



EUROPEAN UNION

Delegation to Japan

Political, Press & Information Section

Tokyo, 17 December 2025

DELJPN PPI/rk

Annex 1

European Higher Education Fair 2026 Japan (EHEF 2026) Terms and Conditions

These are the Terms and Conditions for participation in EHEF 2026, drafted by the **Organizing Committee** (Delegation of the European Union to Japan, German Academic Exchange Service (DAAD), Institut français du Japon/Campus France Japon), to be followed by the **Exhibitor** (the eligible institution, network or consortium of institutions, national representation, or their representative, which has made a successful application to the Organizing Committee to participate in EHEF 2026)

I. Exhibitor eligibility

In order to be eligible to exhibit at the EHEF 2026, an institution must be:

- an Embassy or official national education/cultural agency in Japan of one of the EU Member States
- a representative in Japan of an EU initiative or programme (e.g. Erasmus+, Horizon Europe, Vulcanus in Europe)
- an official national education agency in one of the EU Member States
- an officially accredited higher education institution with their headquarters in one of the EU Member States

II. EHEF 2026 outline

i) Dates and Venues

- Tokyo event: Saturday 13th June, 12:00-18:00
Venue: Satta Hall, Ichigaya Campus, Hosei University
- Kyoto event: Sunday 14th June, 12:00-18:00
Venue: Ryoshinkan, Imadegawa Campus, Doshisha University

ii) Format

- The running of a booth to promote study options to visitors. Students will register in advance to attend either in Tokyo or Kyoto.
- Each booth will consist of one table, two chairs for staff, and 4 chairs for visitors. WIFI access will be provided at each booth.
- The EHEF 2026 website will go live 4-6 weeks before the event, and will feature individual pages for each exhibitor, which prospective students can access to download documents, watch pre-recorded presentations and other videos.

iii) Participation Fees

Fees to attend EHEF 2026 will be charged as follows:

- Tokyo and Kyoto 700 EUR
- Tokyo only 600 EUR

*All bank transfers must be made in Japanese Yen (JPY). The exchange rate indicated in the payment request will be based on the rate applied on the day the invoice is issued. Sakura International can also provide a credit card payment link upon request. For credit card payments, the exchange rate applied will be the rate on the day of payment. Exhibitors who wish to pay by credit card must indicate the option when completing the initial online application form. Exhibitors who do not select the credit card option will be required to pay via bank transfer in Japanese Yen (JPY) only.

Sakura International Inc., the official EHEF 2026 contractor, will invoice Exhibitors for the Fair booth once participation has been approved by the Organizing Committee. Participation will only be confirmed when this fee is received. The Organizing Committee reserves the right to cancel the contract and otherwise dispose of the space reserved if payments are not remitted on time. In such an event, the Organizing Committee shall not be liable for any resulting costs, damage and/or losses charged to the Exhibitor.

If, on the instructions of the Exhibitor, invoices are made out to a third party, the Exhibitor continues to be liable for all charges.

Any handling or transfer fees incurred related to the payment of the fee must be borne by the Exhibitor.

iv) Staff on 13th -14th June

-Exhibitors may decide how many staff to bring, **BUT** there will only be space for two staff to be behind the booth at any one time. Therefore, staff are asked to work in shifts behind the booth.

iv) Interpretation at booths

-In principle, it is expected that in-person consultation sessions with prospective students will take place in Japanese or English, or in English with Japanese interpretation. The Organizing Committee will not provide interpretation. Exhibitors are therefore requested to arrange their own interpreters as required (e.g. by recruiting Japanese alumni of their institution).

III. Booth allocation

Booths are allocated to eligible education institutions on a first-come, first-served basis, with, in principle, two places guaranteed per eligible country. If after the initial deadline certain places have not been taken up, they will be offered to institutions from other countries in the order that applications were received. Should places still be available these will be made available to institutions in all eligible countries on a first come first served basis. Irrespective of this, the maximum number of booths permitted for any single country in either venue is ten.

Institutions will only be considered on receipt of a complete online application form. The Organizing Committee reserves the right to select institutions to take part in the fair based on the exhibitor selection criteria, as described above. Flights and accommodation in Japan should not be booked until participation has been approved by the Organizing Committee, and the payment of the participation fee has been confirmed.

Sharing of booths is not possible, however, applications for single or multiple booths made on behalf of a consortium may be considered. In this case the booth name will be that of the consortium, and not of the individual institutions that make up the consortium.

Institutions interested in exhibiting at EHEF 2026 must apply first via the online form:

https://ec.europa.eu/eusurvey/runner/EHEF2026Japan_PreliminaryApplicationForm

Once participation is approved, and payment has been confirmed, institutions will be asked to complete institution details for use on the EHEF website on a separate form. Exhibitors will accept the booth that is allocated to them by the Organizing Committee. Exhibitors must not change the booth structure, fascia board, or any other element that is common to all booths without prior approval from the Organizing Committee. Depending on the location of the booth area, specific locations may have electrical boxes and cables running through or beside the booth.

IV. Accommodation, travel and freight

All accommodation, subsistence, visas, insurance, freight charges or international or domestic travel costs or other ancillary costs arising out of participation in EHEF 2026 are to be covered by the exhibitors. Flights and accommodation in Japan should not be booked until participation has been approved by the Organizing Committee.

The Organisers will not cover shipping or any related customs charges incurred when sending goods, promotional materials, and brochures.

