NexTech Week TOKYO

AI EXPO TOKYO
BLOCKCHAIN EXPO TOKYO
QUANTUM COMPUTING EXPO TOKYO
TALENT & ORGANIZATIONAL REFORM EXPO IN THE AI ERA TOKYO
HUMANOID ROBOT EXPO TOKYO
XR & DIGITAL TWIN EXPO TOKYO
INDUSTRIAL XR APPLICATIONS EXPO TOKYO
PHYSICAL AI EXPO TOKYO

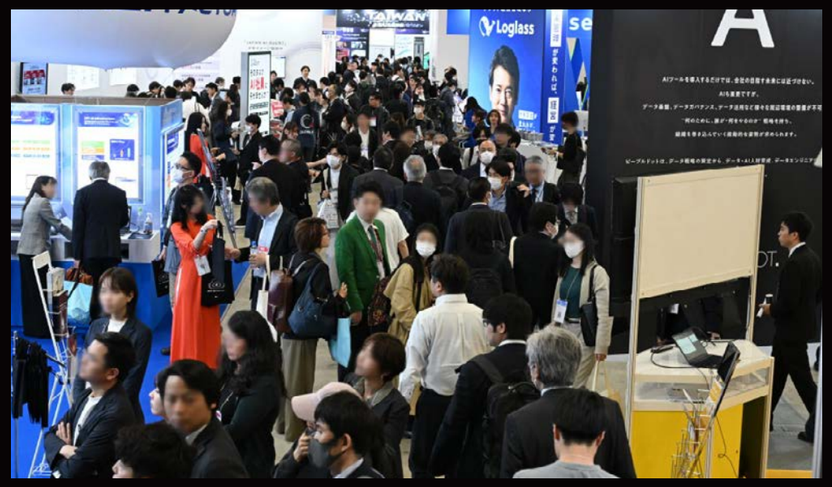
Autumn
Dates November 11 [Wed] - 13 [Fri], 2026
Venue Makuhari Messe, Japan

Spring
Dates April 21 [Wed] - 23 [Fri], 2027
Venue Tokyo Big Sight, Japan

Organiser RX Japan GK

Supported by (expected)
AI EXPO: The Japanese Society for Artificial Intelligence/Japan Deep Learning Association/Association to Generalize Utilization of Generative AI/Generative AI Japan
BLOCKCHAIN EXPO: Japan Blockchain Association/Blockchain Collaborative Consortium **DX HUMAN RESOURCE DEVELOPMENT EXPO:** The Japan DataScientist Society/ Japan Deep Learning Association/Digital Literacy Council/Association to Generalize Utilization of Generative AI/Japan Business Federation/Digital Learning Consortium/ Japan Online Training & Education Industry Association

Special Cooperation (expected)
Quantum Computing Expo: Quantum ICT Forum







RX Japan is Japan's Largest Trade Show Organiser

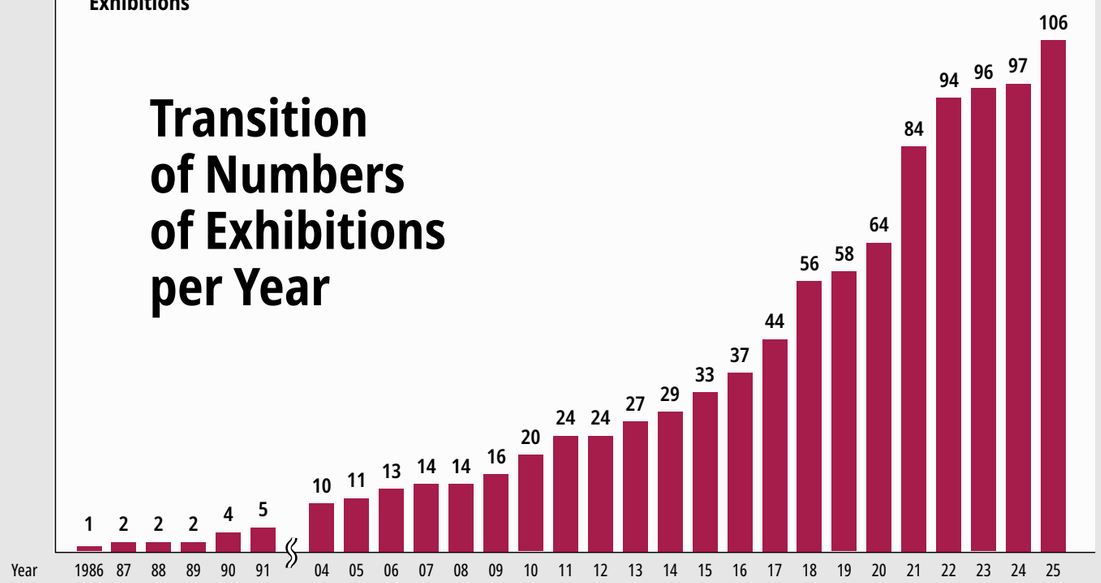
Holding 106 exhibitions in 38 sectors a year!

(The consisting shows are 415 in total.)

RX Japan organises 106 exhibitions a year at large exhibition halls such as Tokyo Big Sight, Makuhari Messe and INTEX Osaka across a wide variety of 38 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.

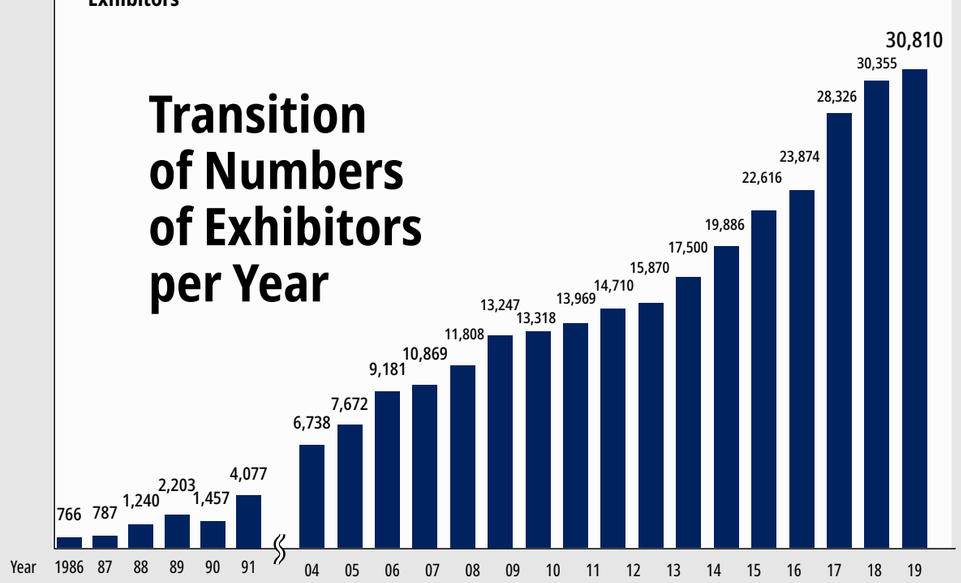
Exhibitions

Transition of Numbers of Exhibitions per Year



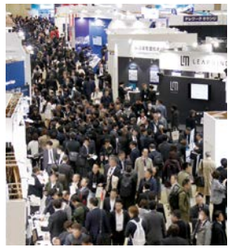
Exhibitors

Transition of Numbers of Exhibitors per Year



Exhibitions organised by RX Japan (excerpts)

Japan IT Week



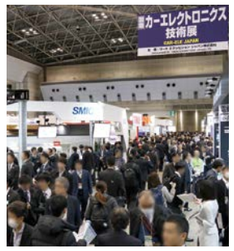
Japan's Largest* IT Trade Show

Consisting Shows:

- Software Development & Engineering Support Expo
- Information Security Expo
- Data Center Expo

etc.

