

Exhibiting Information for Next Shows



World Meets Energy

SMART ENERGY WEEK

ZERO-E THERMAL EXPO

10th Zero Emission Thermal Power Generation Expo

Tokyo Show in March

Dates: Mar. 17 [Tue] - 19 [Thu], 2026

Venue: Tokyo Big Sight, Japan

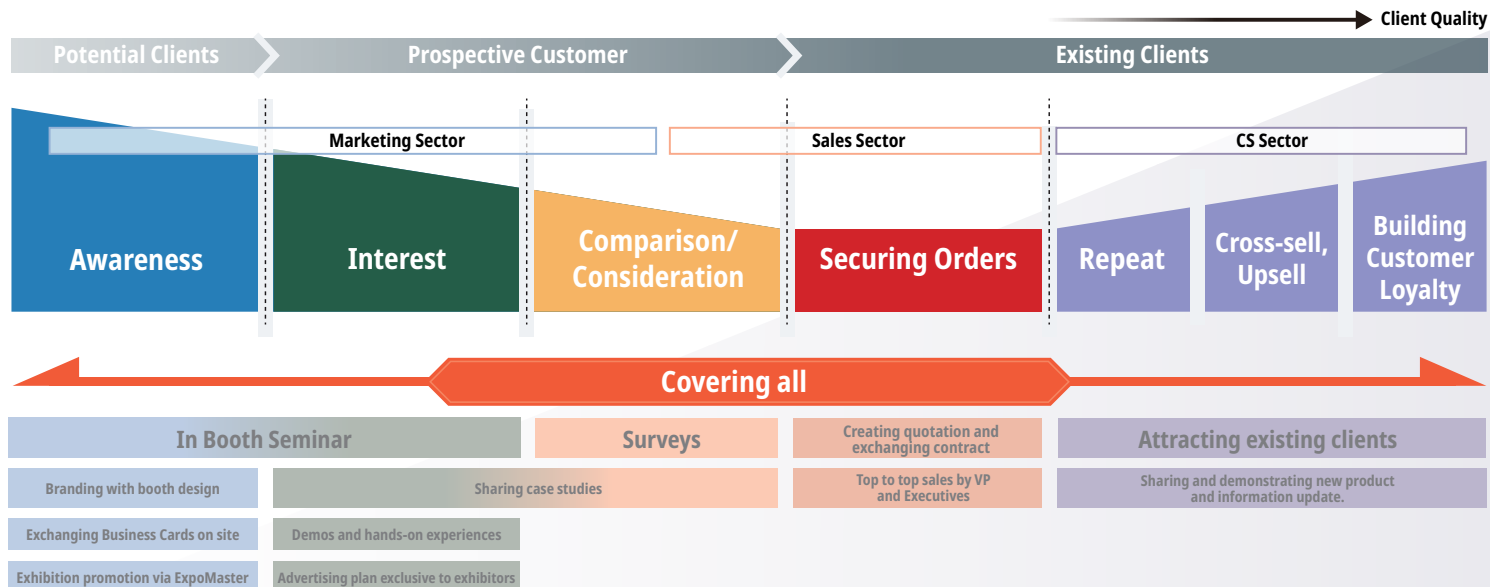


Organiser: RX Japan Ltd.

Trade Shows serve as a Comprehensive Lead Generation Channel

Trade shows enable end-to-end sales growth activities, from lead generation to repeat customer engagement.

RX Japan is Japan's leading trade show organizer, hosting 106 exhibitions annually across 38 industries. With a vast database built from all 106 shows and proven expertise in creating "profitable exhibitions" for exhibitors, we are committed to helping your business grow.



INDEX

Supporting the Future of Thermal Power

Since 2005, RX Japan has hosted SMART ENERGY Week every March at Tokyo Big Sight—one of the world's largest exhibitions dedicated to new energy technologies. Through this event, we've supported the growth and transformation of the energy industry.

Over time, many attendees expressed a strong desire for a platform that includes not only renewable energy but also thermal power, enabling a comprehensive comparison of all generation technologies.

In response, and in collaboration with the Thermal and Nuclear Power Engineering Society of Japan, we launched Japan's first specialized exhibition for thermal power in 2016: the Next-Generation Thermal Power Generation EXPO.

