

ad:tech tokyo 2011

The 3rd interactive advertising
and digital marketing exhibition
and conference, Japan

March 26th 2011

dmg :: events

About ad:tech tokyo



Conference Education

<Keynote Speakers from tokyo 2010>



Marvin Chow
Marketing Director
Asia Pacific
Google Inc,



Caleb Hunt
Chief Marketing Officer
Citibank Japan Ltd.



K.C. Estenson
Senior Vice President and
General Manager,
CNN.com



Carolyn Everson
Corporate Vice President,
Global Advertising Sales and
Trade Marketing,
Microsoft
**Currently at Facebook*

Exhibition

TOOLS

FREE TO THE PUBLIC, AD:TECH'S VENDOR EXHIBITION HALL OFFERS ATTENDEES A HIGHLY EFFICIENT "ONE-STOP" OPPORTUNITY TO REACH OUT AND TOUCH EVERY TYPE OF TECHNOLOGY EMPLOYED IN DIGITAL MARKETING TODAY



Networking

Communication

AD:TECH IS MORE THAN A CONFERENCE. IT IS A POWERFUL COMMUNITY WHERE THE ON-SITE NETWORKING IS A STARTING POINT FOR LASTING RELATIONSHIPS.



Date: 28th & 29th October 2010

Venue: The Prince Park Tower Tokyo

There were 5 keynotes and 36 conference sessions during the 2days event. The venue, including the exhibition hall was packed by those attendees seeking the most unique and inspiring contents ad:tech provided.

This is the second ad:tech took place in Japan, and there were 175 conference speakers(150% from 2009) and 82 sponsors & exhibitors(200% from 2009).

Attendees

Total of 2days: 10,559

Unique count : 6,321

(199% compared with 2009(was 3,170))

The Conference

Total Number of Speakers:175 (114 in 2009)

Keynote : 5 sessions

Conference :36 sessions (4 tracks)

