

22nd
Anniversary

Japan's Largest Healing Event 2026

癒しフェア

IYASHI FAIR

治療展

힐링 전시회

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

Exhibition Overview
Document

Tokyo & Kyushu

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 KYUSHU

[Kyushu]

- Date : July 4, 2026
- Venue : Fukuoka International Congress Center, Multipurpose Hall, 5th Floor
- Organizer : Iyashi Fair Administrative Office
- Time : 10:00-18:00
- Expected attendance: 3,000 people including online
- Setup date: Saturday, July 4, 2026
- Admission fee: ¥1,000 at the door



Iyashi Fair TOKYO

[Tokyo]

- Dates : November 22 & 23, 2026
- Venue : Tokyo Big Sight West Hall 4
- Organizer : Iyashi Fair Administrative Office
- Times : 【11/22】 10:00-18:00 / 【11/23】 10:00-17:00
- Expected attendance: 15,000 people including online
- Setup date: Friday, November 21, 2026
- 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

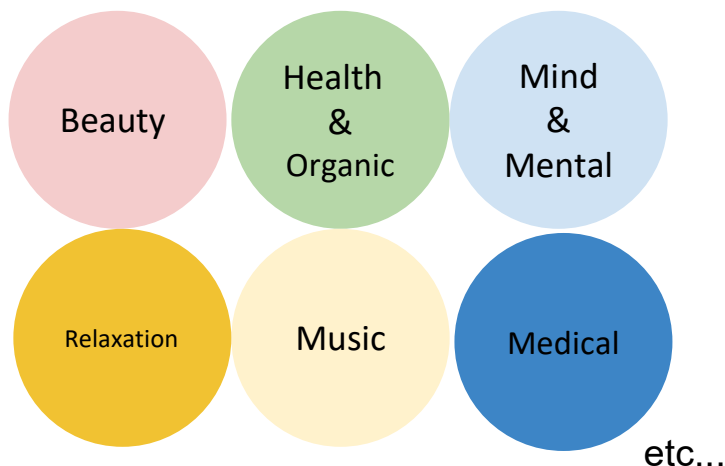
Female customers are eager to buy yet cautious, so we ask exhibiting companies to distribute samples, offer purchases, and provide tastings at the venue. This approach energizes the venue and deepens understanding of wellness.

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 55,000 Twitter 6,000

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.

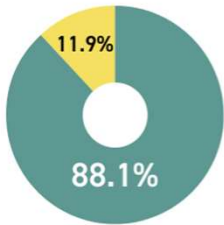


Companies and Organizations Supported or Sponsored Iyashi Fair

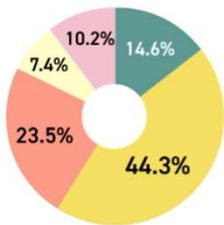
PHP Institute, Inc. / Kobunsha Co., Ltd. / Chikyu Maru Co., Ltd. / BAB Japan Co., Ltd. / Isis Editorial Department / Magazine House Co., Ltd. / Jitsugyo no Nihon Sha, Inc. / Japan Holistic Medical Association (NPO) / Monthly Psycho / Shodensha Co., Ltd. / Japan Guide Dog Association Foundation / Monthly 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. / Kirajenne Co., Ltd. / Tokyo News Agency / ONE BRAND Co., Ltd. / Geibun-sha / Media Gene Inc. / Social Welfare Corporation Japan Assistance Dog Association / General Incorporated Association Japan Baby Dance Association / Bundo-sha / 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