Recognizing the critical role of thermal power in achieving carbon neutrality, we rebranded the exhibition in 2022 as the Zero Emission Thermal Power Generation EXPO. This reflects our commitment to promoting technologies that support decarbonization while maintaining energy stability.

We remain dedicated to advancing the thermal power industry and look forward to your continued support and participation.



Organiser

RX Japan Co., Ltd.
President and CEO
Takeshi Tanaka



Co-hosted

Executive Director, The Thermal and Nuclear
Power Engineering Society of Japan,
Managing Executive Officer,
Kansai Electric Power Co., Inc.
Kazumitsu Fujisawa

We encourage your active participation

To address the many challenges surrounding energy—including decarbonization—further technological innovation in thermal power generation is essential. We believe that showcasing the diverse technologies held by various companies at this exhibition will serve as a catalyst for the next wave of innovation.

We sincerely invite your active participation in this exhibition to support the continued advancement of the thermal power industry.

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What is Smart Energy Week

Comprehensive Next Generation Energy Expo - A World-Class Event!!

Renewable energy is growing fast as the world works toward carbon neutrality. This exhibition is one of the biggest in the world for new energy.

Experts from around the world attend, making it a key event in the industry. It's a great place to meet face-to-face, share ideas, and grow your energy business. A special exhibition on sustainable business will also be held at the same time.



H2 & FC EXPO
Int'l Hydrogen & Fuel Cell Expo



PV EXPO
Int'l Photovoltaic Power Generation Expo



BATTERY JAPAN
Int'l Rechargeable Battery Expo



SMART GRID EXPO
Int'l Smart Grid Expo



CCUS EXPO
Int'l Carbon Dioxide Capture, Utilisation and Storage Expo



World Meets Energy

SMART ENERGY WEEK

Held concurrently



Transforming Businesses, Building a Sustainable World

SUSTAINABILITY MANAGEMENT WEEK

Previously known as: Green Transformation Week



WIND EXPO
Int'l Wind Energy Expo



BIOMASS EXPO
Int'l Biomass Expo



ZERO-E THERMAL EXPO
Zero Emission Thermal Power Generation Expo



DECARBONISATION EXPO



CIRCULAR ECONOMY EXPO

B-to-B Trade Show for Industry Experts

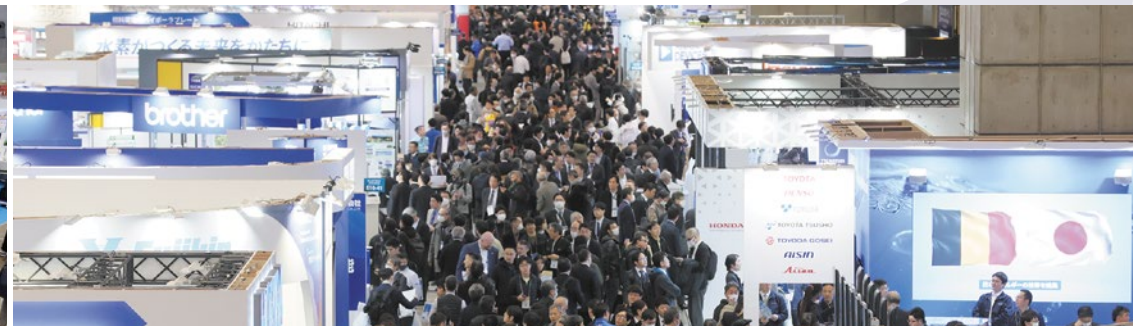
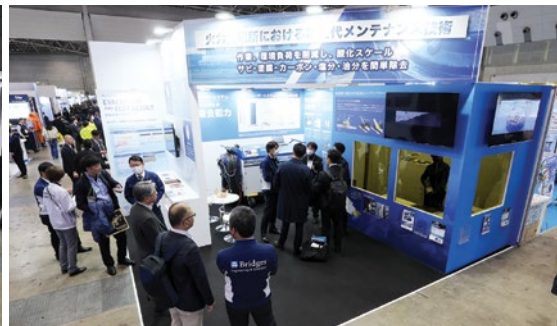
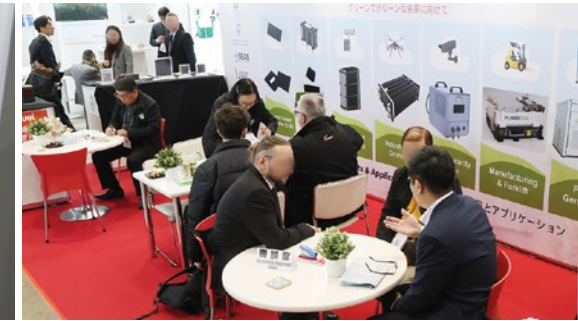
Best Platform to Increase Your Presence & Meet New Customers

