



ad:tech tokyo

October 17-18, 2017
Tokyo, JAPAN

Comexposium Japan K.K.
As of July 2017

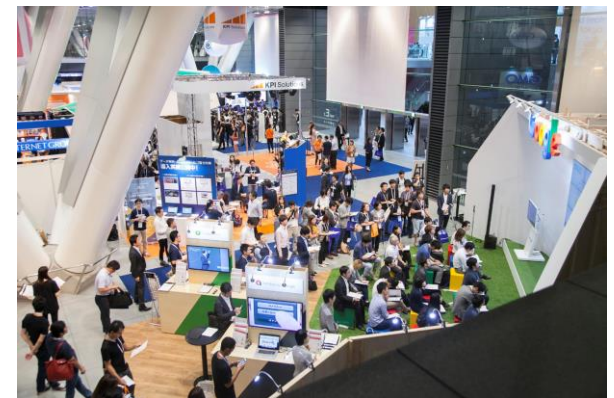
Experience the Cutting Edge of Marketing at “ad:tech Tokyo” The Largest Global Marketing Conference in Asia With Over 15,000 Attendees.

ad:tech is a global marketing conference, which has been held in major cities around the globe. It is where Brands, Agencies, Media and Solution Providers come together to get to grips with the latest trends, innovations and technologies. 2017, ad:tech Tokyo is in its 9th year and growing into the largest global marketing conference in Asia. In 2016, the number of people to attend the official conference and the number of overseas attendees have marked the highest in its history.

ad:tech will keep on delivering knowledge not only about ad technology, but state-of-the-art marketing management which is associated with it.

“A Place for Serendipity and Innovation.”

Come Connect with the Most Important Companies of Japan and Asia.



Go Global: We Support Your Global Business Expansion Through Network of 5 Major Cities Around the World



ad:tech Tokyo is one of the ad:tech events being held in 5 major cities around the world. Each year, there are many companies attending ad:tech Tokyo from overseas. Here, you can meet with global companies not only from Japan but also from other parts of the world as well.

ad:tech Tokyo is now a community where the brightest and the most influential marketers of Japan gather together. This will be an opportunity for you to connect with the top players of Brands, Agencies, Solution Providers and Media.

3 Elements of ad:tech Tokyo

Exhibition

Top leading companies of Japan and overseas will exhibit to match up with attendees who come in search for a new business partner.



Conference

Only the top players from the industry is selected as Keynote. The key marketers of Japan will be up on stage as panelists for the official conference.



Networking

Many networking opportunities throughout the venue including the exhibition hall and the conference areas where only the industry leaders converge.



ad:tech Tokyo 2017 Event Summary

Event Name : ad:tech Tokyo
Date : October 17th-18th, 2017
Venue : Tokyo International Forum (Tokyo, Japan)
Organizer : Comexposium Japan K.K.
Partners : U.S. Commercial Service - International Trade
Administration,
La French Tech, Japan Advertising Agencies
Association (JAAA),
Japan Interactive Advertising Association (JIAA), Nikkei
Inc.,
Markezine, Toyo Keizai Inc. and more
Official Website : <http://www.adtech-tokyo.com/en/>

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EXHIBITION

■Why Exhibit at ad:tech Tokyo?

One and only opportunity to introduce your service at Asia's largest marketing conference

Benefit 1 : Promote your service & Create Brand Awareness

Your company logos and information will be posted on the official website as well as to our official guidebooks and other printing materials which are distributed to all attendees who come to the event. The logos printed on your booth and the floor map will also help extend recognition to those who you might missed the chance to meet at your booth.

Benefit 2 : Create New Valuable Network Efficiently

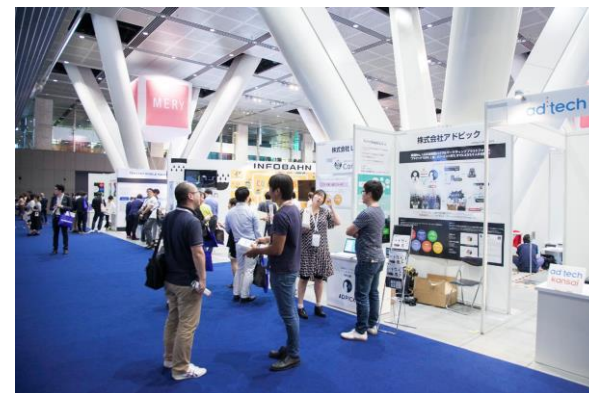
15,000 leading thinkers attend ad:tech Tokyo from Japan and other countries overseas. This is an efficient place to meet and connect with a great number of people in a limited time. Also, an effective place to exchange information with other exhibitors about competitive research and current issues.

