

Held inside **CONTENT TOKYO**

Japan's **LARGEST***!

LICENSING JAPAN

Character & Brand Licensing Trade Show

Dates 15th Edition Dates **July 3**_[Wed] – **5**_[Fri], 2024

Venue Tokyo Big Sight, Japan

Dates 16th Edition Dates **Nov. 20**_[Wed] – **22**_[Fri], 2024

Venue Makuhari Messe, Japan

Organised by RX Japan Ltd.

Supported by Character Brand Licensing Association (CBLA)

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



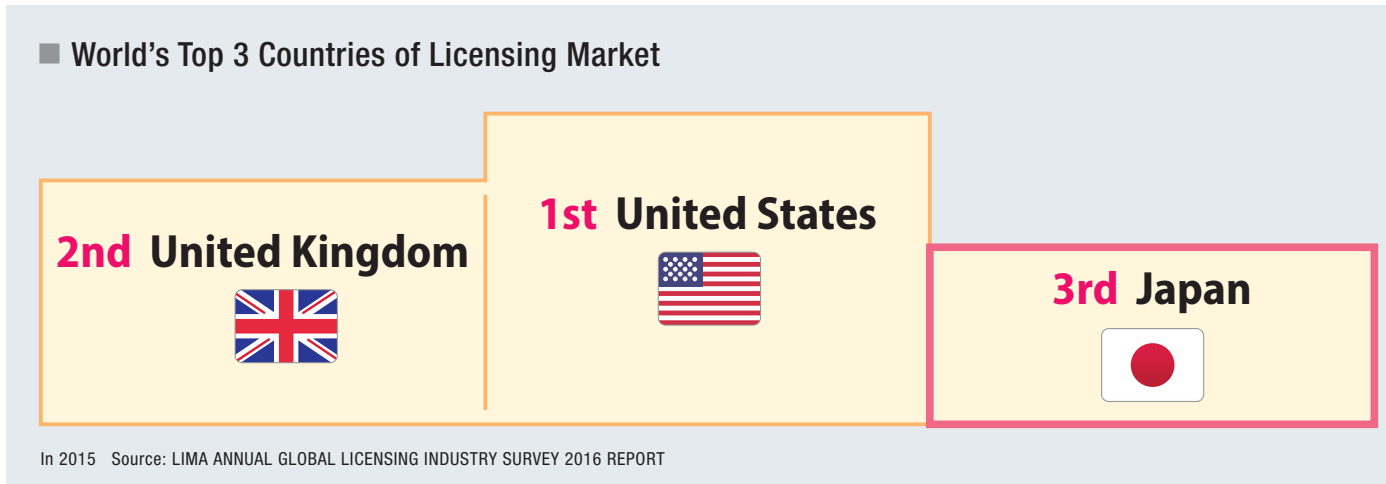
Scenes from the previous show in June, 2023

Most Active B to B Trade Show for your Characters/Brands!