AUTOMOTIVE WORLD



World's Leading Exhibition for Advanced Automotive Technologies

Consisting Shows:

- CAR-ELE JAPAN
- EV JAPAN
- Autonomous Driving Technology Expo
- MaaS Expo

etc.

Manufacturing World



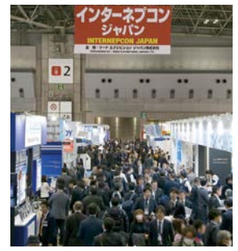
World's Leading Trade Show for Manufacturing

Consisting Shows:

- Design & Manufacturing Solutions Expo
- Manufacturing DX Expo
- Additive Manufacturing Expo

etc.

NEPCON JAPAN



Asia's Leading Electronics Tech. Show

Consisting Shows:

- INTERNEPCON JAPAN
- ELECTROTEST JAPAN
- ELECTRONIC COMPONENTS & MATERIALS EXPO
- PWB EXPO

etc.

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

What is NexTech Week TOKYO?

NexTech Week is a meeting place for solutions that transform the future of people, businesses, and society.

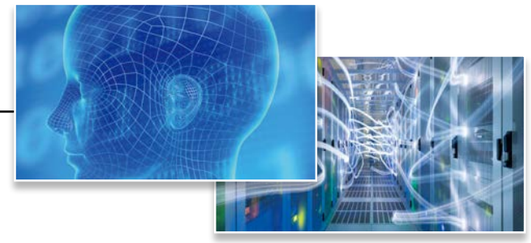
It comprises shows focused on the latest technologies: AI, blockchain, quantum computing, humanoid robots, and XR & digital twin, and one dedicated to human resource development and organizational reform in the AI era.

A must-attend event for companies driving AX through technology, talent, and organizational transformation, attracting professionals from manufacturing, infrastructure, retail, logistics, healthcare, finance, Government, and other sectors.



What is AI EXPO TOKYO?

Japan's Largest* AI-Dedicated Expo



Various industries including manufacturing, social infrastructure, retail, logistics, healthcare, finance, and government agencies will attend this exhibition in search of AI-powered solutions.

To meet the growing demand in the AI industry, four specialized zones have been established.

Exhibitors: Tech companies as below

- Deep Learning
- Natural Language Processing
- Machine Learning
- Dialogue AI
- Edge AI
- AI Applications

etc.

Visitors: Managements, Engineers from the industries below

- Manufacturing
- Infrastructure
- Retail/logistics
- Medical
- Communication/IT
- Finance
- Government

etc.

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

Generative AI Hub

This area is dedicated to the rapidly evolving field of generative AI, featuring technologies such as generative AI development, ChatGPT-integrated services, large language models (LLMs), and retrieval-augmented generation (RAG), which are being adopted globally.

AI Agent World

Autonomous AI agents are expected to become a new standard in business. To meet this emerging demand, a special zone “AI Agent World” has been established.

New! AI Infrastructure Zone

This area is dedicated to companies that support the implementation of AI, featuring essential technologies such as GPUs, AI accelerators, data centers, MLOps, security, and networking critical components for the deployment and operation of AI systems.

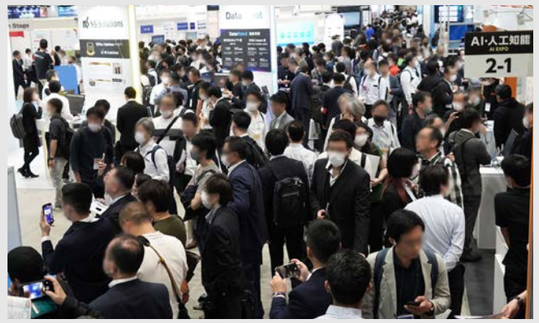
New! AI Data Management Zone

The biggest barrier for companies aiming to implement generative AI and AI agents is data. This special zone is designed to address the growing needs of companies and professionals facing challenges such as “lack of data” or “unstructured data."









What is BLOCKCHAIN EXPO TOKYO?

■ Japan's LARGEST* BtoB Show for blockchain technologies!



BLOCKCHAIN EXPO TOKYO is the Largest* BtoB show for blockchain tech companies to introduce their technologies to various industries in Japan.

Exhibitors: Tech companies as below

- Enterprise Blockchain
- Smart Contract
- NFT Service/Marketplace
- Traceability
- Web3 Service
- DAO

etc.

Visitors: Managements, Engineers from the industries below

- Manufacturing
- Logistics
- Finance
- Medical
- Retail
- Sports
- Governments
- Media
- Game

etc.

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

■ Special zone dedicated to Web3



A special zone for the current hot topic of Web3. Exhibitors will include Web3 platforms, NFT services, marketplaces, and support for DAO formation. Visitors from all industries considering entering the Web3 business will visit.









What is QUANTUM COMPUTING EXPO TOKYO?



■ Japan's ONLY! BtoB Show for quantum computing technologies!

QUANTUM COMPUTING EXPO TOKYO is Japan's ONLY BtoB show for quantum computing technology. For those tech companies who have quantum computing technologies, this is the best venue to introduce to the Japanese researcher, engineers from various industries.

Exhibitors: Tech Companies/Research Institute as below

- Application/Service with Quantum computers
- Hardware with Quantum computing
- Consulting
- Other related services

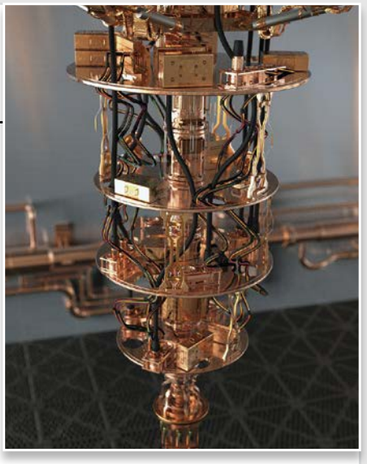
etc.

Visitors: Managements, Engineers from the industries below

- Research Institute
- Universities
- Manufacturing
- Communication/IT
- Security
- Medical/Bio
- Governments
- Finance
- Energy

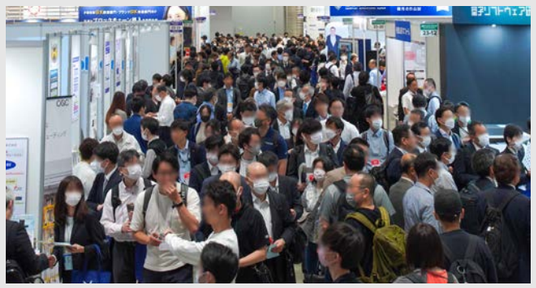
etc.

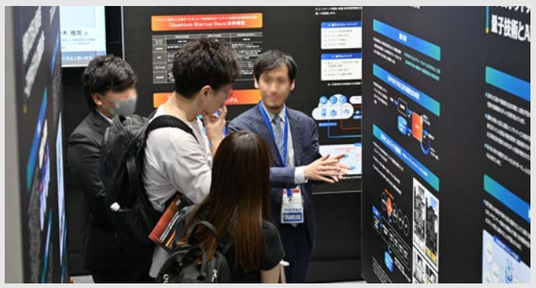
■ Market Size & Future



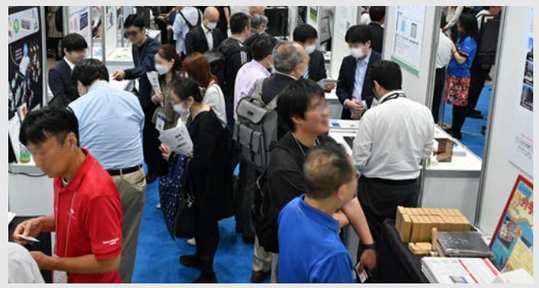
The quantum computing market is projected to reach approximately JPY 1.9 trillion (USD 13.1 billion) by 2032, and its social implementation is steadily progressing in fields such as manufacturing, materials development, and logistics.

