

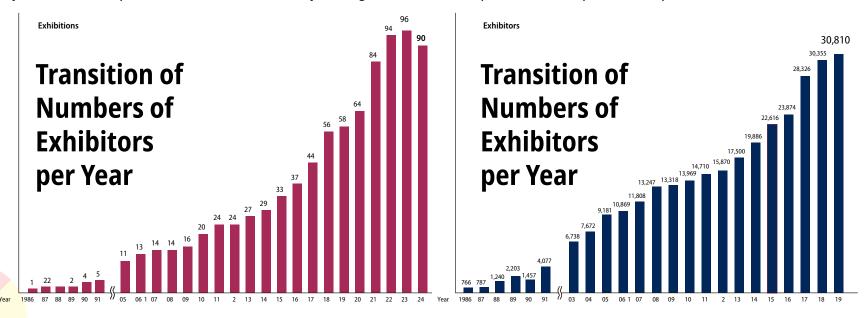


RX Japan is Japan's Largest Trade Show Organiser

Holding 90 exhibitions in 39 sectors a year!

(The consisting shows are 372 in total.)

RX Japan organises 90 exhibitions a year at large exhibition halls such as Tokyo Big Sight, Makuhari Messe and INTEX Osaka across a wide variety of 39 fields including jewellery, fashion, gift items, electronics, energy, IT, cosmetics and medical. RX Japan fully contribute to expand the exhibitors' business by making the most of the expertise backed up with the experiences.



Exhibitions organised by RX Japan

(Excerpts)

JAPAN IT WEEK

Japan's Largest* IT Trade Show

Consisting Shows:

- Software & Apps Development Expo
 Information Security Expo
- IT Operation Management & Data Center Expo

AUTOMOTIVE WORLD

World's Leading Exhibition for Advanced Automotive Technologies

Consisting Shows:

- CAR-ELE JAPAN
 Connected Car JAPAN
- Autonomous Driving Technology Expo
- MaaS Expo

Manufacturing World

13-11/NU-13-11/

World's Leading Trade Show for Manufacturing

Consisting Chause

- Design Manufacturing Solutions Expo
 Industrial Al/IoT Expo
- Additive Manufacturing Expo

NEPCON JAPAN



Asia's Leading Electronics Tech. Show

- Consisting Shows:
- INTERNEPCON JAPAN
- FI FCTROTEST JAPAN
- ELECTRONIC COMPONENTS & MATERIALS EXPO

OT NO ENTO

*"Largest" in reference to the exhibitor number of trade shows with the same concept.

Japan's Largest* comprehensive BtoB show for content business!

By holding multiple exhibitions related to content business at the same time, **CONTENT TOKYO** becomes the place that creates synergy in the industry.





Japan's Largest* content creation, production, licensing and technology show!

* 38,840 professionals visited in 2026 Summer show(July 2026)!





Why CONTENT TOKYO?



Ideal place for quality business

With curated networking sessions and dedicated meeting areas, CONTENT TOKYO ensures that your business can engage in meaningful discussions and generate new partnerships on site.

Exhibitors

Companies/ Individuals Providing:

- Content Production (Video/ CG/Anime/Game)
- Branding/Design
- Characters, Brands
- Advanced Digital Technologies
- Content Marketing

etc.

Business Matching

- Contracts of Content Production and Outsourcing
- Finding New Customers
- Introduction of new technologies and products

etc.

Visitors

Experts from the Following Business Categories/Divisions:

- Media/ Entertainment
- Content Distributors
- Enterprises (Marketing, Advertising,PR, Promotion, etc.)
- Amusement Facilities

etc.



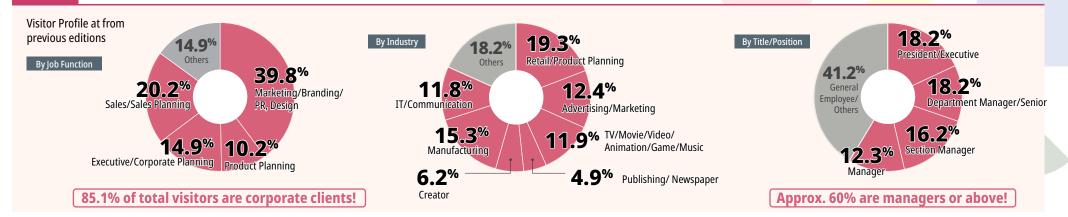




Why CONTENT TOKYO?



