

For
Exhibitors

Advertisement Opportunities

- Maximise outcomes through effective advertising -



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Maximize your exhibition success with three tailored plans!



Brand Awareness & Lead Generation Plan

Ultimate Plan for maximum exposure and lead acquisition

Sponsorship Plan



Exhibitor Presentation

Digital Signage Ads

ExpoMaster Premium

+ 2nd Device for the Lead Capture Service

Digital Incentive Coupons

From JPY 3,500,000

Brand Awareness Plan

Designed to showcase your brand to all attendees

Sponsorship Plan



Digital Signage Ads

ExpoMaster Premium

+ 2nd Device for the Lead Capture Service

From 2,500,000 JPY

Lead Generation Plan

Maximizing the number of Collectable business cards

Exhibitors Presentation

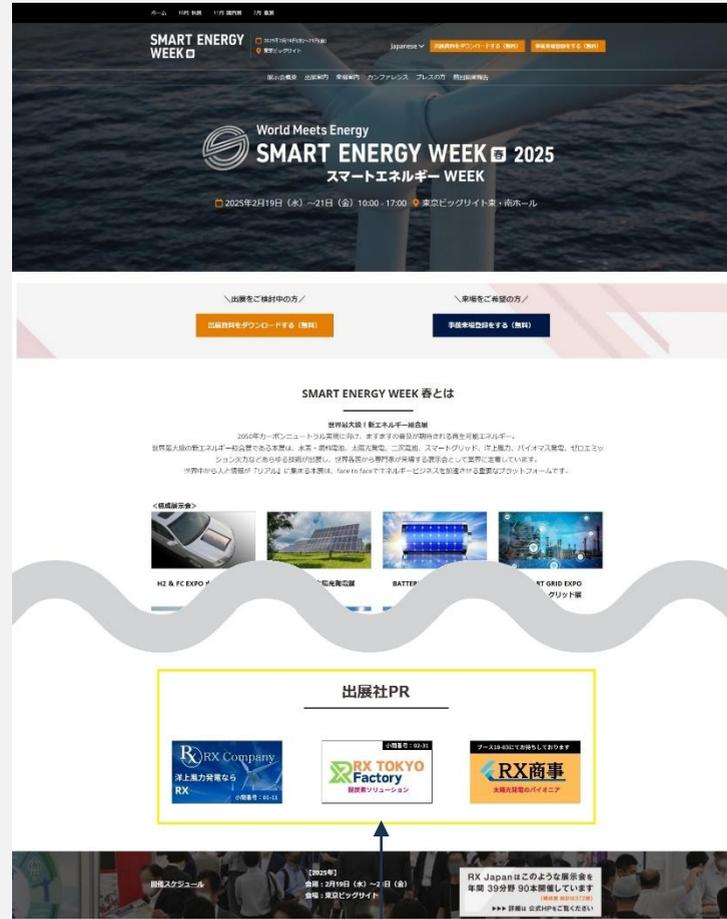
Digital Incentive Coupons

From 1,000,000 JPY

*All Prices Excludes Tax

We also offer an à la carte plan, allowing you to freely choose from a variety of ad options starting from just one.

■ Image



Official Show Website has a huge amount of traffic as the show is approaching!

You can inform your potential customers of your participation widely.

*The location of the banners is subject to change.

01
Banner Ads on
Official Show Web

| | | | |
|----------|---|-------------|----------------------------|
| Price | JPY 200,000 (tax excluded) | Limited to | No Limitaion |
| Duration | From approx. 3 months prior to the show | Size/Format | W187px × H70px, JPG or PNG |

※This ad will be posted on both English & Japanese pages.

■ Image



Conference Webpage covers the programme of 100 seminars by industry leaders!

A wide variety of audience check the website prior to the show. You can attract high-quality and serious visitors to your booth.

*The location of the banners is subject to change.

*The number of seminars is expected.