→ This show will accelerate the development of research and use of quantum computing technology!









What is TALENT & ORGANIZATIONAL REFORM EXPO IN THE AI ERA TOKYO

■ BtoB Show essential for the AI era, designed to help people and organizations update and evolve.



The rapid spread of AI is dramatically transforming the types of talent companies need and the way organizations should operate. This exhibition features three dedicated zones focused on talent development and organizational transformation. Leaders from various industries, along with DX promotion teams and HR development professionals, will gather to co-create new standards for the AI era.

Visitors: Professionals in the following roles

- Executives
- Corporate Planning Professionals
- Digital Transformation Leaders
- Human Resources Personnel

etc.

■ Organizational Reform Zone

To successfully implement digital talent development, comprehensive organizational reform is essential including company-wide DX promotion and redesigning HR systems.

Exhibitor Profile

- HR System
- Reform Support
- Consulting Services
- Organizational
- Engagement Visualization Tools

etc.

■ Soft skills Lab

As AI advances, hard skills are becoming standardized. This area focuses on soft skills—empathy, communication, leadership—human qualities that AI can't replace. Executives and HR professionals seeking such talent will gather here.

Exhibitor Profile

Organizations and companies that provide training, coaching, and assessment services for the development of skills such as emotional intelligence (EQ), empathy, resilience, communication, and leadership.

■ Digital Skills Zone New!

This zone supports the enhancement of digital skills and IT literacy which is the foundation of successful DX initiatives. It features training and development services designed to cultivate the talent that drives digital transformation within companies.

Exhibitor Profile

- e-learning
- Training and workshops
- Reskilling support

etc.

New! What is HUMANOID ROBOT EXPO TOKYO?

■ The first Humanoid Robot EXPO in Japan*



This exhibition is Japan's first specialized event focusing on completed humanoid robots and real-world implementation cases.
*Based on a survey conducted by RX Japan Ltd. on September 2025. The first specialized exhibition in Japan dedicated to humanoid robots.

Exhibitors

- General-Purpose Humanoid Robots
- Humanoid Robots for Service and Customer Interaction
- Humanoid Robots for Nursing Care and Medical Applications
- Humanoid Robots for Manufacturing and Logistics
- AI Control Modules and software

etc.

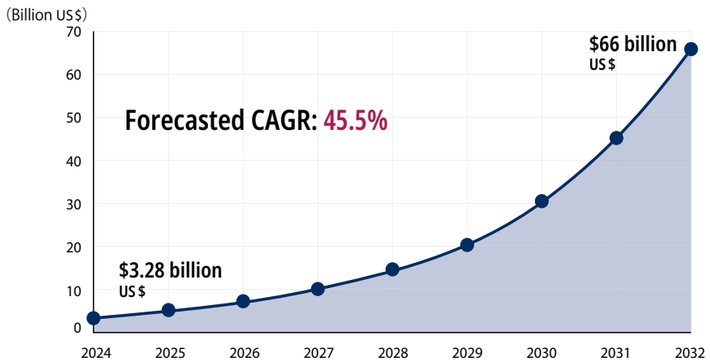
Visitors (Executives and DX Promotion Officers from the Following Industries)

- Manufacturing
- Logistics
- Telecommunications & IT
- Retail, Food Service & Tourism
- Healthcare, Nursing Care & Welfare
- Entertainment, Advertising & Media
- Educational and Research Institutions

etc.

■ Humanoid Robot Market and Domestic Developments

■ Global Market Estimate (2024-2032)*



*As published on fortunebusinessinsights.com on September 29, 2025.

■ Japan's shrinking and aging population is causing a decline in the workforce, drawing attention to humanoid robots as a solution. The government is promoting robot integration through initiatives like the Moonshot Goal 3 and the Robot Industry Vision 2050, aiming to accelerate their development and adoption.





New! What is INDUSTRIAL XR APPLICATIONS EXPO TOKYO

■ XR Expo Accelerating Industrial DX in the AI & Robotics Era



XR Industry Expo is a specialized exhibition dedicated to industrial XR, showcasing technologies and solutions that integrate the virtual and physical worlds to support design, simulation, training, knowledge transfer, and operations.

Exhibitors: Companies and organizations offering the following

- XR devices (e.g., HMDs, smart glasses)
- XR content development (e.g., VR training, knowledge transfer, safety education)
- XR × AI solutions
- Spatial computing
- Immersive technologies

etc.

Visitors

- Manufacturing
- Architecture / Construction
- Real Estate
- Retail & Distribution
- Logistics
- Telecommunications & IT
- Corporate departments (Management, DX, General Affairs, HR)
- Marketing professionals
- Government agencies & local authorities

etc.

■ Why as Part of NexTech Week Tokyo

As XR increasingly converges with AI and robotics, the exhibition presents practical solutions and emerging opportunities for next-generation industries.

To maximize synergy with related technologies, the expo is held as part of NexTech Week.







■ Special Program

mugen

An “Experience & Showcase” area for global XR device manufacturers.

New! What is Physical AI EXPO?

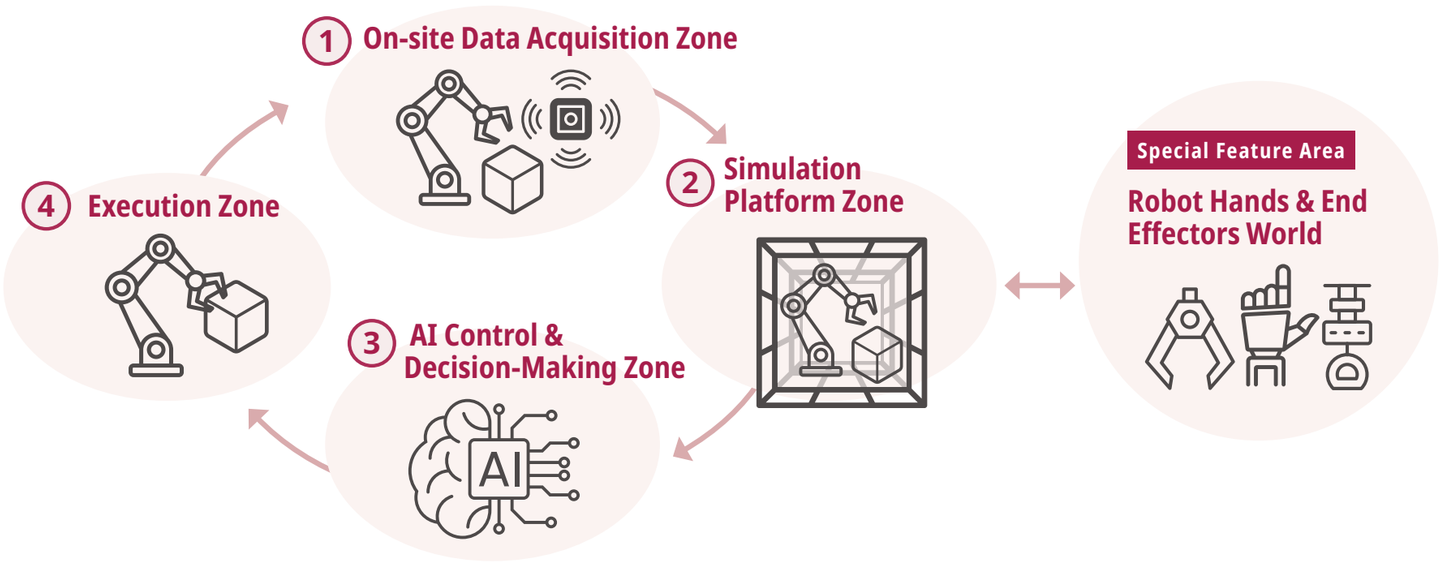
■ Physical AI EXPO





Physical AI EXPO is an exhibition where technologies and expertise for “seeing, learning, thinking, and acting” in real-world environments come together in one place.
Japan’s industrial and operational sites are currently facing major challenges such as labor shortages and declining competitiveness. At the same time, AI is advancing and entering a stage where it can understand and act in the physical world.

