

Exclusive for exhibitors!

Advertisement Opportunities

– Maximise the outcome through your participation –

CONTENT TOKYO

[15th] **Dates** July 3 (Wed) – 5 (Fri), 2024 **Venue** Tokyo Big Sight, Japan

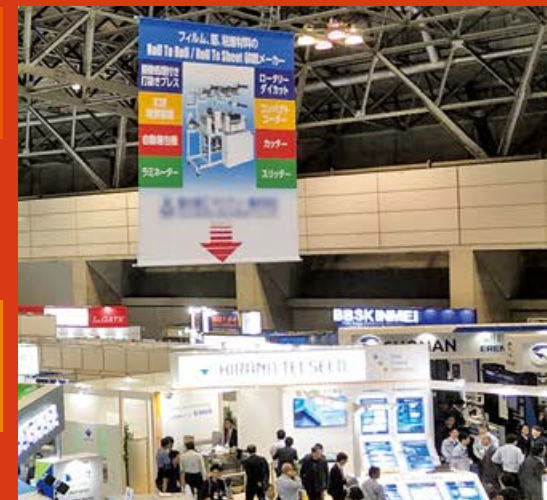
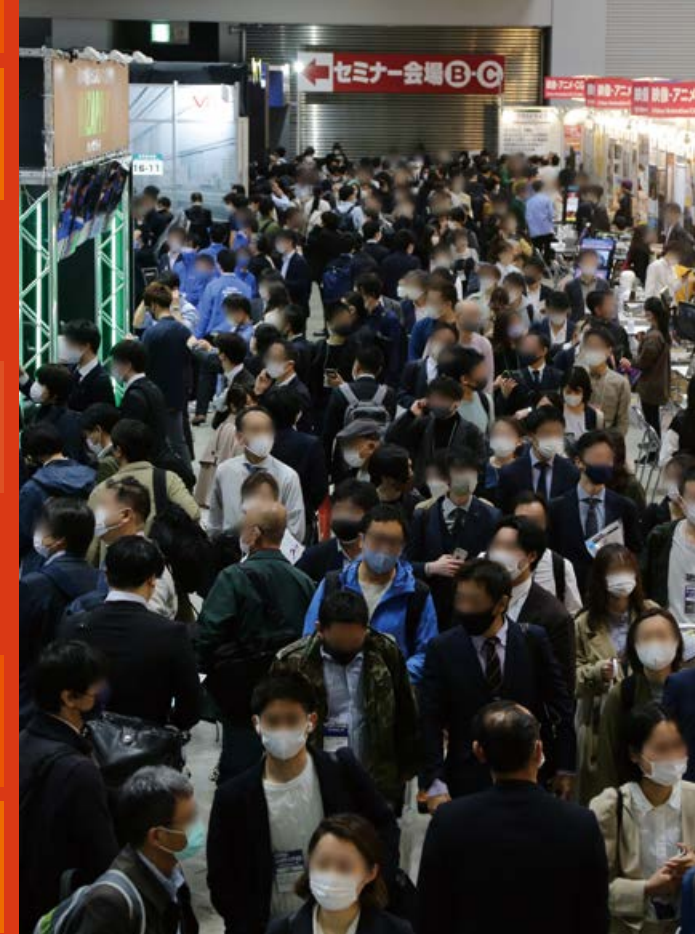
[16th] **Dates** Nov. 20 (Wed) – 22 (Fri), 2024 **Venue** Makuhari Messe, Japan

Organiser RX Japan Ltd.

