



Powered by The Consumer Technology Association®



CES 2027 Eureka Park

Japan Pavilion

Application Guideline

Application Deadline:

Tuesday, July 21, 13:00 JST

1. CES (Consumer Electronics Show) 2027 Overview

Overview	Organizer: CTA (Consumer Technology Association) Dates: Wednesday, January 6 - Saturday, January 9, 2027 * Multiple side events will be held before and during CES. Location: Las Vegas, USA Official website: CES 2027
Features	The Consumer Electronics Show (CES) is one of the world's largest technology trade shows, held annually in January in Las Vegas. It is a venue for the presentation of the latest technology trends and concepts, and is attended by the world's largest companies and start-ups. The conference attracts cutting-edge technologies from around the world across fields such as AI, mobility, health tech, IoT, digital health, and sustainability, drawing significant attention from global media.
CES 2026 Track Record	Number of visitors: 148,000+ Exhibitors: 4,100+ (including approx. 1,200 startups) Media representatives: 6,900+ Conference sessions: 400+ Speakers: 1,300+ Key themes: Artificial Intelligence (AI), Digital Health, Robotics, Mobility, Quantum Technology, etc.

Exhibition Support	JETRO provides comprehensive support to maximize exhibition impact, including an attractive booth setup, leaflet production, and PR video production.
Pitch Opportunities	JETRO will host pitch events at the venue, giving all exhibitors an opportunity to promote themselves to visitors. Pitch events and networking opportunities in collaboration with other country pavilions will also be provided.
Mentoring Support	Opportunities for mentoring and connection-building will be provided through JETRO's Global Acceleration Hub (GAH) .* * Through the GAH, JETRO overseas offices and local partners provide the following free of charge: (1) Briefings, (2) Mentoring, (3) Matching, and (4) Co-working space access.

3. Application Overview (1)

Exhibition Area	Eureka Park (dedicated startup area)	
Dates	Wednesday, January 6 - Saturday, January 9, 2027 * Multiple side events will be held before and during CES.	
Number of Exhibitors	Approx. 35 companies	
Eligible Exhibitors	Eligible companies: Japanese startups aiming for overseas expansion, especially in North America Fields: All fields	
Exhibition Fee	Free * Cost responsibilities other than the exhibition fee are as follows.	
	<u>Costs Covered by JETRO</u>	<u>Costs Covered by Participants</u>
	Demo booth exhibition fees	Travel expenses, local accommodation expenses, domestic and international transportation expenses
	Basic booth decoration/construction, basic equipment rental fees, and basic electricity charges	Equipment not included in the basic decoration package
	Admission passes	Company exhibits, handouts, and PR materials
	* Due to booth-space limitations, there may be restrictions on the size of products displayed.	Shipping costs for exhibits, permit/license acquisition costs, etc.
	* Booth locations for participating companies will be determined by JETRO. * If special equipment is required (e.g., drainage or large-scale power supply), restrictions or additional participant costs may apply.	All other costs not listed under “Costs Covered by JETRO”

3. Application Overview (2)

Exhibition Requirements	(1) The company must meet JETRO's participation requirements (p.12). (2) The company must meet CTA's Eureka Park exhibitor criteria (1)-(5) below. Please refer to the official website for details. * These criteria may change without notice at the organizer's discretion. 1. The company must meet either (a) or (b): (a) A company established less than five years ago and in the pre-seed to Series B funding stage. (b) A later-stage company established less than eight years ago that has an innovative and novel product, equivalent to other exhibitors. * (b) is a special requirement for Global Innovation Pavilions (including the JETRO Pavilion) and is not listed on the CTA website. CTA sets a certain cap on the number of companies eligible under this requirement. 2. The company must be able to exhibit a prototype, beta version, product, or service that is a consumer technology developed and offered under its own brand name. Products/services currently in crowdfunding, pre-order, or beta stage are also eligible. OEM/ODM products, supplier products, and standalone components are not eligible. 3. The technology, product, or service must be innovative and have the potential to create significant market impact. 4. Exhibition at Eureka Park is limited to a maximum of two times. Companies that have previously exhibited at Eureka Park may exhibit a second time only if the exhibited product has not yet launched. 5. There must be no ongoing disputes or major concerns regarding intellectual property (IP) rights. * <u>Exhibitors will be determined after JETRO screening and CTA screening. Final exhibition approval is at CTA's discretion.</u>
Screening Criteria	(1) Feasibility, commitment, continuity, and future potential of overseas business development (2) Originality, competitive advantage, technological capability, and novelty of the company and product (3) Authority, enthusiasm, and capability of the person responsible for participating in the on-site program (4) Quality of the pitch (business content and English proficiency) (5) Traction (e.g., users, customers, or other evidence of market demand) or PoC results (excluding companies launching their product for the first time at CES) (6) Product appeal * J-Startups are eligible for points.

