



# 2024 Fiscal Year Convention Support Services Guidebook



**SENDAI JAPAN**  
*Resilience, Harmony and Inspiration*

*Sendai Convention Bureau*

Sendai Tourism, Convention and International Association (SenTIA)



# *Support Menu Outline*

We offer a variety of support services to make your convention a success!



## 1. Attracting Stage

- Convention Subsidy (in-person)
- Shuttle Bus Subsidy
- Public Lecture Subsidy
- Materials for Promotion Activities
  - ✂ videos, photos, flyers, etc.
- Pre-convention Inspection Tours
- Introduction of Venues
- Assist Preparing Proposals
- Introduce Successful Proposals

## 2. The Preparation Period

- Loan Program for Prep. Funds
- Introduction of Related Vendors
- Coordination with Gov. Agencies
- Consultation on Excursions
- Introduction of Attractions
- Accommodation & Transportation Consultation
- Introduction of Souvenirs
- Providing Sendai Photo Data Files
- "Omotenashi" Hospitality Menu

## 3. During the Convention

- Press & Media Publicity
- Welcome Board Display
- Providing Sightseeing Pamphlets
- Dispatch of Student Supporters
- On-site Tourist Information Desk  
(for international conventions)
- Loaning of Tanabata Decorations
- On-site Souvenir Sales Corner  
(depending on No. of participants)

**As consultants with expertise in organizing academic conferences and conventions unique to Sendai, the Sendai Convention Bureau facilitates seamless coordination between organizers and local stakeholders, offering comprehensive support throughout the event planning process.**

# Subsidy Programs

## Convention Subsidy (held in Sendai for 2 days or more)

- ★ The subsidy is **limited to 40% of the expenses** of the convention, and is **not available if the event is expected to be profitable (must be declined when profit is confirmed)**.
- ★ If both the **(A) Total Number of Participants**, and **(B) Number of Participants from Overseas or out-of-prefecture (outside Miyagi)** are fulfilled, **the lower of the maximum amounts applicable to each condition will be applied**.

### (1) International Convention Subsidy

(A) Total No. of Participants	(B) No. Participants from Overseas	Max.Subsidy Amount
100 or more	10 or more	JPY 500,000
200 or more	20 or more	JPY 1,000,000
300 or more	30 or more	JPY 1,500,000
400 or more	40 or more	JPY 2,000,000
500 or more	50 or more	JPY 2,500,000
800 or more	80 or more	JPY 4,000,000
1,000 or more	100 or more	JPY 5,000,000

※ The number of **participating countries/regions must be 3 or more, including Japan**.  
(Residents in Japan are counted as participants from Japan)

### (2) Domestic Convention Subsidy

(A) Total No. of Participants	(B) Participants from outside Miyagi Pref.	Max.Subsidy Amount
200 or more	120 or more	JPY 500,000
500 or more	300 or more	JPY 1,000,000
1,000 or more	600 or more	JPY 1,500,000
1,500 or more	900 or more	JPY 2,000,000
2,000 or more	1,200 or more	JPY 2,500,000
2,500 or more	1,500 or more	JPY 3,000,000

※ Must be on a **national scale** (beyond the Tohoku region)

- \* Subsidy amount **will vary depending on the number of applicable conventions during the fiscal year**. (In principle, the maximum amount will be subsidized for conventions that the bureau was deeply involved in attracting.)
- \* Number of participants will be confirmed by submitting a **participant list** showing number of in-person participants.
- \* We will ask participants to cooperate with a questionnaire survey (small gifts will be given to those who respond).
- \* **For more information and inquiries, please contact the Sendai Convention Bureau.**



# Subsidy Programs

## ■ “*Omotenashi*” Hospitality Menu 【Max. Amount: JPY 100,000】

We will provide an “*omotenashi*” hospitality menu worth JPY 100,000 to conventions with a total of 50 or more participants from outside of Miyagi Pref. or from overseas. Please choose your menu from attractions, beverages, signage production, etc.