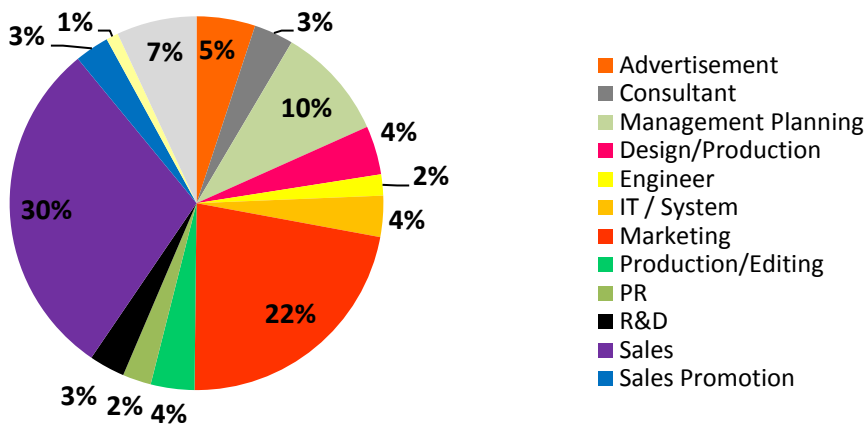
The Exhibition

Number of Exhibitors: 61

Number of Workshop: 14

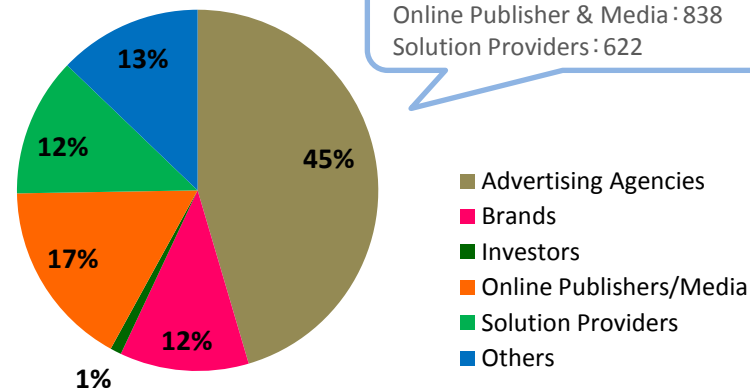
By Job Function

Sales 30% Marketing 22% Corporate Planning 10%



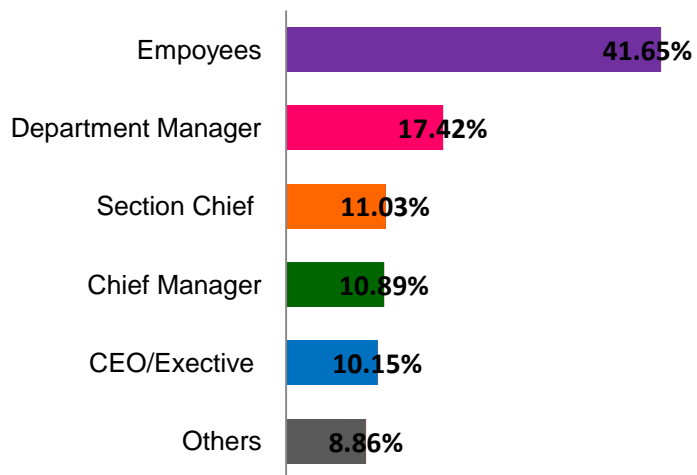
By Type of Company

Brand Advertisers : 578
Online Publisher & Media : 838
Solution Providers : 622



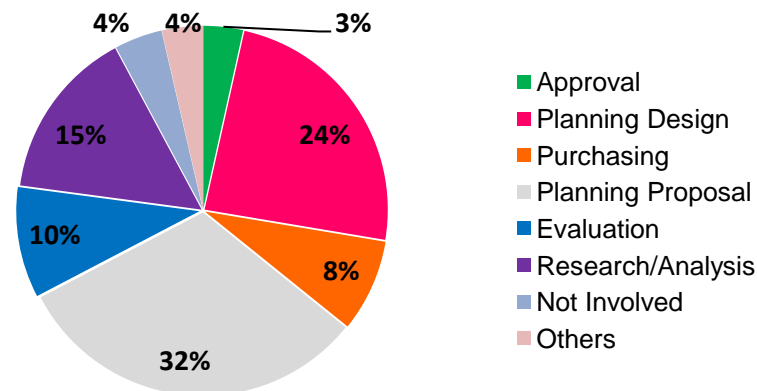
By Seniority

Share of Junior level employee doubled



By Role in Advertising Purchase

The Number of Practical Business Worker (Planning, Designing & Proposing) have increased in 2010.



Sponsors

Sponsors

Diamond Sponsor



Platinum Sponsor



Gold Sponsor



Silver Sponsor



Dentsu Digital Holdings

dentsu



Bronze Sponsor



Sponsors



ウォールストリートジャーナル 日本版 japan.WSJ.com

Partners

Premier Media Partners



Media Partners



Association Partners



UK Trade&Invest

U.S. Commercial Service Japan Embassy of the United States of America

Partners



ad:tech tokyo is where we discuss on "What is happening in the digital marketing". There is no other place where Brand, Agency, Media, Technology gather to share what we have. It is as exciting as it was last year. We "Listen", "Speak", "Question", then "Publish". Someone else would then "Retweet". The real networking is not happening only in the venue but also everywhere.

Amane Kawana
Executive Strategic Planning
Director, HakuHodo Inc

I hear most of the attendees are satisfied with the quality of the conference sessions regardless of the pricing. ad:tech is actually created by all attendees, Advisory Board Members, Speakers, Organizers and Sponsors. Everybody is taking an active role to bring about ad:tech as the one of the most unique event.

Masayuki Kawaguchi
PR Group Manager
Synergy Marketing

I believe ad:tech become the leading event in 2010 both in terms of scale and quality. I anticipate there will be more exhibitors from overseas, and ad:tech tokyo will become the APAC hub for digital marketing.

Shogo Yamamoto
CEO, Omnibus Inc

Date: October 27-28, 2011

Venue: The Prince Park Tower Hotel

Organizer: dmg::events Japan co., Ltd

Association Partners: METI, Department of Tourism,
UK Trade&Invest

U.S. Commercial Service Japan Embassy of
the United States of America, JAAA, JIAA,
MMA, MMSA, SEMPO etc.

