

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 JPY 2,500,000

Lead Generation Plan

Maximizing the number of Collectable business cards

Exhibitor Presentation

Digital Incentive Coupons

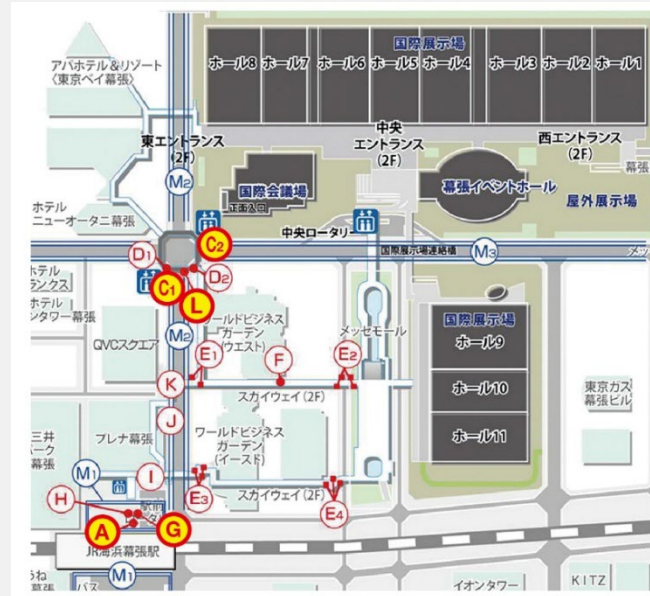
From JPY 1,000,000

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

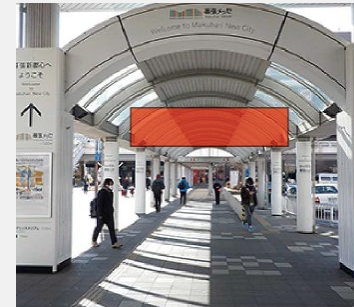
*All Prices Excludes Tax

Banner advertisements can be displayed in the following passage areas along the route from Kaihin-Makuhari Station to Makuhari Messe.

■ Advertising location

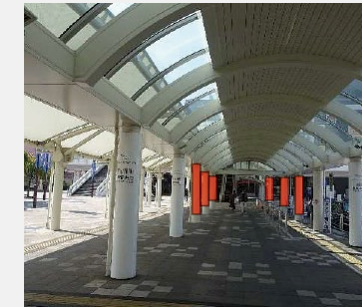


A. Shelter in front of station (2 out of 4 panels)



Banner W3500 × H900

G. Station-front shelter pillar 1 (4 out of 6 pillars)



Pillar wrap Ø460 × H2700

L. Glass railing panels on the second-floor loop deck (40 out of 80 panels)



Wall advertisement W1000 × H450

C-1. First-floor loop deck (Station side)



Banner W4000 × H900

C-2. First-floor loop deck (Messe side)



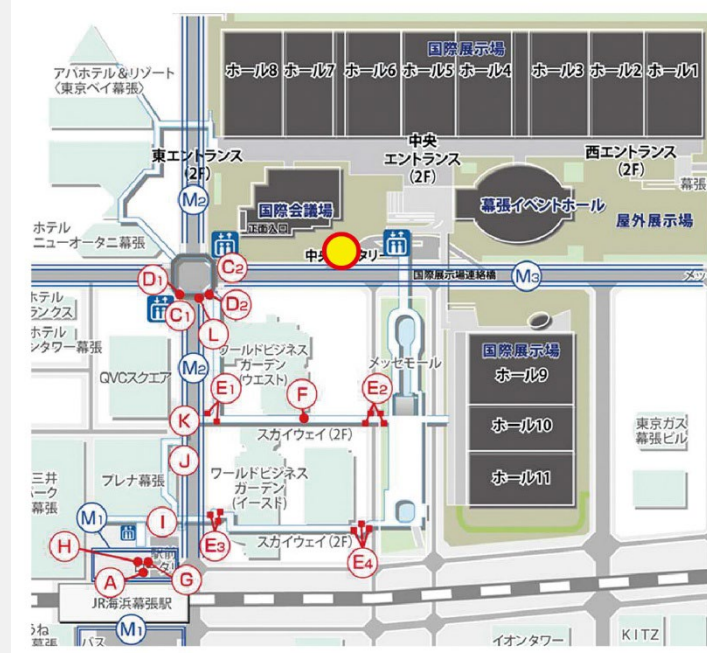
Banner W5400 × H900

01 Exclusive Advertising between Kaihin-Makuhari Station and Makuhari Messe

Price	JPY 5,000,000 (tax excluded)	Limited to	1 Company
Duration	During the show period (Sep 9-11)	Size Deadline	Location specified Until July 17