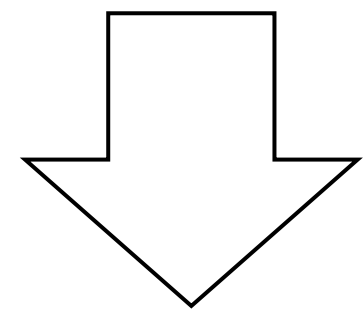
- Please note that we will not respond to inquiries regarding screening details or the selection process.
- The selected applicants will be announced on the web page.
- Individual interviews and requests for materials may be conducted as necessary.

4. How to Apply (1)

STEP 1

Register via the application form

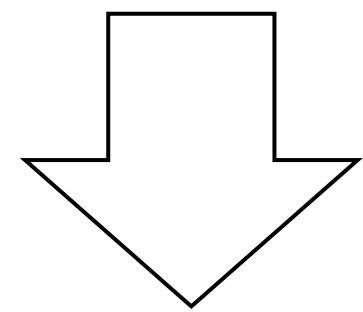
Please review the participation requirements and apply through the application form.



STEP 2

Prepare a pitch deck

Please refer to the next page and prepare a pitch deck of approximately 10 pages in PDF format.



STEP 3

Prepare a pitch video

Please refer to the next page and submit a video of no more than 3 minutes.

*** Please submit with sufficient time before the deadline.**

* If you have difficulty uploading your pitch deck due to file size limits (10 MB per file), please send it by email to su-program@jetro.go.jp (Nishiyama, Nakano, Taguchi).