02
Banner Ads on
Conference Web

| | | | |
|----------|---|------------|----------------|
| Price | JPY 200,000 (tax excluded) | Limited to | No Limitation |
| Duration | From approx. 3 months prior to the show | Size | W187px × H70px |

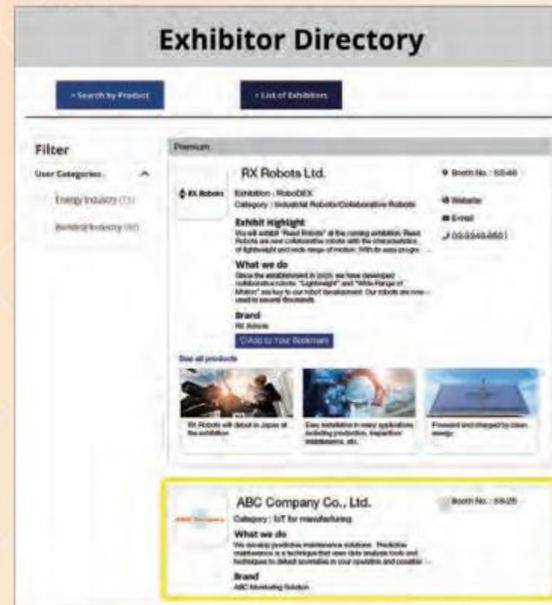
*This ad will be posted on both English & Japanese pages.

■ Image

Basic

Announce basic exhibit information to be searched from visitors

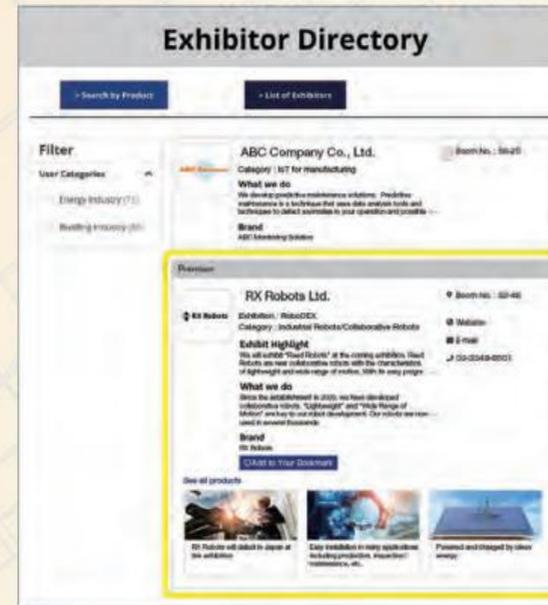
Create your own profile page and product catalogue for attracting visitors to your booth



Standard (Enlarged view)

Create rich content to attract more visitors by enlarged profile page

Double height Exhibitor Profile with premium branding will help attract more visitors to your booth

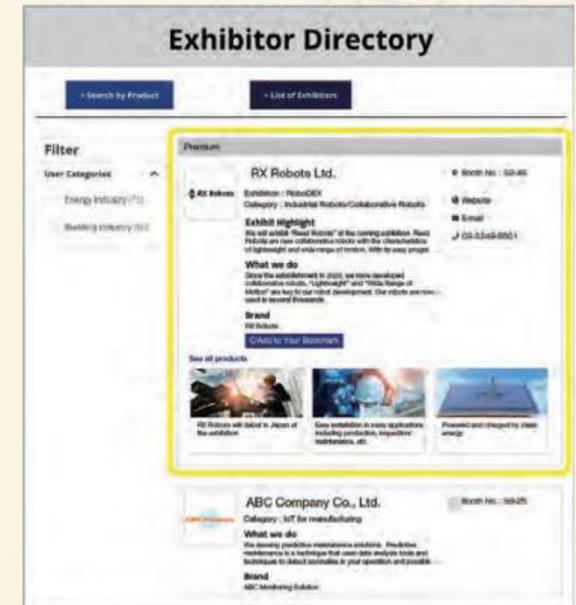


Approximately **5.2 times** more clicks !
(Comparison with Basic)