Physical AI creates value only when
“Data Acquisition ⇢ Simulation ⇢ Decision-Making ⇢ Execution” are connected as a continuous process.
The exhibition is not structured around abstract concepts, but instead breaks down on-site challenges and implementation needs into four distinct zones, enabling visitors to clearly understand how to realize smart, intelligent operations in real environments.



Target Visitors (Professionals in the Following Roles)

Manufacturing
- Factory DX
- Production Engineering
- Quality Control & Maintenance
- Equipment Technology
- Automation Promotion
- Factory Managers

etc.

Logistics & Warehousing
- Logistics Center Managers
- Warehouse Management
- Automation Promotion,

etc.

Retail & Stores
- Store Management
- Store DX
- Store Operations
- Automation Promotion,

etc.

Construction / Infrastructure / Plants
- Smart Buildings
- Facility & Site Management
- Safety Management Inspection & Maintenance
- Construction Management
- Plant Operations & Security
- Cleaning

etc.

Special Zones & Areas of Physical AI EXPO

Exhibit Categories

1 On-site Data Acquisition Zone

- AI Cameras
- LiDAR / 3D Sensors
- Force & Tactile Sensors
- IoT
- Local 5G
- Spatial Sensing

etc.

2 AI Development & Simulation Platform Zone

- AI Robot Foundation Models
- Spatial AI / World Models
- SLAM
- Digital Twin
- Sim2Real
- MLOps
- Synthetic Data
- On-site Data Collection & Analytics Infrastructure

etc.

3 AI Control & Decision-Making Zone

- VLA
- Edge AI Semiconductors
- Industrial AI Agents
- Spatial Control AI
- Facility OS
- Control Platforms
- AI Orchestration
- Anomaly Detection AI
- Predictive Maintenance AI
- ROI Visualization Dashboards

etc.

4 On-site Implementation & Application Zone

- Industrial Robots (Articulated / SCARA / Parallel)
- AMR / AGV
- Autonomous Forklifts
- Quadruped Robots
- Inspection Robots
- Industrial Drones
- AI Robots

etc.

Special Feature Area — Robot Hands & End Effectors World

Robot hands and end effectors are a key area of Physical AI, enabling AI decisions to be executed in the real world. As demand for automation grows, they are becoming the main bottleneck and a critical point of differentiation—driving rapid market expansion and being highlighted as a dedicated feature area.

- Robot Hands (Industrial / Humanoid / General-purpose)
- Grippers (Mechanical / Pneumatic / Vacuum / Soft)
- Tactile & Force Sensors
- Hand Control AI / Grasping Decision AI / Grasp Simulation
- Learning Platforms

etc.

Meetup by NexTech Week

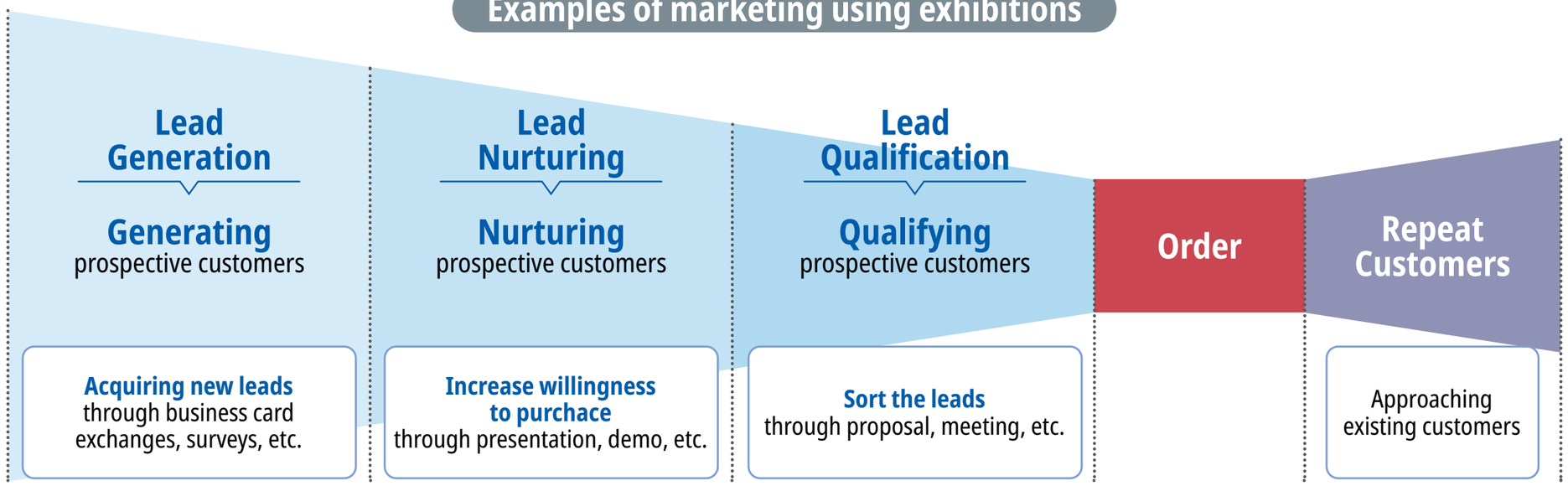
**"Meetup”, a networking event for exhibitors can connect with one another.
It provides a space for participants both from the same industry and from different sectors exhibiting at NexTech Week to build relationships and create new business opportunities.**



The Best Venue to Maximise Sales & Marketing Channels!

The exhibition offers all the business activities, from generating new leads to receiving orders.
Based on own company's needs, you can tailor your exhibiting.

Examples of marketing using exhibitions



You can do all these at the same time

Satisfied Comments from Past Int'l Exhibitors

Held Twice in a Year!
Exhibit both for your Business Expansion in Japan!