Benefit 3 : Build Customer Loyalty

You can use the exhibition opportunities as a loyalty program, by conducting an educational seminar at your booth for your existing customers or explaining the company's newest services towards new and existing customers.

■Exhibition Menu

Booth Types	Size	Price
Luxury Booth (XXL)	54㎡ (6m x 9m) 1 Left	3,100,000 JPY
Premium Booth (XL)	36㎡ (6m x 6m) 4 Left	2,130,000 JPY
Large Booth (L)	18㎡ (6m x 3m)	1,180,000 JPY
Medium Booth (Standard Size)	9㎡ (3m x 3m)	640,000 JPY
Small Booth (S)	4㎡ (2m x 2m) 3 Left	370,000 JPY
Mini Booth (XS)	2㎡ (2m x 1m) SOLD OUT	205,000 JPY



■Booth Size Image



9sqm Booth (3m×3m)



54sqm Booth (9m×6m)



2sqm Booth (2m×1m)



36sqm Booth (6m×6m)



36sqm Booth (6m×6m)



4sqm Booth (2m×2m)

Exhibition Hall Floorplan

Medium Booth (3m x 3m)

*Medium Booth x2 = Large Booth x1 (3m x 6m)

Premium Booth (6m x 6m)

Mini Booth (2m x 1m)



Small Booth (2m x 2m)

*Small Booth is located at this area only.

得意先名 CLIENT	事業名称 PROJECT TITLE ad tech tokyo2017	製図人 DRAWN	作成日付 DATE DRAWN 2017.05.02	縮尺 SCALE	図面NO. SHEET NO.
	図面名称 DRAWING TITLE 東京国際フォーラム		2017.07.28	1/300	

■ Booth Equipment

List of Equipment Included in Package

Per each company

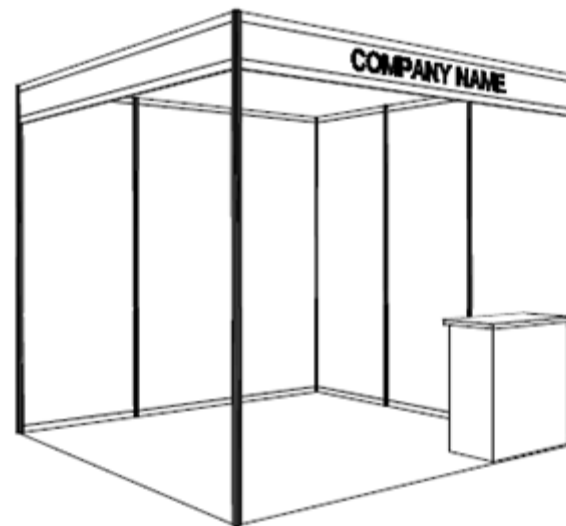
- Fascia(Logo Printed) x 1
- Reception Desk x 1
- Folding Chair x 2 *

Per booth

- Halogen Light (100W) x 2
- Power Outlet with 2 insertions (500W) x 1

*Only the booths larger than 9sqm will include the folding chair.

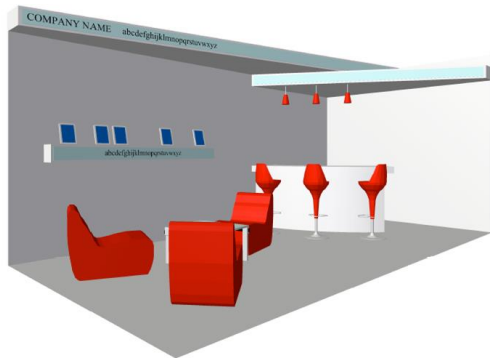
*Booth Image on the right is just an example.