Premium (Enlarged view / Top view)

Top listing enables you to have more attention from visitors

Adding category and show sponsorship demonstrates thought leadership to visitors



Approximately **17.4 times** more clicks !
(Comparison with Basic)

Individual Exhibitor: JPY 50,000
With Co-Exhibitors: JPY 100,000

Individual Exhibitor: JPY 150,000
With Co-Exhibitors: JPY 200,000

Diamond Elite Sponsorship only

| | | | |
|---------------------------|---|--------------------------|---|
| No. of PV (Previous show) | 395,092 PV | Limited to | Standard : No Limitation Premium : 6 companies |
| Duration | From approx. 1-2 months prior to the show | Additional Display Items | PR points (200 characters) , 3 product photos displayed all time Website link , E-mail link , Tel |

If you have one or more co-exhibitor/s, the fee will be charged as "With co-exhibitor/s" regardless of the number of co-exhibitors. Enlarged view and Top view doesn't apply to co-exhibitors.

03 Exhibitor Directory Upgrade

■ Image



Effective way to promote your company to industry players/visitors!

Visitor promotion e-mails are sent to approx. 200,000 industry professionals including visitors at the past shows.

■ Sending to

200,000 contacts per E-mail

Price

JPY 300,000 (tax excluded) per E-mail

Limited to

No Limitation

Count

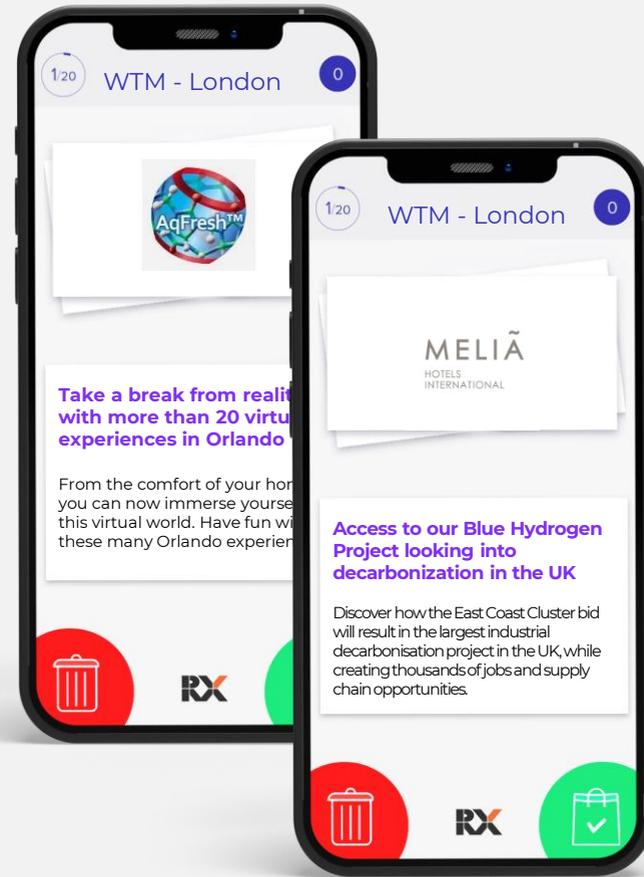
once

Size/Format

38 two-byte characters x 5 lines

04
 Ads in Visitor
 Promotion E-mail

■ Image



We will deliver your coupons with special onsite privileges to visitors on behalf of you prior to the show!

You can attract visitors to your booth by issuing digital coupons. You can also acquire the contact details of those who download your coupon.

Examples of privileges you provide:

- Free samples
- Giveaway of original items
- 10% discount
- Free consulting service
- etc.

