

Exclusive for exhibitors!

Advertisement Opportunities

– Maximise the outcome through your participation –

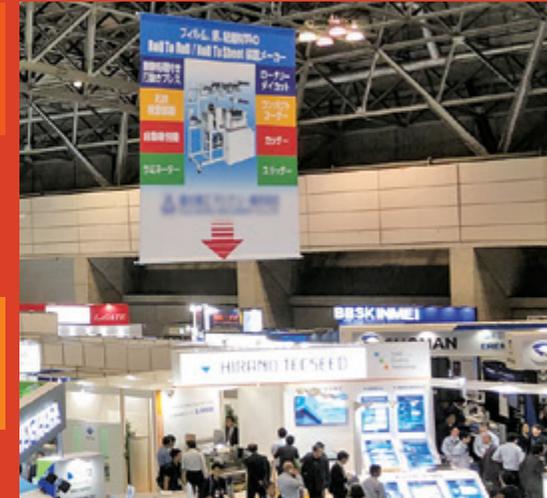
CONTENT TOKYO 2022

Dates June 29 (Wed) – July 1 (Fri), 2022

Venue Tokyo Big Sight, Japan

Organiser RX Japan Ltd.
(Formerly Reed Exhibitions Japan Ltd.)

Built by
RX In the business of
building businesses



3 Advertisement Packages

3 Special Offers Available at Special Prices!

Premium Plan (Limited to 3 exhibitors)

Premium Plan gives you maximum exposure before and during the show.

Banner Ads on Official Show Website

Banner Ads on Conference Webpage

Premium Directory Listing
(Large Size Display)

Premium Directory Listing
(Top Listing & Large Size Display)

Ads in Visitor Promotion E-mail

Digital Incentive Coupons

Floor Map Ads

Digital Signage Ads on the Hallway

Show Entrance Floor Ads

Hanging Banner Ad above Your Booth

Normal price JPY 4,400,000 ▶ Special price JPY **4,000,000**
(tax excluded)

Business Activation Plan

This plan helps you attract high quality visitors to your booth.

Banner Ads on Official Show Website

Banner Ads on Conference Webpage

Premium Directory Listing
(Large Size Display)

Premium Directory Listing
(Top Listing & Large Size Display)

Ads in Visitor Promotion E-mail

Digital Incentive Coupons

Floor Map Ads

Digital Signage Ads on Hallway

Normal price JPY 2,900,000 ▶ Special price JPY **2,500,000**
(tax excluded)

Starter Plan II

Starter Plan helps you have more exposure and more visitors at your booth.

Premium Directory Listing
(Large Size Display)

Ads in Visitor Promotion E-mail

Digital Incentive Coupons

Floor Map Ads

Normal price JPY 1,200,000 ▼

Special price JPY **950,000**
(tax excluded)

You can also apply each advertisement service individually

For details, please check the following pages

List of PR/Advertisement Opportunities

Web/E-mail Advertisement

- | | | | | | |
|----|---|----------|----|---|-----------|
| 01 | Banner Ads on Official Show Website | P5 | 02 | Banner Ads on Conference Webpage | P6 |
| 03 | Premium Directory Listing (Large Size Display) NEW | P7 | 04 | Premium Directory Listing (Top Listing & Large Size Display) NEW | P8 |
| 05 | Ads in Visitor Promotion E-mail | P9 | 06 | Digital Incentive Coupons NEW | P10 |

Onsite Advertisement

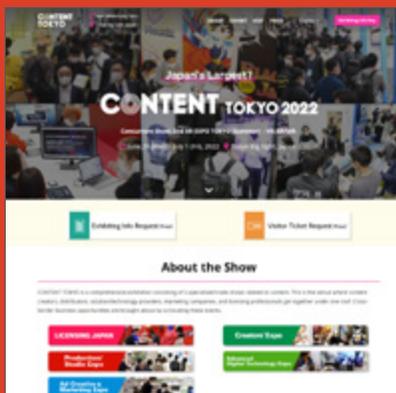
- | | | | | | |
|------------------|---|-----------|----|---|-----------|
| 07 | Floor Map Ads (On Digital & Printed Versions) | P12 | 08 | Digital Signage Ads on the Hallway NEW | P13 |
| 09 | Show Entrance Floor Ads | P14 | 10 | Hanging Banner Ad above Your Booth | P15 |
| Application Form | | | | P16 | |

Web/E-mail Advertisement

CONTENT TOKYO 2022

No. of Page Views
at the Previous Show **380,324** (2021/02/26
|
2021/04/16)

