Exclusive for exhibitors!

Advertisement Opportunities

– Maximise outcomes through effective advertising –



20th CONTENT TOKYO

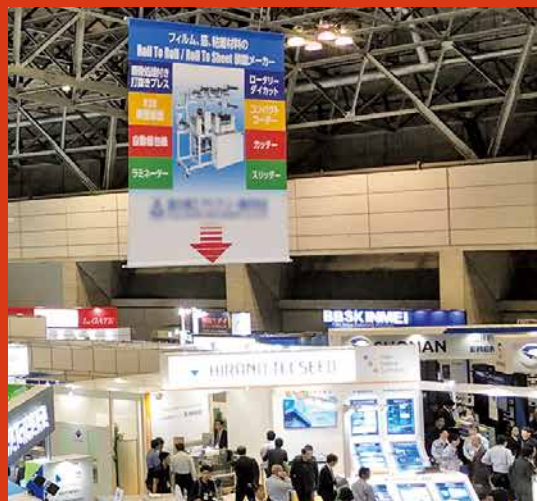
Dates June 23 (Wed) – 25(Fri), 2027 **Venue** Tokyo Big Sight, Japan

Organiser RX Japan GK

Built by RX In the business of building businesses







3 Types of Packaged Plans

We offer special packages with discounted advertising options to further enhance your exhibition results. You can choose from 3 plans tailored to meet your needs.

Premium Plan Limited to 3 Companies

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

- Banner Ads on Official Show Website
- Banner Ads on Conference Webpage
- Ads in Visitor Promotion E-mail
- Lead Booster
- Floor Map Ads
- Digital Signage Ads on the Hallway
- Show Entrance Floor Ads
- Hanging Banner Ad above Your Booth

Normal price JPY 4,100,000 ▶ Special price JPY **3,700,000** (tax excluded)

Business Activation Plan

Business Activation Plan helps you attract high quality visitors to your booth.

- Banner Ads on Official Show Website
- Banner Ads on Conference Webpage
- Ads in Visitor Promotion E-mail
- Lead Booster
- Floor Map Ads
- Digital Signage Ads on the Hallway

Normal price JPY 2,600,000 ▶ Special price JPY **2,200,000** (tax excluded)

Starter Plan II

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

- Ads in Visitor Promotion E-mail
- Lead Booster
- Floor Map Ads

Normal price JPY 1,400,000 ▼

Special price JPY **1,150,000** (tax excluded)

You can also apply each advertisement service individually

For details, please check the following pages

List of Advertisement Opportunities

Web/E-mail Advertisement

01 Banner Ads on Official Show Website P5

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04 Lead Booster P8

Onsite Advertisement

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Web/E-mail Advertisement

CONTENT TOKYO

No. of Page Views at the Previous Show

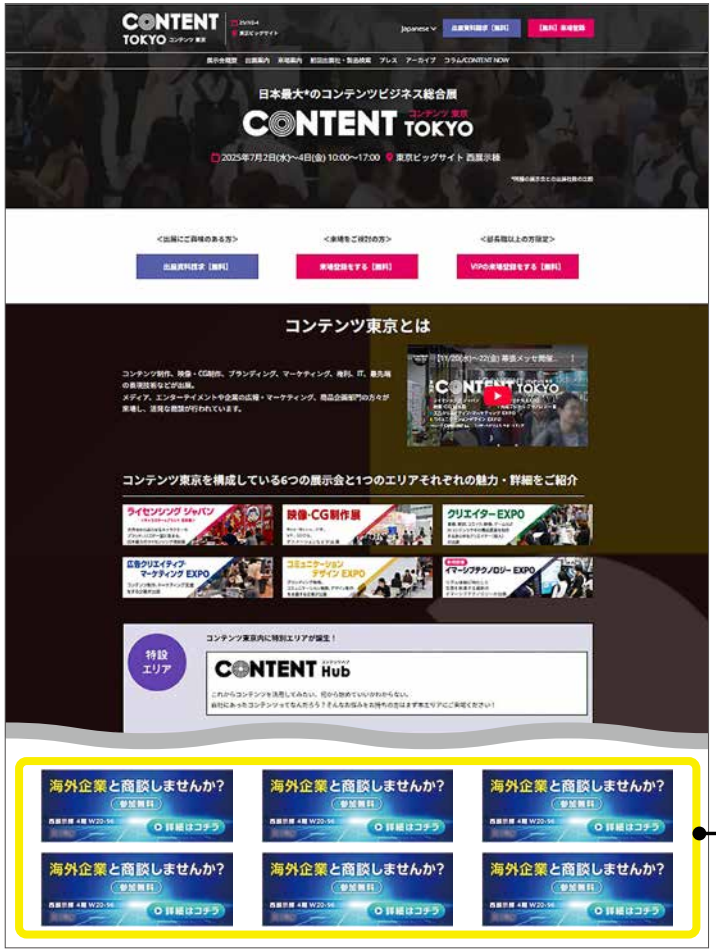
494,341 (2025/5/20 ~ 2025/7/4)