Built by



In the business of
building businesses



3 Advertisement Packages

3 Special Offers Available at Special Prices!

Premium Plan <small>Limited to 3 Companies</small>	Business Activation Plan	Starter Plan II
<p>Premium Plan gives you maximum exposure before and during the show.</p>	<p>This plan helps you attract high quality visitors to your booth.</p>	<p>Starter Plan helps you have more exposure and more visitors at your booth.</p>
<div>Banner Ads on Official Show Website</div> <div>Banner Ads on Conference Webpage</div> <div>Exhibitor Directory Listing High-grade (Top Listing & Large Size Display)</div> <div>Ads in Visitor Promotion E-mail</div> <div>Digital Incentive Coupons</div> <div>Floor Map Ads</div> <div>Digital Signage Ads on the Hallway</div> <div>Show Entrance Floor Ads</div> <div>Hanging Banner Ad above Your Booth</div>	<div>Banner Ads on Official Show Website</div> <div>Banner Ads on Conference Webpage</div> <div>Exhibitor Directory Listing High-grade (Top Listing & Large Size Display)</div> <div>Ads in Visitor Promotion E-mail</div> <div>Digital Incentive Coupons</div> <div>Floor Map Ads</div> <div>Digital Signage Ads on Hallway</div>	<div>Exhibitor Directory Listing Standard (Large Size Display)</div> <div>Ads in Visitor Promotion E-mail</div> <div>Digital Incentive Coupons</div> <div>Floor Map Ads</div>
<div>Normal price JPY 4,400,000 ▶ Special price JPY 4,000,000 (tax excluded)</div>	<div>Normal price JPY 2,900,000 ▶ Special price JPY 2,500,000 (tax excluded)</div>	<div>Normal price JPY 1,200,000 ▼ Special price JPY 950,000 (tax excluded)</div>

You can also apply each advertisement service individually

For details, please check the following pages

List of PR/Advertisement Opportunities

Web/E-mail Advertisement

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| 03 Exhibitor Directory Listing Upgrade P7 | 04 Ads in Visitor Promotion E-mail..... P8 |
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| 05 Digital Incentive Coupons..... P9 | |

Onsite Advertisement

- | | |
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| 06 Floor Map Ads (On Digital & Printed Versions)..... P11 | 07 Digital Signage Ads on the Hallway..... P12 |
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Web/E-mail Advertisement

CONTENT TOKYO

No. of Page Views
at 13th CONTENT TOKYO (2023 June)

931,904 (2023/04/10
2023/06/30)



<Official Show Website>
No. of PVs: 641,033



<Conference Webpage>
No. of PVs: 44,591
(Includes the number of concurrent shows)



<Exhibitor Search Webpage>
No. of PVs: 246,280
(includes the number of concurrent shows)

01 Banner Ads on Official Show Website

Limited to
6 Companies/Exhibition

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
13th CONTENT TOKYO (2023 June) : **641,033**

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

Limited to
3 Companies

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.

Conference Webpage

No. of PVs at
13th CONTENT TOKYO (2023 June) : **44,591**

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 Exhibitor Directory Listing Upgrade

Show More Details and Get More Exposure

Basic
Normal Size Display

Image

Price (tax excluded)

One exhibitor only	JPY 50,000
With co-exhibitor/s ^{*3}	JPY100,000

Standard
Large Size Display

Image No. of PVs compared to Basic Plan: **5.6 times^{*2}**

Price (tax excluded)

Additional JPY 100,000 to the Basic Price

High-grade
Top Listing^{*1} & Large Size Display

Image No. of PVs compared to Basic Plan: **12.0 times^{*2}**

Limited to 3 Companies/Category

Price (tax excluded)

Additional JPY 600,000 to the Basic Price

No. of PVs at 13th CONTENT TOKYO	246,280	Limited to	Standard: No limitation	High-grade: 3 companies per category (first come, first served)	Advertising Duration	From approx. 2 months prior to the show
Extra Information for Large Size Display	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. ^{*1} You can pick one category where you wish your information shown on top. Category availability are on a first come, first served basis. ^{*2} Average number of 2023 shows organised by RX Japan. ^{*3} 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.

04 Ads in Visitor Promotion E-mail

Limited to
3 Companies/One 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. 150,000 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	2 weeks to 1 month and a half before the show.	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.

05 Digital Incentive Coupons

Limited to
20 Companies

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.

Examples of privileges you provide:

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

Average number of downloads: 568*

How to Deliver Coupons

Through our official website or e-mail from Show Management

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

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

47,092 Visitors

(at 13th CONTENT TOKYO, including
concurrent shows)

Visitor Companies List (excerpts)

Media

- Asahi Television Broadcasting Corporation
- 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.