■ Exhibit & Visitor Profile



The Best Gateway to the Japan & Asia's ZET Market!

*Regarding the Spring edition. Comparison of the Number of Exhibitors and Exhibit Space with Similar Trade Shows.



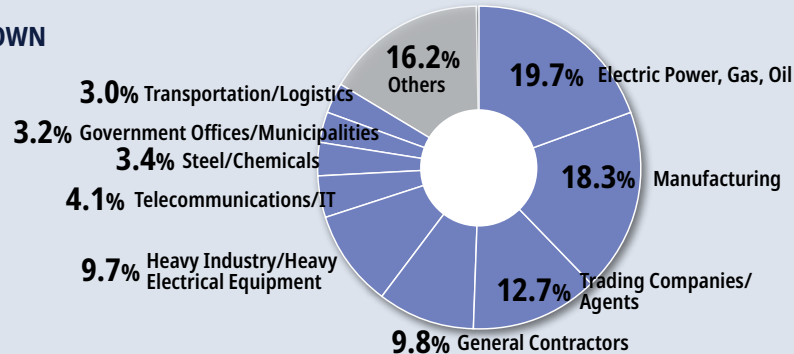
Show Video
(March 2024 in Tokyo)



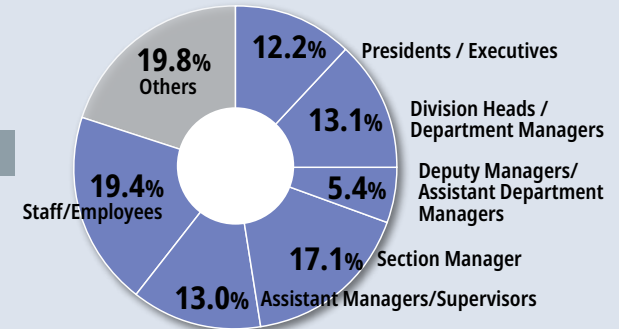
Meet with key players from Power, Gas Companies & Thermal Power Providers

VISITOR BREAKDOWN (MARCH 2025)

Type of Business



Job Function



< Past Visitors (Company names are excerpts and shortened in random order.) >

<Electricity and Gas Companies>

- Kansai Electric Power Co., Inc.
- Kyushu Electric Power Co., Inc.
- Chugoku Electric Power Co., Inc.
- Chubu Electric Power Co., Inc.
- JERA
- Tokyo Gas Co., Ltd.
- Toho Gas Co., Ltd.
- Hokuriku Electric Power Co.
- ENEOS Corporation
- Osaka Gas Co., Ltd.
- Electric Power Development Co., Ltd. (J-POWER)

... and more

<Heavy Electric Machinery Manufacturers>

- IHI CORPORATION
- KAWASAKI HEAVY INDUSTRIES, LTD.
- HITACHI, LTD.
- FUJI ELECTRIC CO., LTD.
- MITSUBISHI ELECTRIC CORPORATION
- MEIDEN
- TOSHIBA CORPORATION
- DAIHEN CORPORATION

• SYNCHRO TECHNOLOGY

- NISSHIN ELECTRIC
- GE POWER
- SIEMENS AG
- DOOSAN HEAVY INDUSTRIES & CONSTRUCTION

... and more

<Power Generation Companies>

- IDEMITSU KOSAN CO., LTD.
- ENEOS HOLDINGS, INC.
- COSMO OIL CO., LTD.
- UBE INDUSTRIES, LTD.
- KOBE STEEL, LTD.
- JFE STEEL CORPORATION
- NIPPON STEEL CORPORATION
- SHOWA DENKO K.K.
- SHINNAKANO POWER PLANT
- OJI HOLDINGS CORPORATION
- RENGO CO., LTD.
- DAICEL CORPORATION
- TOKUYAMA CORPORATION
- SUMITOMO JOINT ELECTRIC POWER CO., LTD.
- SUMITOMO OSAKA CEMENT CO., LTD.

