

Exclusive for exhibitors!

Advertisement Opportunities

– Maximise the outcome through your participation –

NexTech Week TOKYO 2024 Autumn
2025 Spring

AI EXPO TOKYO

BLOCKCHAIN EXPO TOKYO

QUANTUM COMPUTING EXPO TOKYO

DX HUMAN RESOURCE DEVELOPMENT EXPO TOKYO

[Autumn] **Dates** Nov. 20 (Wed) – 22(Fri), 2024

Venue Makuhari Messe, Japan

[Spring] **Dates** April 15 (Wed) – 17(Fri), 2025

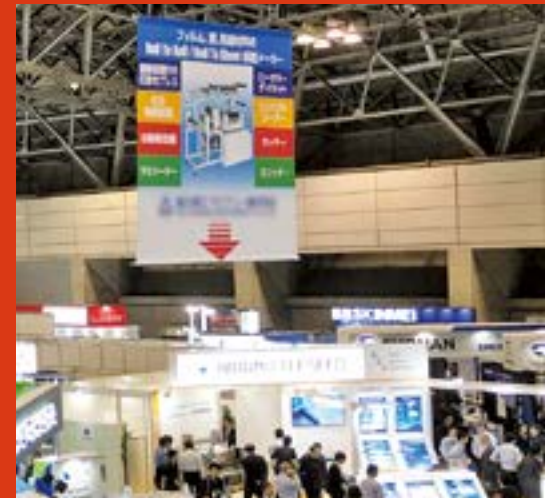
Venue Tokyo Big Sight, Japan

Organiser RX Japan Ltd.

Built by



In the business of
building businesses



3 Advertisement Packages

3 Special Offers Available at Special Prices!

Premium Plan 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

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 4,100,000 ▶ Special price JPY **3,700,000**
(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

Ads in Visitor
Promotion E-mail

Digital Incentive
Coupons

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

Digital Incentive
Coupons

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 PR/Advertisement Opportunities

Web/E-mail Advertisement

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| 03 Ads in Visitor Promotion E-mail..... P7 | 04 Digital Incentive Coupons..... P8 |

Onsite Advertisement

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Web/E-mail Advertisement

NexTech Week TOKYO 2024 Autumn
2025 Spring

AI EXPO TOKYO

BLOCKCHAIN EXPO TOKYO

QUANTUM COMPUTING EXPO TOKYO

**DX HUMAN RESOURCE
DEVELOPMENT EXPO TOKYO**

No. of Page Views
at the Previous Spring Show

68,806 (2022/10/29
↓
2023/5/12)

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 : **68,806**

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 24 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 : **58,297**

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	W185px × 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

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.
120,000 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 :

120,000 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.

04 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 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 visitors who view the content in Japanese. If there are fewer than 5 companies registered for the service one and a half months prior to the show, it will not be conducted, and refunds will be issued.

Onsite Advertisement

NexTech Week TOKYO 2024 Autumn
2025 Spring

AI EXPO TOKYO

BLOCKCHAIN EXPO TOKYO

QUANTUM COMPUTING EXPO TOKYO

DX HUMAN RESOURCE DEVELOPMENT EXPO TOKYO

[Autumn] 40,000 Visitors

[Spring] 40,000 Visitors

(Expected, including concurrent shows)

Visitor Companies List (excerpts)

Manufacturing

- Toyota Motor Corporation
- Nissan Motor
- HONDA
- SONY
- Canon
- Panasonic
- Hitachi
- Toshiba
- Mitsubishi Heavy Industries
- IHI

...etc.

Infrastructure

- All Nippon Airways
- Japan Airlines
- JR Group
- Tokyu Corporation
- Tokyo Metro
- Odakyu Electric Railway
- Keikyu Corporation
- Tobu Railway
- Seibu Railway
- Japan Highway Public Corporation

...etc.

Pharmaceutical/Foods

- Takeda Pharmaceutical Company
- Astellas Pharma
- Chugai Pharmaceutical
- Taisho Pharmaceutical
- Olympus
- Terumo Corporation
- Fuji Film
- Asahi Soft Drinks
- Ajinomoto
- Suntory

...etc.

