

# Exhibitor Support Program

June 12 (Wed.) – 14 (Fri.), 2024 at Tokyo Big Sight East Exhibition Halls [www.jpccashow.com](http://www.jpccashow.com)

We have prepared various options to promote your company not only during the exhibition, but prior to the exhibition as well.

Please use this opportunity to promote your company, products and increase interest in your booth.

## 1. Pre-Exhibition

Program		Fee (tax included)
(1) Banner [Website]	① Banner on Homepage	<b>132,000yen</b>
	② Banner on Content Page	<b>60,500yen</b>
	③ Text on Content Page	<b>36,300yen</b>
(2) Ad [e-blast]	① Top of E-mail	<b>110,000yen</b>
	② Within E-mail	<b>55,000yen</b>
(3) Video Ad [Website]	① Video PR Ad on Homepage	<b>302,500yen</b>

## 2. On-site

Program		Fee (tax included)
(1) On-site Ad	<b>NEW</b> ① Advertisement in the digital signage in front of the escalator in the Galleria	<b>330,000yen</b>
	<b>NEW</b> ② Advertisement in the digital signage at the entrance of the exhibition hall	<b>220,000yen</b>
	<b>NEW</b> ③ Logo in the digital signage at the Opening Ceremony	<b>55,000yen</b>
	<b>NEW</b> ④ Sponsor name and logo placed on the autonomous robot	<b>330,000yen</b>
(2) Ad on Publications	① Ad on the Floor Map	<b>55,000yen</b>
(3) Seminar	<b>NEW</b> ① Organizer Seminar (Exhibitor slot) Allotted time: 45 minutes Seminar venue: JPCA Organized Seminar venue	[Seminar slot only] <b>220,000yen</b> [Seminar slot + data of audience] <b>660,000yen</b>
	① Display flyers at the Hall Entrance	<b>121,000yen</b>
(4) Others	② Private Room	for 3 hours <b>60,500yen</b> for 7 hours <b>121,000yen</b>

\*Please refer to the following pages for details.



# 1. Pre-Exhibition

## (1) Banner [Website]

Ads will be placed on the official website of the Exhibition.

With continuous exposure, your logo and information can be seen repeatedly, and effective cognitive effects can be expected.

Pre-Exhibition



### (1) - ① Banner on Homepage

Banner will be placed on the ALL pages on the official website.

**Fee: 132,000yen (tax included)/space**

- File format: GIF, GIF animation
- File capacity: up to 20 KB
- Banner size: 184px × 50px
- Animation: Approximately 5 seconds for changing
- \* Please provide complete data.



### (1) - ② Banner on Content Page

Banner will be placed on ONE page except homepage and the subpages on the official website. Only for 1 exhibitor per page.

**Fee: 60,500yen (tax included)/space**

- File format: GIF, GIF animation
- File capacity: up to 20 KB
- Banner size: 184px × 50px
- Animation: Approximately 5 seconds for changing
- \* Please provide complete data.



### (1) - ③ Text on Content Page

Text will be placed on the top of each page except homepage and the subpages on the official website. Only for 2 exhibitors per page.

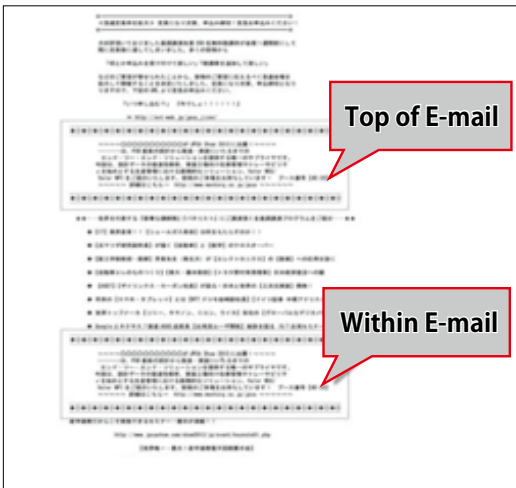
**Fee: 36,300yen (tax included)/space**

- Ad Specification: Text data should be within 45 characters 1 line.
- (The text can be changed after posting on the page.)

## (2) Ad [e-blast]

E-mail blasts to past visitors and exhibitors will be sent out before and during the Exhibition.

Place a text banner of your company in the e-mail, to promote your company before the Exhibition.



### (2) - ① Top of E-mail

**Fee: 110,000yen (tax included)/space**

Text banner will be placed at the top of the e-mail.

\*1 company per delivery

### (2) - ② Within E-mail

**Fee: 55,000yen (tax included)/space**

Text banner will be placed within the e-mail.

\*1 company per delivery

<Ad Specifications> Text data should be within 35 characters per line / 8 lines (including URL links).

\*The contents are limited to the exhibit information. Also, please be sure to specify your exhibitor name and your booth number.

\*Delivery date can be selected in order of application.



# 1. Pre-Exhibition

## (3) Video Ad [Website]

Your PR video will be placed on the homepage of the official website of the Exhibition. New product introduction, product demonstration, various videos including the company branding video are available.

Reference Image



VIDEO PR AD \*sample

### ① Video PR Ad on Homepage

Fee: **302,500 yen (tax included)**

Please provide with mp4 or mov data of around five minutes.

The log information of the reproduction is not available.

\*Only for 4 Exhibitors. For more details, please contact the Secretariat.

Pre-Exhibition

On-site



# 2. On-site

## (1) On-site Ad \*Provided on a first-come-first-served basis.

It is most suitable to emphasize your booth location and your company name toward the visitors from the entrance. For the ad place, please check the following.