Banner advertisements can be displayed on Makuhari Messe's event information boards, and multiple slots can be booked by a single company. A single banner combining three slots (1-6) is also available.

■ Advertising location



02
Makuhari Messe Event
Information
Board Banner
Advertisement

Price	JPY 1,000,000 (tax excluded)	Limited to	3 Companies
Duration	During the show period (Sep 9-11)	Size Deadline	Per slot: W6800 × H3200 Until July 31

*Includes Japanese and English

Banner advertisements can be displayed on columns (2 units) at the central entrance of Makuhari Messe and on columns in front of each hall (Halls 4–8). As these banners will also appear in photographs taken during the opening-day ribbon-cutting ceremony, they are expected to receive various types of exposure, including post-event press coverage.

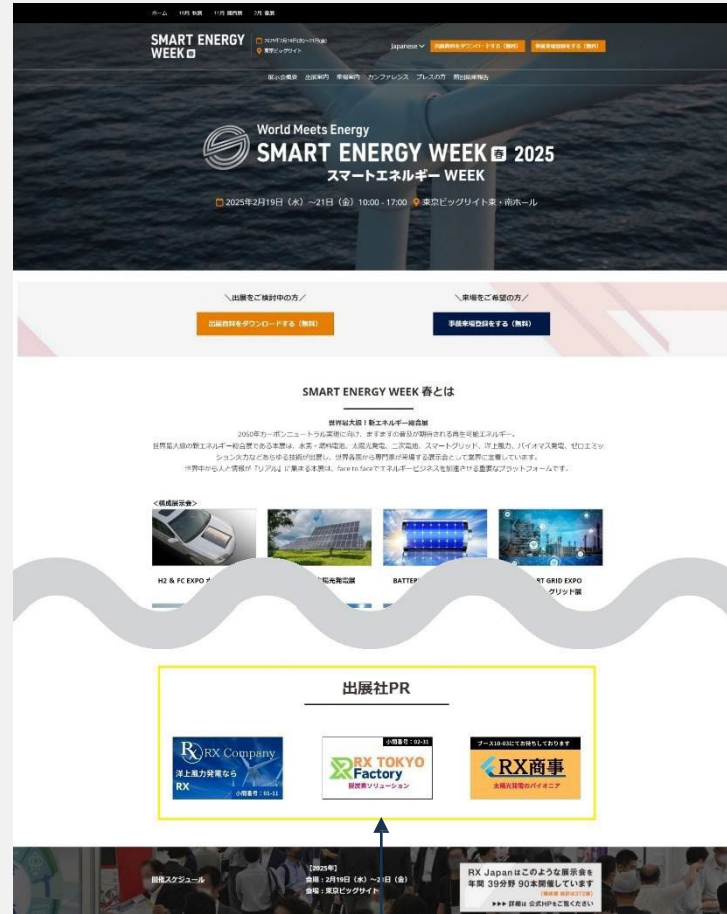
■ Advertising location



03
Makuhari Messe
2nd Floor
Column Banner
Advertisement

Price	JPY 10,000,000 (tax excluded)	Limited to	1 Company
Duration	During the show period (Sep 9-11)	Deadline	Until July 31

■ 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.

04
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.