Premium Plan | Business Activation Plan

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 the previous show : **494,341**

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.

Premium Plan | Business Activation Plan

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 the previous show : **15,539**

(including concurrent exhibitions)

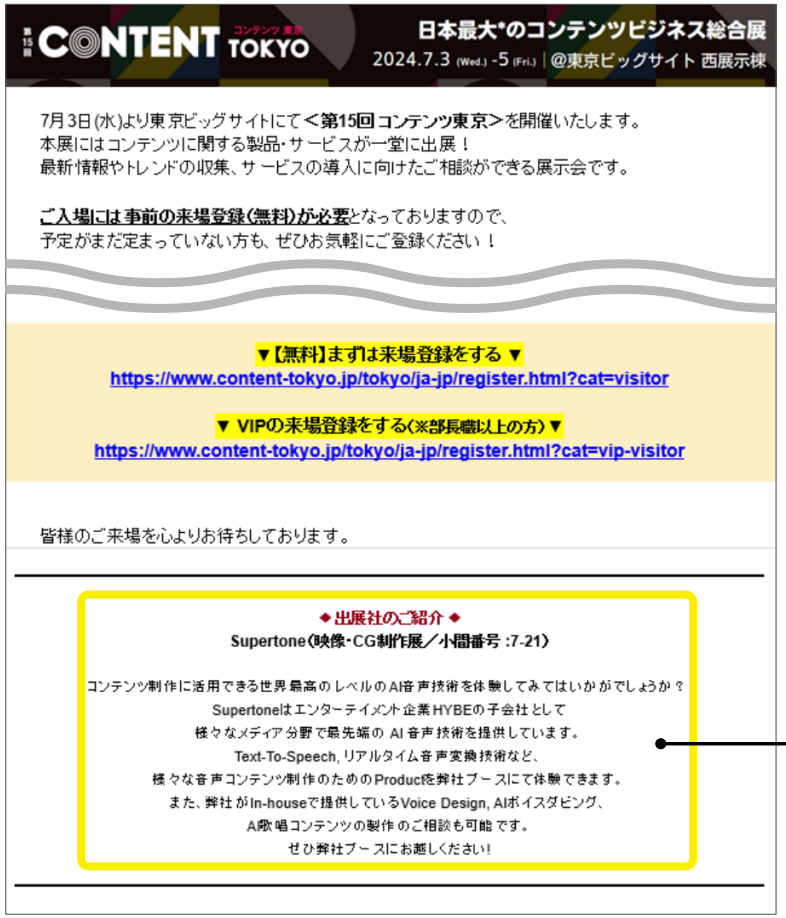
Price	JPY 200,000 (tax excluded)	**Limited to**	3 companies (first come, first served)
Advertising Duration	From approx. 2 months prior to the show	**Banner Size**	W187px × H70px

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

03 Ads in Visitor Promotion E-mail

Limited to 3 Companies/One e-mail

■ Image


CONTENT TOKYO
日本最大*のコンテンツビジネス総合展
2024.7.3 (Wed.) -5 (Fri.) | @東京ビッグサイト 西展示棟

7月3日(水)より東京ビッグサイトにて＜第15回 コンテンツ東京＞を開催いたします。
本展にはコンテンツに関する製品・サービスが一堂に出展！
最新情報やトレンドの収集、サービスの導入に向けたご相談ができる展示会です。