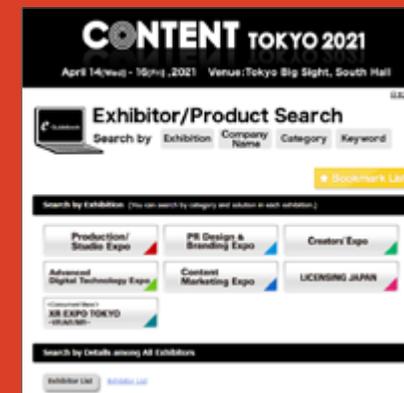
Our Website



<Official Show Website>
No. of PVs: **108,984**



<Conference Webpage>
No. of PVs: **80,430**
(Including concurrent show)



<Exhibitor Search Webpage>
No. of PVs: **190,910**
(Including concurrent show)

01 Banner Ads on Official Show Website

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.

Official Website

No. of PVs at the previous show : **108,984**

Price	JPY 200,000 (tax excluded)	Limited to	6 companies per exhibition (first come, first served)
Advertising Duration	From approx. 2 months prior to the show	Banner Size/Format	W265px × H150px, JPG or PNG format

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

02 Banner Ads on Conference Webpage

Image



Conference Webpage covers the programme of 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.

Conference Webpage

No. of PVs at the previous show : **80,430**

Price	JPY 200,000 (tax excluded)	Limited to	3 companies (first come, first served)
Advertising Duration	From approx. 2 months prior to the show	Banner Size	W187px × H70px

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

03 Premium Directory Listing (Large Size Display) **NEW**

Image

Exhibitor Directory

> Search by Product > List of Exhibitors

Filter

User Categories

Energy Industry (73)

Building Industry (86)

ABC Company Co., Ltd. Booth No. : S6-25

Category : IoT for manufacturing

What we do

We develop predictive maintenance solutions. Predictive maintenance is a technique that uses data analysis tools and techniques to detect anomalies in your operation and possible ...

Brand

ABC Monitoring Solution

Premium

RX Robots Ltd. Booth No. : S2-46

Exhibition : RoboDEX
Category : Industrial Robots/Collaborative Robots

Exhibit Highlight

We will exhibit "Reed Robots" at the coming exhibition. Reed Robots are new collaborative robots with the characteristics of lightweight and wide range of motion. With its easy progra ...

What we do

Since the establishment in 2020, we have developed collaborative robots. "Lightweight" and "Wide Range of Motion" are key to our robot development. Our robots are now used in several thousands ...

Brand

RX Robots

[Add to Your Bookmark](#)

See all products

RX Robots will debut in Japan at the exhibition

Easy installation in many applications including production, inspection/maintenance, etc.

Powered and charged by clean energy

Normal Display

Your company can have a larger space and add extra information to appear on exhibitor search pages!

You can **stand out better on the Exhibitor Search Page** and **effectively announce your presence at the show.**

Exhibitor Search Page

No. of PVs at the previous show : **190,910**

Price	JPY 100,000 (tax excluded)	Limited to	No limitation
Advertising Duration	From approx. 2 months prior to the show	Extra Information	Texts (up to 200 characters), Exhibit pics (3 pics are displayed all time), HP address, E-mail, TEL

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

04 Premium Directory Listing (Top Listing & Large Size Display) **NEW**

Image

Exhibitor Directory

> Search by Product | > List of Exhibitors

Filter

User Categories

- Energy Industry (73)
- Building Industry (86)

Premium

RX Robots Ltd. | Booth No. : S2-46

Exhibition : RoboDEX
Category : Industrial Robots/Collaborative Robots

Exhibit Highlight
We will exhibit "Reed Robots" at the coming exhibition. Reed Robots are new collaborative robots with the characteristics of lightweight and wide range of motion. With its easy progra...

What we do
Since the establishment in 2020, we have developed collaborative robots. "Lightweight" and "Wide Range of Motion" are key to our robot development. Our robots are now used in several thousands ...

Brand
RX Robots

[Add to Your Bookmark](#)

See all products

- RX Robots will debut in Japan at the exhibition
- Easy installation in many applications including production, inspection/maintenance, etc.
- Powered and charged by clean energy

ABC Company Co., Ltd. | Booth No. : S6-25

Category : IoT for manufacturing

What we do
We develop predictive maintenance solutions. Predictive maintenance is a technique that uses data analysis tools and techniques to detect anomalies in your operation and possible ...

Brand
ABC Monitoring Solution

Enlarged display & top listing on the search results!

You can maximise your exposure on the Exhibitor Search Page and attract attention from visitors who look for specific solutions/products.