• HOFU ENERGY SERVICE CO., LTD.

- OJI PAPER CO., LTD.
- MARUBENI CORPORATION
- JOBAN JOINT POWER CO., LTD.
- TODA JOINT POWER CO., LTD.
- SAKATA JOINT POWER CO., LTD.
- SOMA JOINT POWER CO., LTD.

... and more

<Construction and Engineering>

- ASAHI KASEI ENGINEERING CORPORATION
- ANDO CORPORATION
- OBAYASHI CORPORATION
- KAJIMA CORPORATION
- KUMAGAI GUMI CO., LTD.
- KURITA CONSTRUCTION CO., LTD.
- JFE ENGINEERING CORPORATION
- SHIMIZU CORPORATION
- TAISEI CORPORATION
- TAIHEI DENGYO
- CHIYODA CORPORATION
- TOSHIBA PLANT SYSTEMS & SERVICES CORPORATION
- TOYO ENGINEERING CORPORATION

• TAISEI CORPORATION

- JGC CORPORATION
- NIPPON STEEL ENGINEERING CO., LTD.
- MITSUBISHI HEAVY INDUSTRIES POWER SYSTEMS
- MITSUI SUMITOMO CONSTRUCTION
- MITSUBISHI ELECTRIC PLANT ENGINEERING
- HITACHI PLANT CONSTRUCTION, LTD.
- <Maintenance and Services>
- HOKKAIDO POWER ENGINEERING CO., LTD.
- TOHOKU ELECTRIC INDUSTRIAL CO., LTD.
- TOKYO HATSUDEN
- TOKYO ENERGY & SYSTEMS
- TOKYO POWER TECHNOLOGY
- J-POWER GENERATION SERVICES CO., LTD.
- J-POWER HI-TECH CO., LTD.
- CHUDEN PLANT CO., LTD.
- CHUBU PLANT SERVICE CO., LTD.
- TECHNO CHUBU
- HOKURIKU PLANT SERVICE CO., LTD.
- KANDEN PLANT CO., LTD.
- KANDEN POWERTECH CO., LTD.

• DAIGAS GAS AND POWER SOLUTION CO., LTD.

- YONDENKO CORPORATION
- KYUDEN SANGYO
- OKINAWA PLANT ENGINEERING CO., LTD.
- NISHI-NIPPON PLANT ENGINEERING & CONSTRUCTION CO., LTD.

... and more

Learn more about: Visitor Demographics

Co-held Conference by Industry Front-runners Attract More Visitors



Past Conference Speakers (excerpts, in random order, honorifics omitted)

Company names, professional affiliation, and official positions are at the time of the presentation and edited for space.



Hiro Inoue
Director-General,
**Energy Conservation and
Renewable Energy Department,
Agency for Natural Resources
and Energy, Ministry of Economy,
Trade and Industry (METI)**



Kaname Ogawa
Director,
**Electricity Infrastructure
Development Division,
Agency for Natural Resources
and Energy, Ministry of Economy
Trade and Industry (METI)**



Masaru Nakaawa
Director,
**Fukushima Renewable Energy
Institute, National Institute of
Advanced Industrial Science and
Technology (AIST)**



Shigeru Yamamoto
Chairman,
**CO₂-Free Hydrogen Supply Chain
Promotion Organization (HySTRA)**



Brent Wanner
Head of Power Sector Unit
**World Energy Outlook
International Energy Agency (IEA)**



Kouji Eguchi
Vice Chairman,
Carbon Recycle Fund Institute



Tetsuya Watanabe
Executive Vice President and Director
JERA Co., Inc.



Hiroshi Okamoto
Executive Vice President, Director,
and Chief Engineer
TEPCO Power Grid, Inc.



