



For Immediate Release

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Carrier Wins Prestigious Exhibition Award for Innovative Booth Design

*Innovative “East Meets West” Design Recognized
for Enhanced Brand Presence and Visitor Experience*

TOKYO, Jan. 15, 2026 – Carrier announced that its booth design at HVAC&R JAPAN 2024 received a [Silver Award in the International Exhibit category](#) at the [39th Annual Exhibit Design Awards](#), a prestigious international competition that honors excellence in trade show and event design. Designed and produced by Hakuten Corporation, the booth was highly praised for powerfully conveying its key message of “Transformation” while authentically expressing Carrier Japan’s unique corporate culture within the exhibition space, leading to this distinguished recognition. [Carrier Japan](#) is part of Carrier Global Corporation (NYSE: CARR), global leader in intelligent climate and energy solutions.

The Exhibit Design Awards by [EXHIBITOR Magazine](#), a U.S. trade publication for the exhibition and event industry, are known as one of the world’s leading exhibit design awards. The awards recognize outstanding creativity, aesthetics, functionality and brand communication in exhibit environments.

The award-winning design was created for [HVAC&R Japan 2024](#), marking Carrier Japan’s first participation in a major exhibition since joining Carrier. To prominently showcase its identity as part of Carrier while honoring its Japanese heritage, the company unveiled a fully rebranded booth. This approach delivered a compelling narrative centered on its theme — “East Meets West.”

Spanning 15 x 18 meters, the booth was conceived as a sculptural metaphor symbolizing “Transformation.” The white exterior walls featured large three-dimensional English keywords, while the interior walls, finished in Carrier Blue, displayed Japanese words representing core employee values. Together, these elements created an immersive space that allowed visitors to experience the company’s corporate brand concept firsthand.

“This award reflects our unwavering commitment to continuous innovation,” said Toru Kubo, President, Carrier Japan. “We are proud that our design—one that reinforces the strength of the Carrier brand while embodying the theme of ‘Transformation’—has earned recognition through the esteemed Exhibit Design Awards.”

Carrier Japan will showcase its latest innovations at [HVAC&R Japan 2026](#), taking place at Tokyo Big Sight January 27-30. The exhibition booth will once again be designed and produced by the same award-winning team, ensuring a world-class experience for visitors. The booth design is created under Carrier’s purpose of “Enhancing the Lives We Live and the World We Share” and Carrier Japan’s theme for this event—“Carrier Solutions – All Around Us”—will be brought to life through a concept that transforms the entire booth into a cityscape. Visitors will be able to stroll through the space, experiencing firsthand how Carrier’s solutions seamlessly connect with societal needs and contribute to a better future.

For more information about Carrier Japan, visit [here](#) or stop by booth 4D-02 at the HVAC&R Japan 2026.



The award-winning booth design features a sculptural exterior showcasing English keywords (left) and an interior accented with Japanese keywords highlighting product solutions (right).



At HVAC&R Japan 2026, Carrier Japan will unveil its booth under the theme “Carrier Solutions – All Around Us,” designed by the award-winning team.

About Carrier Japan

Carrier Japan provides sustainable solutions integrating energy efficient products for residential, light commercial and industrial customers. Carrier Japan is a part of Carrier Global Corporation (NYSE: CARR), global leader in intelligent climate and energy solutions, committed to creating innovations that bring comfort, safety and sustainability to life. For more information, visit [Carrier HVAC Asia Pacific](https://www.carrier.com/apac).

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