyo Dome Hotel
Address:	1-3-61 koraku, Bunkyo-ku, Tokyo 112-8562
Telephone:	+81 (03) 5805-2111
Facsimile:	+81 (03) 5805-2200
Website:	<a href="http://www.tokyodome-hotels.co.jp/e/">http://www.tokyodome-hotels.co.jp/e/</a>
Room rate:	JPY 20,412 incl. tax
In-room internet access:	Free of charge

## 7) PRELIMINARY WORKSHOP SCHEDULE

The following are preliminary rough schedules for the workshops. Once we get closer to the dates, you will all receive a detailed timeline of the workshops.

### Tokyo:

**October 3<sup>rd</sup>, 2008 (F):**

Preparation

9:00-9:30 Briefing for all exhibitors at seminar venue, Aurora B1F

Seminar (Aurora B1F)

9:45 Reception open

10:00 ~ 11:00 Seminar for Japanese travel trade, (Exhibitor individual booth set up)

Workshop (Tenku B1F)

11:00 ~ 12:30 Workshop (Appointment: 1 session 15min. x 6 (by JPN Tour operators request)\*)

12:30 ~ 13:00 Short break (Lunch buffet)

13:00 ~ 17:00 Workshop (Free)

15:00 ~ 17:00 for press

17:00 Finish and clean up

Reception party (Tenku B1F)

17:45 Reception open

18:00 Start

19:00 Lucky draw

20:00 Finish

20:30 ~ 22:00 De briefing @ Pegasus 42F

Overnight: Tokyo Dome Hotel

\*Pre set appointment: STB will handle request from Japanese travel trade for sessions.

## 8) RECEPTION AFTER TOKYO WORKSHOP

We will invite key persons and VIPs from the Tokyo travel trade for a standing buffet reception after the workshop on October 3<sup>rd</sup>. This will be yet another opportunity to interface and network with your customers.

**Time: 18:00 ~ 20:00, Tokyo Dome Hotel B1F, "Tenku"**

## 9) DOOR PRIZES FOR TOKYO RECEPTION

Please bring one gift as a door prize for the guests who attend the Tokyo reception. STB suggests the value of the gift should be approximately DKK 500 per exhibitor.

***Please note that some exhibitors have sales collateral-type items as "gifts". STB suggests that proper gifts be given and you can include sales collateral to supplement the gift.***

#### 10) FLIGHT TICKETS SCANDINAVIA - ASIA PACIFIC - SCANDINAVIA

SAS is kindly offering special rate tickets for workshop exhibitors. Please review the form provided by SAS (emailed together with this document) to make your bookings. Please note all correspondence and requests regarding the air tickets should be made directly to SAS.

***Please kindly follow the instructions stated in the document from SAS, and make all your bookings, inquiries, etc. directly to SAS. STB cannot and will not interfere in the bookings between you and SAS.***

#### 11) GOING DIRECTLY TO TOKYO

For exhibitors starting their Asia road show in TOKYO please make your way directly to the hotel in Tokyo on your own.

#### 12) INTERPRETERS

Interpreters will be available for hire in Tokyo. Costs for interpreter is JPY22,100/booth for the duration of the workshops. Payment for the interpreters must be done directly at the end of the respective workshop in cash.

***Please note that cancellations of interpreters are accepted up to one week prior to the booked date(s). If cancellations happen after that, a 100% cancellation fee will be incurred, payable in cash directly to the interpreter.***

#### 13) SENDING OF SALES COLLATERAL

Please send all of your sales collateral and other materials for distribution to the following address. All materials from respective exhibitors must arrive in our office on or by **September 16<sup>th</sup> in Tokyo**, in order to ensure that it is distributed to the venues. Please, therefore, make certain to send your material in good time to meet this deadline. ***STB will not take responsibility for any exhibitor material arriving after this date.***

Further, please make sure to send (or bring) along posters and or other such materials you would like to use for display on the backdrops we will provide per workshop. The size of the backdrop for each exhibitor is 80 cm x 180 cm. Please refrain from using material with sound as this can be a disturbing for neighboring exhibitors.