4. How to Apply (2)

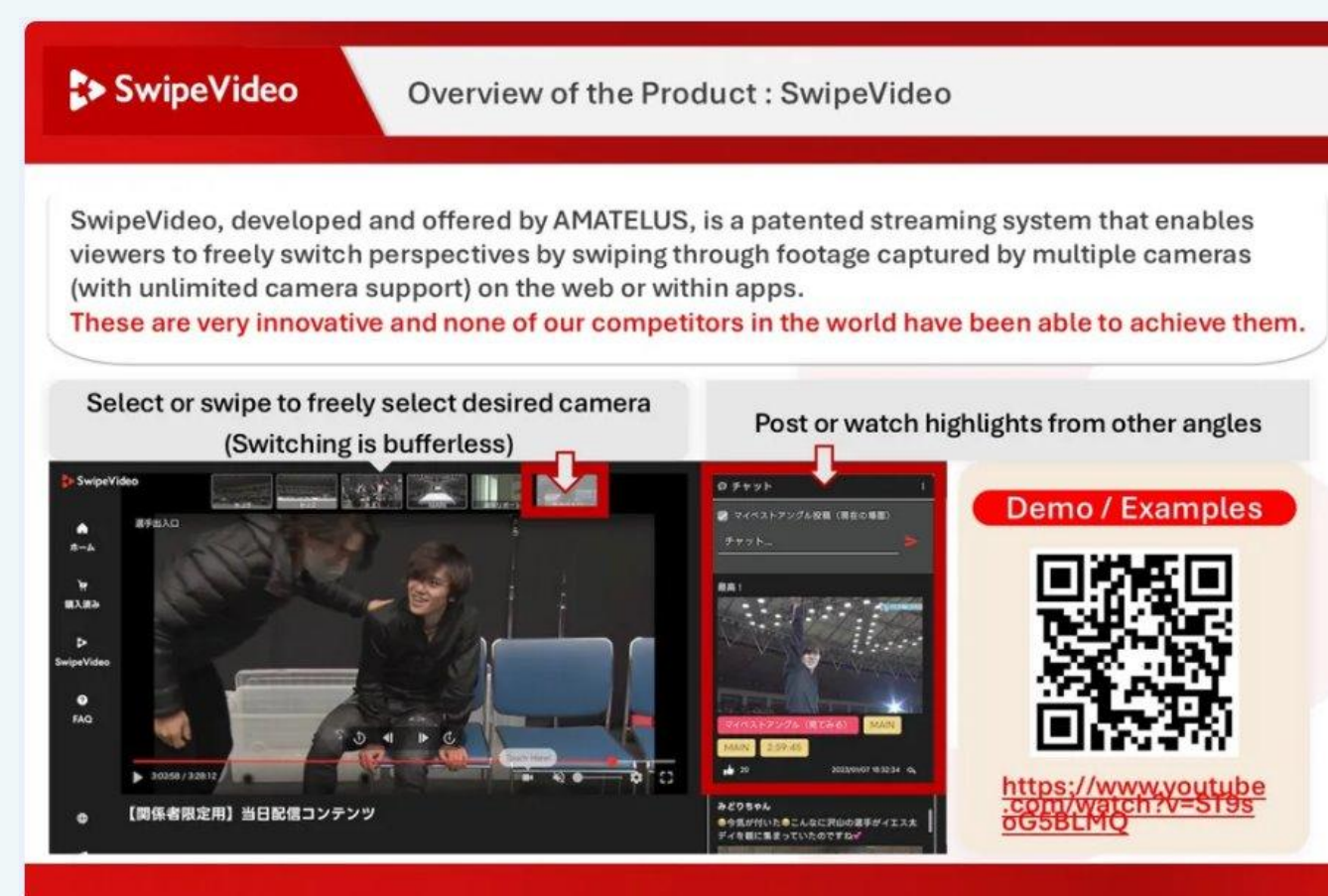
Pitch Deck			Pitch Video		
Please include the following: - Purpose of exhibiting at CES - Product overview - Planned exhibition content - Team structure - Overseas expansion plan after CES			Please prepare a video of no more than 3 minutes including the following: - Purpose of exhibiting at CES - Product overview - Business model - Overseas expansion plan after CES		
Notes: - No cover page is required. Please prepare approximately 10 pages. - As a general rule, create the file in PowerPoint and convert it to PDF (file size: 10 MB or less). - Materials must be prepared in English. - Any design or format is acceptable. - <u>Upload the file to Google Drive or Canva and submit the link.</u>			Notes: - The presentation should be given by a C-level executive or the person responsible for overseas expansion who plans to attend CES. - Please pitch in English. - The video must be no longer than 3 minutes. - Only one video may be submitted per company, and replacements are not accepted. - <u>Upload the video to YouTube as unlisted and submit the link.</u>		
Step1 Create Create presentation Slides	Step2 Upload Upload the completed presentation to <u>Google Drive or Canva</u>	Step3 Submit Submit the link in the application form	Step1 Create Create a pitch video	Step2 Upload Upload the completed video to <u>You Tube (Unlisted)</u>	Step3 Submit Submit the link in the application form