Why Japan? Attractive Character & Brand Licensing Market

World's 3rd Largest Licensing Market



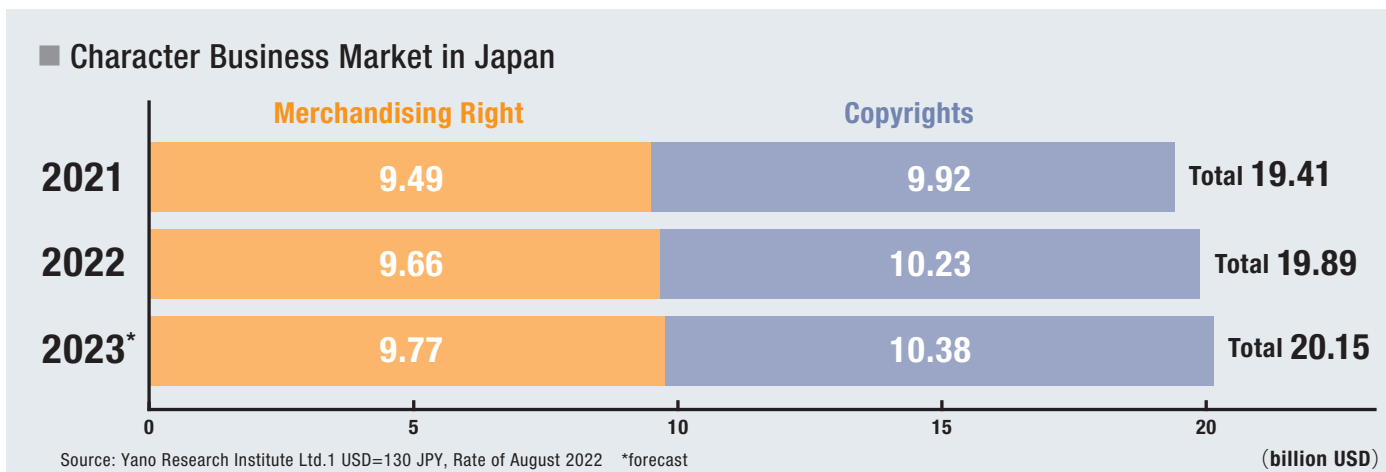
Attractiveness of the Japan Market

Japan ranked third globally in retail sales of licensed products, following USA and UK.

In 2022, the character business market in Japan, including merchandising and licensing, grew to 19.89 billion USD, which is a 101.1% of the previous year size.

Additionally, Japan's strong commitment to safeguarding intellectual property rights makes it an immensely appealing destination for foreign exporters, with a minimal to nonexistent occurrence of piracy.

Steady Growth of Market in Japan



Japan's Tax Treaties with Foreign Countries

Some of Japan's tax treaties reduce tax liabilities for companies from specific nations operating within its borders.

Multi-Audience Appeal

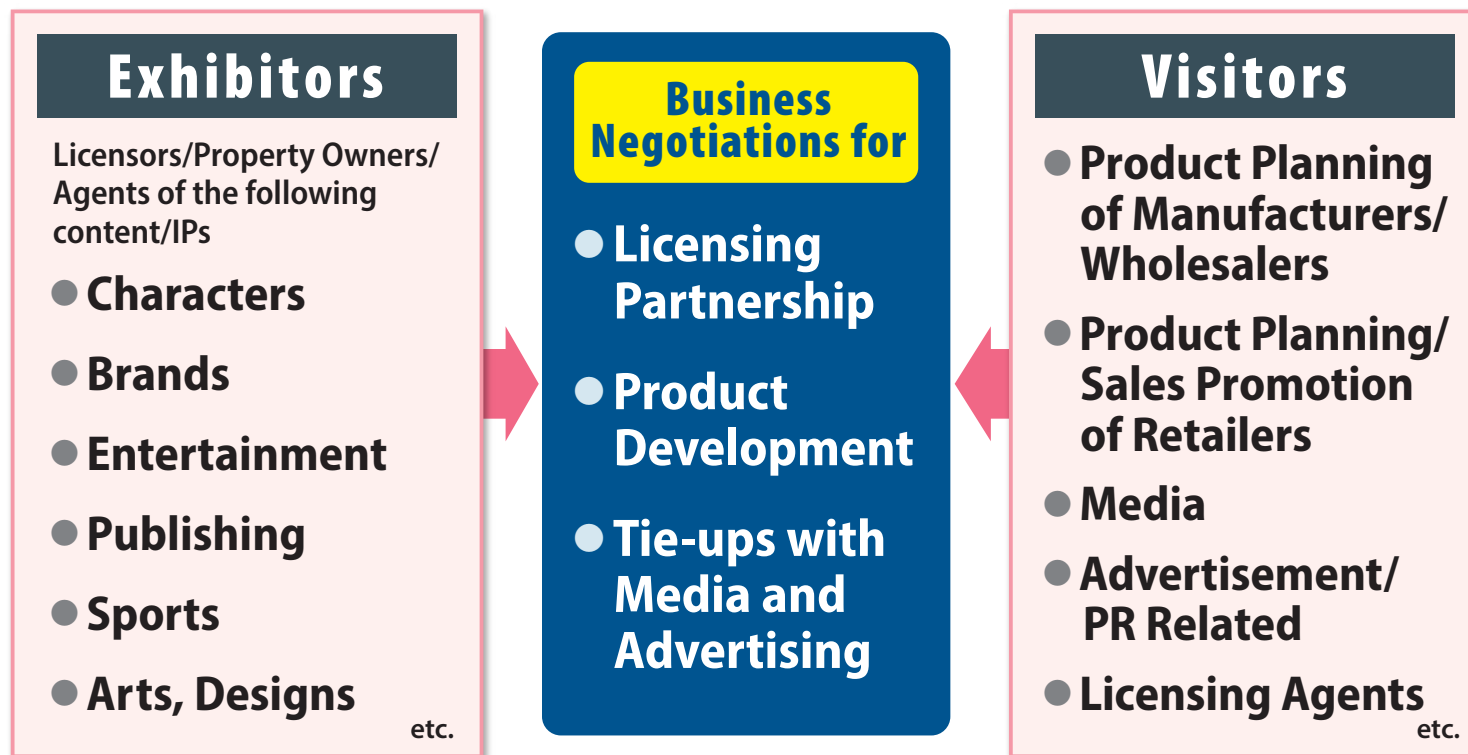
This diversity in audience appeal provides licensors with extensive opportunities to negotiate deals for licensed merchandise.