Floor Plan (Preliminary)

Autumn

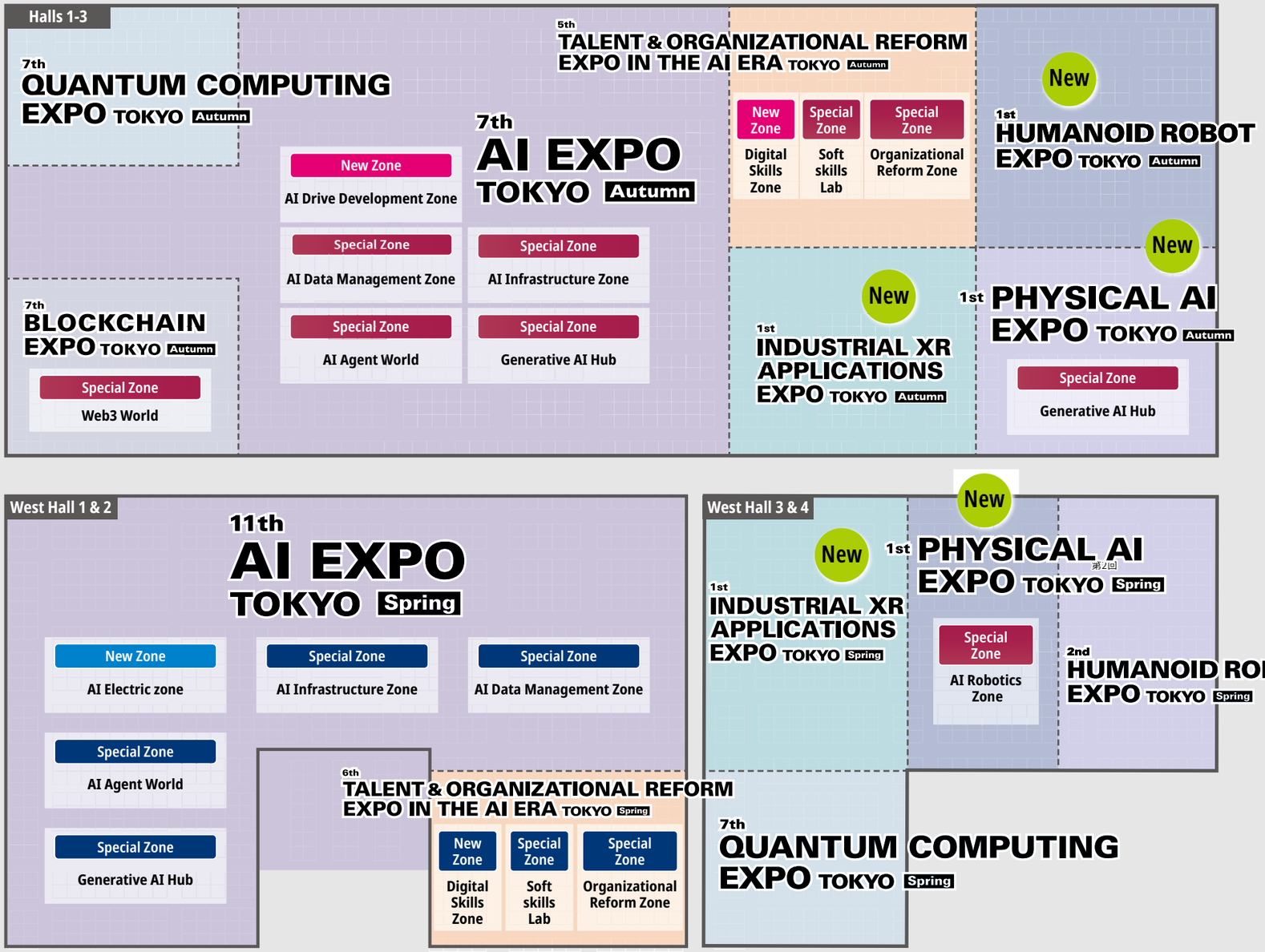
Dates: Nov. 11 [Wed] - 13 [Fri], 2026

Venue: Makuhari Messe, Japan

Spring

Dates: April 21 [Wed] - 23 [Fri], 2027

Venue: Tokyo Big Sight, Japan



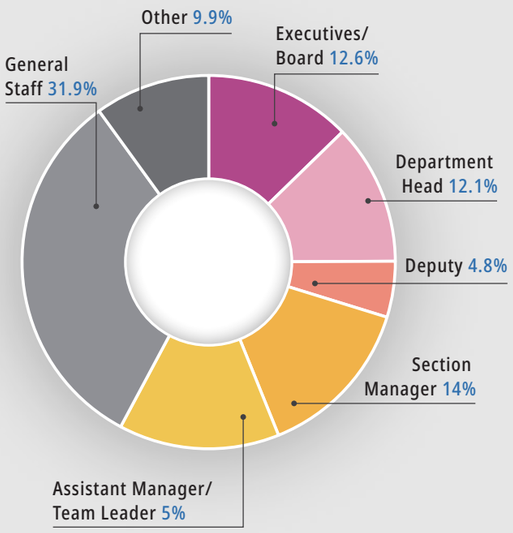
2026 Spring Edition was a Grand Success!
33,612 Professional Visitors Gathered!



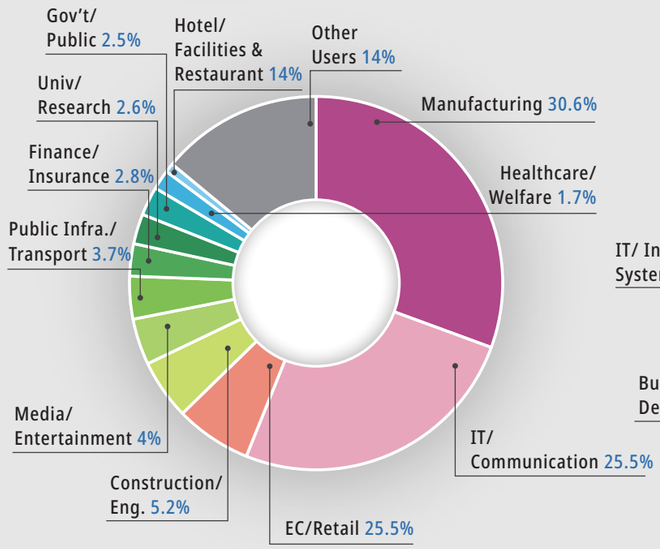


Visitor Profile (2026 Spring Edition)

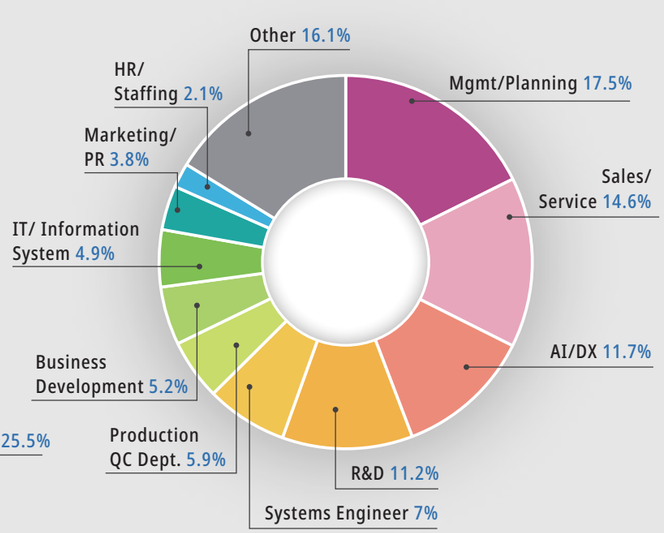
Position



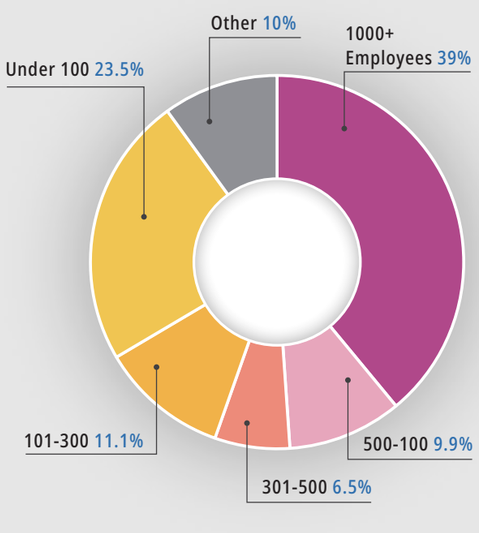
Industry



Job Function



Company Size



Professionals from Various Industries Gather!

