

SENDAI SDGSWEEK 2026

Corporate / Organization PR Booth — Application Guidelines

Name	SENDAI SDGSWEEK 2026 Opening Event “Collabo Fes”
Organizer	Sendai Junior Chamber (public interest incorporated association)
Co-organizer	City of Sendai
Date	Saturday, September 19, 2026
Time	11:00–21:00
Venue	Kotodai Park, Ikoi-no-Hiroba (Relaxation Square)
Expected Attendance	Approx. 10,000

Event Concept (Our Vision)

Under the theme “Everyone's differences are what make things interesting,” we are creating a space where people of diverse nationalities, cultures, and personalities can meet and talk with one another. Through collaboration where different perspectives and strengths intersect, we aim to make Sendai a city where new value is created.

Who We're Looking For

Companies and organizations that want to contribute to a more diverse society through their services or activities, and that enjoy interacting with visitors. Those who support our “Hello Habit” (greeting culture) and are enthusiastic about helping brighten the whole venue.

Basic Rules

Required action: On the day, please actively engage visitors in conversation that celebrates and enjoys “differences.”

Must be observed: Attendance at the briefing session, and compliance with operating hours.

ID requirement: Only registered staff may work at the booth. Everyone must carry ID on the day.

Booth Guidelines: Important Notes 1

Operating Days & Hours

Saturday, September 19, 2026, 11:00–21:00

*Booths may not close during operating hours.

*Booth location cannot be requested or specified.

Sales & Vending Notes

Prohibited items: Selling alcohol to anyone under 20, offering food or drink samples, and selling hazardous items or anything contrary to public order and morals.

Pricing: Prices must always be displayed at the booth.

Food sales: Confirm with the public health center in advance, obtain a business permit, and display it in a visible location at the booth.

Booth Fee

JPY 30,000 (tax included)

*Material costs, labor costs, and other expenses are the vendor's responsibility.

Cancellation by vendor: Cancellations from September 5 onward incur a fee of JPY 15,000. No refund for no-shows / unauthorized cancellations.

Cancellation by organizer: The refund amount depends on the timing of the cancellation announcement. See page 4 for details.

Booth Area & Operations

Booth size: Half of one tent (frontage 3.6m × depth 5.4m, half share). Includes 1 long table and 2 chairs.

Use of on-site facilities and electricity is at the vendor's expense.

If you wish to rent equipment, please contact us in advance using the contact details on the cover page.

Prohibited: Use of megaphones/loudspeakers, walking sales (hawking), smoking outside designated areas, and modifications to existing facilities.

Water Supply & Drainage

Please use the designated water taps on-site. Please bring your own water containers (poly tanks, etc.).

Please do not dispose of wastewater in undesignated areas under any circumstances.

*Vendors are responsible for handling any issues arising from disposing of wastewater in undesignated areas.

Waste & Cleaning

Vendors must take all waste generated at their booth home with them.

*Please thoroughly clean the area around your booth.

Safety Management (Fire & Generators)

Fire extinguisher: A fire extinguisher (rating unit 1 or higher) must be on hand whenever fire is used, and all staff must know how to use it.

Gas / fuel: Keep gas canisters secured and out of direct sunlight. Always refuel generators while stopped, and keep them at least 3m from visitors.

Insurance: Vendors handling food must carry product liability (PL) insurance.

Booth Guidelines: Important Notes 2

Setup: Setup Day & Time

Saturday, September 19, 08:00–10:30

*Vehicle load-in: Saturday, September 19, 08:00–10:00

A vehicle application is required in advance for load-in by vehicle.

After your booth is confirmed, we will ask about your requirements and coordinate accordingly. Because the number of vehicles that can enter the site is limited, we may need to restrict the number of vehicles. Please move your vehicle promptly after unloading materials.

Booth Assignment

Booth assignments and layout will be determined by the organizing office.

Parking

The organizer does not provide parking; vendors must arrange their own parking.

Load-in / Load-out

Load-in notes:

*After unloading, vehicles must leave the venue in turn.

*Please park load-in vehicles directly in front of your own booth. When doing so, please park as close to your booth as possible so other vendors' vehicles can pass.

Load-out notes:

*After the event ends, the organizing office will confirm that visitors have left before announcing the start of load-out.

*Please do not move large equipment until safety has been confirmed.

*Nearly all vendors will load out at the same time. The venue will be very crowded, so please be careful not to block vehicle routes.

How to Apply

If you agree to all the terms stated in this document, please complete the application form below.

<https://forms.gle/wJE4ja8kBrXwCekX7>

Booth Guidelines: Important Notes 3

Application Deadline

Must be received by 17:00 on Monday, August 31, 2026. Please enter your application, pledge, consents, and staff information via the application form (no separate documents need to be submitted).

Pre-Event Briefing

Wednesday, September 2, 2026, 17:00–18:00 (online) — attendance required.

Selection Method

The organizer will comprehensively review applications based on alignment with the event's purpose, the content of the proposal, and constraints on the number of booths available. If applications exceed capacity, selection (not first-come, first-served) will be used.

Notification of Results

After the deadline, the organizer will contact you at your registered email address with the result. We are unable to respond to inquiries regarding the reasons for the decision.

Handling of Personal Information

Personal information you provide will be used only for vendor selection, operational communication, and emergency response for this event. It will not be provided to third parties without your consent, except as required by law. It may be shared with contracted parties such as public health centers, security providers, and insurance companies to the extent necessary for operations. It will be properly managed and disposed of after the event.