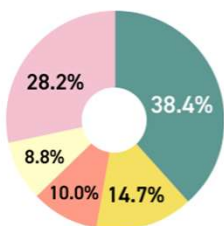
2024 東京



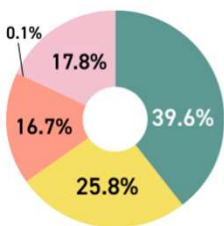
男女比率



年齢層



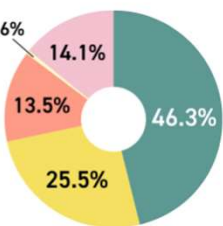
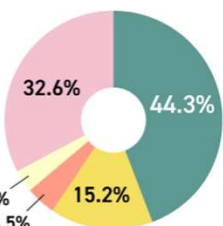
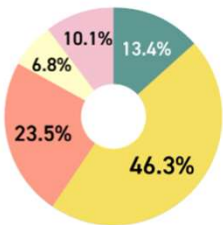
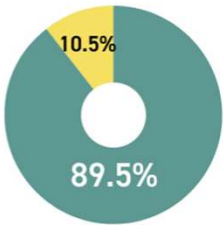
居住エリア



どこで知った?



2024 大阪



Kyushu (Hakata) Exhibition Fee

Initial Deadline: End of March 2026

This is the first time in four years that the event is being held in Kyushu. As in Tokyo, the target audience is primarily women interested in wellness.

Standard Booth (Corporate Clients)

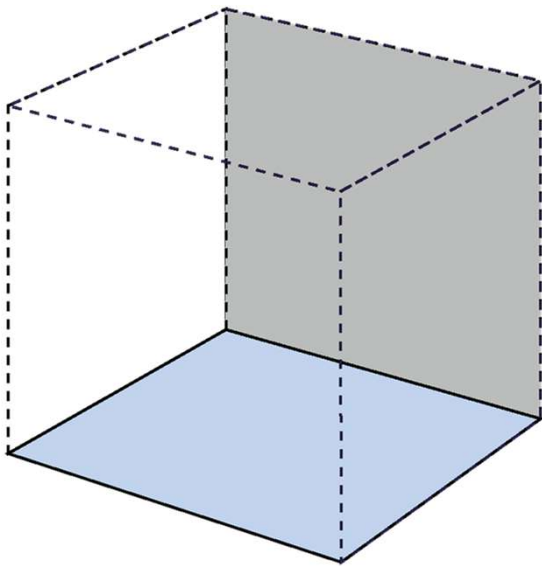
Per Booth (3m×2m)	¥ 8 0 , 0 0 0
Per Coner Booth	¥ 1 0 , 0 0 0

※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 (Individuals & Sole Proprietors)

Space A (1.8m×0.9m)	¥ 1 6 , 0 0 0
Space B (1.8m×1.5m)	¥ 2 0 , 5 0 0

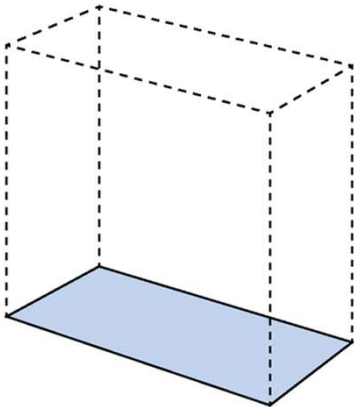
【Market Space Information】
• The maximum height of structures within booths from the floor surface is 1.8 meters.
• Booth numbers will be displayed on venue maps and similar materials.
• Corner booths are not available for selection.
• Space A is designated for merchandise sales. For exhibition content such as counseling sessions, please apply for Space B.
• Only the space itself is provided; tables, chairs, etc., must be rented or brought in.