Total Number of Attendees: 8,200

Conference Attendees: 1,000

Conference Pass: JPY 70,000

Number of Exhibitors: 100

Number of Sponsors: ■Diamond Sponsor : 1

■Platinum Sponsor : 3

■Gold Sponsor : 6

■silver Sponsor : 8

Program: ■Bronze Sponsor : 10

●Exhibition

●Keynote Sessions

●Conference Sessions

●Networking Party

Sponsorship	Diamond	Platinum	Gold	Silver	Bronze
# of sponsorship available	1	3	6	8	10
Rate (JPY)	10,000,000	8,000,000	6,000,000	3,000,000	1,500,000
Included in the package menu					
•Full Conference Pass	10	8	6	4	2
•Full Color Page Ad : Event Guidebook	2 pages	2 pages	2 pages	1 page	1 page
•Logo on the print materials	●	●	●	●	●
•Logo on the Signage at the venue	●	●	●	●	●
•Logo on the Official site	●	●	●	●	●
•Display banner on the Official site	●	●	●	●	●
•Promotional Items included in the official bag	●	●	●	●	●
•Opt-in mail	●	●	●		

※ Please contact us for the detail of the optional menu for sponsorship

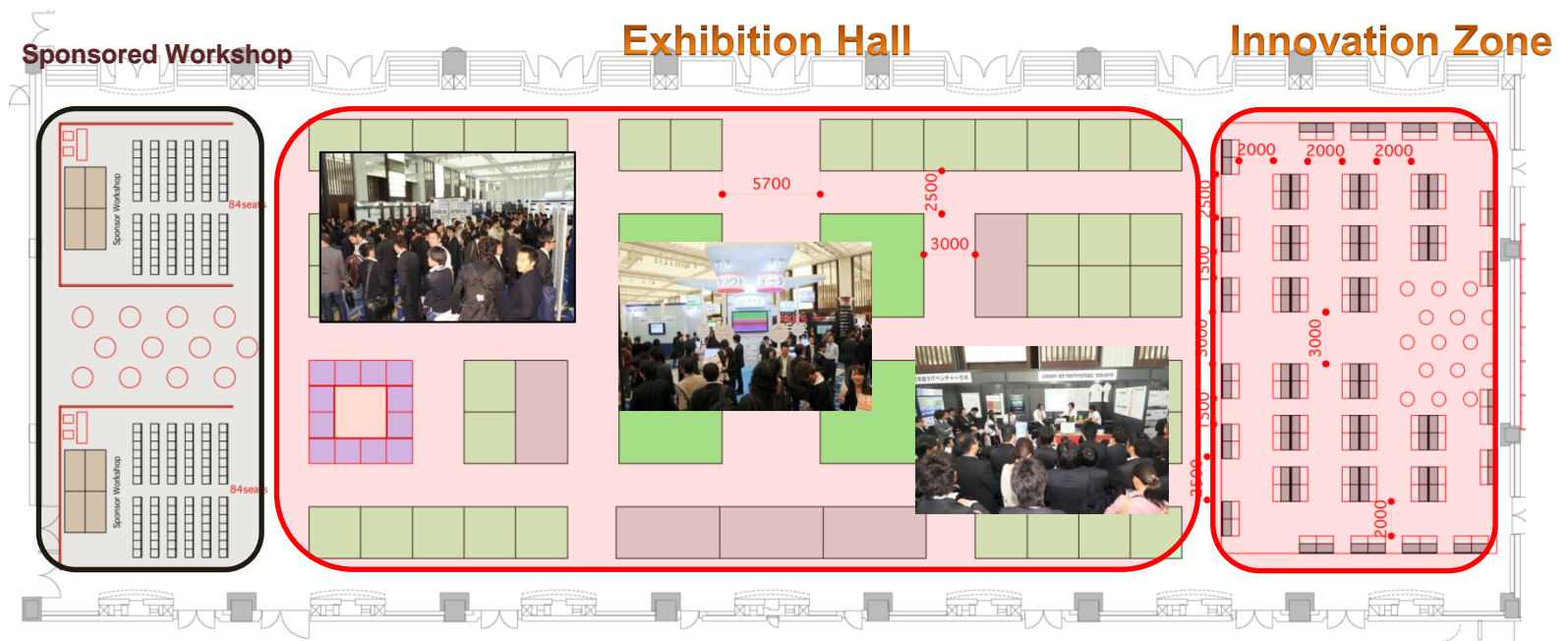
Options	JPY	Options	JPY
Display banner on ad:tech tokyo site (1 month)	50,000	Coffee Break Sponsor (Exclusive) Company logo displayed@ : Hall/Official Website/Event guidebook/Napkin/Cup	1,800,000
Signage at the venue	300,000	Networking Party Sponsor (3 sponsors) Company logo displayed@ : Hall/Official Website/Event guidebook	1,500,000
Bellyband, Event Guidebook (7000 copies)	500,000	Lunch Sponsor(1 sponsor for each day) Company logo displayed@ : Hall/Lunch Pass/Official Website/Event guidebook Other : Display at	2,000,000
Official bookmark, Event Guidebook (7000 copies)	500,000	Cyber Lounge Sponsor(Exclusive) Company logo displayed@ : Hall/Lounge room/Official Website/Event guidebook Other : Display at	2,000,000
Promotional Items included in the official bag :7000	500,000	Registration Sponsor (Exclusive) Company logo displayed@ : Official Registration site/Registration mail/Registration area/Official	2,500,000
Opt-in email, attendees	500,000	WiFi Sponsor(Exclusive) Company logo displayed@ : Login page/Hall/Official Website/Event guidebook	2,500,000
Speaker lounge sponsor (Exclusive)	1,000,000	Simulation Translation Sponsor (Exclusive) Company logo displayed@ : Translators booth(4)/Official Website/Event guidebook	3,000,000
Gift for speakers (Exclusive)	1,000,000		
Speaker longe sponsossor + gift Package	1,800,000	Event Guide Book	JPY
Battery charging station (2 sponsors)	500,000	Full Page 4 Color	400,000
Official Notepad : 3000 (Exclusive)	1,200,000	Double Page Spread 4 Color	600,000
Official Lanyard : 7000 (Exclusive)	1,000,000	Cover 2 (Inside Front Cover)	900,000
Official Pass : 7000 (Exclusive)	1,000,000	Cover 3 (Inside Back Cover)	600,000