Average number of downloads: 568*
(= average number of leads generated)

■ How to Deliver Coupons

E-mails from Show Management

*Average number of 2022 & 2023 shows organised by RX Japan

| | | | |
|----------|--|-------------|--------------|
| Price | JPY 600,000 (tax excluded) | Limited to | No Limitaion |
| Duration | From approx. 1 month prior to the show | Banner Size | 90px × 160px |

This service is available only in Japanese, and e-mails will be distributed solely to visitors who view the content in Japanese. If there are fewer than 5 companies registered for the service one and a half months prior to the show, it will not be conducted, and refunds will be issued.

05
Digital Incentive
Coupons

All visitors will take a floor map at the entrance of each exhibition hall. You can boost your company/brand recognition by placing your company's advertisement. On the digital floor map, your banner ad will be linked to your exhibit information page in the show exhibitor search page.

Every single one of our visitors takes the floor map

Image



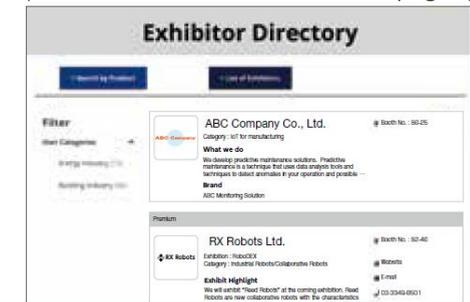
Banner Ads

Placed on the floor map.



Link to your information page in Exhibitor Directory

Digital map will lead to your company information on exhibitor search page.



06 Floor Map Ads (On Digital & Printed Versions)

Price

JPY 500,000 (tax excluded)

Distributed to

Visitors and exhibitors

Limited to

10 companies
(first come, first served)

Ads Size

H4cm × W4cm (colour)

*The location and size of the ad are subject to change. This ad will be posted on both English & Japanese versions.

*Limited to 1 ad/company

Digital signages will be placed on the hallway where there is huge traffic of visitors.
 Attract visitors to your booth by displaying your company name, booth location and product information.

Digital signages on hallway with huge traffic

■ Image



■ Enlarged Image



07 Digital Signage Ads on the Hallway

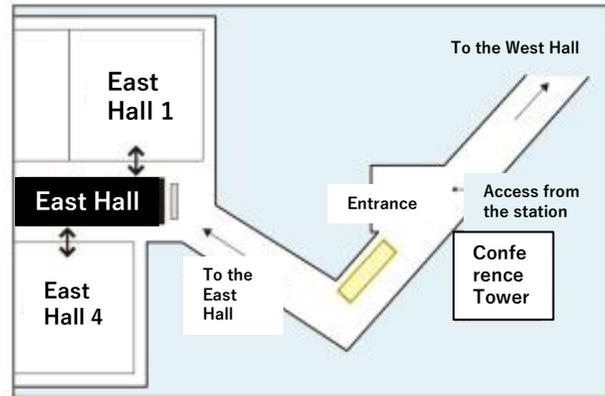
| | | | |
|---------------------|----------------------------|--------------|--------------------------------------|
| Price | JPY 800,000 (tax excluded) | Limited to | Limited to 12 companies at each show |
| No. of Installation | Listed by venue | Signage Size | Equivalent to 52 inches |

Only one company logo can be included in a signage. To place logos of more than two companies, the additional fee of JPY 10,000 (tax excluded) per logo will be charged.
 Ads must include your booth number.
 Show Management may ask exhibitors to change the content in case Show Management deems it is not appropriate.