Excerpts of Visitor Companies at Previous Editions

Manufacturing

- TOYOTA
- NISSAN
- SUBARU
- HONDA
- MAZDA
- SUZUKI
- HITACHI
- MITSUBISHI ELECTRIC
- CANON
- RICOH
- DAICEL
- MITSUBISHI HEAVY INDUSTRIES
- NEC
- SONY
- PANASONIC
- IHI
- KOMATSU
- TDK
- ASAHI KASEI
- MURATA
- SEIKO EPSON
- DAIKIN
- OKAMURA
- SUMITOMO ELECTRIC
- NIKON
- JVCKENWOOD
- CASIO
- KAWASAKI HEAVY INDUSTRIES
- KUBOTA
- BRIDGESTONE
- NIPPON STEEL
- SEKISUI CHEMICAL
- SHIMADZU
- POLA CHEMICAL

etc.

Retail

- LAWSON
- FAMILYMART
- ZENSHO HOLDINGS
- AEON
- NITORI
- YAOKO
- ISETAN MITSUKOSHI
- ODAKYU DEPARTMENT STORE
- DAIMARU MATSUZAKAYA
- TAKASHIMAYA
- PARCO
- TOKYU DEPARTMENT STORE
- KEIO DEPARTMENT STORE
- SUGI PHARMACY
- NIHON CHOUZAI
- WELCIA PHARMACY
- LIFE CORPORATION
- JAPAN SUPERMARKET ASSOCIATION
- RAKUTEN MART
- AMAZON JAPAN
- ASKUL
- SHIMAMURA
- SKYLARK GROUP
- BELC
- YOSHINOYA
- DOUTOR COFFEE
- ROYAL HOLDINGS
- JOYFUL HONDA
- DUSKIN
- ITO-YA

etc.

Logistics

- JR EAST LOGISTICS
- SAGAWA EXPRESS
- YAMATO TRANSPORT
- SANKYU
- KONOIKE TRANSPORT
- SBS TOSHIBA LOGISTICS
- KOMATSU LOGISTICS
- ISUZU LOGISTICS
- NISSIN CORPORATION
- NIPPON STEEL LOGISTICS
- MITSUBISHI CORPORATION LOGISTICS
- NIPPAN LOGISTICS SERVICE
- NEXT-GENERATION ECO SHIP DEVELOPMENT CENTER
- JAPAN AIRPORT OPERATORS ASSOCIATION
- YOKOHAMA KAWASAKI INTERNATIONAL PORT CORPORATION
- MITSUI O.S.K. LINES
- MITSUBISHI SHIPBUILDING
- KAWASAKI KISEN KAISHA
- NIPPON YUSEN KAISHA
- INUI STEAMSHIP
- MITSUI-SOKO GROUP
- KASE WAREHOUSE
- MITSUBISHI LOGISTICS
- TERADA WAREHOUSE
- OTSUKA WAREHOUSE
- KORYU WAREHOUSE
- NIPPON LOGITEM
- SUMITOMO WAREHOUSE
- MARUICHI WAREHOUSE
- DAISAY LOGISTICS

etc.

Medical/Pharma

- OTSUKA PHARMACEUTICAL
- KOBAYASHI PHARMACEUTICAL
- HISAMITSU PHARMACEUTICAL
- CHUGAI PHARMACEUTICAL
- ROHTO PHARMACEUTICAL
- ASTELLAS PHARMA
- TAISHO PHARMACEUTICAL
- TANABE MITSUBISHI PHARMA
- ASKA PHARMACEUTICAL
- NIHON ZOKI PHARMACEUTICAL
- ITO KANPO PHARMACEUTICAL
- KYORITSU SEIYAKU
- DAIICHI SANKYO HEALTHCARE
- SENDAI KOBAYASHI PHARMACEUTICAL
- TAIHO PHARMACEUTICAL
- KISSEI PHARMACEUTICAL
- CHUBU YAKUHIN
- KRACIE
- ONO PHARMACEUTICAL
- KYOWA KIRIN
- JAPANESE RED CROSS SOCIETY
- TAKEDA PHARMACEUTICAL
- SAITAMA MEDICAL UNIVERSITY
- SAPPORO MEDICAL UNIVERSITY
- ST. MARIANNA UNIVERSITY SCHOOL OF MEDICINE
- TEIKYO UNIVERSITY, FACULTY OF MEDICAL TECHNOLOGY
- INTERNATIONAL UNIVERSITY OF HEALTH AND WELFARE
- MINISTRY OF HEALTH, LABOUR AND WELFARE (JAPAN)

etc.

Food/Beverage

- AJINOMOTO
- JAPAN TOBACCO (JT)
- FUTABA FOODS
- OTSUKA FOODS
- NIHON SHOKKEN HOLDINGS
- MYOJO FOODS
- S&B FOODS
- KIKKOMAN FOODS
- HOUSE FOODS
- SANKO FOODS
- NIPPON HAM
- NISSHIN SEIFUN GROUP
- NISSHIN OILLIO GROUP
- NISSIN FOODS HOLDINGS
- MEGMILK SNOW BRAND
- MORINAGA MILK INDUSTRY
- KEWPIE
- NOF CORPORATION
- ASAHI SOFT DRINKS
- ASAHI GROUP HOLDINGS
- SUNTORY HOLDINGS
- SAPPORO BREWERIES
- KIRIN HOLDINGS
- ITO EN
- YAKULT HONSHA
- EZAKI GLICO
- CALBEE
- KAGOME
- MORINAGA
- MITSUBISHI SHOKUHIN
- KAO CORPORATION
- NATIONAL INSTITUTE OF HEALTH AND NUTRITION (JAPAN)

etc.

Construction/Real Estate

- KAJIMA CORPORATION
- OBAYASHI CORPORATION
- TAISEI CORPORATION
- SHIMIZU CORPORATION
- DAITO TRUST CONSTRUCTION
- TODA CORPORATION
- KUMAGAI GUMI
- MITSUI SUMITOMO CONSTRUCTION
- TOA CORPORATION
- TOKYU CONSTRUCTION
- TAKENAKA CORPORATION
- NIKKEN SEKKEI
- KONOIKE CONSTRUCTION
- KEISEI CONSTRUCTION
- KEIO CONSTRUCTION
- TOKYO METROPOLITAN BUREAU OF CONSTRUCTION
- MORI BUILDING
- DAIWA HOUSE INDUSTRY
- SEKISUI HOUSE
- TOPPAN EDGE
- PANASONIC HOMES
- ASAHI KASEI HOMES
- MITSUI FUDOSAN
- TOKYO SYSTEM HOUSE
- ODAKYU REAL ESTATE
- TOKYU FUDOSAN HOLDINGS
- NOMURA REAL ESTATE
- TOKYO GAS REAL ESTATE
- SEIBU REAL ESTATE PROPERTY MANAGEMENT
- TOKYO REAL ESTATE MANAGEMENT
- HANKYU HANSHIN PROPERTIES
- DAIKYO ANABUKI REAL ESTATE
- JAPAN REAL ESTATE INSTITUTE

etc.

Energy/Infrastructure

- TEPCO HOLDINGS
- TOHOKU ELECTRIC POWER
- KANSAI ELECTRIC POWER
- SHIKOKU ELECTRIC POWER
- KYUSHU ELECTRIC POWER
- HOKKAIDO ELECTRIC POWER
- SHIROKUMA DENRYOKU
- AU ENERGY & LIFE
- TOSHIBA ENERGY SYSTEMS
- OSAKA ENERGY SERVICE
- COSMO ENERGY HOLDINGS
- KYGNUS OIL
- JAPAN PETROLEUM RETAILERS ASSOCIATION
- EAST JAPAN RAILWAY
- TOKYU RAILWAYS
- CENTRAL JAPAN RAILWAY
- KEIKYU CORPORATION
- ODAKYU ELECTRIC RAILWAY

etc.