Katsuya Morimoto
Executive Officer,
General Manager, Technology
Division, Hydrogen Strategy Division
Kawasaki Heavy Industries, Ltd.



Makoto Susaki
Leader, CCUS Business Task Force,
Growth Promotion Office
Mitsubishi Heavy Industries, Ltd.



Makoto Susaki
Leader, CCUS Business Task Force,
Growth Promotion Office
Mitsubishi Heavy Industries, Ltd.



Kouji Takeda
Senior Managing Executive Officer,
Head of Resources, Energy &
Environment Business Area
IHI Corporation



Yasuhiko Otsuki
President and CEO
Siemens Energy K.K.



Hiroshi Okamoto
Deputy General Manager, Thermal
Power Division, Head of Thermal
Power Development
The Kansai Electric Power Co., Inc.

Spring Exhibition (Mar): Boost your brand and expand globally!

Highlights of the Spring edition

- The world's leading exhibition for renewable energy technologies
- Connect with global industry leaders
- Best place for brand exposure and lead generation

Recommended for...

- Looking to go big, get noticed — elevate your presence in the industry
- Tap into global markets right from Japan



World Meets Energy

SMART ENERGY WEEK March 2026

Dates: Mar. 17 [Tue] - 19 [Thu], 2026

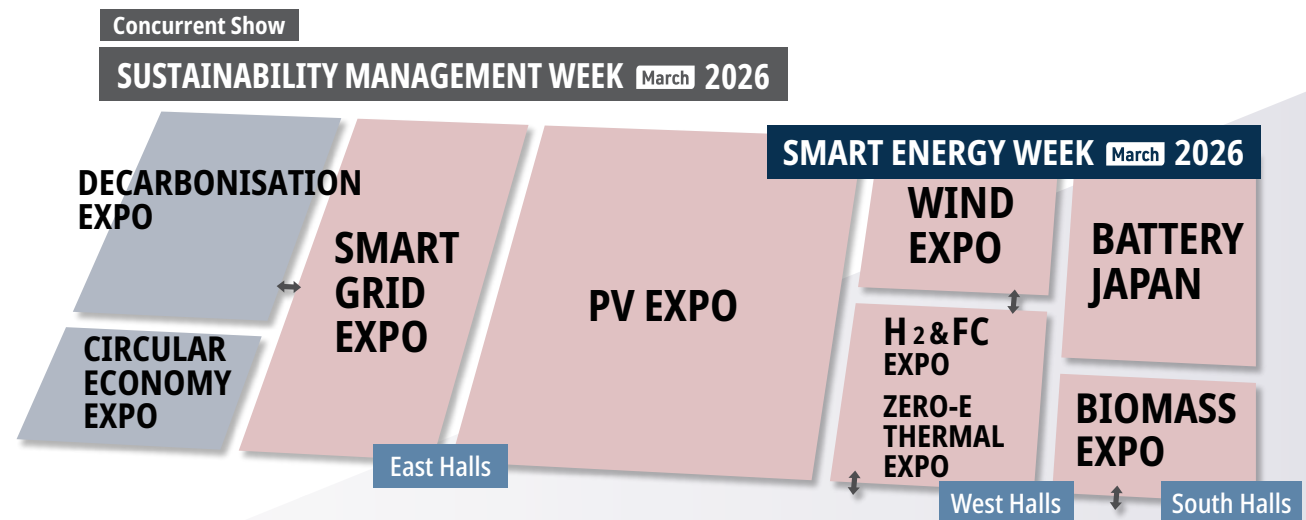
Venue: Tokyo Big Sight, Japan

Exhibitors 1,600

Visitors 75,000

(Forecasts)

Floor Plan (preliminary)



Exhibition Fee and Expo Master

Note: 10% consumption tax to be added.

Exhibiting Fee 1 Booth (6.0m×2.7m=16.2m²)

6.0m

1 Booth

2.7m Limited to booth space. Not included: Booth design and construction.

March 2026 Tokyo edition

Exhibit Space.....JPY 1,250,000 / Booth
 Corner Charge.....JPY 50,000 / Corner
 Expomaster *.....● Premium JPY 650,000
 ● Standard JPY 150,000
 ● Basic JPY 50,000
 (Co-Exhibiting Charge JPY 50,000)

Choose one of the three options below. If you have any co-exhibitors, the "With Co-Exhibitor" rate applies. All prices are excluding tax.