■ Installation Location at Tokyo Big Sight

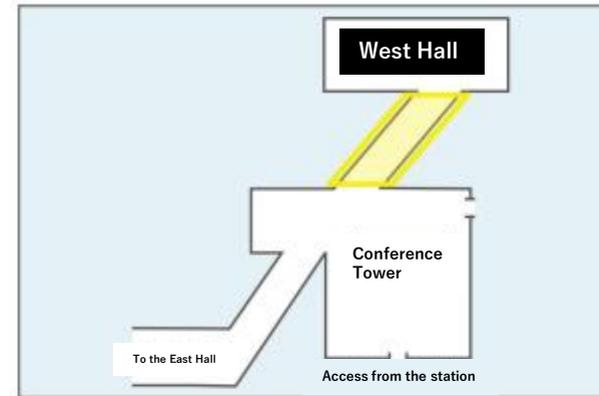
● East Hall

Between the Central Entrance and the East Hall
Concourse-12 units



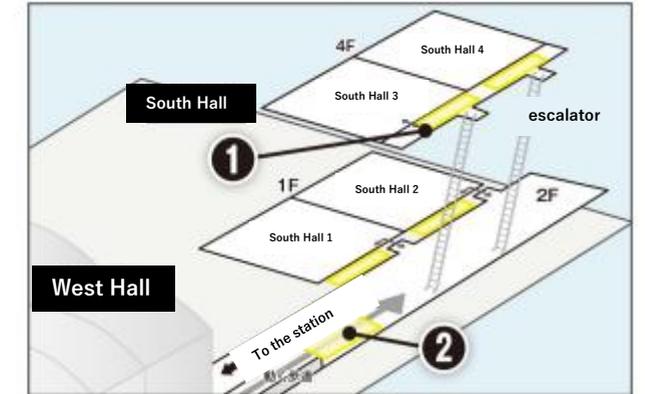
● West Hall

Between the Central Entrance and the West Hall
Concourse-9 units

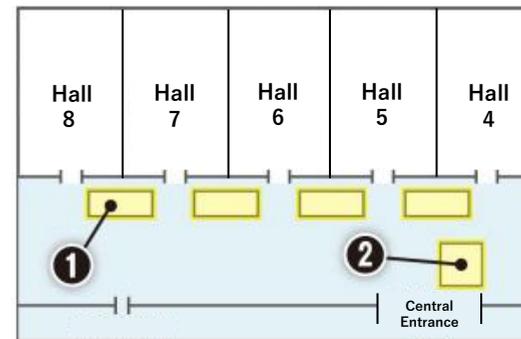


● South Hall

① Entrance/Exit-4 units
② Concourse-5 units



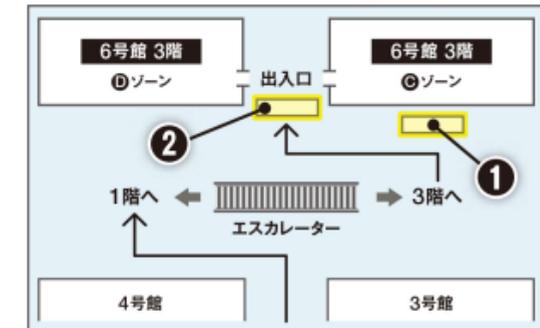
① Entrance/Exit-4 units
② Concourse-5 units



■ Installation Location at Makuhari Messe

■ Installation Location at INTEX Osaka

① Hall 6 3F Lobby-3 units*
② Entrance/Exit-3 units



*In case of rain, the installation may be moved indoors

07 Digital Signage Ads on the Hallway

| | | | |
|---------------------|----------------------------|--------------|--------------------------------------|
| Price | JPY 800,000 (tax excluded) | Limited to | Limited to 12 companies at each show |
| No. of Installation | Listed by venue | Signage Size | Equivalent to 52 inches |

Your graphic design will be placed on the floor of the exhibition hall entrance during the show. Every visitor will see your Floor Ad when entering the hall. You can lead visitors effectively to your booth. Naturally, more people will visit your booth.

You can promote your presence at the entrance!

■ Image



08 Show Entrance Floor Ads

| | | | |
|-----------|----------------------------------|------------|---------------|
| Price | JPY 500,000 (tax excluded) | Limited to | No Limitation |
| Placement | Entrance of each exhibition hall | Ads size | H1.5m × W2m |

This ad will enable visitors to find your booth very easily, even from a distance.

