

# Specifications for Design, Construction, Supervision, and Operation Services for the JAPAN Booth at PAX West 2026

## I. Outline and Project Objectives

Penny Arcade Expo (PAX) is a large-scale gaming and pop culture event held annually in Seattle, USA. It features exhibitions and demos of both consumer and indie games, as well as an opportunity for attendees to interact with developers.

The event was founded in 2004 by Penny Arcade and has grown into one of the largest gaming events in North America, attracting various attendees and companies. In 2025, it was reported that approximately 100,000 to 120,000 people attended over the course of the event.

At PAX West, JETRO sets up a booth where attendees can play 12 game titles, with the aim of promoting the “Made in Japan Collection,” a feature page of Japanese games organized by JETRO on Steam.

## II. PAX West Overview

Dates : September 4-September 7, 2026

City : Seattle, WA, USA

Venue : Washington State Convention Center

Organizer : Penny Arcade、 ReedPop

Website : <https://west.paxsite.com/>

## III. JAPAN Booth Overview

Exhibiting Game Titles: 12

Booth Location: Arch Building (Level 4) #817 600sqft (20ft×30ft)

## IV. Detail of Work

### 1. Booth Design and Decoration

- Design the booth based on a clear understanding of the objectives and purposes of this initiative.
- Ensure high visibility and clear label of the booth as Japan booth. It should also clearly indicate that the booth is operated by JETRO. Include an introduction to the “Made in Japan Collection” website, such as through a QR code.
- Create panel designs for all 12 playable game stations to introduce each company and game title. Include QR codes to the Steam purchase pages and company websites, along with other relevant information.

## 2. Rental and Construction of Decorations

Based on the following structural elements, specifications, and necessary equipment, prepare the construction design drawings and build accordingly. This includes the layout plans, concept visuals for the playable game booths and JETRO reception, and equipment selection.

### <Booth Structural Elements>

- Playable game stations and JETRO reception area  
Establish playable game stations for a total of 12 game titles to promote understanding of each game and provide gameplay opportunities. Create panel designs for each game title.  
The JETRO reception area must be designed to effectively guide the traffic of the attendees throughout the booth. Install the shelves within the reception.  
Also, develop and place brochures with a QR code to promote the “Made in Japan Collection”, and a layout map.
- PCs (Capable of gameplay)
- Controllers (Compatible with the PCs)
- Mouse
- Monitors (Approximately 20 – 24 inches)
- Power outlets (Capable of gameplay on PCs and monitor display. Approximately 2 power outlets per 1 game title exhibit. )
- Panel for each PC with game title, exhibitor name, and 1-2 visual images. Create a design template and display at each playable game station.
- Flooring: Carpet

※The contractor shall handle requests from exhibitors, including cases exhibitors inquire individual requests or request beyond the standard power capacity. In such circumstances, the contractor must consult with JETRO in advance, present quotation, manage and pay additional cost, and coordinate with the event organizers.

## 3. Other Planning, Installation, Setup, Dismantling, and On-site Support

- Develop and implement a plan aimed at increasing attendee circulation within the booth. The quotation shall include the cost of producing giveaways.
- Communicate and coordinate with JETRO, exhibiting companies, the organizer (PAX), designated contractors, logistics providers, and other relevant parties regarding the design of Japan booth, preparation of construction design, construction, construction management, logistics management, supervision, and all related tasks. Prepare and submit any required documents within the deadlines.
- Design and deliver 15 T-shirts, 6 staff × 2 each and 3 spares, and 8 staff hoodies, 6 staff and 2 spares, for attendees to easily identify booth staff.

- The contractor shall handle individual requests from exhibitors, such as placing additional items beyond standard equipment. In such circumstances, the contractor shall consult with JETRO in advance, share a quotation, and collect additional cost.
- Coordinate the schedule in advance and ensure the construction is completed according to specifications. Supervise and manage all related parties on site.
- Communicate with exhibiting companies and JETRO if the collection of company information, videos, etc. is necessary.
- Submit a written service report after the exhibition concludes.
- Based on construction design and detailed booth structural elements, handle overall booth construction and construction management, including procuring and arranging of materials and equipment, instructing and advising on construction, conducting inspection and confirmation.
- Assign a project manager who can communicate in both Japanese and English and is available at all times from the day before the exhibition opens through the end of the exhibition. This representative shall be on-site to manage construction and manage and operate the exhibition space of each gameplay station. The representative shall understand exhibiting companies to connect attendees with appropriate exhibitors.
- Report JETRO prior to the event, confirming that Japan booth has been constructed according to the design and that all equipment is properly installed.
- Provide logistic support for exhibiting companies transporting exhibits from Japan. This includes communication with exhibiting companies and logistic providers, receipt of shipments, and overall shipment management at the venue.
- Handle requests such as exhibiting companies requiring additional electrical capacity beyond the standard capacity.

## **V. Remarks for Service Execution and Requirements for the Contractor**

### **1. Remarks for Service Execution**

- The contractor shall comply with JETRO's requests if the revision is required due to changes made by the organizer or the changes in the number of exhibiting companies, etc.
- The contractor shall comply with the organizer's regulations and related laws. Details shall be confirmed via the organizer's website and other sources.
- The payment is made based on unit prices of each service if quantities change during the execution of the work. The quotation must include each unit per price.
- The contractor shall report JETRO immediately if any problems arise during the execution of the work.
- All copyrights related to productions under this project belong to JETRO
- The contractor shall construct and operate under appropriate infection prevention measures in the event of spreading infectious diseases. The contractor shall comply with the guidelines provided by the organizer.
- In the event that the exhibition is canceled or postponed due to the spread of infectious diseases, JETRO shall only bear the costs up to the point when the decision is made.

## 2. Requirements for the Contractor

- The contractor must have experience in construction management at the events.
- The contractor must understand JETRO's business detail and objectives
- The contractor must be capable of handling overall aspects of the project, from design to construction and operation.
- The contractor must reside in the Seattle, Washington area, where PAX West is held.
- The contractor must have a U.S. registered entity competent to conclude a contract with JETRO San Francisco office and receive payments within the U.S.

## VI. Schedule, Submission Requirements, and Selection Method

All the following required documents shall be submitted to JETRO San Francisco by 3pm of Tuesday, July 7, 2026 (PDT).

<Required documents>

- Construction design drawings and selected equipment (including layout map, booth design proposal, equipment selection, etc.)
- Gameplay station design
- Quotation
- Service schedule

<Attention> Ms. Hunter, Ms. Maekawa sfc-marketing@jetro.go.jp

<Remarks and Evaluation>

- The quotation must be in U.S. dollars and include VAT, taxes, and other required fees.
- After reviewing the quotation and construction design drawing, interviews will be conducted. JETRO San Francisco will select the contractor based on an overall evaluation of design, technical aspect, and price.

## VII. Payment and Contract Period

- JETRO shall make payment within 40 days after receipt of the invoice, following the completion of the services and upon approval of the service completion report. Payment will be made to a designated bank account written by the contractor through wire transfer. Details of payment terms shall be determined and agreed on both parties at the time of contract execution.
- The contract shall be executed between JETRO San Francisco office and U.S. registered entity, and payment shall be made in U.S. dollars.
- Other expenses such as transportation and communication expenses shall be included in the contract amount. No additional payment will be made.
- The contract period shall be from the date of contract execution to Thursday, October 15, 2026.