※ 1 Full conference pass is included for any package exceeding 500000 JPY.

Exhibition :

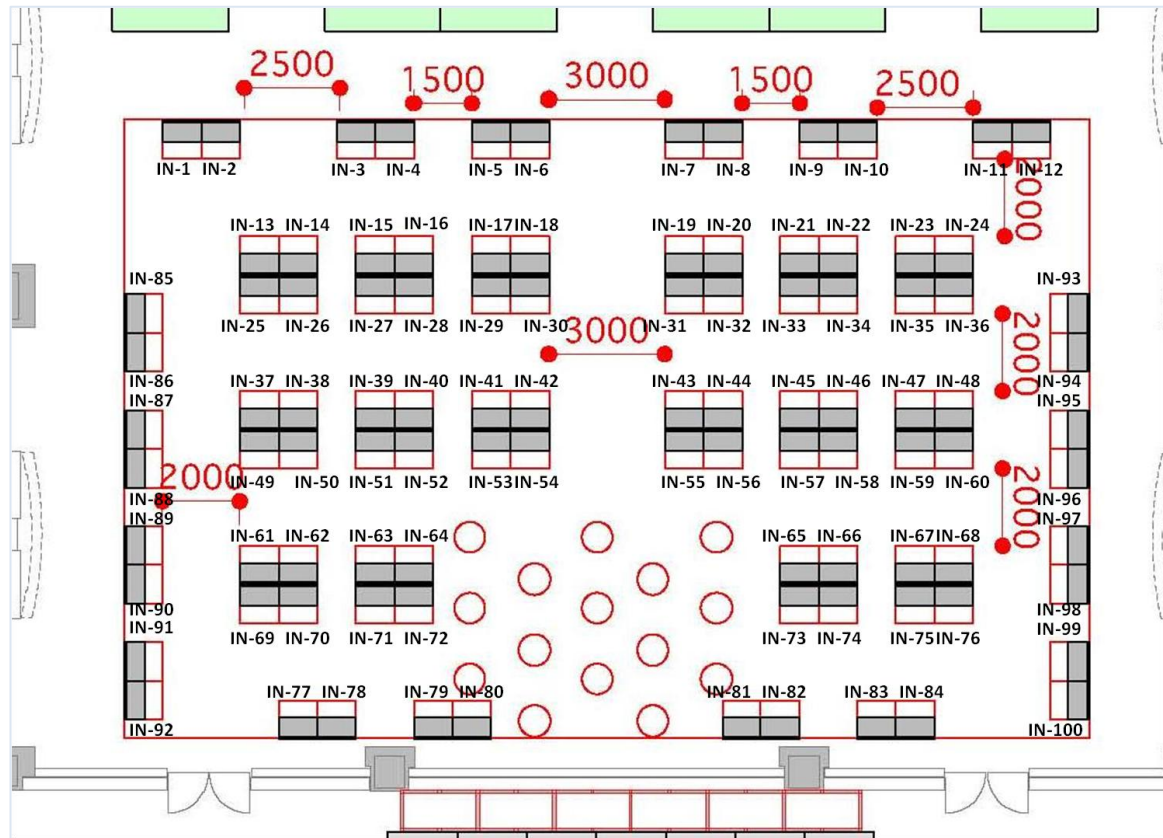
There are variation of 9m², 18m², 36m² booth. In addition, there are specially focused zoning: Innovation Zone, Creative Zone.