Why LICENSING JAPAN?

1 Ideal place for quality business

With curated networking sessions and dedicated meeting areas, LICENSING JAPAN ensures that your business can engage in meaningful discussions and generate new partnerships on site. It is the best opportunity for you to find your agents/partners in Japan & Asia.



Exhibiting Requirements

All exhibitors must have at least one set of business table and chairs in their booths. This requirement is in response to strong requests from visitors to exhibitors to have tables and chairs in their booths in order to talk concrete business while being seated.

Why LICENSING JAPAN?

2 Gathered 47,092 Visitors in the previous edition!

in 11th edition

24,450
Visitors

in 12th edition

44,643
Visitors

in 13th edition

47,092
Visitors

Including concurrent shows

Please refer to the following URL for details on the visitor count. ▶▶▶ <https://www.content-tokyo.jp/hub/en-gb/about/visitorcount.html>

3 Concurrent shows will bring more business chances

LICENSING JAPAN is held inside CONTENT TOKYO, Japan's largest* comprehensive show for content creation, production, etc.

Total of 943 exhibitors & 47,092 visitors*² gather under one roof, and it will bring more business chances to LICENSING JAPAN exhibitors.

LICENSING JAPAN

- Characters
- Brands
- Arts
- Entertainment
- Publishing
- Designs
- Sports & Collegiate

etc.

Creators' Expo

Advanced Digital Technology Expo

Concurrent Shows

XR Fair Tokyo SUMMER **Metaverse Expo Tokyo** SUMMER
-VR/AR/MR- **meta** NEXT

Video & CG Production Expo

Ad Creative & Marketing Expo

*1 "Largest" in reference to the exhibitor number of trade shows with the same concept. *2 Including the concurrent shows. Exhibitors are including co-exhibiting partners, group companies and association members.

Participation Cost

Following is only an example. You can exhibit in various sizes and locations.