Apply by 1 month before convention

- \* On-site participation from outside the prefecture (including overseas) is 50 people or more.
- \* Participation target area exceeds the Tohoku region.

## ■ Public Lecture Subsidy 【Max. Amount: JPY 150,000】

The subsidy covers the cost of holding lectures open to the public free of charge, with a minimum of 50 participants.

Apply by 2 months before convention

## ■ International Academic Conference Subsidy 【Max. Amount: JPY 200,000】

The following subsidies are for international academic conferences of 50-99 participants, which have participants from at least 3 countries including Japan, AND at least 10% of participants from overseas.

- |                           |                |                      |                |
|---------------------------|----------------|----------------------|----------------|
| ① 50~59 participants      | • • JPY 50,000 | ② 60~69 participants | • • JPY 60,000 |
| ③ 70~79 participants      | • • JPY 70,000 | ④ 80~89 participants | • • JPY 80,000 |
| ⑤ 90 or more participants | JPY 90,000*    |                      |                |

\*If the number of participants is 100 or more, the convention is eligible even if it is held for only 1 day.

- ⑥ If held at Miyagi Industrial Exchange Center (Yume Messe Miyagi),  
→ up to JPY 200,000 will be reduced from the usage fee.

Apply by 2 months before convention



# Subsidy Programs

## ■ **Convention Shuttle Bus, etc. Subsidy** 【Max. Amount: JPY 500,000】

When a convention of 1,000 or more participants with 60% or more participants coming from outside Miyagi Pref. is held in Sendai and spread over 2 or more venues, up to half of the total bus rental fee or similar transportation between the venues will be subsidized to a maximum amount of JPY 500,000.

Apply by 1 month before convention

## ■ **Loan for Preparation of Conventions** 【Max. Amount: JPY 2,000,000】

Loans of up to 20% of the complete budget are available for up to 2 years without interest for conventions with a participation area that extends beyond the Tohoku region.

## Additional Subsidies for Organizers Considering (But Undecided) About Sendai

### ■ **Large-Scale International Conventions**

Sendai City Government provides subsidies up to JPY 10,000,000 for large-scale conventions to be held in Sendai as part of the city's joint efforts to attract major conventions.

#### Main Requirements:

- The convention must be held at least 3 days.
- There must be more than 1,500 participants (with 300 or more being from overseas).
- There must be participants from 3 or more countries, including Japan.

### ■ **Travel Expense Subsidy for Organizers**

Partial subsidies covering travel expenses for out-of-prefecture organizers conducting site inspections and consultation is provided up to JPY 25,000/person, or JPY 50,000/2+ persons.

#### Main Requirements:

- The convention must be held at least 2 days.
- Must be planning for an international convention of 100 people or more, or a domestic convention of 500 people or more.

\* Please note that subsidy payments can not be sent to overseas or online bank accounts.

A domestic Japan bank account is required to receive payment.

\* 海外口座、ネットバンク口座へ助成金の振込はできませんのでご注意ください。日本国内の銀行口座でないと送金できません。 5

# Various Types of Support

## Support for Convention Proposals

### ■ Venue Consultation & Facility Information

We can introduce you to potential venues and facilities. Please use the “Convention Facilities Guide” search system on the Sendai Convention Navi website (only available in Japanese).



We also provide the “Sendai Convention Facilities Guide”.

### ■ Acceptance of Venue Inspections

We can coordinate site inspections of potential venues and hotels.

### ■ Support Creating Bid Papers

We can help create bid paper proposals for the purpose of attracting potential conventions to Sendai.

## Provision of PR Materials

### ■ Promotional Photos

We provide photos of Sendai for the purpose of presentations, convention homepage, flyers, and posters which can be downloaded from the "Sendai Photo Library" website:

<https://sendai.imagegallery.me/>



### ■ Promotional Videos (Japanese & English)

We provide video files and DVDs containing promotional videos of Sendai for the purpose of promoting the city to participants.

