

Exclusive for exhibitors!

Advertisement Opportunities

– Maximise outcomes through effective advertising –

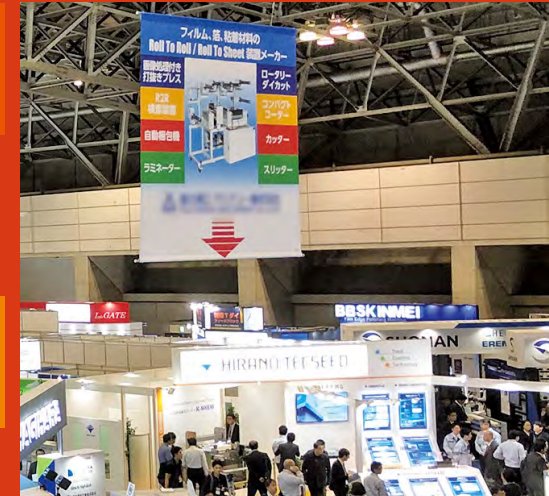
CONTENT TOKYO

[17th] **Dates** Spring July 2 (Wed) – 4 (Fri), 2025 **Venue** Makuhari Messe, Japan

[18th] **Dates** Autumn October 8 (Wed) – 10 (Fri), 2025 **Venue** Tokyo Big Sight, Japan

Organiser RX Japan Ltd.

Built by
RX In the business of
building businesses



3 Types of Packaged Plans

We offer special packages with discounted advertising options to further enhance your exhibition results. You can choose from 3 plans tailored to meet your needs.

<h2>Premium Plan <small>Limited to 3 Companies</small></h2> <p>Premium Plan gives you maximum exposure both before and during the show period.</p>	<h2>Business Activation Plan</h2> <p>Business Activation Plan helps you attract high quality visitors to your booth.</p>	<h2>Starter Plan II</h2> <p>Starter Plan helps you have more exposure and more visitors at your booth.</p>																	
<table border="1"> <tr> <td>Banner Ads on Official Show Website</td> <td>Banner Ads on Conference Webpage</td> </tr> <tr> <td>Ads in Visitor Promotion E-mail</td> <td>Digital Incentive Coupons</td> </tr> <tr> <td>Floor Map Ads</td> <td>Digital Signage Ads on the Hallway</td> </tr> <tr> <td>Show Entrance Floor Ads</td> <td>Hanging Banner Ad above Your Booth</td> </tr> </table>	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	<table border="1"> <tr> <td>Banner Ads on Official Show Website</td> <td>Banner Ads on Conference Webpage</td> </tr> <tr> <td>Ads in Visitor Promotion E-mail</td> <td>Digital Incentive Coupons</td> </tr> <tr> <td>Floor Map Ads</td> <td>Digital Signage Ads on the Hallway</td> </tr> </table>	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	<table border="1"> <tr> <td>Ads in Visitor Promotion E-mail</td> </tr> <tr> <td>Digital Incentive Coupons</td> </tr> <tr> <td>Floor Map Ads</td> </tr> </table>	Ads in Visitor Promotion E-mail	Digital Incentive Coupons	Floor Map Ads
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<p>Original price JPY 4,100,000 ▶ Special price JPY 3,700,000 <small>(tax excluded)</small></p>	<p>Original price JPY 2,600,000 ▶ Special price JPY 2,200,000 <small>(tax excluded)</small></p>	<p>Original price JPY 1,400,000 ▼ Special price JPY 1,150,000 <small>(tax excluded)</small></p>																	

You can also apply each advertisement service individually

For details, please check the following pages

List of 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

CONTENT TOKYO

No. of Page Views
at 15th CONTENT TOKYO (2024 July) **54,356** (2024/05/07
 }
 2023/07/05)

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
15th CONTENT TOKYO (2024 July) : **54,356**

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

The screenshot shows the 'CONTENT TOKYO 2022 XR総合展' website. The main content area is titled 'セミナープログラム' (Seminar Program). It features a search bar with keywords like 'コンテンツビジネス', 'キャラクター & ブランド活用', 'ブランディング・マーケティング', '先端テクノロジー', and 'XR・メタバース'. Below the search bar, there are filters for dates (06月29日, 06月30日, 07月01日). The main content area displays a seminar titled 'コンテンツ東京 特別講演<コンテンツビジネス>' on 2022年06月29日 (水) | 12:30~13:30. The seminar is organized by '新R25' (Shin R25) and is titled '情報飽和時代を生き残るコンテンツ制作と発信のカギ' (The Key to Surviving in the Information Saturation Era: Content Production and Distribution). The speaker is 平山 勝雄 (Hirayama Kazuo), Representative Director of (株) ケイコンテンツ (Kei Contents). A banner for 'ABC Company' is visible in the bottom left corner of the webpage, with a yellow box highlighting it.