05
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

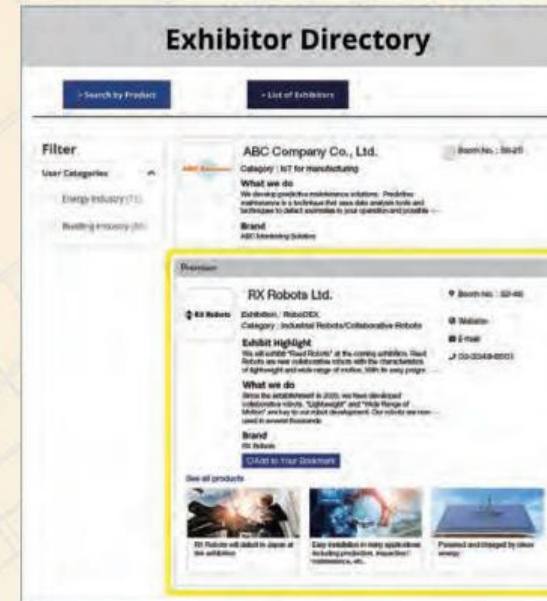
Create your own profile page and product catalogue for attracting visitors to your booth



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

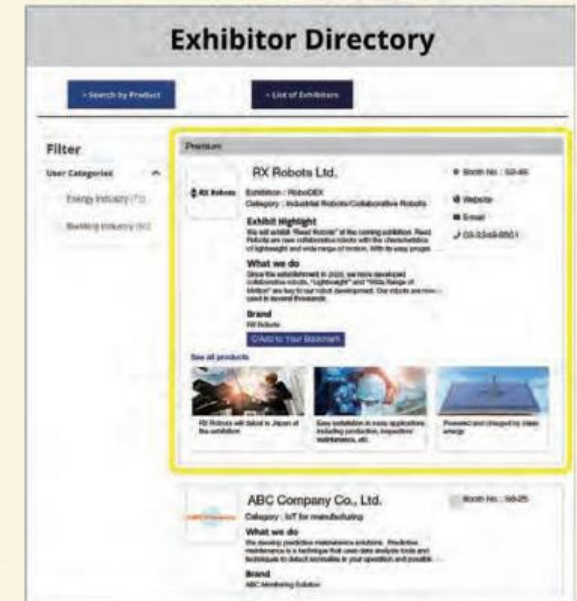


Approximately **5.2 times** more clicks !
(Comparison with Basic)

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.

06 Exhibitor Directory Upgrade

Image



【3】本展注目の出展社を一部ご紹介！



Hyundai Motor Company (ブース番号:W17-32)

日本向けの新型燃料電池車「[The all-new NEXO](#)」をはじめ、燃料電池システムや水素ブランド「[HTWO](#)」を通じ、約30年にわたる専門性に基づくヒョンデの水素モビリティとエネルギーソリューションをご紹介します。ブースでは水素充填ロボットのデモも予定していますので、ぜひお立ち寄りください！

<https://www.hyundai.com/jp/>

■ Sending to

200,000 contacts per E-mail

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.

Price

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

Limited to

No Limitation

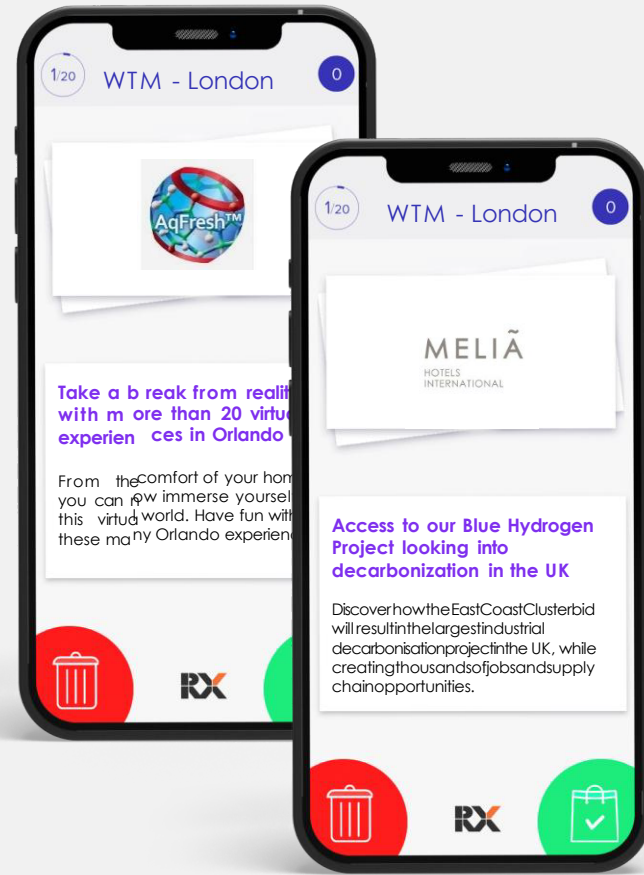
Count

once

Size/Format

38 two-byte characters x 5 lines

■ 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.