Retail/Logistics

- Seven & I Holdings
- AEON Retail
- Familymart
- LAWSON
- Isetan Mitsukoshi
- Takashimaya
- Rakuten
- Yamato Holdings
- Japan Post
- NYI Line

...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



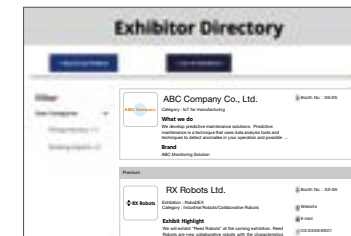
Banner Ads

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

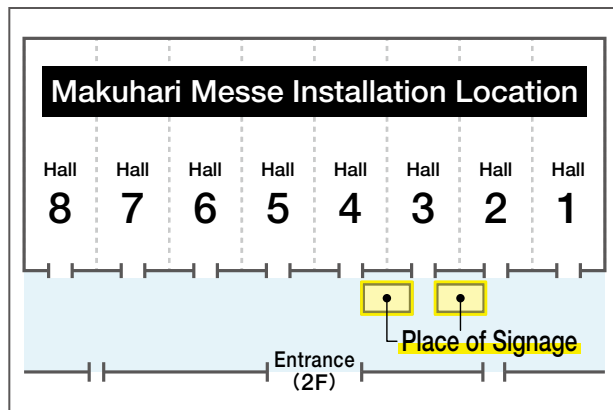
06 Digital Signage Ads on the Hallway

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

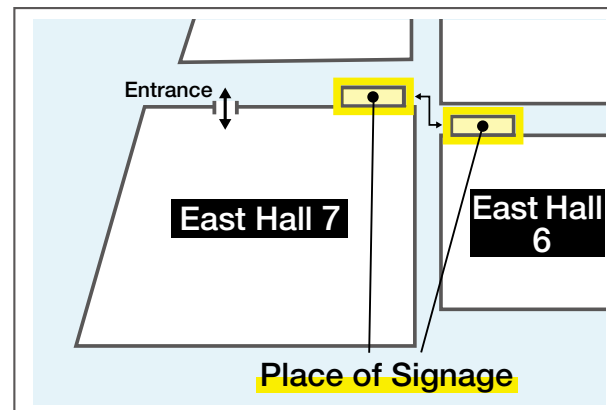
Digital signages will be placed on the hallway where there is huge traffic of visitors.
Attract visitors to your booth by displaying your company name, booth location and product information.

Digital signages on hallway with huge traffic

■ 【Autumn】 Makuhari Messe Installation Location



■ 【Spring】 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



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

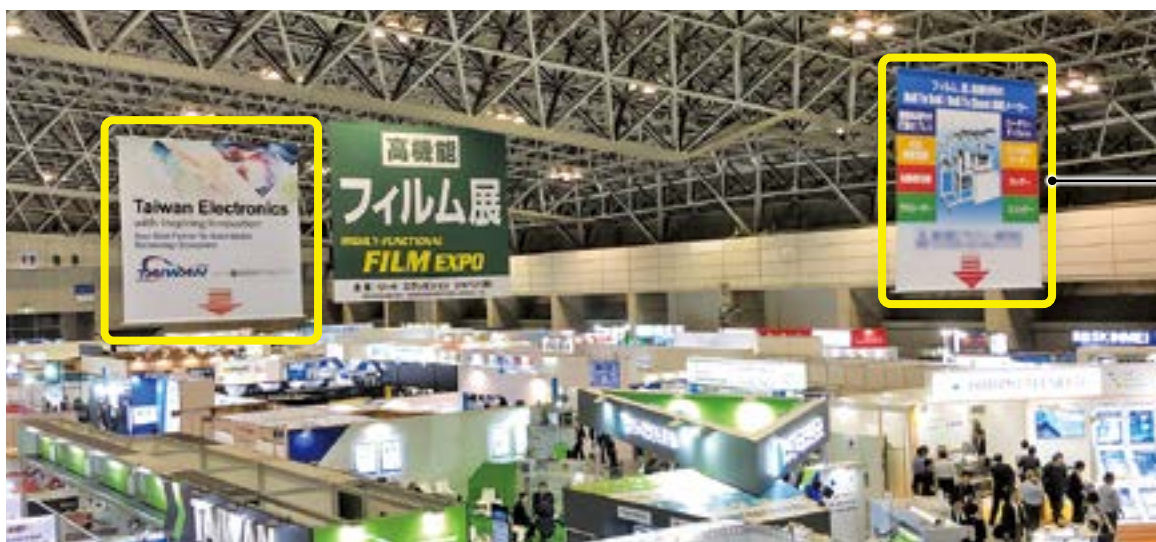
08 Hanging Banner Ad above Your Booth

Limited to
5 Companies/Hall

This ad will enable visitors to find your booth very easily, even from a distance.