1 booth

16.2sqm (6.0m × 2.7m)

2 Booths (32.4 sqm)

Raw Space

JPY 2,200,000 (USD 15,172 EURO 15,278)

Packaged Booth

(Raw Space + Rental Display Type B)

JPY 3,080,000 (USD 21,241 EURO 21,389)

Packaged Booth Includes:

- Back & Side Walls
- Company Name Board
- Letters
- Carpet
- Electricity/Lights
- Furniture
- 4 Tables & 16 Chairs



1.5 Booths (24.3 sqm)

Raw Space

JPY 1,650,000 (USD 11,379 EURO 11,458)

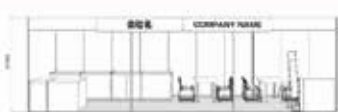
Packaged Booth

(Raw Space + Rental Display Type B)

JPY 2,310,000 (USD 15,931 EURO 16,041)

Packaged Booth Includes:

- Back & Side Walls
- Company Name Board
- Letters
- Carpet
- Electricity/Lights
- Furniture
- 3 Tables & 12 Chairs



1 Booth (16.2 sqm)

Raw Space

JPY 1,100,000 (USD 7,586 EURO 7,639)

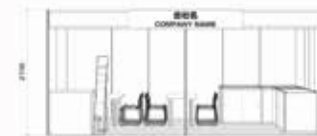
Packaged Booth

(Raw Space + Rental Display Type B)

JPY 1,540,000 (USD 10,620 EURO 10,694)

Packaged Booth Includes:

- Back & Side Walls
- Company Name Board
- Letters
- Carpet
- Electricity/Lights
- Furniture
- 2 Tables & 8 Chairs



- 10% consumption tax will be charged.
- You may build a custom-made booth instead of packaged booth.
- Expo Master(RX Digital Plat Form) Service fee will be additionally charged. One exhibitor only (JPY 50,000), with co-exhibitor/s (JPY 100,000).

- Corner charge of JPY 50,000 per a corner will be charged to the number of corners allocated.
- Rate: 1 USD=145 JPY, 1 EURO=144 JPY as of October 2023.

Variety of Exhibiting Plans to Maximise Your Results

Choose the Exhibiting Plan that best helps you achieve your goals.

Package Participation (Booth + Advertisement)

Premium Plan

This plan gives you maximum exposure before and during the show. Available only for 3 exhibitors.



Business Activation Plan

This plan helps you attract high quality visitors to your booth.



Starter Plan II

This plan helps you have more exposure and more visitors at your booth.














Booth Only Participation Plan

Exhibiting at the show with your booth.



Icons stand for...

-  Banner Ads on Official Show Website
-  Banner Ads on Conference Webpage
-  Premium Directory Listing (Large Size Display)
-  Premium Directory Listing (Top Listing & Large Size Display)
-  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
-  Booth