5. Reference (1): CES Innovation Awards

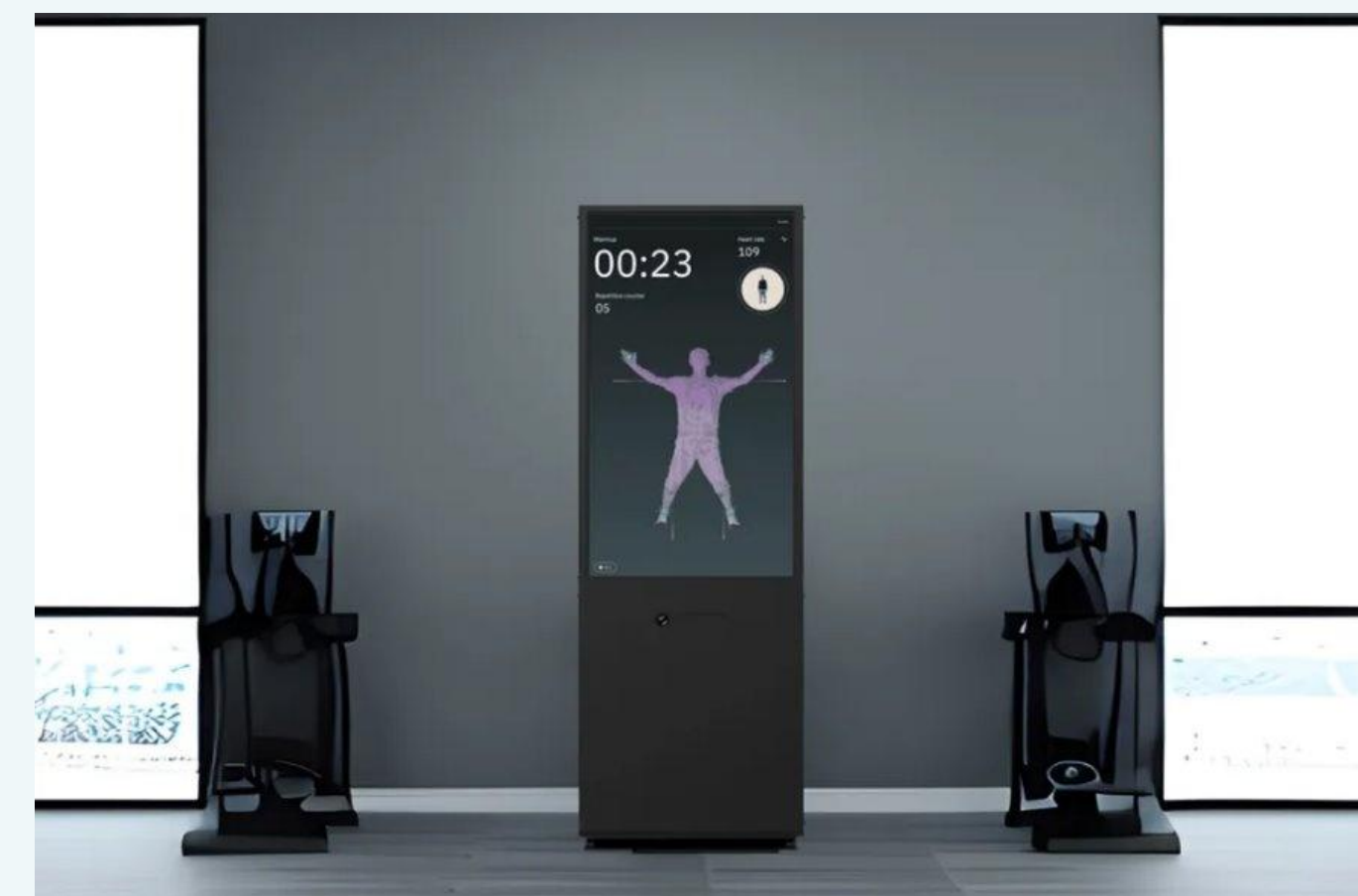
- An annual competition hosted by CTA that recognizes the design and engineering of technology products.
- Innovation Awards are announced before CES. Winners may receive a trophy and display their products in the Awards Showcase. Visitors often seek out award-winning companies, and winners can also indicate the award on booth signage, **helping increase brand recognition and attract media attention.**

* Entry fees apply for each Innovation Awards category. Each company should decide at its own discretion whether to apply and complete the application process. **Application is optional.** Please note that even if you apply for the Innovation Awards, you may not be able to exhibit in the Japan Pavilion depending on CTA's screening results. **In such cases, Innovation Awards entry fees will not be refunded.**

CES 2026 Innovation Award winners (examples)



AMATELUS INC.