06 Floor Map Ads (On Digital & Printed Versions)

Limited to
10 Companies

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



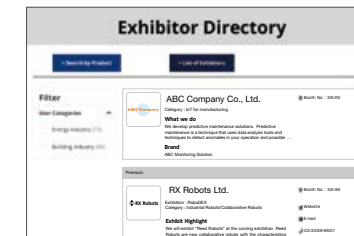
Banner Ads

Banner ads on the floor map.



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.

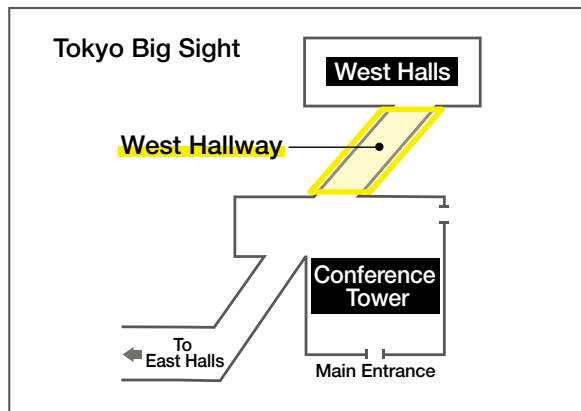
07 Digital Signage Ads on the Hallway

Limited to
6 Companies

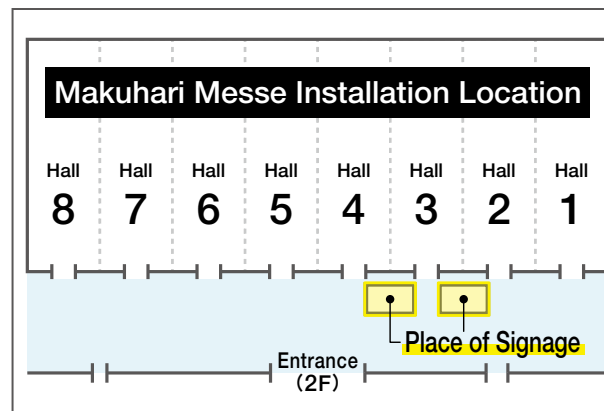
Digital signages will be placed on the hallway where there is huge traffic of visitors.
Attract visitors to your booth by displaying your company name, booth location and product information.

Digital signages on hallway with huge traffic

15th CONTENT TOKYO



16th CONTENT TOKYO



Enlarged Image



Price	JPY 800,000 (tax excluded)	Limited to	Limited to 6 companies
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.

08 Show Entrance Floor Ads

Limited to
1 Company/Entrance

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

09 Hanging Banner Ad above Your Booth

Limited to
5 Companies/Hall

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.

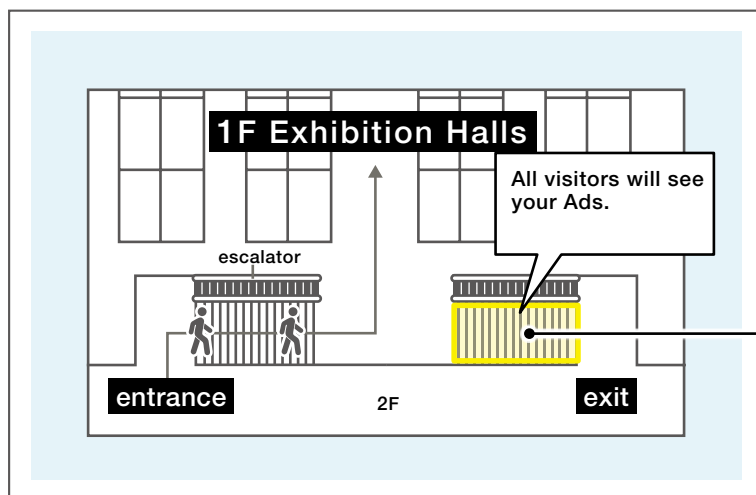
10 Ads on the Stairs in the Venue

Limited to
3 Companies (only at 16th CONTENT TOKYO
(2024 November))

You can put your ad on the stairs in front of the way to the exhibition halls.

