



Japan Promotional Marketing Institute Inc.  
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**News Release** ★ Wednesday, June 10, 2020

The Japan Promotional Marketing Institute has decided to cancel the "JPM POP Creative Awards" this year in consideration of the Covid-19 pandemic. At the same time, it has postponed the "50th Japan Promotional Marketing Show" planned for October this year to autumn of 2021.

We at Japan Promotional Marketing Institute (Chairman Naohiko Kishi), an incorporated association have considered the influence of the Covid-19 pandemic and cancelled the "JPM POP Creative Awards", with which an actual exhibit judgment is essential. Accordingly, we have postponed the "50th Japan Promotional Marketing Show" scheduled to be held in October this year to autumn of next year by taking the safety and risk aversion of all visitors as highest priority.

By this decision, we have gained time to realize the further evolution of the "Association Show" and hold a long-awaited and memorable "50th JPM Show" in autumn of 2021. We will continue to push forward preparations so that we can hold a "Next-Generation Association Show" appropriate for the 50th commemorative event in autumn of next year, with further evolved exhibits and scale.

In addition to the "JPM POP Creative Awards", the "JPM Planning Solutions Awards", which is a representative award of our association, will be carried out this year as usual since we can proceed with all processes from entry to judgment and award announcement on-line.

Thank you very much,

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