Exclusion of Antisocial Forces

By agreeing to the pledge in the application form, vendors represent and warrant that they are not, and have no relationship with, organized crime groups, their members, or other antisocial forces. If this is found to be untrue, the organizer may cancel the vendor's participation without notice, and any booth fee already paid will not be refunded.

Rain, Severe Weather, or Cancellation

This event will proceed rain or shine. It may be cancelled if the organizer determines that severe weather, a disaster, or similar circumstances make this unavoidable. Cancellation decisions and announcements will be made via official social media / email. If the event is cancelled for reasons attributable to the organizer, refunds will be: the booth fee minus a JPY 1,000 administrative fee if cancelled by 23:59 on September 18; half the booth fee minus a JPY 1,000 administrative fee if cancelled by 7:59 on September 19; and no refund if cancelled after 10:00 on September 19 (bank transfer fees are the vendor's responsibility; this does not apply in cases of force majeure such as natural disasters or government directives).

Disclaimer

Except in cases of intentional misconduct or gross negligence by the organizer, the organizer is not responsible for any theft, loss, damage, injury, food poisoning, or other damages incurred by vendors, visitors, or third parties in connection with participation. Any damage caused by a vendor to a third party shall be resolved at the vendor's own responsibility and expense. Vendors are responsible for managing their own valuables, cash, and equipment.

Use of Photos & Video

On the day of the event, the organizer and its contractors will take photos and video of the venue and booths. Copyright in these materials belongs to the organizer, and by participating you agree to their free use in this event and in future publicity (website, social media, reports, press, announcements for future years, etc.).

Booth Guidelines: Important Notes 3

Prohibition on Subcontracting & Transfer

Transferring, subletting, or lending your booth rights to a third party, and subcontracting operations to a third party, are prohibited. If you are co-exhibiting or adding staff, please list them in the staff section of the application form.

On-Site Contact

An operations headquarters will be set up at the venue. In the event of an accident, sudden illness, fire, trouble, or complaint, please contact the operations headquarters immediately (day-of contact: Iwakura, 090-9299-4162). In an emergency, call 119 / 110 first, and also report to headquarters.

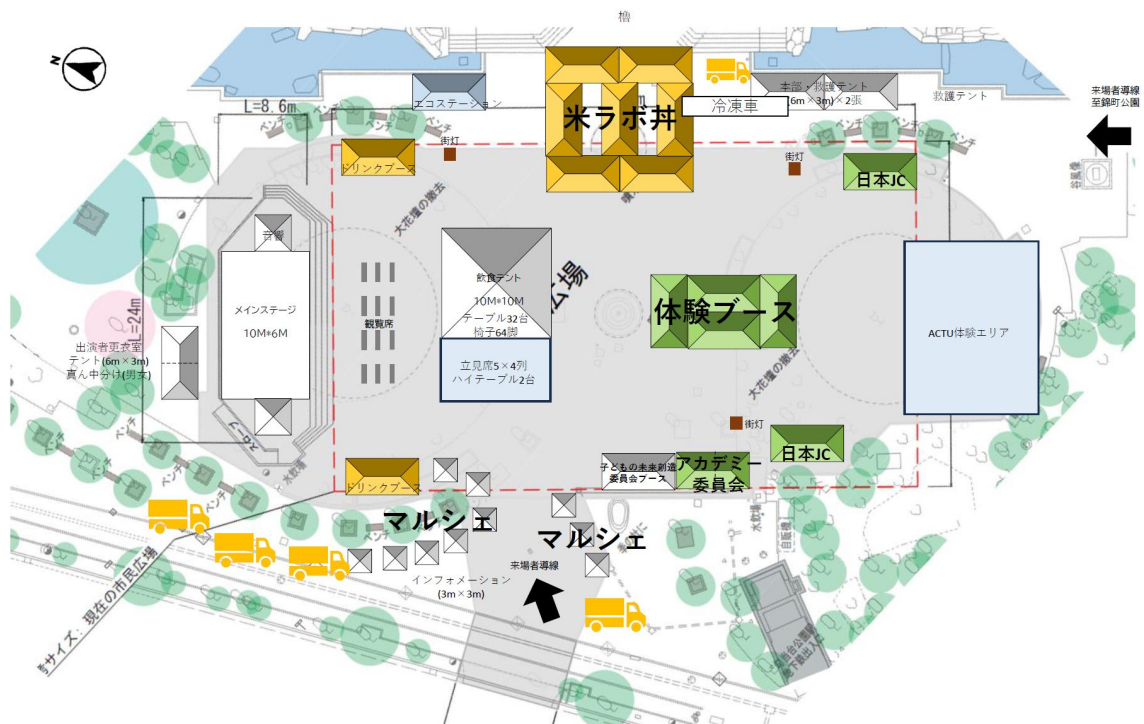
Required Permits

Vendors serving food are responsible for obtaining a temporary food service permit from the public health center and displaying it at their booth. The organizer will handle venue-wide notifications (park usage, etc.), but if a notification is required for fire use at an individual booth, please follow the organizer's instructions.

Payment of Booth Fee

Once your participation is confirmed, please pay by the specified method and deadline. Your booth is confirmed only upon confirmation of payment.

Venue Layout



©BH CO.,LTD. ALL RIGHTS RESERVED. ※使用している画像は全てイメージです。

至定禅寺通/光のページェント

*Venue map labels are in Japanese. Please contact the organizer if you need help locating your booth.

Booths: Approx. 3 booths

*Booths are half of one tent (frontage 3.6m × depth 5.4m, half share).

Contact

Contact person: Iwakura

Phone: 090-9299-4162

Email: hitto.mirai.2026@gmail.com