



# ad:tech tokyo

28-29 october 2010 | the prince park tower tokyo  
2010年10月28日、29日 | ザ・プリンス パークタワー東京

THE EVENT FOR DIGITAL MARKETING  
• CONFERENCE • EXHIBITION • NETWORKING



## Post Show Report

## Fact Sheet

ad:tech tokyo 2010:

the 2<sup>nd</sup> international digital marketing conference in Japan.

Date: 28<sup>th</sup> & 29<sup>th</sup> October 2010

Venue: The Prince Park Tower Tokyo

Total Attendance(2days) : 10,599

---

## Summary

ad:tech tokyo 2010 was held at The Prince Park Towers in Tokyo on the 28<sup>th</sup> (Thursday) and 29<sup>th</sup> (Friday) of October.

It recorded 10,559 people (unique no. 6,321) attending over two days which is exceeding the target number. At the conference, 5 keynotes and 36 sessions were carried with 175 speakers. Both Japanese and International key speakers shared the latest digital marketing case study and focused on how we conduct marketing in this digital world. The expo room area, a great number of exhibitors, sponsor workshops and premium seminars introduced and shared new services and products where all relevant marketers can easily engage with potential suppliers and business partners.

---

## The Conference

The Number of Speakers : 175

Keynote Sessions : 5

Breakout Sessions : 36 at 4 tracks



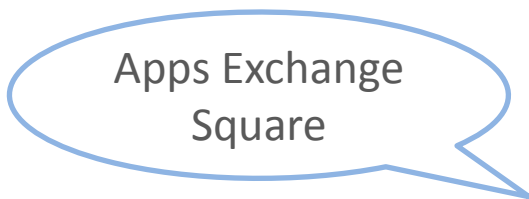
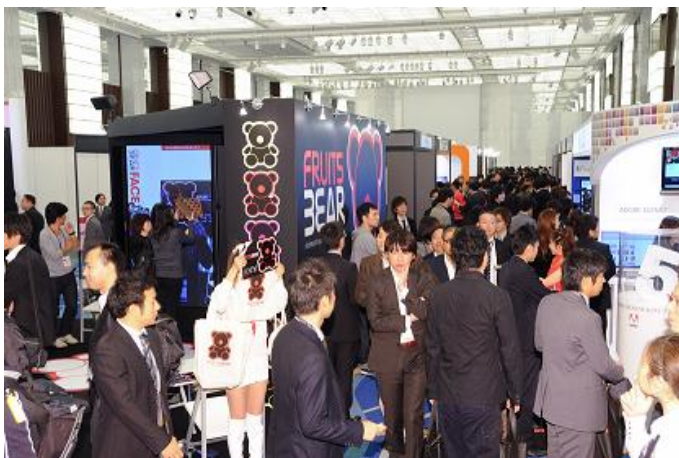
## The Exhibition

The Number of Exhibition Companies: 61

The number of Workshops: 14

Exhibitor Profile:

- Search Engines Marketers
- Interactive Agencies Ad Networks
- Search Engine Optimization E-marketing
- Ad Servers Affiliates
- Research Advertising Agencies
- Metrics/Analytics Rich Media
- Portals Publishers
- Mobile Software
- App Development