2025 Summer Edition was a Grand Success! 38,840 Visitors Gathered!



Professional Companies List (Excerpts from Previous Shows, in alphabetical order including concurrent show)

*including concurrent shows

Entertainment

- AVEX ENTERTAINMENT
- BANDAI NAMCO ENTERTAINMENT
- KONAMI DIGITAL ENTERTAINMENT
- NBC UNIVERSAL ENTERTAINMENT
- PANASONIC ENTERTAINMENT & COMMUNICATION
- SHOCHIKU
- SONY MUSIC ENTERTAINMENT
- TMS ENTERTAINMENT
- YAMAHA MUSIC ENTERTAINMENT

Media

- ASAHI TELEVISION BROADCASTING
- FUII TELEVISION NETWORK
- NHk
- NIPPON TELEVISION NETWORK
- TBS
- TOEI
- TV TOKYO
- WALT DISNEY JAPAN
- WARNER BROS. JAPAN
- YOMIURI TELECASTING

Game

- AKATSUKI
- BANDAI NAMCO
- CAPCOM
- COLOPL
- CYGAMES
- DFNA
- DMM GAMES
- GUMI
- KONAMI AMUSEMENT
- SEGA
- SONY
- SONY INTERACTIVE ENTERTAINMENT

Content Distribution

- AMAZON JAPAN
- BAIDU JAPAN
- DMM.COM
- DWANGO
- LINE
- RAKUTEN
- SOFTBANK
- TENCENT

Leisure, Amusement

- BANDAI NAMCO AMUSEMENT
- CA SEGA JOYPOLIS
- FUJIKYUKO
- ORIENTAL LAND
- TOKYO DOME
- UNIVERSAL ENTERTAINMENT

Advertisement

- AIM CREATE
- CREO
- CYBERAGENT
- DENTSU
- GMO
- HAKUHODO
- NIKKEISHA
- QUARAS
- YOMIKO ADVERTISING

Anime Production

- ANIPLEX
- NIPPON ANIMATION
- TATSUNOKO PRODUCTION
- TEZUKA PRODUCTION
- TOEI ANIMATION

Why CONTENT TOKYO?



Consist of 7 Specialised Shows

LICENSING JAPAN

- Characters
- Brands
- Arts
- Entertainment

Publishing

- Designs
- Sports & Collegiate

etc

Video & CG **Production Expo**

- Video Production
- CG Production
- Anime/Game/Music Production
- Production Solutions/Supports

etc.

Creators' Expo

- Video/Anime/Game/ Sound Creators
- Designers
- Photographers
- Illustrators

- Calligraphers
- Authors.Writers
- Manga/Comic

Artists

etc

Immersive Technology Expo

- Space Design/Space Production
- Projection Mapping
- Sound Technology
- Haptics/Five Senses Solution Technology
- Spatial Interaction Technology etc.

Ad Creative & Marketing Expo

- Design/Ad/Web Production
- Editing, Production
- Printing
- Package Design
- Production Tools

etc.

Communication **Design Expo**

- Branding Strategy (Corporate Branding/Product Branding etc)
- Communication Strategy
- Design Strategy (Web Design, UI/UX Design etc)

Fan Community Marketing Expo

- Community building and management support
- Strengthening relationships with fans
- Co-creation and dissemination with fans etc.

Why Exhibit

- Enter the high potential Japanese market
- Develop new potential customers every half year
- Strengthen branding your products/technologies by increasing exposure
- Meet industry professionals from various industries (Synergy effect of concurrent shows)

Attractive Conference Held By Industry Leaders

Attended by 5,501* advertising/marketing professionals and media, etc.

*Includin<mark>g concurrent shows in</mark> July, 2024 show





Themes

The Winning Edge of Japanese Content in the World: Behind the Scenes of "Godzilla-1.0" and "Monster" Production

Hit Makers Speak! Diversified Media and Content Creation Tips

Advertising/Marketing x Generative AI -Latest Case Studies

Character Business Frontline~Oshikatsu, Fandom, and Overseas Expansion~

Japan IP Growth Potentialin Overseas Markets

Will Apple Vision Pro update entertainment?

The Latest Technology to Advance the Metaverse





Sanrio Co., Ltd. President & CEO Tomokuni Tsuji



TOHO Co., Ltd. Producer Kenji Yamada



Sony Co., Ltd. Business Producer Yoshinori Ueda



CHARACTER
DATABANK Co., Ltd.
CEO/ CBLA, Vice President
& Executive Director
Kazuo Rikukawa



The Walt Disney Company (Japan) Ltd. Consumer Products DTC Retail, Vice President & General Manager Tami Ihara





























Exhibitor Fee Information

All prices listed do not include tax.

1 booth space

6.0m×2.7m=16.2m²

Booth Fee

¥1,200,000/booth

Corner Booth Fee

¥50,000/corner



ExpoMaster Service Charge

Basic Plan	
For single exhibitor	¥50,000
If there are co-exhibitors	¥100,000

Standard Plan		
For single exhibitor	¥150,000	
If there are co-exhibitors	¥200,000	

High-grade Plan	
For single exhibitor	¥650,000
If there are co-exhibitors	¥700,000

- 1. For Licensing Japan only, you can apply for a minimum of 0.5 booth spaces (3.0m x 2.7m) at half the price of 1 booth space.
- Fee for exhibit space only. Booth decoration construction costs will be charged separately. Please contact us for consultation.
- 3. No corner booth fee will be charged for booth locations that do not qualify as corner booths.