# Various Types of Support

## Administration & Operations Support

### ■ Provision of Operation Manual

A manual describing the main tasks and requirements from the preparation period to the end of the event is provided. The manual can also be used as a checklist.

### ■ Introduction of Related Companies

We will introduce you to vendors for signage, lighting, rental equipment, catering, etc.

### ■ Convention Bags (charged)

★“City of Trees” Sendai convention bag: JPY 70/ bag.

*Size* : H35.8cmL26.8cm x W10cm

*Material* : Paper (matt finish surface), plastic handle.

★SDGs-compliant recycled cotton bags.

Logo of the conference can be printed on the bag.

Please consult with us about design and cost.



### ■ Guidance on Sendai Attractions, etc.

To increase the satisfaction of convention participants, we will introduce some of the attractions, unique venues, experiences, and excursion model courses available in Sendai.

### ■ Set Up Local Products Booth

We can set up a souvenir booth at the venue to sell famous local products, confections, crafts, etc.

\*Depending on the scale of the event and the time of year, it may not be possible.

### ■ Mini Tanabata Decorations

We can loan miniature Sendai Tanabata Festival decorations to display and decorate your venue. Organizers must cover shipping fees.

*Size: 1 meter total length*



### ■ Gift Suggestions

From commemorative gifts for participants to local souvenirs, we can introduce recommended gifts from Sendai according to your purpose and budget.



# Various Types of Support

## Promotion & Advertising

### ■ Welcome Board Posting

For international or national scale conventions, the name of the convention, venue, date, and number of participants will be posted on the welcome board of the Sendai Tourism Information Center on the 2nd floor of JR Sendai Station.

### ■ Posting on Sendai Tourism Website

Information on the event will be posted on the event page of the "Sendai Tabi Biyori" tourism website.

### ■ Citizen PR & Media Resources

We will introduce promotion and media options used to target citizens when a public lecture is held.

### ■ Airport Welcome Sign (charged)

A welcome large welcome signboard will be placed in the arrival lobby on the 1st floor of Sendai Airport. You can apply to display the sign for a minimum of 3 consecutive days.



*International Flights: JPY 57,000+*  
*Domestic Flights: JPY 65,000+*

\*Fees include creation, installation, and collection.

## Sightseeing Information

### ■ Various Pamphlets

We provide tourist information materials free of charge. Please apply using the special application form. Sendai sightseeing maps are available in multiple languages.



## Dispatch of Language Volunteers

### ■ International Convention Support

For academic conferences and conventions with 50 or more foreign participants, up to 3 convention supporters will be dispatched free of charge to assist in the coordination of the event using English.

### ■ Hospitality Desk

A hospitality desk can be set up to provide information on sightseeing, transportation, shopping, etc. in English to participants and accompanying persons from overseas.





# *International Convention Support Example*

## **IEEE International Magnetics Conference (INTERMAG) 2023**

**May 15<sup>th</sup>-19<sup>th</sup>, 2023**

**Venue: Sendai International Center (+ hybrid portion)**

**Participants: 1,500 in-person participants, 275 online.**

*(Including over 1,000 in-person overseas participants, from over 60 countries!)*

### **Before the Event**

**Nov-Dec 2017 (1) Assist Preparing Proposals for Candidacy**

**Jan-Oct 2018 (2) Coordinate venues and hotel needs, host site visit**

**Nov 2018 \*Success in Winning Bid Proposal\***

**Dec-Feb 2019 (3) Introduction of local operators, explanation of subsidies**

**Mar 2019-2022(4) Delay and reorganization due to COVID pandemic**



# *International Convention Support Example*

## **IEEE International Magnetics Conference (INTERMAG) 2023**

**During the Event**

### **(3) Hospitality Desk & Experience Menu**



### **(4) Introduce Cultural Experiences & Attractions, Dispatch Volunteers**



~See You in Sendai~



SENDAI JAPAN  
Resilience, Harmony and Inspiration

# Sendai Convention Bureau

*Sendai Tourism, Convention and International Association (SenTIA)*

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