■ Custom Booth Designs

Is this your very first time to exhibit and want to be creative?
Do you want to cut down the costs but not the quality?
For exhibitors like you, we suggest the custom design package.
We will offer you a design to meet your requirements.

Large Booth (3m x 6m)

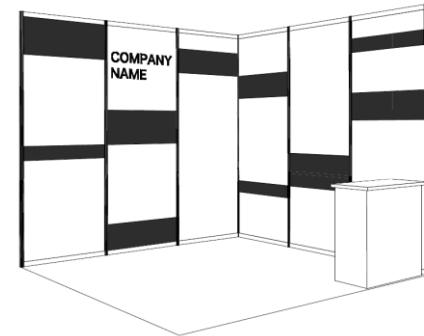


Reference Price: 1,000,000 JPY

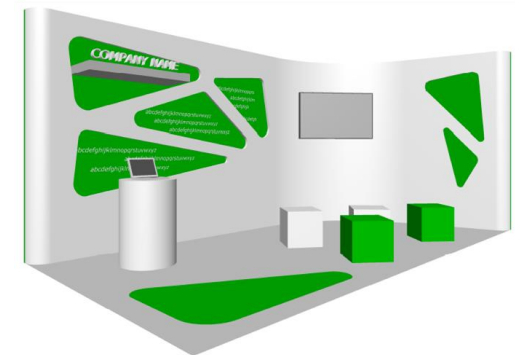


Reference Price: 1,450,000 JPY

Medium Booth (3m x 3m)



Reference Price: 900,000 JPY



Reference Price: 1,450,000 JPY

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SPONSORSHIP

■Why Sponsor at ad:tech Tokyo?

ad:tech Tokyo is an influential event contributing to the education of global business person.

Benefit 1 : Branding (Brand Lift)

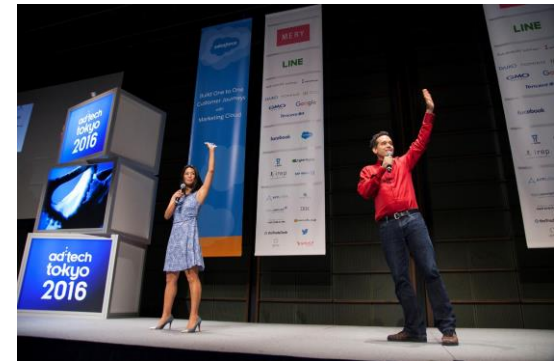
To sponsor at a global event being held at 5 major cities around the globe, will let you appeal to the world that you are one of the innovative companies leading the industry. It will lead to increasing brand awareness of your company/service by displaying the company logo to the official website and on the signage onsite which is often exposed to the media.

Benefit 2 : Marketing (Introducing your service, Increasing Brand Recognition)

You can communicate directly with your future customers by handing out flyers and souvenirs, introducing your company through social media and having talk sessions at the Sponsored Presentation Stage located at the exhibition hall.

■Sponsorship Menu

Menu	Price	Conference Pass Included	Slot #
Diamond Sponsor	10,000,000 JPY	10	1
Platinum Sponsor	8,000,000 JPY	8	2
Gold Sponsor	6,000,000 JPY	6	4
Silver Sponsor	3,000,000 JPY	4	6
Bronze Sponsor	1,500,000 JPY	2	10