65-inch monitor

### (1) - ① Advertisement in the digital signage in front of the escalator in the Galleria

Fee: **330,000 yen (tax included)**

A 65-inch digital signage will be placed at the bottom of the escalator that the visitors will use. You will be able to place an advertisement (movie, etc.) in this digital signage.



65-inch monitor

### (1) - ② Advertisement in the digital signage at the entrance of the exhibition hall

Fee: **220,000 yen (tax included)**

An advertisement (movie, etc.) will be placed in the 65-inch digital signage to be placed at the entrance to the exhibition hall.

Promote your exhibit items and company before the visitors enter the hall.



### (1) - ③ Logo in the digital signage at the Opening Ceremony

**Fee: 55,000 yen (tax included)**

Your logo will be placed in the digital signage at the Opening Ceremony.  
Appeal your company's presence to those that attend the Opening Ceremony.

### (1) - ④ Sponsor name and logo placed on the autonomous robot

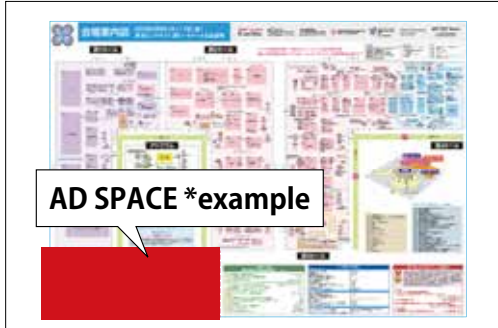
**Fee: 330,000 yen (tax included)**

Your company name and logo will be placed on the autonomous robot that will make it's way through the exhibition hall.

It will draw the attention of many visitors providing for a great promotion.



## (2) Ad on Publications



### (2) - ① Ad on the Floor Map

Front and back color  
30,000 copies to be distributed (expected)

**Fee: 55,000 yen (tax included)/space**

- Ad specification: H25mm x W60mm
- \* Please provide complete data.
- Location to insert the ad: to be determined by the Organizer
- \* This photo is for illustrative purposes.
- \* Since available spots are limited, applications will be accepted on first-come-first-served basis.

## (3) Seminar

### (3) - ① Organizer Seminar (Exhibitor slot)

**Fee: Seminar slot only: 220,000 yen (tax included)**

**Seminar slot + data of audience: 660,000 yen (tax included)**

- Seminar venue: JPCA Organized Seminar venue
- Allotted time: 45 minutes (including Q&A)
- Capacity: 100 (planned)

There is a limit to the number of available slots, so if you are interested, please contact the Secretariat as soon as possible.

## (4) Others



### (4) - ① Display flyers at the Hall Entrance

**Fee: 121,000 yen (tax included)**

Flyers are placed at the hall entrances alongside the floor layout and conference guide.

### (4) - ② Private Room

**Fee: 60,500 yen for 3 hours (tax included)**

**121,000 yen for 7 hours (tax included)**

We offer fee-charging special rooms which can be used for many purposes such as business discussions, meetings, preparations for materials and resting room for staff for 3 days during the Exhibition.

- Size of the room: Approximately 60 m<sup>2</sup> (including 4 meeting tables and 16 chairs)
- The fee will be charged per day.

# Application Form for the Exhibitor Support Program

.....▶ E-mail: [jpcashow@jtbc.com.co.jp](mailto:jpcashow@jtbc.com.co.jp)

**Please send the application form by May 10, 2024 (Fri.)**

Exhibitor name			
TEL		E-mail	
Department		Person in charge	

Please fill in the necessary items and send the Application Form to the Secretariat by e-mail.

\*This program is intended for exhibitors who have applied to exhibit.

\*Please note that if you cancel after applying the programs, you will be subject to a cancellation fee.

Program	Quantity	Amount (tax included)
<b>1. Pre-Exhibitor</b>		
<input type="checkbox"/> Banner [Website] 【 <input type="checkbox"/> ① Banner on Homepage / <input type="checkbox"/> ② Banner on Content Page / <input type="checkbox"/> ③ Text on Content Page 】		¥
<input type="checkbox"/> Ad [e-blast] 【 <input type="checkbox"/> ① Top of E-mail / <input type="checkbox"/> ② Within E-mail 】		¥
<input type="checkbox"/> Video Ad [Website]		¥
<b>2. On-site</b>		
<b>(1) On-site Ad</b>		
<input type="checkbox"/> Advertisement in the digital signage in front of the escalator in the Galleria		¥
<input type="checkbox"/> Advertisement in the digital signage at the entrance of the exhibition hall		¥
<input type="checkbox"/> Logo in the digital signage at the Opening Ceremony		¥
<input type="checkbox"/> Sponsor name and logo placed on the autonomous robot		¥
<b>(2) Ad on Publications</b>		
<input type="checkbox"/> Ad on the Floor Map		¥
<b>(3) Seminar</b>		
【 <input type="checkbox"/> Seminar slot only / <input type="checkbox"/> Seminar slot + data of audience 】 【Preferred Date & time:                    】		¥
<b>(4) Others</b>		
<input type="checkbox"/> Display flyers at the Hall Entrance		¥
<input type="checkbox"/> Private Room 【 <input type="checkbox"/> 3 hours / <input type="checkbox"/> 7 hours 】 【Preferred date and time:                    】		¥

\* If you have any remarks or special request, please describe here.

Secretariat Office c/o JTB Communication Design, Inc.  
Tel : +81-3-5657-0767 E-mail : [jpcashow@jtbc.com.co.jp](mailto:jpcashow@jtbc.com.co.jp)