V. Promotional materials and displays

Exhibitors are NOT allowed to distribute literature or materials or any promotional items of any sort outside of their booth, either inside or outside the Fair exhibition area. Exhibitors may be asked to submit all promotional items, materials, literature and displays to the Organizing Committee for approval and to make such changes as shall be agreed. If agreement cannot be reached, the Exhibitor must withdraw the literature, material or display. The Organizing Committee reserves the right to close down any booth not respecting the Organizing Committee's requirements.

VI. Use of venues

The venues shall not be used for any illegal or immoral purpose and the Organizing Committee reserves the right to remove all material that in their sole opinion may be considered offensive or obscene. It is forbidden to have any cash transaction at the venues.

VII. Loss or damage to Exhibitor's property

The Organizing Committee shall have no liability for the damage, theft or loss of any Exhibitor's property in any circumstances. The Exhibitor is responsible for taking out adequate insurance.

VIII. Loss or damage caused by the Exhibitor

The Exhibitor will indemnify the Organizing Committee against: all actions, claims, suits, costs, expenses, demands (whether in respect of damage to property, personal injury or otherwise and including all legal costs and other expenses suffered or incurred by the Organizing Committee) which any person may bring or claim arising from and out of the use of the Venues by the Exhibitor, its employees, servants, contractors and invitees; loss and damage to the Venues and to any property therein arising out of the use of the Venues by the Exhibitor, its employees, servants, contractors or invitees and in particular but without prejudice to the generality, of the foregoing caused by the use or misuse of water, gas or electricity.

IX. Personal accidents

The Exhibitor must occupy and use the Venues and the space there allocated to it at its own risk and neither the owner nor the Organizing Committee accept any liability for any accident, damage or injuries suffered at the Venues by the Exhibitor, its servants, agents, contractors, invitees, member of the public, or any person whatsoever.

X. Cancellation of participation

Cancellation fees will be charged for withdrawal, for whatever reason from the EHEF 2026 as of the date of receipt of written notice of withdrawal. Cancellation rates are as follows:

- 50 percent of the full EHEF 2026 exhibitor fee will be charged if the cancellation is made before the **15th April 2026**.
- 100 percent of the full EHEF 2026 exhibitor fee will be charged if the cancellation is made on or after the **15th April 2026**.

Notice of cancellation must be given by email to the Organizing Committee at delegation-japan-event@eeas.europa.eu

XI. Cancellation of EHEF 2026

The Organizing Committee reserves the right to postpone, curtail, move, extend or abandon EHEF 2026, or to move Exhibitors, or to close individual or all sections of the Exhibition temporarily or permanently, if unforeseen events so require. Participation in the Kyoto event is explicitly conditional upon a minimum of sixty (60) registered Exhibitors being reached by the registration deadline. The failure to meet this minimum registration number shall be deemed an event requiring the Organizing Committee to exercise its right of abandonment or curtailment, as stated before. In this case EHEF will go ahead in Tokyo only. Should it be necessary to postpone, curtail, move or extend or abandon EHEF 2026, the Exhibitor shall not be entitled to withdraw from the contract nor to claim indemnity.

XII. Disclaimer

The Organizing Committee accepts no liability for loss or damage suffered by the Exhibitor and caused by:

- The failure of any service or amenities which the Organizing Committee is responsible for providing;
- The failure of any service or amenities to be provided by the Fair contractors;
- Cancellation or suspension of the Fair due to force majeure, including but not limited to earthquake, typhoon, adverse weather, strikes, fires, floods, terrorism, pandemics, acts of god or any natural disaster, or by reason beyond the Organizing Committee's control.

In such circumstances, and where appropriate, the Organizing Committee may pay any exhibition costs that were unavoidable from the fees paid by the Exhibitors. The balance of the fees paid by the Exhibitors would be refunded less the unavoidable costs that have been paid by the Organizing Committee. The balance would be divided equally between all Exhibitors. Exhibitors will be responsible for any cancellation charges on flights, accommodation and any other costs that they may incur.

There are circumstances where acts of god, natural disasters, tension or incidents will raise a safety threat but not be sufficient to cancel EHEF 2026. In such circumstances, some individuals or institutions may feel unwilling to visit the country and therefore decide to withdraw from the event. The Organizing Committee would make every effort to facilitate this with the minimum penalty to the Institution. In the event of such a withdrawal, normal cancellation charges will apply, except to the extent that the Organizing Committee is able to reduce the charges without jeopardising the financial viability of the event.

The Organizing Committee accepts no responsibility whatsoever for licensing matters, customs duties, import charges, taxes, and the delivery of visas, hotel rooms or Exhibitors' travel arrangements.

XIII. Termination of participation

The Organizing Committee is entitled to terminate without notice the participation of an Exhibitor if:

- The Exhibitor or its designated representative commits any breach of, or fails to observe, any of the conditions or regulations set out in these terms and conditions;
- The Organizing Committee, at its sole and absolute discretion, decides that participation shall be terminated;
- The Exhibitor has a receiver appointed over all or part of its assets, enters into liquidation, or commits an act of bankruptcy, whether compulsorily or voluntarily;
- The Exhibitor fails to pay any sum due

XIV. Agreement to Terms and Conditions

By submitting the online application form to exhibit at the Fair, the Exhibitor agrees to these Terms and Conditions.