Conference Webpage covers the programme of 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.

Conference Webpage

No. of PVs at
15th CONTENT TOKYO (2024 July) : **41,529**

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	W187px × 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. 110,000 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 :

110,000 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 the contact details 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***
(= average number of leads generated)

How to Deliver Coupons

E-mails 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

CONTENT TOKYO

46,177 Visitors

(at 15th CONTENT TOKYO, including concurrent shows)

Visitor Companies List (excerpts)

Media

- Asahi Television Broadcasting Coporation
- IMAGICA Lab.
- TBS
- TOEI
- TV TOKYO
- TYO
- NHK
- Walt Disney Japan

etc.

Entertainment

- BANDAI NAMCO Entertainment
- Konami Digital Entertainment
- NBC Universal Entertainment
- SONY PICTURES
- SHOCHIKU
- TMS entertainment
- TSUTAYA ENTERTAINMENT

etc.

Game

- BANDAI NAMCO
- CAPCOM
- DeNA
- DMM Games
- SEGA
- SONY
- Sony Interactive Entertainment
- SQUARE ENIX

etc.

Advertisement

- AIM CREATE
- CREO
- CyberAgent
- DENTSU
- GMO
- HAKUHODO
- NIKKEISYA
- QUARAS
- YOMIKO ADVERTISING

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



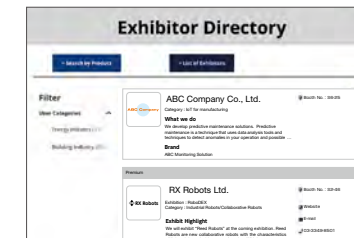
Banner Ads

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

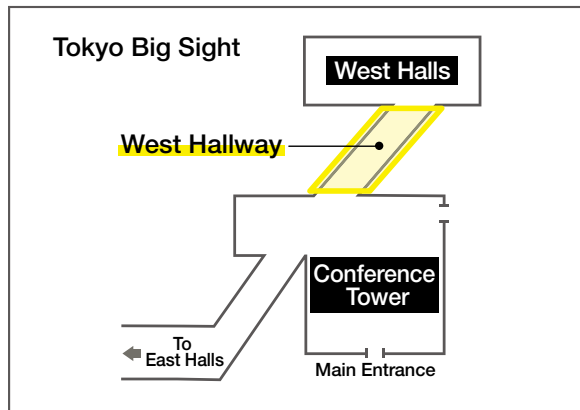
06 Digital Signage Ads on the Hallway

Limited to
5 Companies

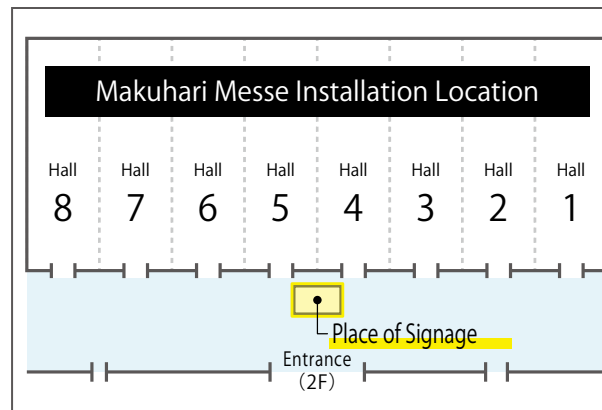
Digital signages will be placed on the hallway where there is huge traffic of visitors.
Attract visitors to your booth by displaying your company name, booth location and product information.

Digital signages on hallway with huge traffic

17th CONTENT TOKYO



18th CONTENT TOKYO



Enlarged Image



Price	JPY 800,000 (tax excluded)	Limited to	Limited to 6 companies
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	JPY 1,000,000 (single-sided printing, tax excluded)	Limited to	5 companies/hall (first come, first served)
The number of banner	One banner/company	Banner size	H4.0m × W4.0m

Double-sided printing is available for an additional JPY 150,000.

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

Exhibitors in South Hall 1 & 2 cannot apply for this service due to architectural reasons.