ご入場には事前の来場登録(無料)が必要となっておりますので、
予定がまだ定まっていない方も、ぜひお気軽にご登録ください！

▼【無料】まずは来場登録をする▼
https://www.content-tokyo.jp/tokyo/ja-jp/register.html?cat=visitor

▼ VIPの来場登録をする(※部長職以上の方)▼
https://www.content-tokyo.jp/tokyo/ja-jp/register.html?cat=vip-visitor

皆様のご来場を心よりお待ちしております。

◆出展社のご紹介◆
Supertone(映像・CG制作展／小間番号 :7-21)

コンテンツ制作に活用できる世界最高のレベルのAI音声技術を体験してみてはいかがでしょうか？
Supertoneはエンターテイメント企業HYBEの子会社として
様々なメディア分野で最先端のAI音声技術を提供しています。
Text-To-Speech, リアルタイム音声変換技術など、
様々な音声コンテンツ制作のためのProductを弊社ブースにて体験できます。
また、弊社がIn-houseで提供しているVoice Design, AIボイスダビング、
AI歌唱コンテンツの製作のご相談も可能です。
ぜひ弊社ブースにお越しください!

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

Visitor promotion e-mails are sent to approx. 100,000 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 :

100,000 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) X 5 lines (Company name/exhibition name/booth number will be listed separately)

Order of placement is decided by the order of application.

04 Lead Booster

Limited to 20 Companies

■ Image



We will deliver your coupons with special onsite privileges to pre-registered 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
- 10% discount
- Giveaway of original items
- Free consulting service

etc.

Average number of downloads: 568*

(= average number of leads generated)

■ How to Deliver Coupons

E-mail from Show Management

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

Price	JPY 600,000 (tax excluded)	**Limited to**	20 companies (first come, first served)
Advertising Duration	From approx. 1 month prior to the show	**Banner Size**	90px × 160px

*This service is available only in Japanese, and e-mails will be distributed solely to pre-registered visitors who view the content in Japanese.

Onsite Advertisement

CONTENT TOKYO

Number of visitors at the previous show **38,840 Visitors**

(including concurrent exhibitions)

Visitor Companies List (expected/excerpts)

Corporations (Public Relations, Advertising, Sales Promotion, Product Planning Departments, etc.)

- IHI
- Aoyama
- Asahi Soft Drinks
- ITO EN
- ISUZU Motors
- ITOCHU
- S&B Foods
- NTT DOCOMO
- EPSON Sales
- AUTOBACS Seven
- ORIX
- Canon
- KIRIN
- KDDI Research
- Coca-Cola
- Suntory
- Johnson & Johnson
- SEKISUI HOUSE
- 7-Eleven Japan
- Sogo & Seibu
- Sony
- TAISHO
- HANDS
- TOTO
- TOYOTA
- TORAY
- NISSAN
- NISSIN
- Nestlé Japan
- FamilyMart
- FANCL
- POLA
- Matsuyastore
- Isetan Mitsukoshi
- Yamaha
- Lion
- LIXIL
- Recruit
- ROHTO
- LOTTE

...etc.

Media and Entertainment

- ABEMA
- Aniplex
- Amazon Japan
- AEON Entertainment
- The Walt Disney Company Japan
- avex pictures
- Oriental Land
- KADOKAWA
- CAPCOM
- GungHo Online Entertainment
- GREE
- Gurunavi
- Kodansha
- KOEI TECMO GAMES
- CyberAgent
- Sanrio Entertainment
- CA Sega Joypolis
- SHIBUYA109 Entertainment
- SHUEISHA
- Shogakukan
- Shochiku
- SHOWROOM
- Shirogumi
- SQUARE ENIX
- SEGA SAMMY HOLDINGS
- DeNA
- DMM.com
- TBS Television
- TV Asahi
- TV TOKYO
- TOEI
- TOHO
- DWANGO
- Nippon Television
- NHK
- Bandai Namco Entertainment
- Fuji Television
- mixi
- Polygon Pictures
- Universal Entertainment
- Warner Bros. Japan
- WOWOW

...etc.

