



ad:tech tokyo

October 4-5, 2018
Tokyo, JAPAN

Comexposium Japan K.K.
As of January, 2018

**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. Brands, ad agencies, media and solution providers come together to grip the latest marketing trends, innovations, and technologies. In 2018, ad:tech Tokyo will be in its 10th year, growing into the largest global marketing conference in Asia. In 2017, the number of people attending official conferences and overseas attendees have reached the highest in its history.

ad:tech will deliver knowledge not only about ad technology, but also state-of-the-art marketing management.

**“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 Our Network of 5 Major Cities Around the World



ad:tech Tokyo is one of the five major cities' ad:tech events held in the world. Every year, many companies attend ad:tech Tokyo from overseas. You will be able to meet with various global companies not only from Japan but also from other parts of the world.

Now a community where the brightest and the most influential marketers of Japan get together, ad:tech Tokyo will bring an opportunity for you to connect with the top players of global brands, ad agencies, solution providers and media.

3 Elements of ad:tech Tokyo

Exhibition

Leading Japanese and overseas companies will exhibit to connect with attendees who come to search for new business partners.



Conference

Only top players from the industries are selected as Keynotes. Key marketers of Japan will be on stage as panelists for the official conferences.



Networking

Many premier networking opportunities with industry leaders exist throughout the day at the exhibition halls and the conference areas.



ad:tech Tokyo 2018 Event Summary

Event Name :	ad:tech Tokyo
Date :	October 4 th -5 th , 2018
Venue :	Tokyo International Forum (Tokyo, Japan)
Organizer :	Comexposium Japan K.K.
Official Website :	http://www.adtech-tokyo.com/en/

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EXHIBITION

■Why Exhibit at ad:tech Tokyo?

It is the 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 on 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 extend recognition to those who you might have missed meeting at your booth.

Benefit 2 : Create New Valuable Network Efficiently

You will have a chance to network with various individuals since 15,000 attendees gather to ad:tech Tokyo from Japan and overseas. ad:tech Tokyo will be a great place to meet and connect with a great number of people in a limited time efficiently. Also, you can exchange and gather information of competitors and current issues.

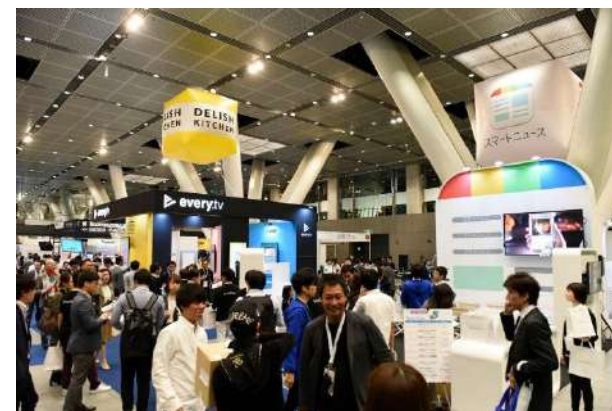
Benefit 3 : Build Customer Loyalty

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 latest services towards new customers.

■Exhibition Menu

Booth Types	Size	Price
Luxury Booth (XXL)	54㎡ (6m x 9m)	3,100,000 JPY
Premium Booth (XL)	36㎡ (6m x 6m)	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)	370,000 JPY
Mini Booth (XS)	2㎡ (2m x 1m)	205,000 JPY

*Above price does not include tax.



■Booth Size Image



9 Sqm Booth (3m×3m)



54 Sqm Booth (9m×6m)



2 Sqm Booth (2m×1m)



36 Sqm Booth (6m×6m)



36 Sqm Booth (6m×6m)



4 Sqm Booth (2m x 2m)

Exhibition Hall Floor Map

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.

■ Booth Equipment

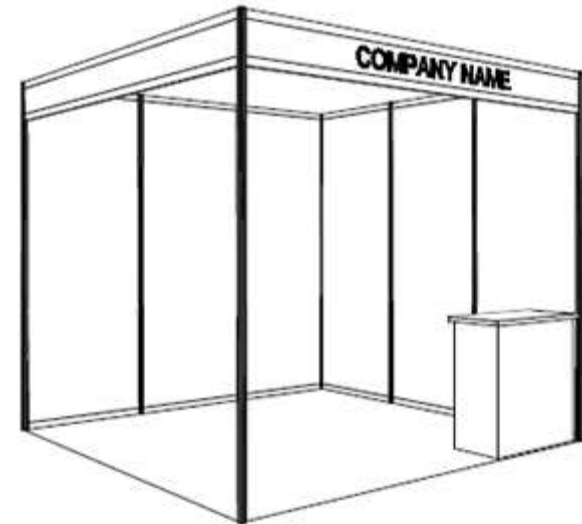
List of Equipment Included in Package

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

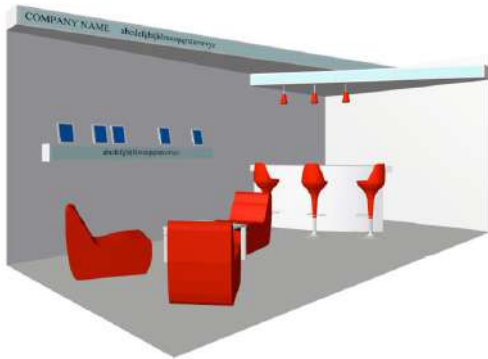


*Booth Image on the right is just an example.

