



Equipment Provider Guidelines for the 20th Asian Games Aichi-Nagoya 2026

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IMAGINE ONE ASIA
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1. Introduction

The 20th Asian Games Aichi-Nagoya 2026 (hereinafter “Aichi-Nagoya 2026”) will be held in Aichi and Nagoya in 2026. This guideline explains the overview of the Equipment Provider System (hereinafter “EP System”) and the rights, marketing, and promotion rules for the companies participating in the system.

An Equipment Provider (hereinafter “EP”) refers to a company that provides (including lending, etc.; the same applies hereinafter) the necessary competition equipment (including service provision, etc.; the same applies hereinafter) for Aichi-Nagoya 2026. Although EPs are not sponsors, they are granted special rights, unlike other suppliers who provide products or services to the event.

We are seeking companies that will walk with us towards the success of Aichi-Nagoya 2026 and the legacy that will follow the event.

2. Applicable Competition Equipment

The EP System applies only to competition equipment and services that are certified or designated by the International Sports Federation (IF) or the Asian Sports Federation (AF).

In principle, an EP will be selected for each competition equipment.

3. Rights of Equipment Providers (EPs)

EPs are provided with the following rights

3.1 Displaying Logos on Competition Equipment

EPs can display their logos on the competition equipment they provide. The size of the logo should be no larger than 10% of the surface area of the equipment (maximum 60 cm²), and it may be displayed in only one location for each piece of equipment (or for equipment made up of multiple parts, only one location total). If existing equipment includes logos which exceed the above size, the logo is to be covered with either masking tape or a sticker with a logo which meets the above size requirement. Exceptions to this rule may apply if the masking would adversely affect the competition.

3.2 Displaying Company Names at Competition Venues

EPs can display their company name and the provided equipment on boards introducing the EPs at two (2) locations outside the competition area, such as in the PSA (competition-related personnel area), warm-up area, or athlete lounge.

3.3 Mentioning the Provision of Competition Equipment for

Aichi-Nagoya 2026

EPs can mention their provision of competition equipment to Aichi-Nagoya 2026 in customer lists, event lists, financial reports, company brochures, websites, and product catalogs.

3.4 Listing Company Names on the Official Aichi-Nagoya 2026

Website

EPs can have their company name and the competition equipment provided listed on the official Aichi-Nagoya 2026 website.

3.5 Spectator Tickets

EPs can receive spectator tickets for the competition they provided equipment for, under the following conditions:

- If providing equipment for a single competition:
 - Up to 10 tickets for the competition.
 - Up to 10 tickets for events held at Nagoya City Mizuho Park Athletic Stadium or Aichi International Arena.
- If providing equipment for multiple competitions:
 - Up to 10 tickets for each competition.
 - Up to 10 tickets for events held at Nagoya City Mizuho Park Athletic Stadium or Aichi International Arena.

3.6 Priority Purchasing Rights for Spectator Tickets

EPs can purchase tickets for the competition they provided equipment for with priority. There is a limited number of tickets available, and in some cases, it may not be possible to fulfill the request depending on the competition.

4. Application and Selection Process

4.1 Expression of Intent

Companies wishing to participate in the EP System must complete and submit an Expression of Intent Form.

4.2 Presentation of Conditions; Submission of Quotation

- The Aichi-Nagoya Asian Games and Asian Para Games Organizing Committee (AINAGOC) will individually present conditions (specifications) to companies that have submitted a letter of intent.
- Companies that have submitted a letter of intent are required to submit certificates or other documents confirming that the equipment they provide is certified or designated by the IF or AF.
- Companies that have submitted a letter of intent are required to submit a quotation for the conditions (specifications) presented by AINAGOC.
- If there are multiple companies that have submitted a letter of intent, AINAGOC will select the company with the most favorable quotation as the EP.
 - If two or more companies submit equal price estimates, a draw will be conducted by a non-involved staff member to determine the EP.
- If AINAGOC determines that the amount stated in the quotation is not a fair price, they may choose not to enter into the contract.

4.3 Contract Signing

Selected companies will be notified, and a formal contract will be concluded with agreed conditions for the provision of equipment.

5. Marketing and Promotion Rules

This chapter establishes rules for marketing and promotion to ensure that activities as an EP are conducted appropriately and fairly.

5.1 Customer Lists, Annual Reports

EPs can include AINAGOC in their customer lists or annual reports. However, AINAGOC should be treated equally with other customers and not be specially emphasized.

Customer lists should be limited to standard placements such as regular company materials and appropriate pages on the website, and should not be included in advertisements, homepages, proactive marketing materials, or display panels.

5.2 Product Catalogs, Company Brochures, Websites

Facts about products provided to Aichi-Nagoya 2026 can be briefly stated:

- Example 1: “To contribute to the success of the Aichi-Nagoya 2026 Games, Company XXXX is supplying our product YYYY for the ZZZZ event.”
- Example 2: “Company XXXX is supporting the operation of the Aichi-Nagoya 2026 Games by supplying our product YYYY for the ZZZZ event.”

The content must be based on facts, and excessive promotion or exaggeration beyond the above examples should be avoided.

5.3 Media Inquiries

Except for publicly stating that the company is an “EP,” questions or comments related to Aichi-Nagoya 2026 cannot be addressed.

Companies cannot proactively seek media attention or initiate reporting activities related to Aichi-Nagoya 2026.

5.4 Important Notes

The following activities are not permitted. Violations may result in the cancellation of EP status:

Advertisements and PR Activities

- Advertising, marketing, PR campaigns, and press releases based on the provision of equipment to Aichi-Nagoya 2026 are prohibited.

Statements at Third-Party Events

- Statements related to Aichi-Nagoya 2026 at third-party events are prohibited. Public statements about the role as an EP are especially not allowed.

Websites

- Promoting content related to Aichi-Nagoya 2026 on the EP's websites or social media is prohibited. Creating dedicated pages for Aichi-Nagoya 2026, websites focused on Aichi-Nagoya 2026, or using the name or related keywords of Aichi-Nagoya 2026 in URLs is prohibited. However, descriptions that comply with the conditions stated in Section 5.2 are exceptionally permitted.

Mentions on Business Cards, Letterheads, Email Headers/Footers

- Mentioning the fact of supplying products related to Aichi-Nagoya 2026 on business cards, letterheads, email headers/footers is prohibited. Mentioning Aichi-Nagoya 2026 in the company or department name is also prohibited.

Use of Logos and Intellectual Property

- The use of the Aichi-Nagoya 2026 logos, emblems, mascots, and other intellectual property is prohibited. Additionally, promotional activities that allude to Aichi-Nagoya 2026 or events through designs or expressions are not allowed. Improper use of intellectual property related to Aichi-Nagoya 2026 or events may result in legal action.

6. Contact Information

For inquiries, contact:

Aichi-Nagoya Asian Games and Asian Para Games Organizing Committee (AINAGOC)

Email: ainagoc-kyougi@aichi-nagoya2026.org

7. Guidelines Revision

These guidelines may be revised as needed. Revised guidelines will be promptly reflected and communicated to stakeholders.