## Attendees

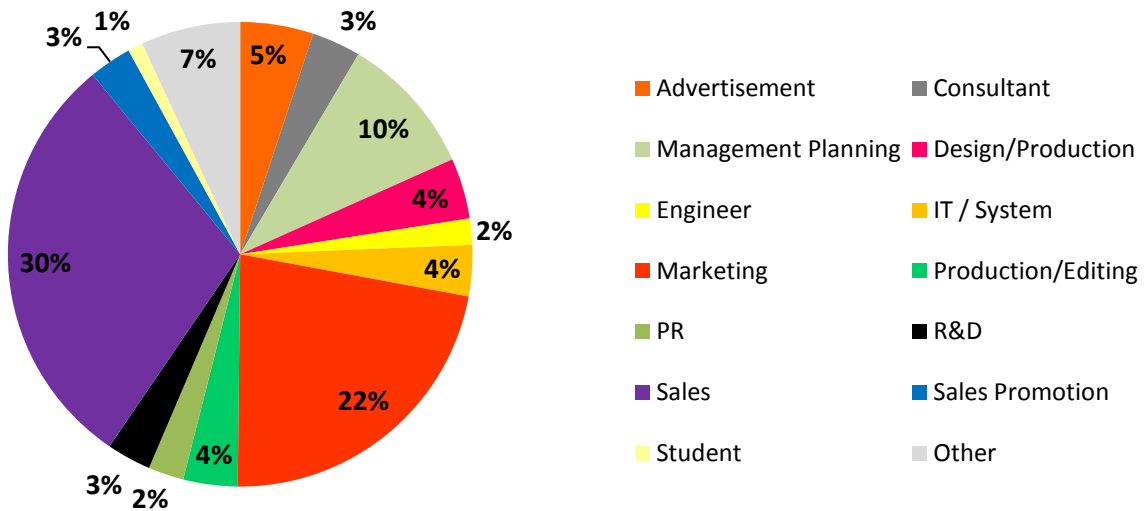
Total attendees : 10,599

Actual number of unique: 6,321

## Breakdown of Attendees at ad:tech tokyo 2010

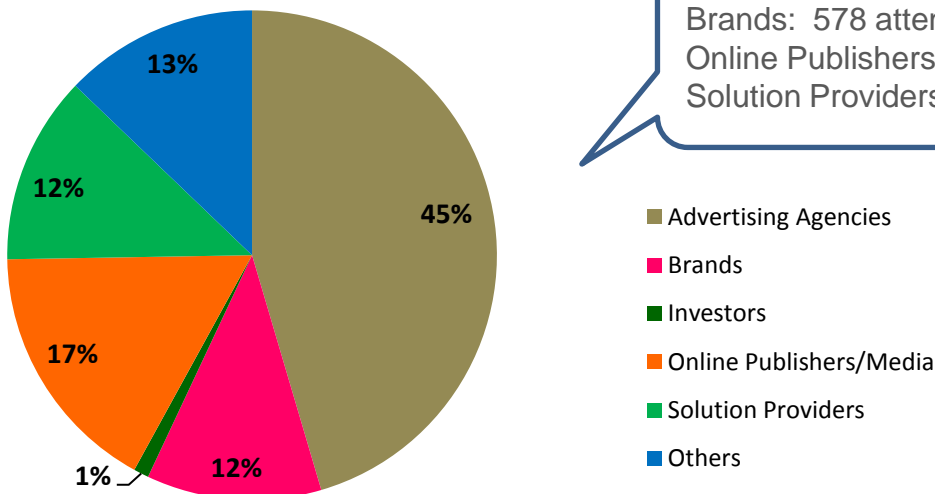
### By Job Function

Sales 30% Marketing 22% Management Planning 10%



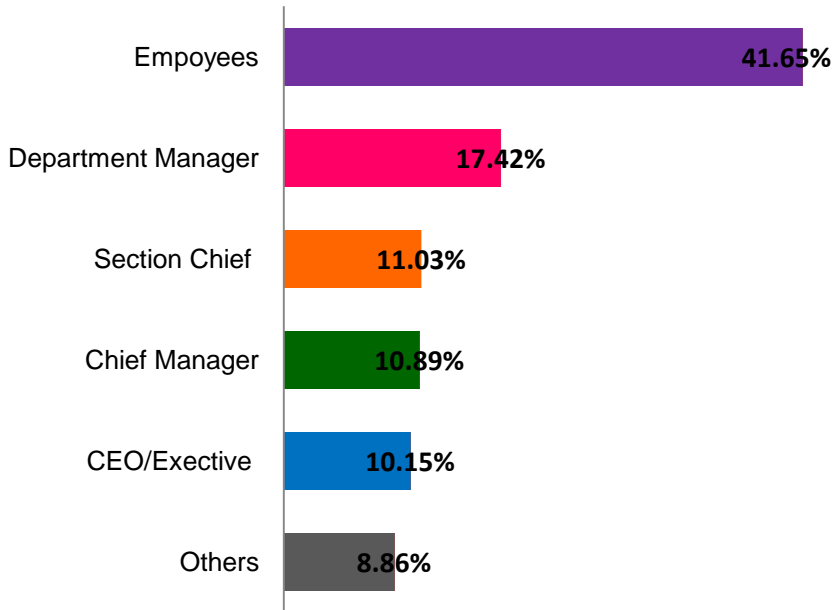
### By Type of Company

The ratio has not changed compare to the last year.  
However, the number s have increased approx double than last year.



Brands: 578 attendees  
Online Publishers/Media: 838 attendees  
Solution Providers: 622 attendees

## By Official Position



## By Role in Advertising Purchase

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