■ Custom Booth Designs

Do you want to be creative from your initial exhibition?
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 a design to meet your requirements.

Large Booth (3m x 6m)

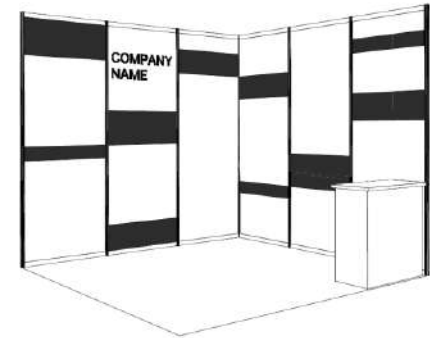


Reference Price: 1,000,000 JPY

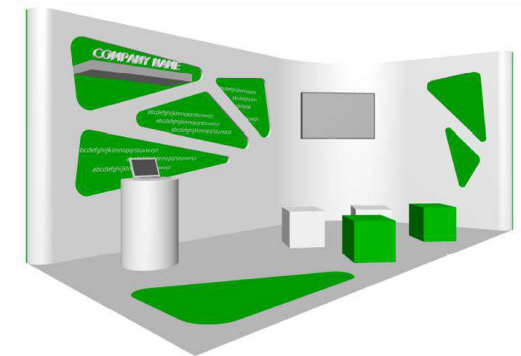


Reference Price: 1,450,000 JPY

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?

It is an influential approach to contribute to the education of a global business person.

Benefit 1 : Branding (Brand Lift)

Sponsoring one of a global event being held at 5 major cities around the globe, you will appeal to the world that you are one of the innovative leading companies of the industry. This will increase the 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 and approach directly with your future customers by meeting them and 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

SOLD OUT



*Above price does not include tax.

■ Sponsorship Menu

Menu	Price	Slot #	Details
Coffee Break Sponsor	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	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	1	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
WiFi Sponsor	3,000,000 JPY	1	Provide Wifi at the conference halls. Benefits : Company logo displayed on official website/signage at the venue.
Conference Pass Lounge Sponsor	3,000,000 JPY	1	Target key industry players for your company branding at the lounge. Benefits: Company logo displayed on official website/signage at the venue. Distribute brochure at lounge. Target Attendees: Conference Pass (Full Conference, One Day) Holders
Keynote Stage Sponsor	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 Attendees
Brochure Sponsor	800,000 JPY	3	Place brochures at registration. Benefits : Company logo displayed on official website/signage at the venue. Target Attendees : All Attendees

■ Sponsorship Menu

Menu	Price	Slot #	Details
Speaker Lounge Sponsor	3,000,000 JPY	1	Display company logo and flyers at the Speaker Lounge. Benefits : Company logo displayed on official website/signage at the venue. Includes 2 Full Conference Pass. Target Attendees : VIP Pass Holders, Speakers, Advisory Board Members
Lanyard Sponsor	1,500,000 JPY	1	Print company logo on the lanyards(neck strap) for the attendees. Benefits : Company logo displayed on official website/signage at the venue. Target Attendees : All attendees
Pass Sponsor	1,000,000 JPY	1	Print company logo on the pass. Benefits : Company logo displayed on official website/signage at the venue Target Attendees : All attendees
Charging Station Sponsor	1,000,000 JPY	1	Provide charging station at the exhibition halls. Benefits : Company logo displayed on official website/signage at the venue Target Attendees : Conference Pass Holders, Speakers, Advisory Board Members
Official Bag Sponsor	1,500,000 JPY	1	Print company logo onto the official bags that are distributed at registration. (A4 size x1 per attendee) Benefits : Company logo displayed on official website/signage at the venue Target Attendees : All attendees
Guidebook Ads	Starting from 300,000JPY	5	Place an ad on ad:tech Tokyo official guidebook. Benefits: Company logo displayed on official website/signage at the venue. Target: All attendees

*Above price does not include tax.

■Speaker Opportunity at Sponsored Presentation Stage

Share the latest case studies with your customers and introduce your service at the Presentation Stage. Your promotion will be more effective if combined together with an exhibition booth.

<Details>

- Time of Presentation: 40min
- Price: 50 seats for JPY 525,000 (without tax)
100 seats for JPY 800,000 (without tax)
- Number of Seats: 50 OR 100 seats
- 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. 4th 11:00 / 12:00 / 14:00 / 15:00 / 16:00
 Oct. 5th 11:00 / 12:00 / 14:00 / 15:00 / 16:00

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





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