SHOSABI inc

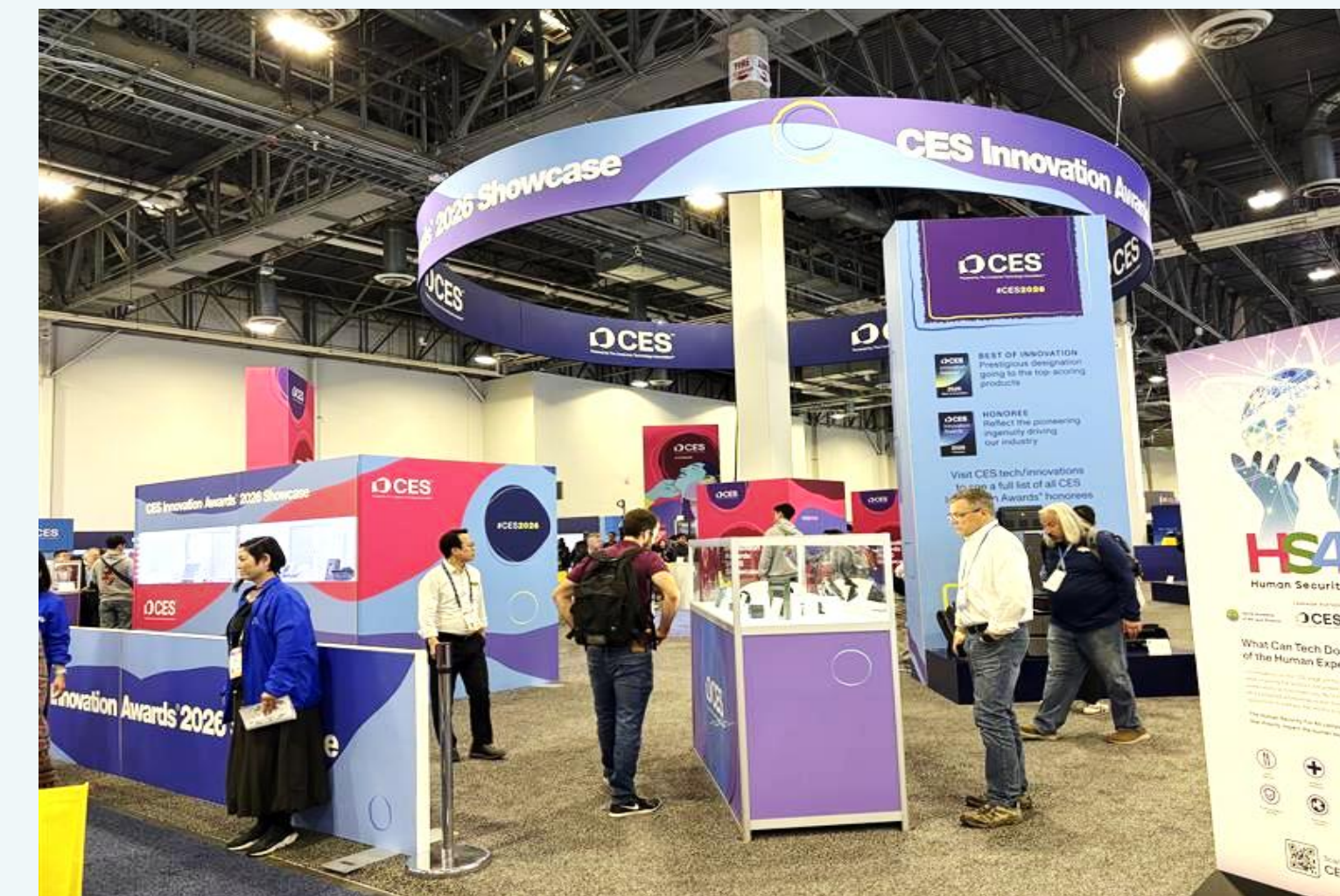


QUANDO, Inc.



UNTRACKED inc.