Finance

- MUFG BANK
- SMBC
- MIZUHO BANK
- RESONA BANK
- HACHIJUNI BANK
- HOKKAIDO BANK
- SONY BANK
- ORIX BANK
- SEVEN BANK
- UBS BANK
- AU JIBUN BANK
- SBI SUMISHIN NET BANK
- JAPAN POST BANK
- TOKYO STAR BANK
- AOZORA BANK
- KIRABOSHI BANK
- MUFG TRUST BANK
- SBI SECURITIES
- SMBC NIKKO SECURITIES
- MIZUHO SECURITIES
- MITSUBISHI UFJ MORGAN STANLEY SECURITIES
- DAIWA SECURITIES
- RAKUTEN SECURITIES
- JAPAN FINANCE CORPORATION
- LINE SECURITIES
- SONY LIFE INSURANCE
- FWD LIFE INSURANCE
- METLIFE INSURANCE
- MITSUI DIRECT GENERAL INSURANCE
- AIOI NISSAY DOWA INSURANCE
- MEIJI YASUDA LIFE INSURANCE
- SOMPO JAPAN INSURANCE
- AXA LIFE INSURANCE
- JAPAN FINANCIAL SERVICES AGENCY
- JAPAN CENTER FOR INTERNATIONAL FINANCE

etc.

Media/Entertainment

- NHK
- NIPPON TELEVISION NETWORK CORPORATION
- TV ASAHI CORPORATION
- TBS TELEVISION
- FUJI TELEVISION NETWORK
- YOMIURI TELECASTING CORPORATION
- KANSAI TELECASTING CORPORATION
- KYODO TELEVISION
- SAPPORO TELEVISION BROADCASTING
- TV IWATE
- TV SHIZUOKA SYSTEM CREATES
- TOKYO METROPOLITAN TELEVISION
- JAPAN CABLE TELEVISION
- REUTERS NEWS & MEDIA JAPAN
- WOWOW
- GMO MEDIA
- USEN-ALMEX
- DENTSU
- HAKUHODO PRODUCTS
- ODAKYU AGENCY
- NIKKEI BP
- GENTOSHA
- SHOGAKUKAN MUSIC & DIGITAL ENTERTAINMENT
- IMAGICA ENTERTAINMENT MEDIA SERVICES
- THE NIKKEI
- THE CHUNICHI SHIMBUN
- THE ASAHI SHIMBUN
- THE MAINICHI NEWSPAPERS
- THE YOMIURI SHIMBUN
- THE SANKEI SHIMBUN
- KADOKAWA DWANGO INSTITUTE OF INFORMATICS
- THE OPEN UNIVERSITY OF JAPAN

etc.

Governments

- CABINET SECRETARIAT (JAPAN)
- JAPAN PATENT OFFICE
- MINISTRY OF ECONOMY, TRADE AND INDUSTRY
- MINISTRY OF INTERNAL AFFAIRS AND COMMUNICATIONS
- MINISTRY OF DEFENSE
- MINISTRY OF THE ENVIRONMENT
- TOKYO METROPOLITAN POLICE DEPARTMENT
- CONSUMER AFFAIRS AGENCY
- PUBLIC SECURITY INTELLIGENCE AGENCY
- MINISTRY OF FINANCE
- EMBASSY OF THE UNITED STATES
- EMBASSY OF THE PEOPLE'S REPUBLIC OF CHINA
- EMBASSY OF THE UNITED KINGDOM
- TOKYO METROPOLITAN GOVERNMENT
- KANAGAWA PREFECTURAL GOVERNMENT
- YAMANASHI PREFECTURAL GOVERNMENT
- TOCHIGI PREFECTURAL GOVERNMENT
- SAITAMA PREFECTURAL GOVERNMENT
- AKITA PREFECTURE
- YAMAGATA PREFECTURE
- IBARAKI PREFECTURE
- TOYAMA PREFECTURE
- HIROSHIMA PREFECTURE
- MIYAZAKI PREFECTURE
- SAPPORO CITY
- SENDAI CITY
- FUKUSHIMA CITY
- NAGANO CITY
- KAWASAKI CITY
- HIGASHIIZU TOWN
- NAGOYA CITY
- YOKKAICHI CITY
- FUNABASHI CITY
- FUKUOKA CITY
- GWANGJU METROPOLITAN CITY (SOUTH KOREA)

etc.

Exhibit Price

1 Booth 6.0m×2.7m=16.2m²

Raw Space Fee for 2026 Autumn Edition[*1]
JPY **1,200,000** /16.2sqm

OR

Raw Space Fee for 2027 Spring Edition[*1]
JPY **1,250,000** /16.2sqm

＋

Corner Charge[*2]
JPY **100,000** /Corner

＋

ExpoMaster(Digital Platform) Fee[*3]

Basic Plan		Standard Plan (RECOMMENDED)		Premium Plan[*4]	
One exhibitor only	JPY50,000	One exhibitor only	JPY150,000	One exhibitor only	JPY650,000
With co-exhibitor/s	JPY100,000	With co-exhibitor/s	JPY200,000	With co-exhibitor/s	JPY700,000

＋

Rental Display

Please refer next page for plans and rates.

- All prices exclude tax. 10% will be added to this price.

[*1] This price is only for raw space. Basic booth construction is not included. If you would like to check Rental Display System, please check the following page.

[*2] Applied only when a corner booth is allotted.

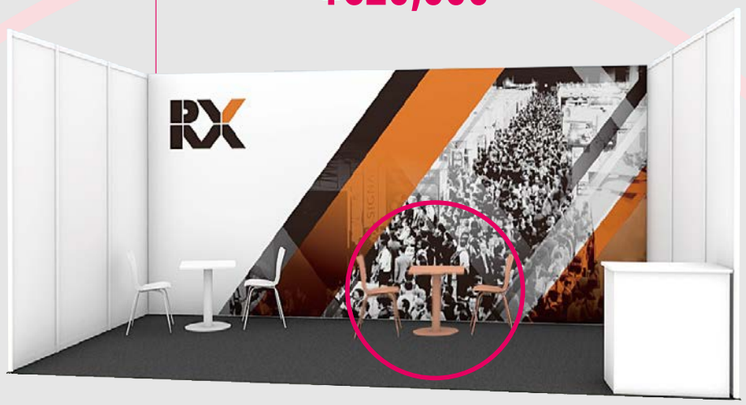
[*3] Please check Page 16-17 for the details of ExpoMaster.

[*4] Premium Plan is limited to 6 companies.

Rental Display Plans

Design Type (1 booth)

¥620,000



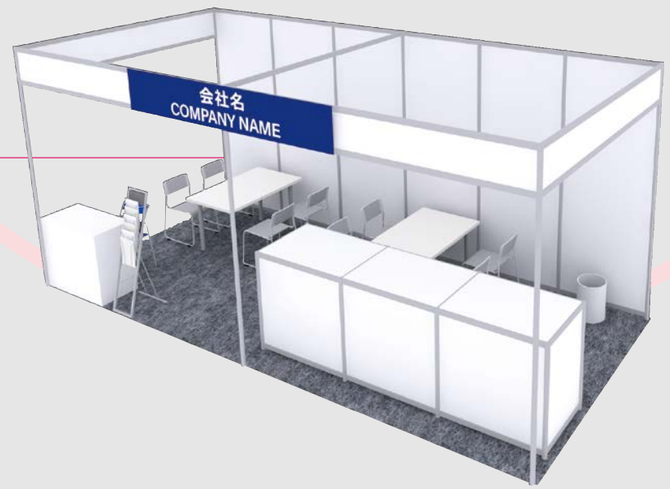
A Type (1 booth)

¥620,000



B Type (1 booth)

¥480,000



All listed prices are tax excluded.

