

Exhibitor Guide



- Date and Time : February 10th (Tue.) – February 12th (Thu.), 2026
(Booth exhibition only available on February 11th & 12th)
- Location : Greenville, South Carolina
- Place : Hyatt Regency Greenville (220 N. Main Street, Greenville, SC 29601)
- Target : Automotive industry
- Application Deadline : December 3rd (Wed.), 5:00PM (EST), 2025

The SC Automotive Summit (SCAS), now in its 15th year, is a conference hosted by the South Carolina Automotive Council. Automotive companies based in South Carolina, a hub for the automotive industry with a strong European presence, gather at this event. During the event, exhibitors can introduce their products and services to other exhibitors and attendees through booth displays. Additionally, matchmaking events arranged by the organizers are expected to facilitate contacts with OEMs and Tier 1 companies located in South Carolina, such as BMW and Magna. Furthermore, the summit will feature keynote speeches by industry leaders and other presentation sessions covering future outlooks for the automotive sector and the latest trends in innovation.

SCAS Schedule(Tentative)

※Please check [SCAS Website](#) for the latest schedule.

February 10th, Tuesday

Morning	Session for Matchmaking Event Participants
Afternoon	Matchmaking event
Evening	SC Automotive Summit Welcome Reception

February 11th, Wednesday & 12th, Thursday (all day)

Booth Exhibition/Conference

Criteria/Participation fee

- ❑ Criteria : Japanese companies with manufacturing bases in the United States in the automotive industry sector
- ❑ Type of participation, participation fee, number of companies

Type of participation	Booth fee/space (including one SCAS registration fee)	Matchmaking event fee/person	SCAS registration fee/person	Total	Notes	Number of company
① Exhibit a booth & attend a matchmaking event	\$875.00	\$75.00	included in the booth fee	\$950.00	\$100 for one additional booth attendee(\$175 for one booth and matchmaking event attendee)	6
② Only exhibit a booth	\$875.00	-	included in the booth fee	\$875.00	\$100 for one additional booth attendee	

*A separate 3% transaction fee will apply.

Notes for participants

- ❖ The maximum number of attendees for the above discounted rate is **2 per company for booth exhibits (① and ② above)**. The fee for the number of participants exceeding the maximum number will be charged at the general fee, which doubles the above rate.
- ❖ Exhibitors (Type of participation ①&②) can hold a basic booth at Japan area in the conference/exhibition hall.
- ❖ After your participation is confirmed, you will pay the participation fee directly to the organizer. Please be advised that the organizer cannot refund the participation fee for cancellations made by participants after payment has been made.
- ❖ Attendees are required to cover all of travel expenses such as flight, hotel, transportation, etc. as well as above participation fee.

Booth fee includes

- One exhibition booth (Approximately 6 ft wide)
- One registration for SCAS (1 person) (Registration fee of \$100 (\$175 if they wish to attend the matchmaking event as well) for SCAS will be charged per additional registration.)
- Booth equipment (Tentative) : a Six feet skirted table, two chairs, and a waste basket

(There are no walls to hang a panel or a poster; you may have to bring your own stand for a poster or a panel.)

- Attendance to the conference

✂ Above contents are subject to change. There is no change in participation fee even if you do not use some of the included contents.

Notes for exhibitors

- Please note that number of visitors to the booth is limited compared to other general exhibitions since the main conference is hold in the same floor as the exhibition hall.

Booth fee will not cover

- ✓ Additional booth equipment and electric power unstated in the “Booth fee includes” on the 5th slide in this document.
- ✓ SAC registration fee of \$100/person (\$175 if they wish to attend the matchmaking event as well) for any additional registrations.
- ✕ Maximum of 1 additional registration per booth exhibitor. The fee for the number of participants exceeding the maximum is the general fee.
- ✓ Product shipping fee including custom duty and insurance
- ✓ Travel expenses (flight, hotel, transportation, etc.)
- ✓ Interpreter hiring fee
- ✓ Other expenses unstated in the “Booth fee includes” on the 5th slide in this document.
- ✕ Exhibitors are required to arrange shipment for their products and hire an interpreter at their own expense if necessary.