08 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



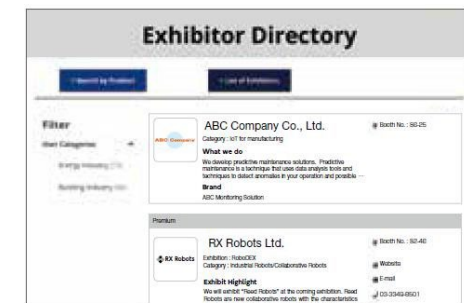
Banner Ads

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.



09 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.

10 Digital Signage Ads on the Hallway

Digital signages on hallway with huge traffic

■ Image



■ Enlarged Image



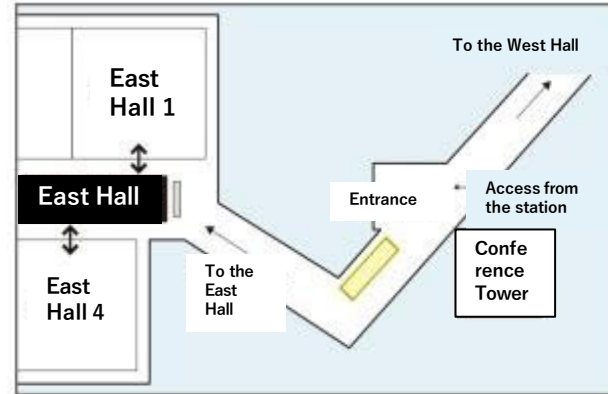
Price	JPY 800,000 (tax excluded)	Limited to	Limited to 12 companies at each show
No. of Installation	Listed by venue	Signage Size	Equivalent to 52 inches