Exhibitor Search Page

No. of PVs at the previous show : **190,910**

Price	JPY 600,000 (tax excluded)	Limited to	3 companies per exhibition (first come, first served)
Advertising Duration	From approx. 2 months prior to the show	Extra Information	Texts (up to 200 characters), Exhibit pics (3 pics are displayed all time), HP address, E-mail, TEL

This ad will be posted on both English & Japanese pages. You can pick one category that shows your company on top. Category availability are on a first come, first served basis.

05 Ads in Visitor Promotion E-mail

Image

730 Exhibitors showcase IIoT, Robots, Wearable Devices, etc.

=====

6th WEARABLE EXPO
4th SMART FACTORY Expo
4th RoboDEX

Dates: February 12-14, 2020
Venue: Tokyo Big Sight, Japan
Organiser: RX Japan Ltd. (Formerly Reed Exhibitions Japan Ltd.)
WEB: %%web%%

=====

Dear Mr. Hajime Suzuki,

Hello, this is Itsuki from RX Japan Ltd.
The shows will be opening next month with 730* exhibitors.
Have you already received a visitor ticket for RoboDEX?
If not, register today for free and save JPY 5,000*!
*If you come to the exhibition without a ticket, JPY 5,000 will be charged.

=====

Free Visitor Ticket Request (Save JPY 5,000)
>>https://www.robodex.jp/inv_en/
You can enter concurrent shows with the ticket of RoboDEX.

=====

***** Exhibitor Pickups *****

1.
ABCD Ltd. (RoboDEX 2020 : Booth No. ●●-●●)
-We will exhibit the world's lightest collaborative robots!
Demonstrations for various applications will be held in our booth. Come and see us!
<https://www.XXXXXXXXXXXXXX.jp>

2.
EFGH Co., Ltd. (Wearable Expo 2020 : Booth No.●●-●●)
-Come visit our booth to find the latest smart glasses!
Presentation in our booth : Feb. 12, 15:00-15:30
<https://www.XXXXXXXXXXXXXX.jp>

<< Exhibit Pickups >>
+ End of Arm Tooling

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

Visitor promotion e-mails are sent to **approx. 240,000 industry professionals** including visitors at the past shows. You can promote your participation and lead them to your website to gain **direct inquiries**.

■ Sending to :

240,000 addresses per e-mail

Price	JPY 300,000 (tax excluded)/one e-mail	Limited to	3 companies/one e-mail (first come, first served)
Advertising Duration	From end of May to mid of June	Outline	38 two-byte characters (Japanese characters) × 5 lines (Company name/exhibition name/booth number will be listed separately)

Order of placement is decided by the order of application.

06 Digital Incentive Coupons **NEW**

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 e-mail addresses** of those who download your coupon.

How to Deliver Coupons

Through our official website or e-mail from Show Management

Price	JPY 300,000 (tax excluded)	Limited to	20 companies (first come, first served)
Advertising Duration	From approx. 1 month prior to the show	Banner Size	90px × 160px

Available in Japanese language only

Onsite Advertisement

CONTENT TOKYO 2022

40,000 visitors (Expected, including concurrent show)
Recorded 24,450 in 2021

Visitor Companies List (Excerpts from the past)

Media

- Asahi Television Broadcasting Coporation
- IMAGICA Lab.
- TBS
- TOEI
- TV TOKYO
- TYO
- NHK
- Walt Disney Japan

etc.

Entertainment

- BANDAI NAMCO Entertainment
- Konami Digital Entertainment
- NBC Universal Entertainment
- SONY PICTURES
- SHOCHIKU
- TMS entertainment
- TSUTAYA ENTERTAINMENT

etc.

Game

- BANDAI NAMCO
- CAPCOM
- DeNA
- DMM Games
- SEGA
- SONY
- Sony Interactive Entertainment
- SQUARE ENIX

etc.

Advertisement

- AIM CREATE
- CREO
- CyberAgent
- DENTSU
- GMO
- HAKUHODO
- NIKKEISYA
- QUARAS
- YOMIKO ADVERTISING

etc.

07 Floor Map Ads (On Digital & Printed Versions)

All visitors will take a floor map at the entrance of each exhibition hall. This advertisement service includes both a banner advertisement and your highlighted booth location in colour on the floor map. 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

Banner ads on the floor map.



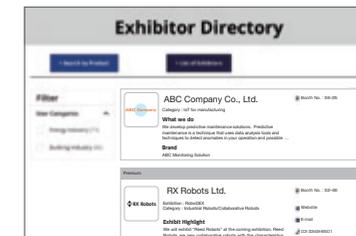
Highlight display of your booth location

Your booth location will be highlighted in colour.



