

Japan's Largest Healing Event 2027

癒しフェア

IYASHI FAIR
治療展
힐링 전시회

Kyoto

23
Anniversary

With numerous companies emerging and entering the market to provide healing, “healing” is now leading consumption as a trending market.

Exhibition Overview
Document

Kyoto

Promoting the Extension of Healthy Life Expectancy!

At Iyashi Fair, we will actively promote the government's national health initiative philosophy: “Extend Healthy Life Expectancy!”

Starting in 2026, we will also invite companies and organizations from related fields to participate in the event.

Food-related / Preventive care-related / Self-care-related / Community

Introduction

“Proposing happiness tailored to the times.” Iyashi Fair (“Iyashi” means healing in Japanese) , whose event concept centers on experiencing these ideas firsthand, is an event where you can simultaneously experience products and services encompassing keywords like ‘Beauty,’ ‘Ecology,’ ‘Health,’ ‘Relaxation,’ and ‘Ethics.’ It covers not only well-established categories like ‘Aromatherapy,’ ‘Organic Cosmetics,’ and ‘Yoga,’ but also ‘Music,’ ‘Eco,’ ‘Pets,’ and ‘Health Products’—categories rooted in healing—while also continuously expanding into genres for greater penetration like ‘Medical’ and ‘Holistic,’ serving as a base for information dissemination. Attendees include the general public, primarily women, as well as many professionals from industries beyond the “healing” framework, such as purchasing managers and product developers from major corporations. Furthermore, Iyashi Fair has been featured in numerous media outlets. We have even received inquiries from securities firms, indicating the high level of attention focused on “healing” and “well-being,” which is significant enough to contribute to economic vitality. At the venue, based on the “Touch & Try” concept (an experiential event where visitors can actually touch and try products and services), information can be disseminated simultaneously to general end-users, business attendees, and individual business owners. We hope you will view this as an excellent marketing opportunity to reach both potential general customers and industry professionals. Amidst the mix of magazines, newspapers, web, TV, radio, and other media, we firmly believe Iyashi Fair's greatest advertising effect lies in providing experiences that no single medium can fully cover. We also invite companies not yet in this market to join us and experience the trends of this growing sector.

Iyashi Fair KYOTO

[Kyoto] * Kansai Area

- Dates : Sat. May 8 & Sun. May 9, 2027
- Venue : Miyako Messe
- Organizer : Iyashi Fair Administrative Office
- Time : 10:00-17:00
- Expected attendance: 7,000 people including online
- Setup Date : Fri. May 7, 2027 (Partially done on May 8)
- Admission fee: ¥1,000 at the door



Iyashi Fair in Kanto Area

[Tokyo]

- Dates : November 27 & 28, 2027
- Venue : Tokyo Big Sight West Hall 4
- Organizer : Iyashi Fair Administrative Office
- Times : 【11/27】 10:00-18:00 / 【11/28】 10:00-17:00
- Expected attendance: 15,000 people including online
- Setup date: Friday, November 26, 2027
- Admission fee: ¥1,000 at the door



Goals of Iyashi Fair

1. Invite key customers

Unlike weekday events that tend to attract more men, holding events on weekends increases female attendance. This enables efficient information exchange with women seeking relaxation.

2. Experiential exhibition

By adopting an exhibition format that allows participants to actually experience treatments and products firsthand, it enables them to gain a deeper understanding and fosters their interest.

3. Participatory event

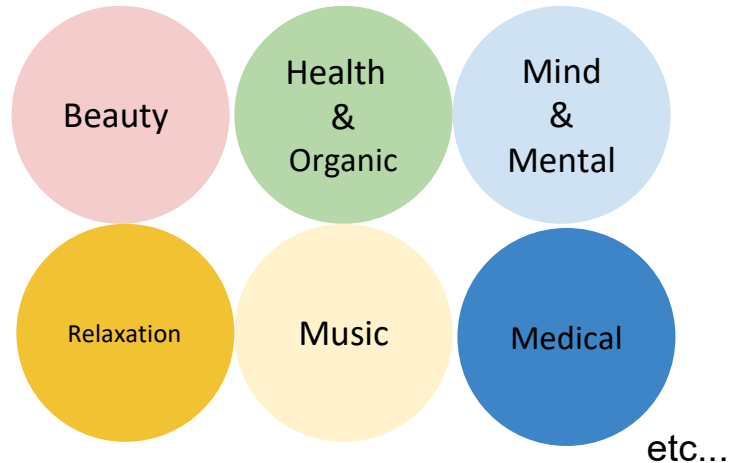
Female customers are eager to buy yet cautious, so we ask exhibiting companies to distribute samples, offer purchases, and provide tastings at the venue. This approach energizes the venue and deepens understanding of wellness.