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	H4.0m × W4.0m

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

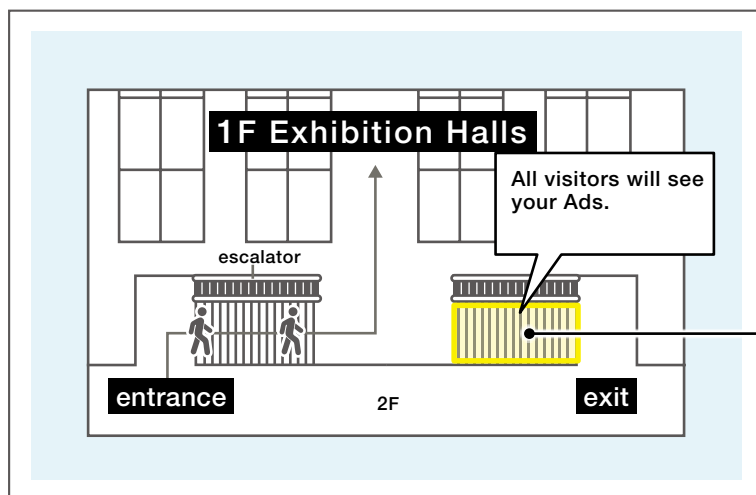
09 Ads on the Stairs in the Venue

Limited to
3 Companies (only at Autumn show)

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)

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.

[Autumn] Application Form

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

① Please tick the show you exhibit at:

- ☐ 5th AI EXPO TOKYO -Autumn-
☐ 5th BLOCKCHAIN EXPO TOKYO -Autumn-
☐ 5th QUANTUM COMPUTING EXPO -Autumn-
☐ 3rd DX Human Resource Development Expo -Autumn-

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 3,400,000 (normal price JPY 3,800,000)**
☐ **Business Activation Plan** **JPY 1,900,000 (normal price JPY 2,300,000)**
☐ **Starter Plan II** **JPY 850,000 (normal price JPY 1,100,000)**

☐ 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 Ads in Visitor Promotion E-mail	3 Companies/One e-mail	JPY 300,000	Oct. 18
<input type="checkbox"/>	04 Digital Incentive Coupons	20 Companies	JPY 600,000	Oct. 18
<input type="checkbox"/>	05 Floor Map Ads (On Digital & Printed Versions)	10 Companies	JPY 500,000	Oct. 18
<input type="checkbox"/>	06 Digital Signage Ads on the Hallway	3 Companies	JPY 800,000	Oct. 18
<input type="checkbox"/>	07 Show Entrance Floor Ads	1 Company/Entrance	JPY 500,000	Oct. 18
<input type="checkbox"/>	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)	Oct. 18
<input type="checkbox"/>	09 Ads on Stairs in the Venue	3 Companies (only at Autumn show)	JPY 3,000,000	Oct. 18

■ 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: nextech-online-en.jp@rxglobal.com
 TEL: +81-3-6739-4131

[Spring] Application Form

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

① Please tick the show you exhibit at:

- ☐ 9th AI EXPO TOKYO -Spring-
☐ 6th BLOCKCHAIN EXPO TOKYO -Spring-
☐ 5th QUANTUM COMPUTING EXPO -Spring-
☐ 4th DX Human Resource Development Expo -Spring-

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 3,400,000 (normal price JPY 3,800,000)
☐ **Business Activation Plan** JPY 1,900,000 (normal price JPY 2,300,000)
☐ **Starter Plan II** JPY 850,000 (normal price JPY 1,100,000)

☐ 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	March 3
<input type="checkbox"/>	02 Banner Ads on Conference Webpage	3 Companies	JPY 200,000	March 3
<input type="checkbox"/>	03 Ads in Visitor Promotion E-mail	3 Companies/One e-mail	JPY 300,000	March 3
<input type="checkbox"/>	04 Digital Incentive Coupons	20 Companies	JPY 600,000	March 25
<input type="checkbox"/>	05 Floor Map Ads (On Digital & Printed Versions)	10 Companies	JPY 500,000	March 10
<input type="checkbox"/>	06 Digital Signage Ads on the Hallway	3 Companies	JPY 800,000	March 10
<input type="checkbox"/>	07 Show Entrance Floor Ads	1 Company/Entrance	JPY 500,000	March 3
<input type="checkbox"/>	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)	March 3

■ Guidelines for Data Submission

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For application/inquiries

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TEL: +81-3-6739-4131