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

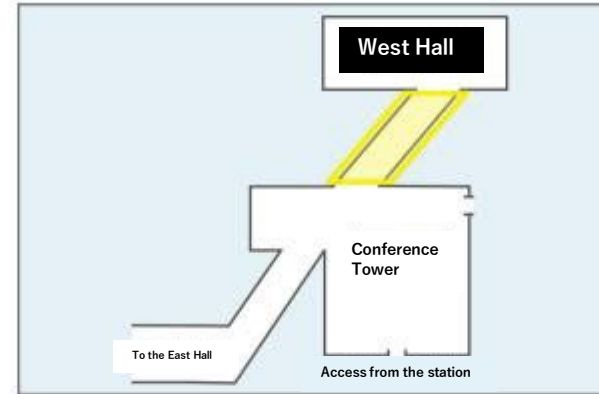
● East Hall

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



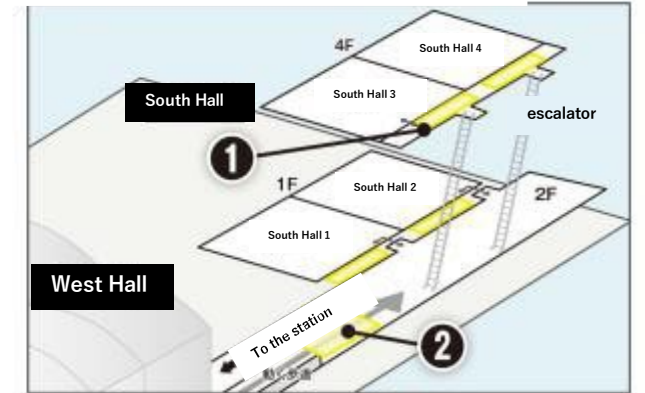
● West Hall

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

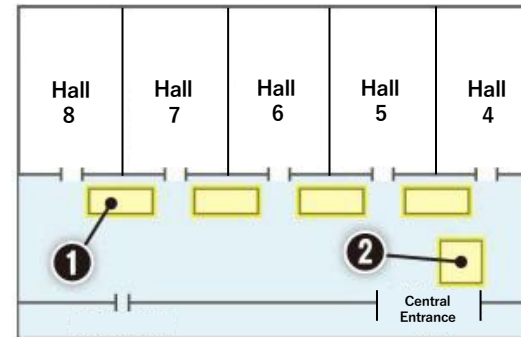


● South Hall

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



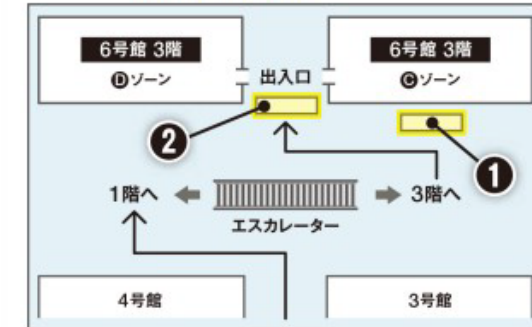
① Entrance/Exit-4 units
② Concourse-5 units



■ 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

10
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



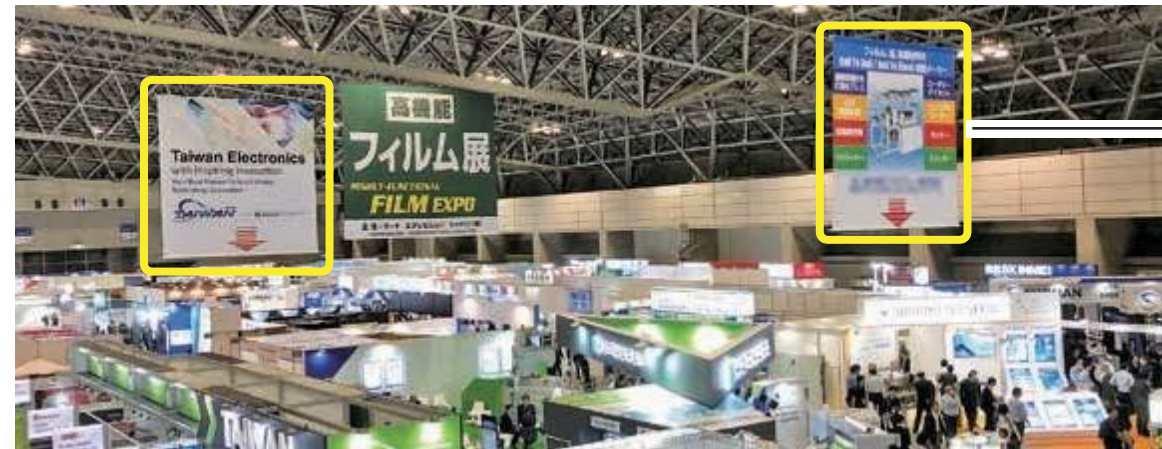
11 Show Entrance Floor Ads

Price	JPY 500,000 (tax excluded)	Limited to	No Limitation
Placement	Entrance of each exhibition hall	Ads Size	H1.5m × W2.0m

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



12 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.

You can include your company name and booth number on the visitor badge lanyards.
 *The badge lanyards are planned to be distributed at the entrance of the exhibition hall.

13 Visitor Badge Lanyard Advertising



Lanyard Advertising Overview

- 1: Quantity prepared: 20,000 units
 (If supplies run out, plain lanyards will be distributed.)
- 2: Lanyards must be produced by the exhibitor in accordance with the organizer's designated guidelines.
 (Please arrange delivery to the organizer.)

Price	JPY 2,000,000 (tax excluded)	Limited to	3 Companies
Duration	During the show period (Sep 9-11)	Deadline	Until July 31

As a lounge sponsor, your company name and logo will be displayed.
 In addition, the lounge area can be used for poster displays and catalog placement.