4. Networking with business professionals

In this industry that has turned healing into a business, Iyashi Fair is the only venue where over 50,000 exhibitors and visitors can connect throughout the year.

Exhibiting Companies by Industry

Natural cosmetics, Relaxation salons, Alternative therapies, Clinics, Dentistry, Natural hair care products, Merchandise, Ayurveda, Therapeutic beauty devices, Hula dance, Lomilomi, Belly dance, Spas, Yoga, Jewelry, stone therapy, Reflexology, Massage, Aromatherapy, Organic food, Organic restaurants, Cafes, Supplements, Water, Herbs, Aura cameras, Healing salons, Aromatherapy, Lessons, Natural stones, Osteopathy, Qigong, Flower essences, Color puncture, Environmentally conscious general goods/services, Eco-products, Municipal tourism bureaus/Resort facilities, Pet-related goods, Housing, Books, Other general consumer goods, NPOs, Foundations, etc.



Promotions

We send direct mail invitations to potential customers of exhibiting companies at regular events. We also promote attendance through outreach from general and specialized media outlets that support Iyashi Fair, and run advertisements in magazines and transportation media. Furthermore, the Healing Fair places strong emphasis on internet-based initiatives.



YouTube 59,000 X 5,633 Instagram 6,175

How to Utilize Iyashi Fair as the Japan's Largest Wellness Event

Iyashi Fair is the only event in Japan's wellness industry attracting tens of thousands of attendees. Visitors come not just to purchase regular wellness products and services, which are a current business trend, but specifically seeking added value. Furthermore, the average customer spend and product prices are high, attracting many affluent women. Industry professionals also attend in large numbers. Therefore, it serves as a venue to simultaneously reach both the general customer base and industry professionals driving business. Exhibitors can thus gain benefits in various forms.