Product display at the Awards Showcase

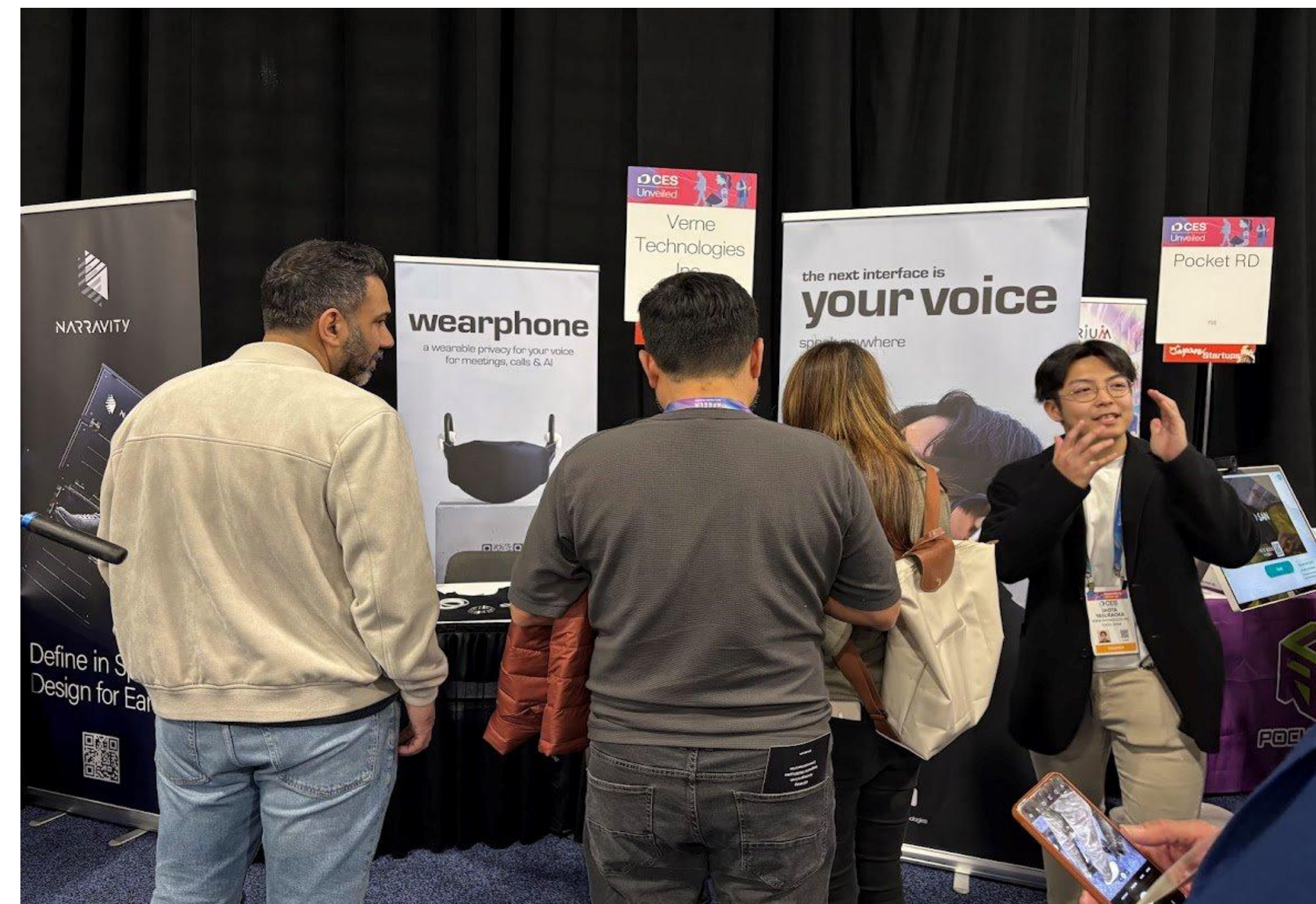


5. Reference (2): Side Event “Unveiled”

- CES hosts “Unveiled,” a media event held before the main show.
- Companies may apply directly to the organizer on their own for a fee, and **the Ministry of Internal Affairs and Communications is also expected to provide exhibition support. Products that have won Innovation Awards may also be displayed.**

Unveiled

- An invitation-only press event held before the main CES show.
- It is a venue where noteworthy startups and advanced companies from around the world unveil their latest technologies, with a key feature being that media can experience products and prototypes firsthand.
- The event functions as a preliminary screening opportunity for media to shape their coverage strategy for CES. In practice, many journalists decide which companies to cover in depth and what to write about after seeing products and receiving explanations at Unveiled.
- Because much of the media’s prioritization and theme-setting takes shape here, Unveiled serves as a starting point for media activity. Exposure at Unveiled can also help increase booth traffic during the main CES show.