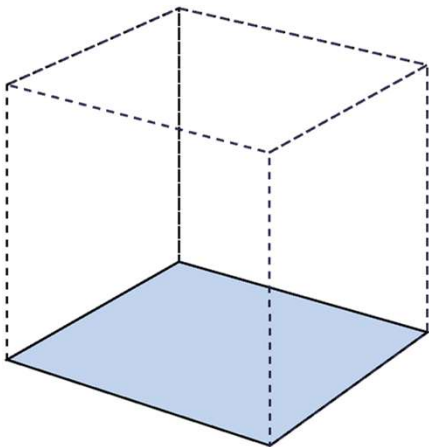
One Booth (Width 3m, Depth 2m)
With a backdrop

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)

Main Available Accessories

Folding Chair	¥ 6 6 0
Desk (1.5x0.6m)	¥ 3 , 8 5 0
Backdrop1.8m (0.9m x2)	¥ 2 2 , 0 0 0

Tokyo Exhibition Fee

Initial Deadline: End of August 2026

Over 90% of participants at Tokyo's Iyashi Fair are women in their 30s and older. In terms of gender, nearly 90% of attendees have long been female. This event targets the active consumer base that currently underpins Japan's economy.

Standard Booth for two days (Corporate Clients)

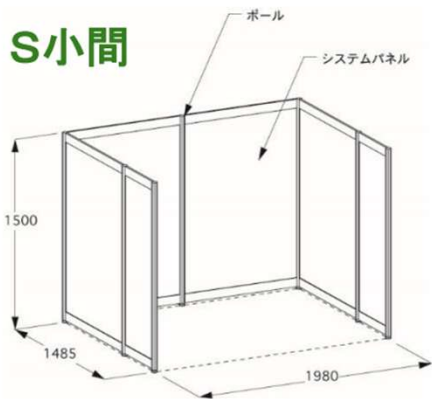
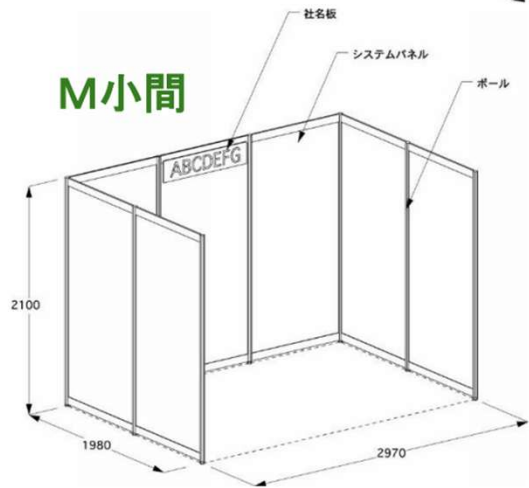
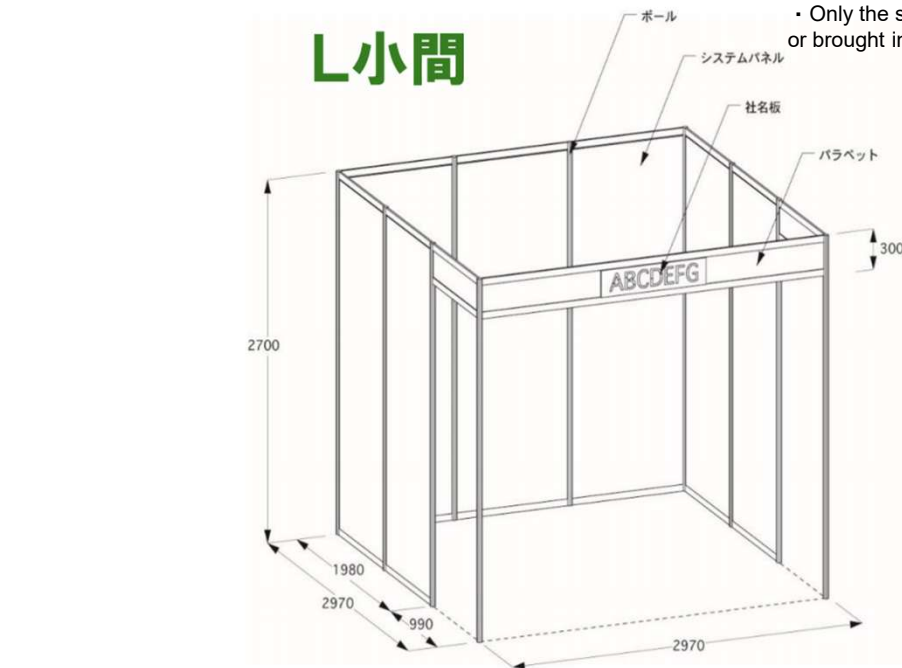
Large booth (3m×3m)	¥ 3 3 0 , 0 0 0
Medium booth (3m×2m)	¥ 2 2 0 , 0 0 0
Small booth (2m×1.5m)	¥ 1 1 0 , 0 0 0