Acquiring new customers

Communicating with existing customers

Expanding sales channels

Marketing & information gathering

Branding within the industry

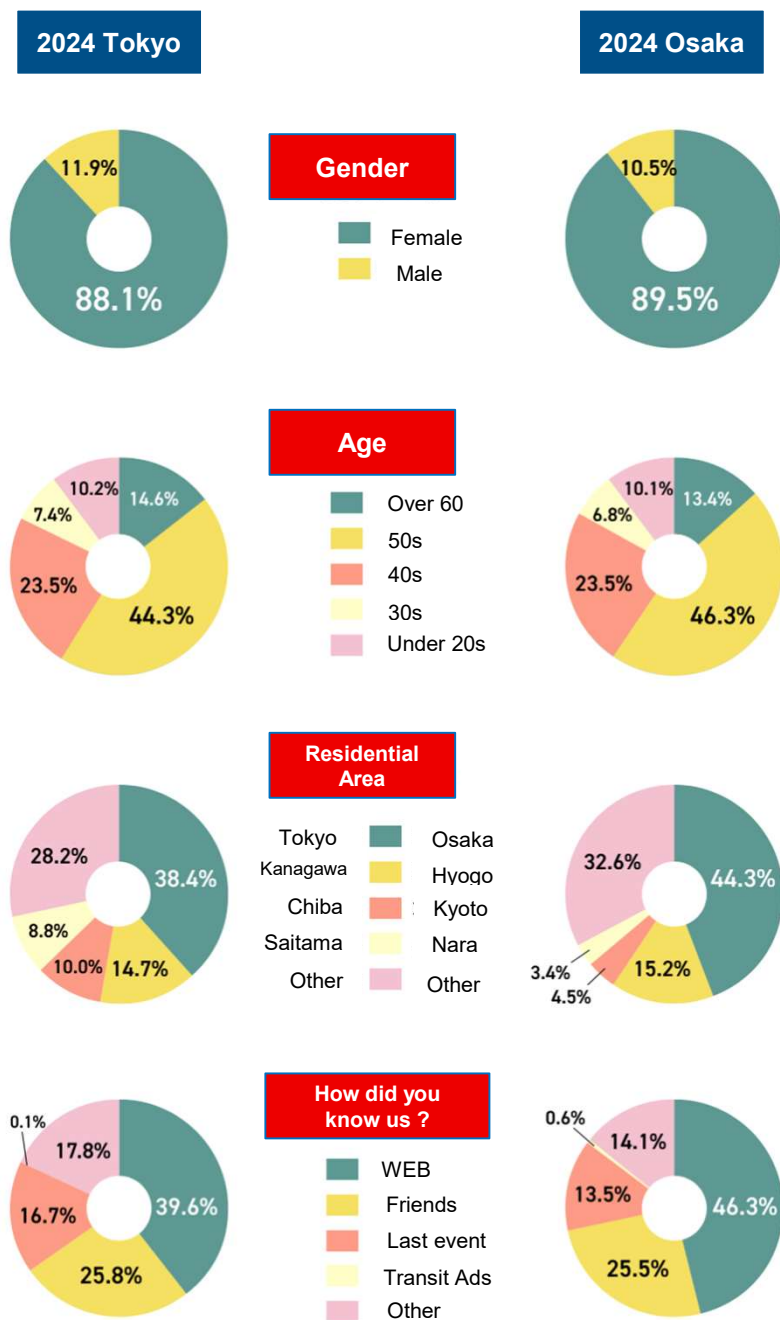
Announcing new products and merchandise



Companies and Organizations Supported or Sponsored Iyashi Fair

PHP Institute, Inc. / Kobunsha Co., Ltd. /The Whole Earth Publications Co., Ltd. / BAB Japan Co., Ltd. / Isis Editorial Department / Magazine House Co., Ltd. / Jitsugyo no Nihon Sha, Inc. / Japan Holistic Medical Society (NPO) / Monthly Psycho / Shodensha Co., Ltd. / Japan Guide Dog Association Foundation / Monthly Diet & Beauty / NPO Japan Manual Therapy Association / MPTBB Co., Ltd. / Environmental Greening News / Tourism Aralia / Earth News / Osaka City / Osaka Prefecture / TV Osaka Co., Ltd. / Nankai Electric Railway Co., Ltd. / D's Creation Co., Ltd. / Up Production Studio / Tottori Advertising Co., Ltd. / N.I. Planning Co., Ltd. / KIRASIENNE Inc.. / Tokyo News Agency / ONE BRAND Co., Ltd. / Geibunsha / Media Gene Inc. / Social Welfare Corporation Japan Assistance Dog Association / General Incorporated Association Japan Baby Dance Association / Bundosha / Trans Media / Medium / Cairo Times / Sankei Living Newspaper Co., Ltd. / Bio Magazine / Supi Navi / Love University / Fragrance Journal Co., Ltd. / Takeda Random House Japan

Visitor Data - Iyashi Fair Tokyo 2024 / Iyashi Fair Osaka 2024



Kyoto (Kansai Area) Exhibition Fee

Initial Deadline: End of January 2027
Early-Bird Discounts & Special Offers: End of November 2026

This is the first time in 3 years that the event is being held in Kansai. As in Tokyo, the target audience is primarily women interested in wellness. We have significantly revised our exhibition fees and are offering them at a special rate for 2027.

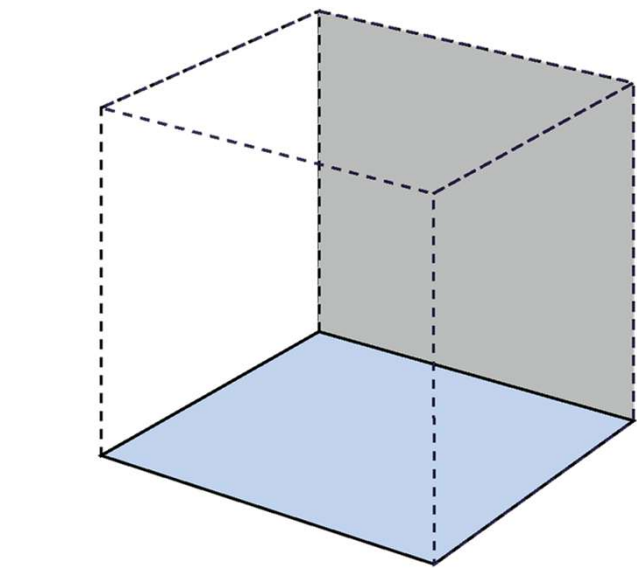
Standard Booth (Corporate Clients)

Per Booth 【1 day】	¥ 9 0 , 0 0 0
Per Booth 【15%off for 2 days】	¥ 1 5 3 , 0 0 0
Per Coner Booth	¥ 3 0 , 0 0 0

Market Space (Space for Individuals & Sole Proprietors)

Space A 【1 day】	¥ 1 6 , 0 0 0
Space B 【1 day】	¥ 2 0 , 5 0 0
Space A 【15%off for 2 days】	¥ 2 7 , 2 0 0
Space B 【15%off for 2 days】	¥ 3 4 , 8 5 0

10% OFF Early Bird Discount
Campaign through November 30, 2026
Standard booths come with a free
250W electrical connection
and 2 outlets!