5. Reference (3):CES2026



Comments from CES 2026 Exhibitors and Visitors

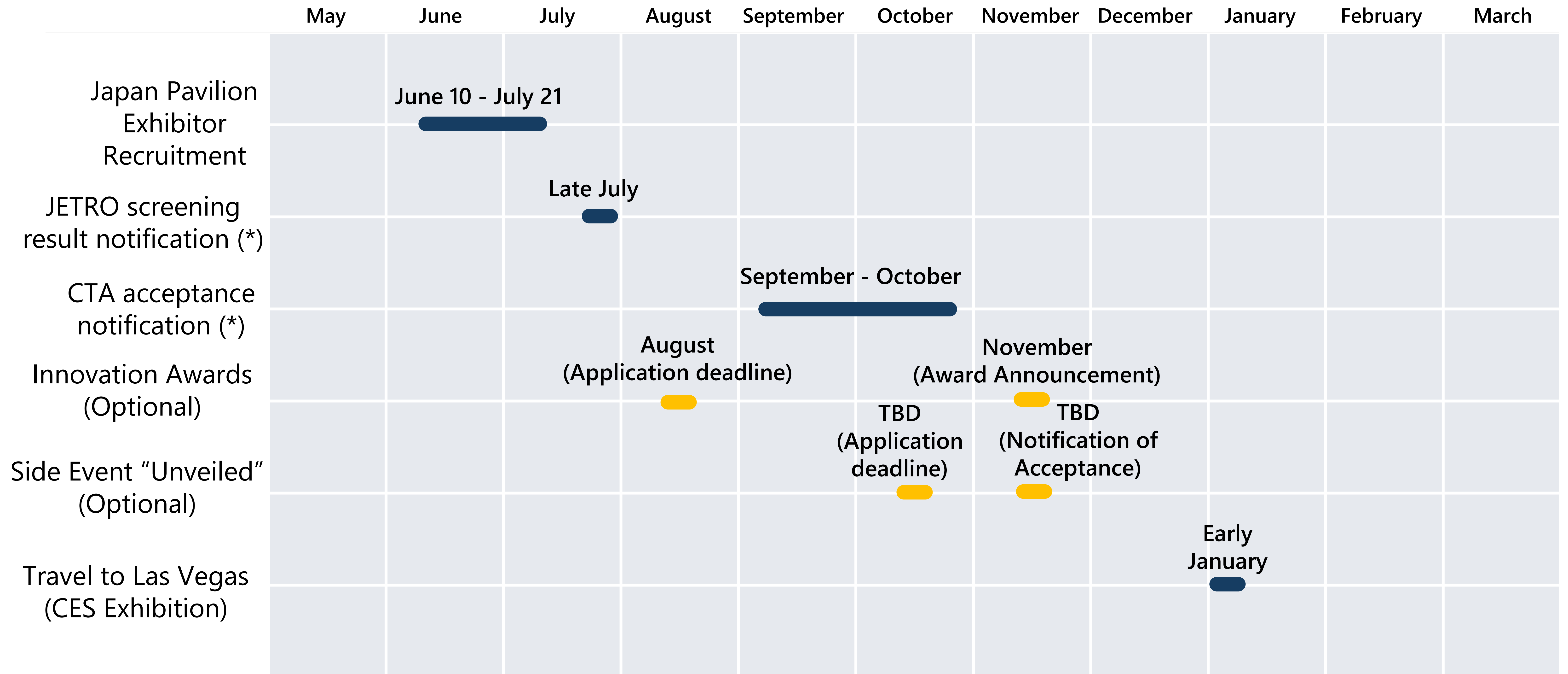
“Compared with any event we had attended before, the number of people we could meet directly felt overwhelmingly larger.”

“We were covered by various media outlets and were able to increase our presence in the U.S.”

“We received extensive product feedback. We also acquired a waitlist of several hundred people, securing a pool of candidates for feedback at product launch.”

“Compared with other booths and pavilions, the Japan Pavilion felt extremely lively.”

5. Reference (4): Schedule



* This schedule has been prepared based on last year's results.

Dates and details are subject to change.

In particular, exhibition in the Japan Pavilion will be officially confirmed only upon notification from CTA.

In addition to the above, JETRO also plans to hold an orientation session for Japan Pavilion exhibitors.

6. Participation Requirements

Applicants must satisfy all requirements (1) through (7) below.

For matters not specified in this document, participation in the program shall be governed by JETRO's Overseas Trade Fair Exhibition Rules.

- (1) The applicant must be a startup company with a view toward global business. An executive, person responsible for overseas expansion, or other person with authority to make decisions for the company must be able to travel to the venue.
- (2) In principle, the applicant must have technologies, products, or services (including prototypes) for overseas expansion.
- (3) The applicant must have a business base in Japan.
- (4) The applicant must be able to communicate in English and have an organizational structure in place to continue overseas expansion.
- (5) The applicant must be able to participate in the entire on-site program schedule.
- (6) To enable JETRO to track project outcomes, the applicant must report business deals and prospects that lead to overseas expansion (business alliances, fundraising, etc.) through surveys conducted by the Secretariat, and must cooperate in disseminating project outcomes.
- (7) The applicant must satisfy all of the following (a) through (d):
 - (a) The applicant has no litigation or legal compliance issues.
 - (b) The applicant and the officers of its affiliated organization are not anti-social forces, have no relationship with anti-social forces, and have not received funding or other financial support from anti-social forces.
 - (c) The application does not concern a business that raises issues of public order or morals.
 - (d) The application does not concern a business deemed socially inappropriate as a use of public funds, including businesses regulated under Article 2 of the Act on Control and Improvement of Amusement Business, etc. (Act No. 122 of 1948).

*** Please note that if participation is found not to meet the requirements, this may be taken into account in future program selections.**

7. Cancellation Policy and Notes (1)

Cancellation by a participant for personal reasons will not be accepted. In the event of cancellation after the notification of acceptance has been issued, JETRO reserves the right to charge the participant for a portion of the expenses incurred in preparation for participation in the event.