You can promote your presence to all the visitors who come in the venue!

■ Installation Location



■ Image



Price	JPY 3,000,000 (tax excluded)	Limited to	3 companies (one company/hall, first come, first served)
Location	Stairs in front of entrance	Ads Size	H0.155m × W2.54m × 28 steps (4.3sqm)

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

① Please fill out your contact information

Company :

Contact (Mr./Ms.) :

TEL :

Department :

E-mail :

Job Title :

② Please tick the plan or each ad you would like to apply. (10% consumption tax will be added to the total price)

☐ **Premium Plan** **Limited to 3 Companies**

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	Limited to	Price (Tax excluded)	Send data by
<input type="checkbox"/>	01 Banner Ads on Official Show Website	6 Companies/Exhibition	JPY 200,000	May 17
<input type="checkbox"/>	02 Banner Ads on Conference Webpage	3 Companies	JPY 200,000	May 17
<input type="checkbox"/>	03 Exhibitor Directory	Standard (Large Size Display)	JPY 100,000	-
<input type="checkbox"/>	Listing Upgrade	High-grade (Top Listing & Large Size Display)	JPY 600,000	-
<input type="checkbox"/>	04 Ads in Visitor Promotion E-mail	3 Companies/One e-mail	JPY 300,000	May 17
<input type="checkbox"/>	05 Digital Incentive Coupons	20 Companies	JPY 300,000	May 31
<input type="checkbox"/>	06 Floor Map Ads (On Digital & Printed Versions)	10 Companies	JPY 500,000	May 31
<input type="checkbox"/>	07 Digital Signage Ads on the Hallway	6 Companies	JPY 800,000	May 31
<input type="checkbox"/>	08 Show Entrance Floor Ads	1 Company/Entrance	JPY 500,000	May 24
<input type="checkbox"/>	09 Hanging Banner Ad above Your Booth	5 Companies/Hall	JPY 1,000,000 (Contact Show Management if you wish to apply both sides printing)	May 24

*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.

E-mail: content-tokyo.eng.jp@rxglobal.com

TEL: +81-3-6739-4107

Contact: Exhibitor Success

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

① Please fill out your contact information

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

② Please tick the plan or each ad you would like to apply. (10% consumption tax will be added to the total price)

- ☐ **Premium Plan** **Limited to 3 Companies** 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	Limited to	Price	Send data by
<input type="checkbox"/>	01 Banner Ads on Official Show Website	6 Companies/Exhibition	JPY 200,000	Oct. 4
<input type="checkbox"/>	02 Banner Ads on Conference Webpage	3 Companies	JPY 200,000	Oct. 4
<input type="checkbox"/>	03 Exhibitor Directory	Standard (Large Size Display)	JPY 100,000	-
<input type="checkbox"/>	Listing Upgrade	High-grade (Top Listing & Large Size Display)	JPY 600,000	-
<input type="checkbox"/>	04 Ads in Visitor Promotion E-mail	3 Companies/One e-mail	JPY 300,000	Oct. 18
<input type="checkbox"/>	05 Digital Incentive Coupons	20 Companies	JPY 300,000	Oct. 18
<input type="checkbox"/>	06 Floor Map Ads (On Digital & Printed Versions)	10 Companies	JPY 500,000	Oct. 18
<input type="checkbox"/>	07 Digital Signage Ads on the Hallway	6 Companies	JPY 800,000	Oct. 18
<input type="checkbox"/>	08 Show Entrance Floor Ads	1 Company/Entrance	JPY 500,000	Oct. 18
<input type="checkbox"/>	09 Hanging Banner Ad above Your Booth	5 Companies/Hall	JPY 1,000,000 (Contact Show Management if you wish to apply both sides printing)	Oct. 18
<input type="checkbox"/>	10 Ads on the Stairs in the Venue	3 Companies	JPY 3,000,000	Oct. 18

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