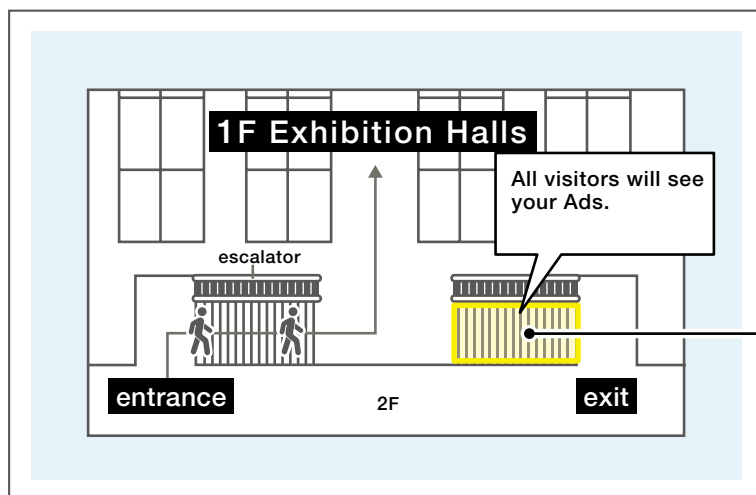
09 Ads on the Stairs in the Venue

Limited to
3 Companies (only at 18th CONTENT TOKYO
(2025 October))

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,
- 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.
- 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.

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

① Please fill out your contact information

Company :	Contact (Mr./Ms.) :
TEL :	Department :
E-mail :	Job Title :

② 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**
 Business Activation Plan
 Starter Plan II
 JPY 3,700,000 (original price JPY 4,100,000)
 JPY 2,200,000 (original price JPY 2,600,000)
 JPY 1,150,000 (original price JPY 1,400,000)

- I'd like to order each advertising individually.

Tick	Advertisement Type	Limited to	Price (Tax excluded)	Send data by
<input type="checkbox"/>	01 Banner Ads on Official Show Website	6 Companies/Exhibition	JPY 200,000	May 16
<input type="checkbox"/>	02 Banner Ads on Conference Webpage	3 Companies	JPY 200,000	May 16
<input type="checkbox"/>	03 Ads in Visitor Promotion E-mail	3 Companies/One e-mail	JPY 300,000	May 16
<input type="checkbox"/>	04 Digital Incentive Coupons	20 Companies	JPY 600,000	May 30
<input type="checkbox"/>	05 Floor Map Ads (On Digital & Printed Versions)	10 Companies	JPY 500,000	May 30
<input type="checkbox"/>	06 Digital Signage Ads on the Hallway	6 Companies	JPY 800,000	May 30
<input type="checkbox"/>	07 Show Entrance Floor Ads	1 Company/Entrance	JPY 500,000	May 23
<input type="checkbox"/>	08 Hanging Banner Ad above Your Booth	5 Companies/Hall	JPY 1,000,000 <small>(Contact Show Management if you wish to apply double sided printing)</small>	May 23

■ 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: content-tokyo.eng.jp@rxglobal.com
 TEL: +81-3-6739-4107
 Contact: Exhibitor Success

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

① Please fill out your contact information

Company :	Contact (Mr./Ms.) :
TEL :	Department :
E-mail :	Job Title :

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 JPY 1,150,000 (original price JPY 1,400,000)

- I'd like to order each advertising individually.

Tick	Advertisement Type	Limited to	Price (Tax excluded)	Send data by
<input type="checkbox"/>	01 Banner Ads on Official Show Website	6 Companies/Exhibition	JPY 200,000	Aug. 22
<input type="checkbox"/>	02 Banner Ads on Conference Webpage	3 Companies	JPY 200,000	Aug. 22
<input type="checkbox"/>	03 Ads in Visitor Promotion E-mail	3 Companies/One e-mail	JPY 300,000	Sep. 05
<input type="checkbox"/>	04 Digital Incentive Coupons	20 Companies	JPY 600,000	Sep. 05
<input type="checkbox"/>	05 Floor Map Ads (On Digital & Printed Versions)	10 Companies	JPY 500,000	Sep. 05
<input type="checkbox"/>	06 Digital Signage Ads on the Hallway	6 Companies	JPY 800,000	Sep. 05
<input type="checkbox"/>	07 Show Entrance Floor Ads	1 Company/Entrance	JPY 500,000	Sep. 05
<input type="checkbox"/>	08 Hanging Banner Ad above Your Booth	5 Companies/Hall	JPY 1,000,000 <small>(Contact Show Management if you wish to apply double sided printing)</small>	Sep. 05
<input type="checkbox"/>	09 Ads on the Stairs in the Venue	3 Companies	JPY 3,000,000	Sep. 05

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 TEL: +81-3-6739-4107
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