Matchmaking event outline

- Participants of the Matchmaking event can have one-on-one and face to face contacts with OEMs and Tier 1 companies.
- Details regarding the implementation of the matchmaking event will be provided separately by the organizer.
- As a large number of participants is expected, there are limited number of appointments per participant and time (about 5 minutes per each meeting). Despite the limitations, This event is the opportunity to have direct contacts with OEMs and Tier 1 company representatives.
- The OEMs and Tier 1 suppliers that participated in the previous matchmaking event are as follows:
AESC, BMW, BorgWarner, Bridgestone, Clarion Technologies, Honda, JTEKT, Magna, Mergon, Oshkosh Defense, Scout Motors, Volvo Cars, ZF Transmission

How to Apply

- Please register through the following link. We will contact you for details after your registration is completed:
https://www.jetro.go.jp/form5/pub/ama/scas_2026
- ✂ JETRO will use registered information obtained through this application only for the event operation and providing future relevant information.
- ✂ The registered information may be offered or disclosed to a third party such as event organizer, JETRO's contractor or national or local government in order to cooperate for a smooth event operation.

Eligibility for Applicants

- Participating companies must
 - Be a Japanese-affiliated enterprise manufacturing products in the United States that align with the recruitment field (automotive industry field).
 - Be prepared and capable of meeting in English during the entire event
 - Report business results in detail to JETRO and cooperate in JETRO's questionnaire surveys
 - Not have legal litigation or legal compliance issues
 - Guarantee that they are not and shall not in the future be involved in an anti-social force
 - Have a business that does not violate public order and morality
 - Not have inappropriate business that is recognized under the social standards as JETRO services are covered by public funds

Important Points

- JETRO holds rights to close registration even before the application deadline when successful candidates reach the maximum capacity or cancel the exhibitor opportunity sponsored by JETRO if no more than 3 companies apply.
- If there are too many applicants, JETRO will make a decision based on a comprehensive evaluation of the applicant company's business and the number of times it has exhibited in the past.
- **Cancellations made after the confirmation of participation has been issued by JETRO may incur a cancellation fee. Please note that the participation fee can't be refunded from the organizer once after attendees completed the payment.**
- JETRO shall not be held liable for cost or losses if the event must be canceled or postponed due to organizer's decision which are not attributable to JETRO's responsibility.
- Attendees are required to agree with the terms and conditions stated in this document.
- Exhibitors may not reproduce, resell, or distribute the booth for any purpose.
- Attendees are required to answer questionnaires by JETRO right after the show to better understand and evaluate the results. Unanswered questionnaire may make you ineligible for future events JETRO organizes.
- JETRO will decide exhibitor's booth positions with consideration of your product and technology.
- Exhibitors are required to carry in/out their products to/of the booth at their own expense.
- JETRO shall not be held liable for any troubles related to intellectual property regarding contents during the event.
- JETRO shall not be held liable for any troubles that may occur between which are not attributable to JETRO's responsibility.

Application Deadline

December 3rd, Wednesday, 5PM (EST), 2025

Contact Information

JETRO Atlanta (Koki Danno, Hiroyuki Akiyama)

E-mail : AMA@jetro.go.jp

Disclaimer Concerning the Spread of Novel Coronavirus Infection

Disclaimer

1. Due to the spread of novel coronavirus infection, the United States, where this event is to be held, is not currently (as of November 3rd, 2025) issued under the Ministry of Foreign Affairs of Japan's Travel Advice and Warning on Infectious Disease. We will reconsider whether or not to support Japanese companies' participation in the event, including holding the Japan pavilion in case the Travel Advice and Warning level changes to level 2.
2. Please note that attendees may not be able to participate in the event as there is a possibility of cancellation or postponement of the event in view of various circumstances such as the situation in the local area. The organizers may cancel or postpone the event, or JETRO may decide to cancel holding the Japan pavilion based on the reasons stated above.
3. In case the event gets cancelled or postponed, or, when attendees cannot participate due to coronavirus-related reasons that cannot be attributed to the attendees' fault, such as new requirements including vaccination and other conditions added to enter the U.S. or the venue to prevent the spread of coronavirus infection, JETRO will not compensate any expenses borne by attendees to participate in the event and/or all related damages caused by non-participation due to cancellation or postponement of the event or any other reasons. (This includes but is not limited to cancellation fees of airline tickets.)
4. The above policies may change due to changes in various circumstances such as the local situation.
5. Attendees should take thorough preventive measures against infectious diseases at the event, and do not allow persons suspected of having infections and anyone who has close contacts with such persons to attend the event. If it is found that such persons have attended the event, attendees are required to inform JETRO at once and follow JETRO's directions.