Expo Master (Mandatory)

Includes listing on the exhibitor search site — a great way to promote your company in advance. Advertising impact varies by plan. Please choose one of the three required options.

Basic

Exhibitor Directory

絞り込み
 対象ユーザー
 エネルギー業界向け (For Energy... (7))
 建築業界向け (For Building Industry) (10)

（株）RX産業
 RXスマートホーム
 世界最多の採用実績を誇り、すでに20,000戸で稼働・運用された実績をもつRX Smart Home (RXスマートホーム)を展示いたします。新築・既存ビル・マンションでも導入し、事業を拡大して参ります。既に建築
 プラント
 RX Smart Home (RXスマートホーム)

ABC Company
 エネルギー業界向け (For Energy... (7))
 建築業界向け (For Building Industry) (10)

Company Name and Logo only

Standard

Exhibitor Directory

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 RX Smart Home (RXスマートホーム)

ABC Company
 エネルギー業界向け (For Energy... (7))
 建築業界向け (For Building Industry) (10)

Large size Display of Product

Premium

Limited to 6 companies

Get promoted on Exhibition website

注目の出展社
NEW
 RX Smart Home
 RXスマートホーム
 世界最多の採用実績を誇り、すでに20,000戸で稼働・運用された実績をもつRX Smart Home (RXスマートホーム)を展示いたします。

ご覧いただけること

Exhibitor Directory

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 プラント
 RX Smart Home (RXスマートホーム)

ABC Company
 エネルギー業界向け (For Energy... (7))
 建築業界向け (For Building Industry) (10)

Large size + Top Placement

Learn more about: Expo Master

Rental Display

Check Out Our 3 Basic Booth Options!

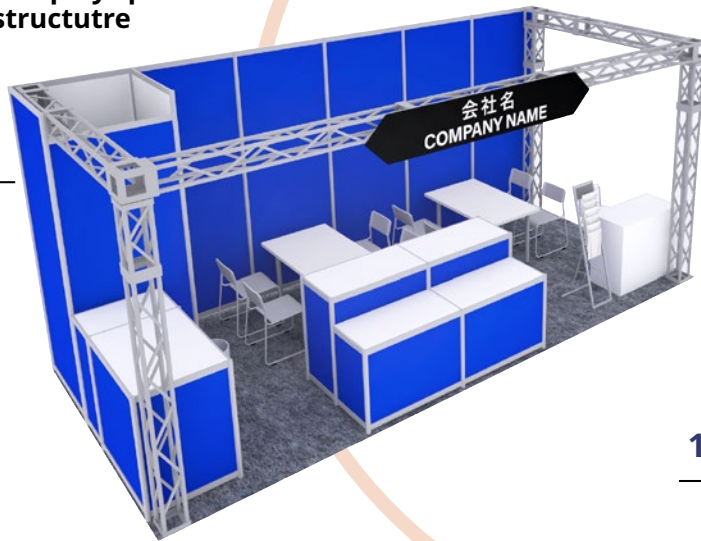
Designed to Fit Your Needs and Budget

Note: 10% consumption tax to be added.

Create a strong impression at the venue with ample display space and impactful booth structure

Type A
1 Booth (6mx2.7m)

JPY 580,000



Customise your booth to suit your exhibition needs and greater impact!

Design Type
1 Booth (6mx2.7m)