What is ExpoMaster?

Make the most of digital tools to boost your show result!

Pre-show

Web Marketing

Promote your exhibiting in the Exhibitor Directory

Your company and exhibits information will be listed on Exhibitor Directory. The Directory is widely promoted to potential visitors before the show to support you to have many visitors at your booth.



Pre-show

Customer Needs Analysation

The traffic analysis shows the customers' needs.

You can get the traffic analysis of your page on Exhibitor Directory such as the number of access to your page and which product information is viewed most. Analysing the customer's needs in advance helps your pre-show promotion and designing the stand decoration.



During the show

Lead Generation

Get and manage your sales leads digitally and timely.

You can get visitor's information digitally and timely by scanning visitor badges with app(Lead Manager).





During the show

Results Visualization

Evaluate the result of business meeting on a 5-point scale

You can evaluate leads & business meetings on a 5-point scale and register memo on the app. You can easily see the number of leads you get during the show and their evaluation.



Check visitors' information



Add evaluation and extra information

During the show

Follow-up Simplification

Easy follow-up after the show

By scanning visitors' badges, you can register their data on Excel/CSV/files through the app during the show. You can follow up your leads right after the show.

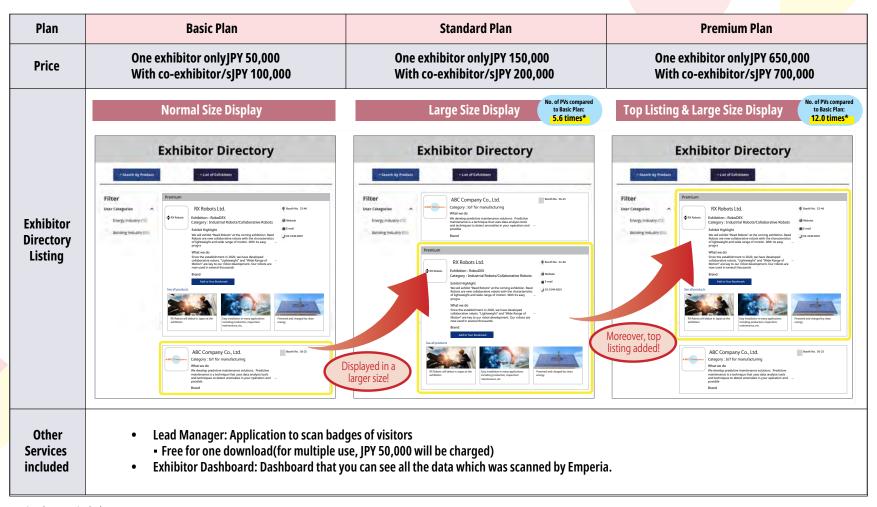


^{*} The app must be downloaded. Basic Plan includes a single download for one device. If you want to use the app on more than one device, there will be an additional charge of JPY 50,000.



What is ExpoMaster?

You have three plans to choose.



- · Price does not include tax.
- High-grade is limited to 3 companies.
- 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.
- Co-exhibitors will be listed as normal size display even if you take other plans.
- * Average number of 2023 shows organised by RX Japan.

Variety of Exhibiting Plans to Maximise Your Results

Choose the Exhibiting Plan that best helps you achieve your goals.

Package Participation (Booth + Advertisement)

Premium Plan

This plan gives you maximum exposure before and during the show.

Available only for 3 exhibitors.

AD



AD AD



ALD











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











This plan helps you have more exposure and more visitors at your booth.











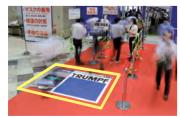


Advertisment Examples (excerpts)

Banner Ads on Official **Show Website**



Show Entrance Floor Ads



Hanging Banner Ad above your Booth



Digital Signage Ads on the Hallway



Icons stand for...



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

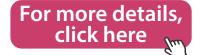


Show Entrance Floor Ads



Hanging Banner Ad above Your Booth





Extensive Services to Maximise your Results

Support for exhibition preparation by dedicated staff from Show Management

Dedicated staff offers support for exhibition preparation and achieving better results so you can join at ease even for the first time



<image

2 Online exhibitor & product search

Online show catalogue enables visitors to search exhibitors/exhibits. By showcasing your products information, you can attract a number of visitors to your booth.



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Exhibition invitation URL

Exhibitors can send the exhibition invitation URL to all customers.



image>

Product information (press release) delivery service for the press

Key point is delivered to about 300 medias in and out of Japan. You can introduce products to many people in the press. The show management selects companies to post randomly.



*The listed companies will be selected arbitrarily by the Show Management

Exhibit at CONTENT TOKYO

Click Below for More Information!

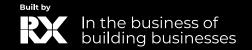








Book Your Space NOW!



Organiser: RX Japan Ltd. CONTENT TOKYO Show Management