14 Lounge Sponsor



*Advertising Placement Locations (Examples)

Price	JPY 1,500,000 (tax excluded)	Limited to	2 companies *Multiple applications per company are allowed.
Duration	During the show period (Sep 9-11)	Deadline	Until July 31

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"/> I-TEX JAPAN |
| <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 Exclusive Advertising between Kaihin-Makuhari Station and Makuhari Messe	JPY 5,000,000	2 month prior to the show
<input type="checkbox"/>	02 Makuhari Messe Event Information Board Banner Advertisement	JPY 1,000,000	1.5 month prior to the show
<input type="checkbox"/>	03 Makuhari Messe 2nd Floor Column Banner Advertisement	JPY 10,000,000	1.5 month prior to the show
<input type="checkbox"/>	04 Banner Ads on Official Show Website	JPY 200,000	1 month prior to the show
<input type="checkbox"/>	05 Banner Ads on Conference Webpage	JPY 200,000	1 month prior to the show
<input type="checkbox"/>	06 Exhibitor Directory Upgrade (Standard/Premium)	JPY 100,000 or JPY 600,000	-
<input type="checkbox"/>	07 Ads in Visitor Promotion E-mail	JPY 300,000	1.5 month prior to the show
<input type="checkbox"/>	08 Digital Incentive Coupons	JPY 600,000	1.5 month prior to the show

Tick	Advertisement Type	Price	Send data by
<input type="checkbox"/>	09 Floor Map Ads (On Digital & Printed Versions)	JPY 500,000	1.5 month prior to the show
<input type="checkbox"/>	10 Digital Signage Ads on the Hallway	JPY 800,000	1 month prior to the show
<input type="checkbox"/>	11 Show Entrance Floor Ads	JPY 500,000	1.5 month prior to the show
<input type="checkbox"/>	12 Hanging Banner Ad above Your Booth	JPY 1,000,000	1.5 month prior to the show
<input type="checkbox"/>	13 Visitor Badge Lanyard Advertising	JPY 2,000,000	1.5 month prior to the show
<input type="checkbox"/>	14 Lounge Sponsor	JPY 1,500,000	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

Meeting Room Rental Service (also available for press conferences and as waiting rooms)



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

① Please fill out your contact information

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

② Please indicate your preferred time slot by number, up to your third choice.

1st choice		2nd choice		3rd choice	
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	Sep. 9th (Wed)	Sep. 10th (Thu)	Sep. 11th (Fri)
10:00~11:00	1	6	11
11:30~12:30	2	7	12
13:00~14:00	3	8	13
14:30~15:30	4	9	14
16:00~17:00	5	10	15

- We will contact you once your time slot has been confirmed.
- Continuous use is limited to a maximum of two hours.
- Several sets of tables and chairs are provided. Additional equipment cannot be arranged.
- If you will be holding a press conference, we can provide a backdrop panel. Please contact us separately if you require this.
- For highly requested time slots, adjustments will be made by the organizer on a first-come, first-served basis.
- Please note that changes or cancellations cannot be made after your application has been submitted.
- An invoice will be issued by the organizer upon receipt of your application. Please make payment to the designated account by the due date indicated on the invoice.

Price JPY 300,000 per hour (excluding tax)

Deadline Until Aug. 31

For application/inquiries

RX Japan GK

E-mail : sew_support_en.jp@rxglobal.com

- Advertising space will be reserved on a first-come, first-served basis. Please apply early.
- The advertising plan you apply for will be considered an integral part of the separately concluded contract for exhibition space, and the terms of that exhibition booth contract (the "Official Catalogue and Exhibitor Directory" section of the exhibition rules and regulations) will apply.
- An invoice will be issued upon application. Please make the payment to the designated account by the due date.
- Please note that, in principle, applications cannot be changed or canceled after they have been submitted.
- Exhibitors guarantee that, with regard to advertising,
 1. The exhibitors hold ownership of intellectual property rights such as their company names (trade names), logos, artworks, and copyrights for the advertising appeal content, and that they comply with all applicable laws, regulations, and display regulations for the content of the advertisement.
 2. The content of the advertisement must not infringe on the intellectual property rights, privacy rights, or other rights of a third party, and must not contain defamation, libel, obscene, pornographic, discriminatory language, or other inappropriate or illegal content.
- If the Organiser reasonably determines, at its discretion, that the content of an exhibitor's advertisement is inappropriate, it has the right to request modification of the advertisement or to refuse the advertisement.