JPY 580,000

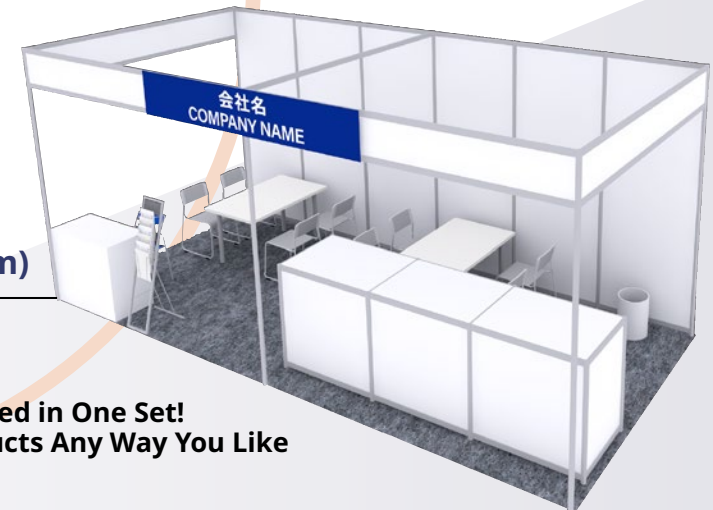


Example: Business Meeting Plan A

Type B
1 Booth (6mx2.7m)

JPY 440,000

Everything You Need in One Set!
Display Your Products Any Way You Like



[Learn more about: Rental Booth](#)

Boost your visibility with our Sponsor Plan

Choose from Three Sponsor Plans — Each Comes with a Sponsor Board and Multiple Advertising Features.

Diamond Elite
★★★★

Limited to 10 Companies

Diamond Elite
JPY 3,000,000

Platinum Elite
★★★

Platinum Elite
JPY 2,000,000

Gold Elite
★

Gold Elite
JPY 1,000,000

Plan Details

Note: 10% consumption tax to be added.

Large LED Advertising Displays Inside the Exhibition Hall

Diamond Elite
★★★★



25年春展 イメージ図

Logo Placement on Sponsor Boards

Diamond Elite
★★★★

Platinum Elite
★★★

Gold Elite
★



Banner Placement on the Official Website

Diamond Elite
★★★★

Platinum Elite
★★★



Large LED Advertising Displays Inside the Exhibition Hall

Logo Placement on Sponsor Boards

Email Advertising for Visitor Attraction

Enhanced Listing on Exhibitor Directory

[Learn more about: Sponsorship Opportunity](#)

Want more leads? Choose the Advertising Plan.

Note: 10% consumption tax to be added.

Exhibitor Presentation

JPY 400,000 per slot

A 30-minute presentation slot at a special venue in the exhibition hall



Digital Incentive Coupons

JPY 600,000

Send Coupons to Pre-Registered Visitors!
Get Lead Info on Everyone Who Downloads
Your Offer

Average downloads: 568
= Average number of leads (business card info) acquired
Based on the average from RX Japan
exhibitions held in 2022–2023



We Also Offer a Package Plan That Enhances Both Brand Awareness and Lead Generation!

Maximise Your Sales Performance

Sponsorship Plan

+

Exhibitor Presentation

Digital Advertising Display

Expo Master Premium Plan

Distributing Coupons

From JPY 3,500,000

Brand Awareness Plan

Sponsorship Plan

+

Digital Signage Ads

Expo Master Premium Plan

From JPY 2,500,000

Lead Generation Plan

Exhibitor Presentation

Digital Incentive Coupons

JPY 1,000,000

Support Services for Exhibitors



We Provide a **Step-by-Step Exhibitor Guide** for First-Time Participants

Individual Meetings with Your **Exhibition Success Team (optional)**

Topics Covered:

- How to Create an Effective Booth
- Case Studies of Successful Exhibitors and More

We offer rental Booth Design and build (Rental Display - Optional)

Two Promotional Emails Sent To Industry Stakeholders With Your Product Information.

*We do not provide matching services

Join as an Exhibitor – Apply Now!

Exhibition Information:

- Application Form
- Previous Results Report
- Advertising Plans
- Helpful Information
- Exhibition Space Availability (Updated Regularly)
- EXPO MASTER
- Rental Display
- FAQ
- etc...



Exhibition Information List



CHOOSE YOUR BOOTH LOCATION ON A FIRST-COME-FIRST-SERVED BASIS!

Contact

Organiser: RX Japan Ltd. ZERO-E THERMAL EXPO Show Management
11F, Yaesu Central Tower, Tokyo Midtown Yaesu, 2-2-1 Yaesu Chuo-ku, Tokyo 104-0028, Japan



E-mail: thermal-power.jp@rxglobal.com



Tel: +81-3-6739-4119



Web: www.wsew.jp/hub/en-gb/about/zet.html