Link to your information page in exhibitor search page

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



Price	JPY 500,000 (tax excluded)	Distributed to	Visitors and exhibitors (free distribution)
Limited to	10 companies (first come, first served), Limited to 1 ad/company	Ads Size	H4cm × W4cm (colour)

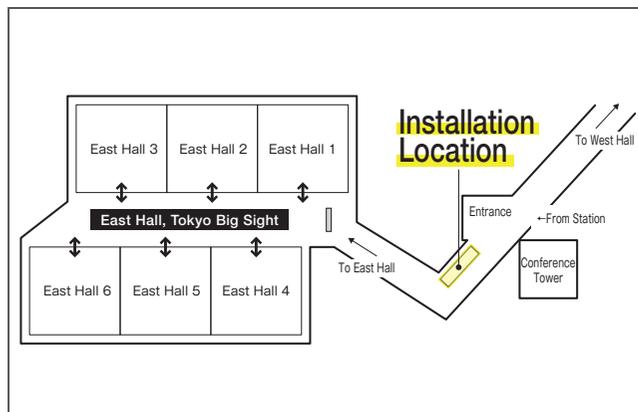
The location and size of the banner are subject to change. This ad will be posted on both English & Japanese version.

08 Digital Signage Ads on the Hallway **NEW**

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

■ Tokyo Big Sight Installation Location



■ Installation Image



■ Enlarged Image



Price	JPY 800,000 (tax excluded)	Limited to	6 companies (first come, first served)
No. of Signages	3 signages/company	Size of Signage	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.

09 Show Entrance Floor Ads

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



Price	JPY 500,000 (tax excluded)	Limited to	One company per entrance (first come, first served)
Location	Entrance of each exhibition hall	Ads Size	H1.5m × W2.0m

10 Hanging Banner Ad above Your Booth

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!

■ Hanging Image



■ Enlarged Image



Price	One side printing: JPY 1,000,000 (tax excluded) Both sides printing costs extra JPY 150,000	Limited to	5 companies/hall (first come, first served)
The number of banner	One banner/company	Banner size	H3.0m × W3.0m

Depending on your booth location, your application may not be accepted or your ad may not be placed right above your booth.

Application Form

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

① Please tick the show you exhibit at:

- 12th LICENSING JAPAN
- 10th Production/Studio Expo
- 8th Advanced Digital Technology Expo
- 8th Ad Creative & Marketing Expo

② Please fill out your contact information

Company :	Contact (Mr./Ms.) :
TEL :	Department :
E-mail :	Job Title :

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

- Premium Plan JPY 4,000,000 (normal price JPY 4,400,000)
- Business Activation Plan JPY 2,500,000 (normal price JPY 2,900,000)
- Starter Plan II JPY 950,000 (normal price JPY 1,200,000)
- I'd like to order each advertising individually.

Tick	Advertisement Type	Price (Tax excluded)	Send data by
<input type="checkbox"/>	01 Banner Ads on Official Show Website	JPY 200,000	May 13
<input type="checkbox"/>	02 Banner Ads on Conference Webpage	JPY 200,000	May 13
<input type="checkbox"/>	03 Premium Directory Listing (Large Size Display)	JPY 100,000	May 13
<input type="checkbox"/>	04 Premium Directory Listing (Top Listing & Large Size Display)	JPY 600,000	May 13
<input type="checkbox"/>	05 Ads in Visitor Promotion E-mail	JPY 300,000	May 13
<input type="checkbox"/>	06 Digital Incentive Coupons	JPY 300,000	May 13
<input type="checkbox"/>	07 Floor Map Ads (On Digital & Printed Versions)	JPY 500,000	May 27
<input type="checkbox"/>	08 Digital Signage Ads on the Hallway	JPY 800,000	May 20
<input type="checkbox"/>	09 Show Entrance Floor Ads	JPY 500,000	May 20
<input type="checkbox"/>	10 Hanging Banner Ad above Your Booth	JPY 1,000,000 <small>(Contact Show Management if you wish to apply both sides printing)</small>	May 13

*Ads space is served on a first-come, first-served basis. *Invoice will be issued after application. Complete the payment by the indicated deadline on the invoice. *No cancellation is accepted after application.

■ 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 for a revision if your content is considered inappropriate.
- Please note that we are unable to provide colour proofs due to schedule.

For application/inquiries

RX Japan Ltd.
 (Formerly Reed Exhibitions Japan Ltd.)
 E-mail: content-tokyo-online-en.jp@rxglobal.com
 TEL: +81-3-3349-8507
 Contact: Angela Masuyama(Ms.),Akira Kono(Mr.)