Based on the expected number of visitors, and having a little to spare, STB suggests the following number of pieces of collateral per event:

- Tokyo Workshop: 300 pcs.

Please make sure that when sending the collateral to STB that each package/box is clearly marked for which city and or event. ***STB will not open packages/boxes to sort out the destination of the packages/boxes.***

**JAPAN:  
SCANDINAVIAN TOURIST BOARD  
Izumikan Gobancho 4F,  
12-11 Gobancho, Chiyoda-ku,  
Tokyo 102-0076, JAPAN**

**Phone: +81-3-5212-1121  
Fax: +81-3-5212-1122**

**Attn.: Yuko Sato (Ms.)**

**Finally, please make sure to inform STB on the shipping reference numbers, including information regarding your freight forwarder for tracking purposes.**

**14) COMPANY / ORGANIZATION LOGOS**

In order to ensure that each exhibitor's most current logo is used for the company / organization profiles, please email a JPEG or GIF format (300 dpi or higher) on or by **August 1<sup>st</sup>, 2008** to:

[tyo08@stb-asia.com](mailto:tyo08@stb-asia.com)

**15) PAYMENT FOR WORKSHOP-RELATED MATTERS**

All costs incurred by exhibitors outside of the workshop are individual responsibilities. Please, therefore, make sure you pay service providers directly, such as hotels and airlines.

- Airfare Scandinavia – Asia Pacific – Scandinavia: Directly to SAS or the carrier of your choice
- Overnight accommodations, incidental costs and AV equipment rental: Directly to the hotel
- Interpreters: Payment in cash directly to the interpreter
- Domestic transportation in Japan: Individual responsibility.

**16) PRE-TOUR OCT 02 (Thu), Dinner cruise in Tokyo Bay**

Those who arrive in Tokyo on OCT02 will have option to join pre tour arranged by STB. The tour, which is a dinner cruise in Tokyo bay, will commence from lobby of Tokyo dome hotel at 17:30 and we will be finished and back in hotel around 22:00. The price for attending is 10 000 JPY. Please make sure to fill out option in the Workshop registration form.

*Departure: 17:30 Hotel lobby (Tokyo Dome hotel)*

*Arrival: approx. 22:00 Hotel*

**17) POST-TOUR OCT 04 (Sat), Yamanashi**

On OCT04 STB arrange a free day trip for all exhibitors to Kōfu in Yamanashi prefecture, famous for its fruits, onsen and beautiful nature scenery. Please indicate participation in the online registration form.

*11:30 Departure Hotel lobby  
Lunch, followed by "onsen" (Hot spring) and fruit picking  
19:00 Arrival Hotel*

**18) KEY CONTACTS**

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Direct phone:    +81-3-5212-1174

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Direct phone:    +81-3-5212-1125

Yuko Sato (Japan)                Email: [yuko.sato@stb-asia.com](mailto:yuko.sato@stb-asia.com)  
Direct phone:    +81-3-5212-1173

19) CURRENT ROSTER OF EXHIBITORS

At this time, the following companies and organizations have signed up as exhibitors.

Company/organization

Bergen Tourist Board  
Clarion by Choice Hotels  
DFDS Seaways  
First Hotels  
Fjord Norway  
Greenbelt Denmark  
Gullivers Travel  
Associates  
Scandic  
Hotel Ullensvang  
Hurtigruten  
Icelandair  
Kiruna Lapland  
Lindstrøm Hotel  
Miki Tourist  
Rica Hotels  
Scandinavian Airlines  
Stockholm Visitors Board  
Stryn & Nordfjord  
Tumlare Corporation  
Union Hotel  
Visit Flåm  
Visit Gellivare  
Visit Sognefjord  
Visit Tromsø  
VisitOSLO

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