Make your booth location stand out in a large venue!

■ Image



■ Image



09 Hanging Banner Ad above Booth

| | | | |
|---------------|---|-------------|----------------------|
| Price | JPY 1,000,000 (single-sided printing, tax excluded) | Limited to | No Limitation |
| No. of Banner | One banner per company | Banner Size | H4.0m × W4.0m |

Double-sided printing is available for an additional JPY 150,000.
Depending on your booth location, your application may not be accepted or your ad may not be placed right above your booth.
Exhibitors in South Hall 1 & 2 cannot apply for this service due to architectural reasons.

Please fill in and submit the form via e-mail to Show Management.

① Please tick the show you exhibit at

- | | |
|--|---|
| <input type="checkbox"/> H ₂ &FC EXPO | <input type="checkbox"/> PV EXPO |
| <input type="checkbox"/> BATTERY JAPAN | <input type="checkbox"/> SMART GRID EXPO |
| <input type="checkbox"/> WIND EXPO | <input type="checkbox"/> DECARBONIZATION EXPO |
| <input type="checkbox"/> BIOMASS EXPO | <input type="checkbox"/> SCM WORLD |
| <input type="checkbox"/> ZERO-E THERMAL EXPO | <input type="checkbox"/> Special Exhibit Fair |
| <input type="checkbox"/> CIRCULAR ECONOMY EXPO | |

② Please fill out your contact information

| | |
|-----------|--------------|
| Company : | Contact : |
| TEL : | Department : |
| E-mai : | Job Title : |

③ Please tick the ad you would like to apply. (10% consumption tax will be added to the total price)

| Tick | Advertisement Type | Price | Send data by |
|--------------------------|---|----------------------------|-----------------------------|
| <input type="checkbox"/> | 01 Banner Ads on Official Show Website | JPY 200,000 | 1 month prior to the show |
| <input type="checkbox"/> | 02 Banner Ads on Conference Webpage | JPY 200,000 | 1 month prior to the show |
| <input type="checkbox"/> | 03 Exhibitor Directory Upgrade (Standard/Premium) | JPY 100,000 or JPY 600,000 | - |
| <input type="checkbox"/> | 04 Ads in Visitor Promotion E-mail | JPY 300,000 | 1.5 month prior to the show |
| <input type="checkbox"/> | 05 Digital Incentive Coupons | JPY 600,000 | 1.5 month prior to the show |
| <input type="checkbox"/> | 06 Floor Map Ads (On Digital & Printed Versions) | JPY 500,000 | 1.5 month prior to the show |
| <input type="checkbox"/> | 07 Digital Signage Ads on the Hallway | JPY 800,000 | 1 month prior to the show |
| <input type="checkbox"/> | 08 Show Entrance Floor Ads | JPY 500,000 | 1.5 month prior to the show |
| <input type="checkbox"/> | 09 Hanging Banner Ad above Your Booth | JPY 1,000,000 | 1.5 month prior to the show |

*Ads space is served on a first-come, first-served basis. *Your purchase order in connection with the advertising plan through this Application Form constitutes part of the separately concluded Contract for Exhibition Space, and the Exhibition Rules and Regulations of said Contract for Exhibition Space will apply. Invoice will be issued after application. Complete the payment by the indicated deadline on the invoice.

*In principle, no cancellation nor any changes will be accepted after your purchase order of the ads is made

■ Guidelines for Data Submission

- Guidelines for each data submission will be informed by Show Management after your application.
- Including your booth number on the advertisement is recommended.
- Show Management may ask you to revise your content if it is deemed not appropriate for the show.
- Please note that we are unable to provide colour proofs due to schedule

For application/inquiries

RX Japan GK

E-mail : sew_support_en.jp@rxglobal.com