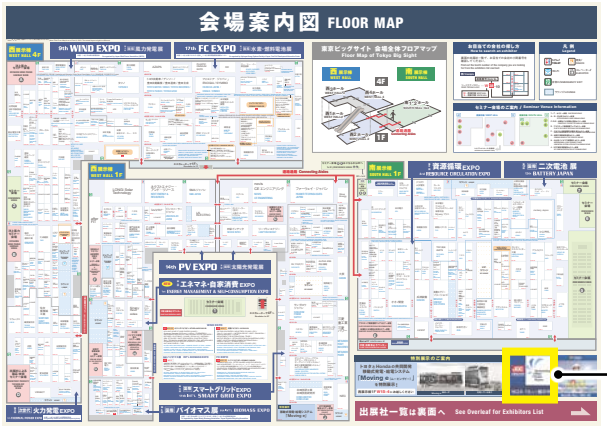
05 Floor Map Ads (On Digital & Printed Versions)

Limited to 10 Companies

All visitors will take a floor map at the entrance of each exhibition hall. 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

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 ad are subject to change. This ad will be posted on both English & Japanese version.

Premium Plan | Business Activation Plan

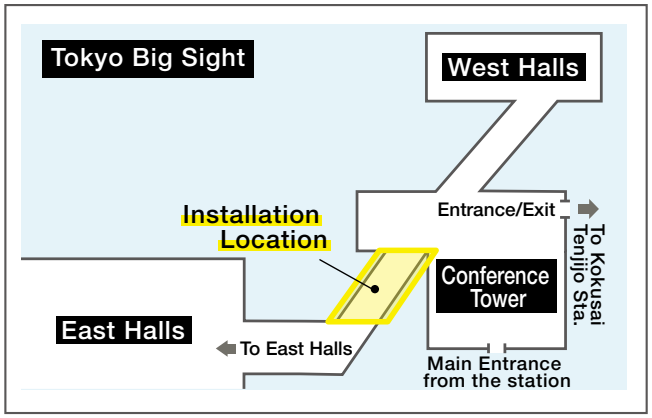
06 Digital Signage Ads on the Hallway

Limited to 3 Companies (Spring)
3 Companies (Autumn)

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



Price	JPY 800,000 (tax excluded)	Limited to	Spring: Limited to 3 companies Autumn: Limited to 3 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.

07 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



■ Ad placement examples



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

08 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.

■ Hanging Image



Make your booth location stand out in a large venue!



Price	JPY 1,000,000 (single-sided printing, tax excluded)	Limited to	5 companies/hall (first come, first served)
The number of banner	One banner/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.

Advertising Rules and Regulations

- 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.

Application Form

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

① Please tick the show you exhibit at:

- ☐ 20th LICENSING JAPAN
- ☐ 18th Video & CG Production Expo
- ☐ 16th Communication Design Expo
- ☐ 16th Ad creative & Marketing EXPO
- ☐ 3rd Immersive Technology Expo
- ☐ 5th CONTNT Hub
- ☐ 2nd Fan Community 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** **Limited to 3 Companies**
JPY 3,700,000 (original price JPY 4,100,000)

☐ **Business Activation Plan**
JPY 2,200,000 (original price JPY 2,600,000)

☐ **Starter Plan II**
JPY 1,150,000 (original price JPY 1,400,000)

☐ I'd like to order each advertising individually.

Tick	Advertisement Type	Limited to	Price	Send data by
☐	01 Banner Ads on Official Show Website	6 Companies/Exhibition	JPY 200,000	Apr. 23 (Fri)
☐	02 Banner Ads on Conference Webpage	3 Companies	JPY 200,000	Apr. 23 (Fri)
☐	03 Ads in Visitor Promotion E-mail	3 Companies/One e-mail	JPY 300,000	Apr. 23 (Fri)
☐	04 Lead Booster	20 Companies	JPY 600,000	May 6 (Thu)
☐	05 Floor Map Ads (On Digital & Printed Versions)	10 Companies	JPY 500,000	May 6 (Thu)
☐	06 Digital Signage Ads on the Hallway	3 Companies	JPY 800,000	May 6 (Thu)
☐	07 Show Entrance Floor Ads	1 Company/Entrance	JPY 500,000	Apr. 30 (Fri)
☐	08 Hanging Banner Ad above Your Booth	5 Companies/Hall	JPY 1,000,000 (Contact Show Management if you wish to apply both sides printing)	Apr. 30 (Fri)

■ 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 Ltd.
E-mail: content-tokyo.eng.jp@rxglobal.com
TEL: +81-3-6739-4107