Standard Booth (Width 3m, Depth 2m, Hight 2m)
With a backdrop + company's name

※Please make payment within 30 days after application.
Your application will be finalized once payment is confirmed.
※There is no limit to the number of booths that can be connected.
※Standard booths are available for application by sole proprietors and individuals.
※Standard booths include a company name sign.

【Market Space Information】

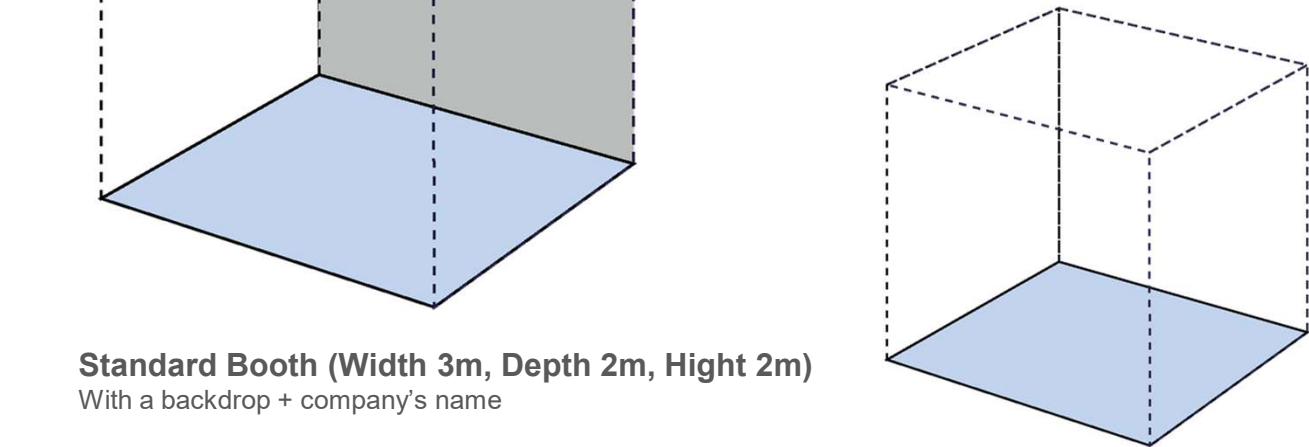
- The maximum height of structures within booths from the floor surface is 2.0 meters.
- Booth numbers will be displayed on venue maps and similar materials.
- Corner booths are not available for selection.
- **Space A is designated for merchandise sales. For exhibition content such as counseling sessions, please apply for Space B.**

Market Space

You may bring in all items, including desks and chairs, within the space.



Space A (Width 1.8m, Depth 0.9m)



Space B (Width 1.8m, Depth1.5m)

Other Special Options for Kyoto (Kansai Area)

Advertisement in the venue booklet

Iyashi Fair brochure achieves a distribution rate of over 90% to attendees. Advertising within the brochure enables continuous promotional outreach. The brochure includes the day's lecture and workshop schedule, as well as a venue map. Advertising within it allows for enhanced promotion to attendees, effectively driving attendance during the event and facilitating ongoing outreach after the event.

Color, 1 page	¥ 1 0 0 , 0 0 0
Color, half page	¥ 5 2 , 0 0 0

*Tax excluded

Iyashi Fair Web Collaboration Advertisement

We can feature your company on Iyashi Fair website through articles, banner ads, and email newsletters.

Collaboration	¥ 3 0 0 , 0 0 0 per event
Banner (rectangle)	¥ 2 0 0 , 0 0 0 per event
Email Newsletter	¥ 3 0 0 , 0 0 0 per event

Sponsored Program

Sponsorship for Iyashi Fair is a comprehensive plan integrating web, brochure, venue, and event planning. We offer marketing proposals targeting Iyashi Fair attendees and online users from multiple angles. For example, we can provide a lecture slot as one of the event components.

Free Lecture Slot	¥ 2 0 0 , 0 0 0 per event
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*Prices exclude tax. For other expenses, please contact the Iyashi Fair Administrative Office.



Contact

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Iyashi Fair Administrative Office
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141-0022, Japan
Email: info@a-advice.com



Iyashi Fair is partnering with overseas events



**For those considering overseas
expansion into Japan and China**

Iyashi Fair partners with international healing events. Those considering overseas expansion in the healing industry are encouraged to explore our partnership opportunities. For detailed materials, please contact our sales representatives.

Contact

ELAURA Inc.

Email: iyashifair@elaura-mail.jp

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5-12-1 Higashi-Gotanda, Shinagawa-ku, Tokyo

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