Please refer to the diagram below for detailed dimensions.
For corner booths, additional fees apply:
Large booth: ¥55,000
Medium booth: ¥33,000
Small booth: ¥22,000
Market space is not available. ※Prices include tax.

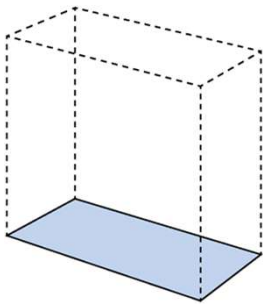
Market Space (Individuals & Sole Proprietors)

Space A (1.8m×0.9m)	¥ 1 6 , 0 0 0 (1 day)
	¥ 2 9 , 0 0 0 (2 days)
Space B (1.8m×1.5m)	¥ 2 0 , 5 0 0 (1 day)
	¥ 3 5 , 5 0 0 (2 days)

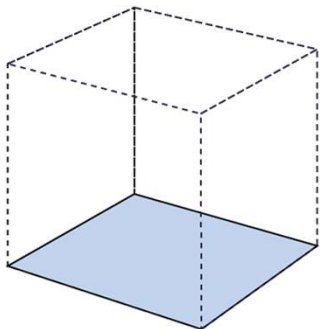
*Please remit payment within 30 days of application. Your application will be finalized upon confirmation of payment.
※The fee covers the total cost (tax included) for two days, including the equipment and space fees shown in the illustration below.
※Exhibitors are subject to screening. Please note that participation may be declined based on screening results.
※The maximum height of structures within booths from the floor level is 4,500mm for Large booths, 2,400mm for Medium sized booths, and 1,800mm for Small booths and Market Spaces.
※Standard Booths are available for application by sole proprietors and individuals.
【About Market Spaces】
• Booth numbers will be displayed on venue maps, etc.
• Corner locations cannot be specified.
• Space A is designated for merchandise sales. For exhibition content such as counseling, please apply for Space B.
• Only the space itself is provided; tables, chairs, etc., must be rented or brought in.



Market Space



Space A (Width 1.8m, Depth 0.9m)



Space B (Width 1.8m, Depth 1.5m)

Other Special Options

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 5 , 0 0 0

*Tax included

Flyer Placement at Venue Entrance

For female customers who are highly motivated to purchase yet cautious, we encourage exhibiting companies to distribute samples, facilitate purchases, and offer tastings at the venue. This approach energizes the event and deepens understanding of wellness.

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
-------------------	---------------------------

*Prices exclude tax. For other expenses, please contact the Iyashi Fair Administrative Office.



Contact

Elaura Inc.
Iyashi Fair Administrative Office
803 Kotto-dori Building,6-12-4 Minami-Aoyama,
Minato-ku, Tokyo 107-0062, 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.

China (Beijing)

Iyashi Fair in China originally began in 2018 as a co-hosted event with a Buddhist gathering. Today, China is also a high-stress society where demand for healing products and services is growing. We are now accepting applications for exhibitors at the 2026 Beijing Iyashi Fair. Please take advantage of this opportunity to explore the Chinese market.

China's Wisdom Light Expo Official Website

<http://www.wisdomlightexpo.com/>

Contact

Elaura Inc.
803 Kotto-dori Building, 6-12-4 Minami-Aoyama,
Minato-ku, Tokyo 107-0062, Japan
Email: info@a-advice.com