◆Matters that require attention

- Please be advised that JETRO reserves the right to suspend the implementation of this project at its own discretion due to changes in or cancellation of the exhibition period by the exhibition organizer, war, unrest, natural disasters, infectious diseases, or other special circumstances. In addition, please be advised that JETRO will not compensate for any other expenses, losses, or damages, including cancellation fees, incurred by the Participant and related parties for expenses incurred for participation in the exhibition and related airfare, etc., as a result of JETRO's changing or canceling this project or the support provided by JETRO, whether directly or indirectly. Please be advised of the following.
- The rules for exhibiting shall be in accordance with these application guidelines and the [JETRO Overseas Trade Fair Exhibit Guidelines](#). Exhibit Guidelines are not the same.
In such cases, the application guidelines shall take precedence.
- Applicants are required to agree to the eligibility requirements and the "Overseas Trade Fair Exhibit Guidelines" as stated in this application guideline.
- JETRO may confirm the details of your entry.
- Participation is contingent upon JETRO's approval of the Participant's suitability as a Participant, and JETRO may at any time, including at the time of acceptance or arrangement of participation, void the Participant's participation if it is found that the Participant is not qualified. In such a case, the Participant shall not be entitled to claim compensation from JETRO for any damages whatsoever arising out of or in connection with such invalidation.
- The information you provide may be provided to the event organizer, CTA, and other business-related parties contracted by JETRO for the purpose of implementing the project.
- Booths are given to exhibitors and may not be used by more than one company, including different companies, for the promotion of the company's products and services. Subleasing, selling, trading, exchanging, or transferring your booth is not allowed.
- Booth locations will be determined by JETRO in consideration of the exhibits and the type of business, and in consideration of the exhibition configuration within the available space. Exhibitors are responsible for all transportation of their exhibits to and from the exhibition site.

7. Cancellation Policy and Notes (2)

- It is the responsibility of the exhibitor to obtain prior approval for exhibits that are subject to the Foreign Exchange and Foreign Trade Law and other domestic laws and regulations. (Ministry of Economy, Trade and Industry, Security Trade Control: <https://www.meti.go.jp/policy/anpo/index.html>)
- The immediate sale of exhibits or other items at the venue during the exhibition is prohibited.
- JETRO will not be responsible for any trouble that may occur in relation to intellectual property rights of exhibits, etc. If necessary, please take protective measures in advance at your own responsibility and expense.
- JETRO will not be responsible for any trouble between the exhibitor and the business partner due to reasons not attributable to JETRO.
- Please note that a press release may be issued regarding this event, and company information, exhibits, company logo, etc. may be published in public relations media, etc.
- Information on companies and exhibits may be disclosed. Please understand this beforehand.
- The booth will be decorated and constructed by JETRO's designated contractor, and the exhibitor will be responsible for displaying and exhibiting the exhibits. Exhibitors may be requested to modify the display method in accordance with the organizer's rules or JETRO's instructions.
- Participants are required to confirm that they do not fall under the category of antisocial forces as defined in Article 2 of JETRO's "Rules for Dealing with Antisocial Forces" (see URL below), and that they have no relationship with such forces (https://www.jetro.go.jp/ext_images/disclosure/antisocial/hansyakai-taiokitei.pdf). In the event of such a finding, JETRO will void the exhibitor's participation in the fair. The Participant shall not be entitled to claim compensation from JETRO for any damages arising out of or in connection with such invalidation of participation.
- Please be sure to respond to the questionnaires, etc. that JETRO will conduct in order to understand the results of the project. We will not be responsible for any business negotiations or financing during or after the support period.
In addition, you will be required to report on the progress of your business, such as the success of your company's IPO (Initial Public Offering) or the success of your company's business plan. In addition, you will be required to report on the progress of your business during the support period and for a certain period of time (about 5 years) after the end of the support.
- The contents of your report and the results obtained from this project may, with your permission, be used to help disseminate the results of this project through seminars, websites, reports, and various other methods to report the results of the project, including the name of your company, and for JETRO's public relations activities.
- Photographs and videos of interviews with participants may be taken to disseminate the results of this project and to disseminate information. We ask for your cooperation and permission to use your portrait.



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Contact Us

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Nishiyama, Nakano and Taguchi**

Contact Form:

<https://forms.office.com/r/RvHBLxG6BF>