Please feel free to ask for further detail.



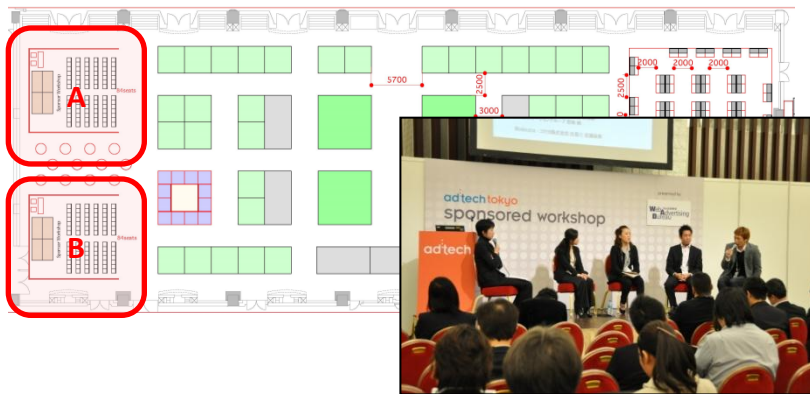
Booth	Early Bird (2011/3/31)	Regular Rate
9m ² : 3m x 3m	500,000 JPY	600,000 JPY
18m ² : 6m x 3m	900,000 JPY	1,100,000 JPY
36m ² : 6m x 6m	1,600,000 JPY	2,000,000 JPY

These are the space designated for small scale startups. There is an optional plan for a 5 minutes elevator pitch (Short presentation)



Innovation Zone	Rate
1m ² : 1m x 1m	107,000 JPY
5 Minutes Elevator Pitch※	50,000 JPY
※This short presentation is available to the exhibitors for this zone.	

This area is designated for wholly sponsored workshop where you can present your service, or bring your panel to the audience.



2010: Web Advertising Bureau

Sponsored Workshop	
<p>Workshop : 500,000 JPY</p>	<p>One Full Conference Pass PA Settings, Projector, Screen, Technical support.</p>
<p>Workshop + Exhibition : 900,000 JPY</p>	<p>Above + 9㎡ booth</p>

Time table

40 minutes session, 7 times a day

Sponsor Workshop	Conference
	9:10~10:00 Keynote Presentation 1
① 10:00~10:40	10:00~10:50 Keynote Presentation 2
② 11:00~11:40	10:50~11:15 Coffee Break
	11:15~12:15 Keynote Panel
	12:15~13:30 Lunch
③ 13:00~13:40	13:30~14:25 Session
④ 14:00~14:40	14:30~15:25 Session
⑤ 15:00~15:40	15:25~15:55 Coffee Break
⑥ 16:00~16:40	16:00~16:55 Session
⑦ 17:00~17:40	17:00~17:55 Session

This time schedule is subject to change without further notice. Please advise before you order the time slot. Organizer will not provide the presentation material and personnel.

Who we are.....