■ Sponsorship Menu

Menu	Price	Slot #	Details
Coffee Break Sponsor SOLD OUT	1,800,000 JPY	1	Provide coffee at the conference area. Benefits : Company logo displayed on official website/signage at the venue. Target Attendees : Conference Pass Holders, Speakers, Advisory Board Members
Networking Party Sponsor SOLD OUT	1,500,000 JPY	1	Sponsor for the Networking Party held on the first night. Benefits : Company logo displayed on official website/signage at the venue. 5 min greeting speech on stage during the party. Privilege to invite 20 people to the party. Target Attendees : Conference Pass Holders, Speakers, Advisory Board Members
Networking Lunch Sponsor	2,000,000 JPY	2	Lunch Sponsor at the conference area. Benefits : Company logo displayed on official website/signage at the venue. Target Attendees : Conference Pass Holders, Speakers, Advisory Board Members
Registration Sponsor	2,500,000 JPY	1	Benefit : Company logo displayed on official website/signage at the venue. Company logo and banner displayed at registration. Target Attendees : All Attendees
WiFi Sponsor SOLD OUT	2,500,000 JPY	1	Provide Wifi at the conference halls. Benefits : Company logo displayed on official website/signage at the venue. Privilege to project slides during break.
Conference Pass Lounge Sponsor	3,000,000 JPY	1	Targeting key industry players for your company branding. Benefits: Company logo displayed on official website/signage at the venue. Brochure at lounge. Target Attendees: Conference Pass (Full Conference, One Day) Holder
Official Conference Track Sponsor	1,500,000 JPY	1	Play a video introducing your company before and after the session. Benefits : Company logo displayed on official website/signage at the venue. Target Attendees : Conference Pass Holders, Speakers, Advisory Board Members *All attendee is target during the morning Keynote
Keynote Stage Sponsor SOLD OUT	2,500,000 JPY	1	Play a video introducing your company before and after the Keynote. Benefits : Company logo displayed on official website/signage at the venue. Target Attendees : All the attendees

■ Sponsorship Menu

Menu	Price	Slot #	Details
Speaker Lounge Sponsor	1,500,000 JPY	1	Displaying company logo and flyers at the Speaker Lounge. Benefits : Company logo displayed on official website/signage at the venue. 2 Full Conference Pass included. Target Attendees : VIP Pass Holders, Speakers, Advisory Board Members
Lanyard Sponsor	1,500,000 JPY	1	Company logo printed to the lanyards for the attendees. Benefits : Company logo displayed on official website/signage at the venue. Target Attendees : All the attendees
Pass Sponsor	1,000,000 JPY	2	Company logo printed on the pass. Benefits : Company logo displayed on official website/signage at the venue Target Attendees : All the attendees
Charging Station Sponsor	1,000,000 JPY	1	Providing charging station at the exhibition hall. Benefits : Company logo displayed on official website/signage at the venue Target Attendees : Conference Pass Holders, Speakers, Advisory Board Members
Official Bag Sponsor	2,500,000 JPY	1	Printing company logo onto the official bag. Distributed at registration. (A4 size x1 per attendee) Benefits : Company logo displayed on official website/signage at the venue Target Attendees : All the attendees
Meeting Room Sponsor	500,000 JPY	5	Sponsor for a private meeting room. Benefits: Company logo displayed on official website/signage at the venue Target Attendees: All the attendees *Sponsor may limit the target. ※Only Exhibitor (36sqm or larger) OR Bronze Sponsor (or higher grade sponsors) can apply
Seminar Room Sponsor	1,000,000 JPY	3	Your own private seminar room for an invitation only seminar. Benefits: Company logo displayed on official website/signage at the venue. Target Attendees: All the attendees *Sponsor may limit the target. ※Only for Gold Sponsor or higher grade sponsors can apply
Official Website Banner *Additional Option	100,000 JPY	10	Posting a banner ad on ad:tech Tokyo official website. Benefits: Company logo displayed on official website. Target: Anyone who visits the ad:tech Tokyo official website ※Only Exhibitors (9sqm or larger) or Sponsors can apply

■Speaker Opportunity at Sponsored Presentation Stage

Share the latest case studies with your customers/introduce your service at the Presentation Stage. Your promotion will be more effective when combined with a booth exhibition near by.

<Details>

- Time of Presentation : 40min
- Price : 50 sats for JPY 525,000 (without tax)
100 seats for JPY 800,000 (without tax)
- Number of Seats : 50 OR 100
- Equipment Included: Screen, Projector, PC for presentation, Microphone, Stage base
- Audience: Anyone who registered for ad:tech Tokyo
 - *The exhibition hall is opened to all the pass holders including the visitor pass.

*Slight change of approximately 10 seats may be made depending on the layout onsite.

*We do not provide any lists of audiences. A quick questionnaire within your presentation time is allowed.

*Stage design and time table may be changed by the organizer.

- Time Table Oct. 17th 11:00 / 12:00 / 14:00 / 15:00 / 16:00
 Oct. 18th 11:00 / 12:00 / 14:00 / 15:00 / 16:00

Also available to Sponsor for the entire stage.
Please contact the organizer for details.





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