Design Plus (Monitor type)*

¥1,870,000



*The above rate is for a 2-booth package.
Design Plus Display is available for booths of 2 units or more

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 desigining 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).

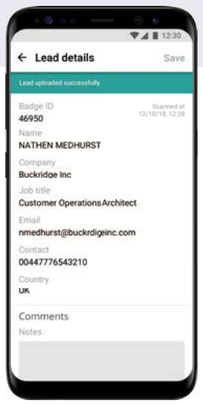


During the show

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.

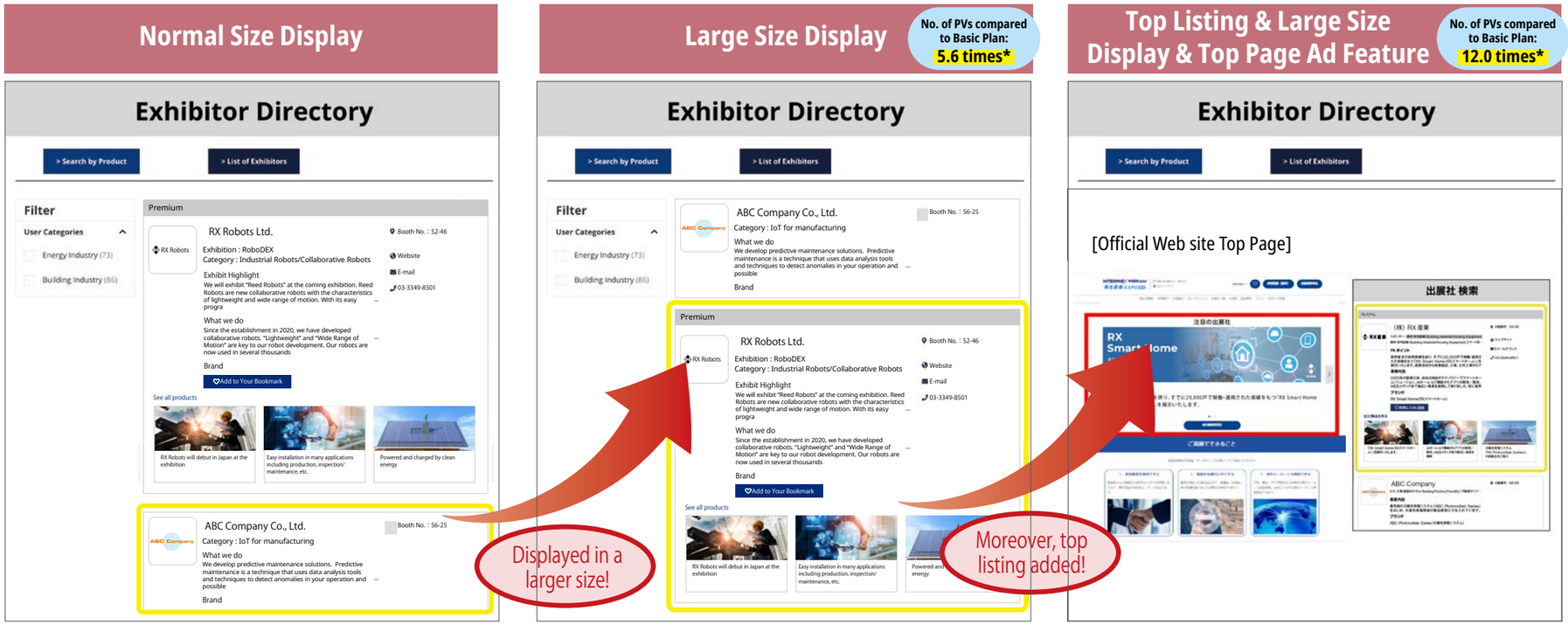


* The app must be downloaded. Basic Plan includes a single download for one device. If you want to use the app on more than one device, there will be an additional charge of JPY 50,000.

ExpoMaster(Digital Platform) Fee

You have three plans to choose.

Plan	Basic Plan	Standard Plan (RECOMMENDED)	Premium Plan (Limited for 6 Companies)
Price	One exhibitor only **JPY 50,000** With co-exhibitor/s **JPY 100,000**	One exhibitor only **JPY 150,000** With co-exhibitor/s **JPY 200,000**	One exhibitor only **JPY 650,000** With co-exhibitor/s **JPY 700,000**
Exhibitor Directory Listing	**Normal Size Display**	**Large Size Display** — No. of PVs compared to Basic Plan: **5.6 times***	**Top Listing & Large Size Display & Top Page Ad Feature** — No. of PVs compared to Basic Plan: **12.0 times***
Other Services included	• Lead Manager: Application to scan badges of visitors ▪ Free for one download(for multiple use, JPY 50,000 will be charged) • Exhibitor Dashboard: Dashboard that you can see all the data which was scanned by Lead Manager.		



- Price does not include tax.
- Premium Plan is limited to 6 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.

Exhibitor-only optional services

Maximise Your Exhibiting Results

Benefit 1 **Targeting**

Focus PR on core customers

Benefit 2 **Direct Appeal**

Appeal to visitors face-to-face

Benefit 3 **Differentiation**

Stand out among others

Speaking Plan at Special Session



Benefit 1 Show Management will advertise your session to the industry.

Benefit 2 Info of your session applicants will be provided. You can approach them right after the show.

Benefit 3 The cost is based on the number of applicants. Participation cost change according to the results.

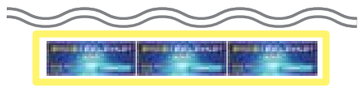
Download the Details

Advertisement Opportunities

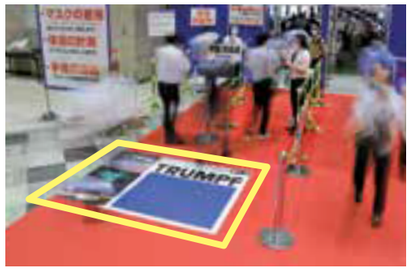
A variety of plans are available to further enhance the results of your exhibiting.

Examples (Excerpts)

Banner Ads on Official Show Website



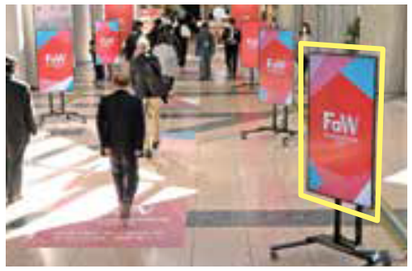
Show Entrance Floor Ads



Hanging Banner Ad



Digital Signage Ads



etc.

Download the Details

Extensive Services to Maximise your Results

1 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.


<image>

3 Exhibition invitation URL

Exhibitors can send the exhibition invitation URL to all customers.



<image>

4 Product information (press release) delivery service for the press

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



<image>

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

Contact for More Information!

Rental Display Plan

Floor Plan

Advertising Opportunities

Speaking Plan at Special Session

Exhibit Contract Form

Contact

Organiser: RX Japan GK. NexTech Week Show Management
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Tel: +81-3-6739-4131

Web: www.nextech-week.jp/en