DMGT

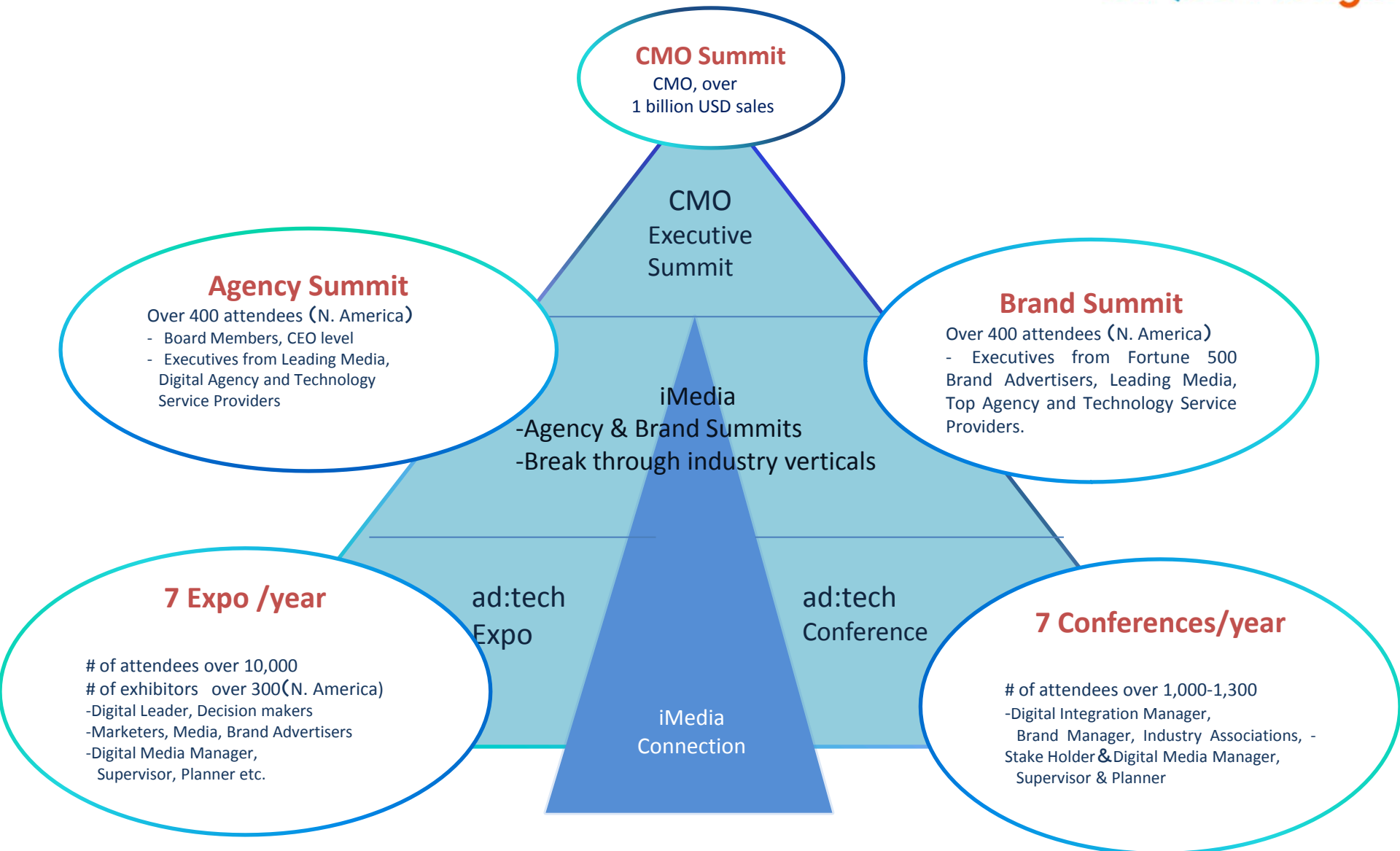
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- revenue \$4.6 billion
- 17,500 employees
- 7 major businesses



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dmg :: events

- founded in 2005 with acquisition of ad:tech and iMedia Summits
- attract 75,000+ marketers with \$50+ billion in buying power
- produce public & custom events for every level of marketer



For any inquiries, please contact to:

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