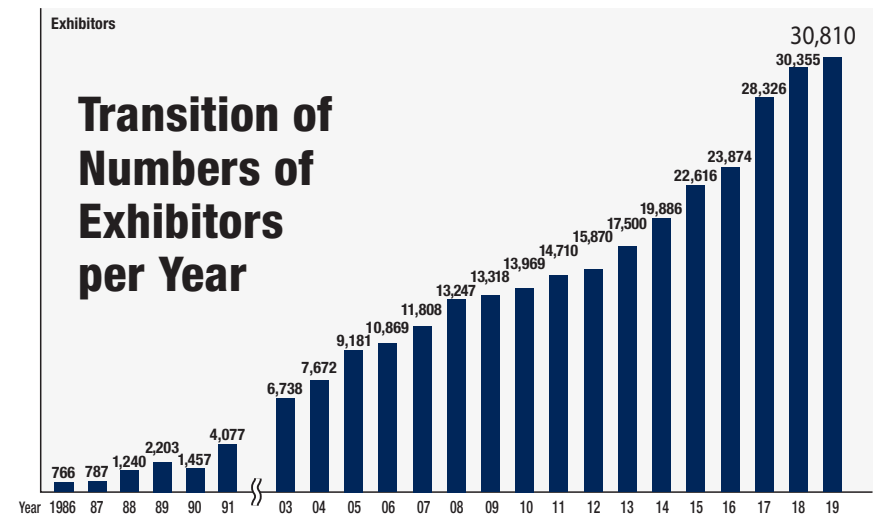
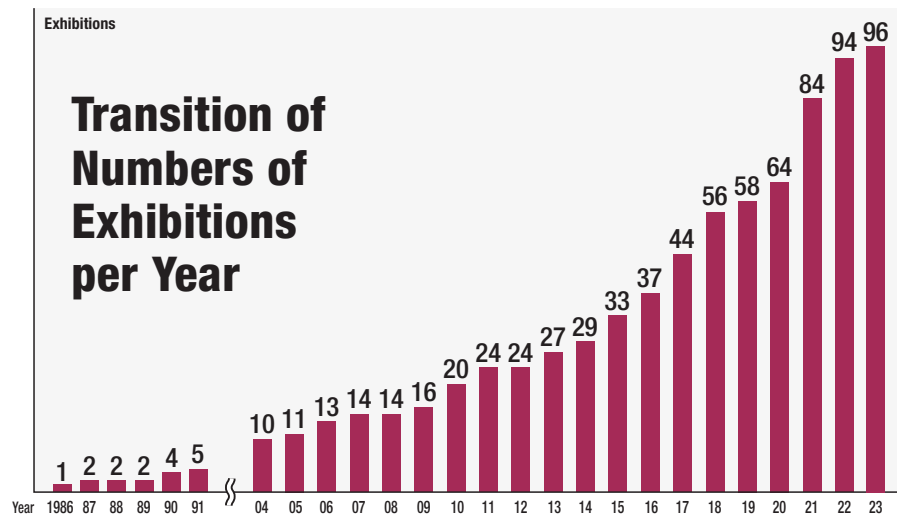
For more details, [click here](#)

RX Japan is Japan's Largest Trade Show Organiser

Holding 96 exhibitions in 38 sectors a year! (The consisting shows are 353 in total.)

RX Japan organises 96 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 organised by RX Japan (excerpts)

JAPAN IT WEEK



Japan's Largest* IT Trade Show

- Consisting Shows:
- Software & Apps Development Expo
 - Information Security Expo
 - IT Operation Management & Data Center Expo

etc.

AUTOMOTIVE WORLD



World's Leading Exhibition for Advanced Automotive Technologies

- Consisting Shows:
- CAR-ELE JAPAN
 - Connected Car JAPAN
 - Autonomous Driving Technology Expo
 - MaaS Expo

etc.

Manufacturing World



World's Leading Trade Show for Manufacturing

- Consisting Shows:
- Design Manufacturing Solutions Expo
 - Industrial AI/IoT 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.

RX - the Business of Building Business

Over 400 events in 22 countries across 42 industry sectors.



We're RX and we're in the business of building businesses for individuals, communities and organisations. We elevate the power of face to face events by combining data and digital products to create magical experiences and continual connections.

As a division of RX, RX Japan is responsible for exploring the vast potential of the Japanese and Asian markets. With a strong foothold as Japan's largest trade show organizer, we take charge of 96 exhibitions annually, covering 38 different fields, including but not limited to jewelry, fashion, gift items, electronics, energy, IT, cosmetics, and medical. By leveraging our expertise and experience, we are dedicated to expanding exhibitors' businesses.



RS ISG is a specialist team of 150 international sales people based in 13 territories around the world. The ISG also manages a network of 250 international agents based in 47 territories. It provides overseas exhibiting services to local manufacturers and suppliers and introduces new export opportunities to them, helping customers to enter overseas markets in key regions of the world to grow their businesses internationally. RX ISG contributes to increasing internationalization of RX events around the world.



<https://lp.rxjapan.jp/en-gb/isg.html>

Exhibit at LICENSING JAPAN

Enter the Japanese Character & Brand Licensing Market



Exhibiting Information Request

Request More Information



Consult Your Exhibiting Plan

Video Call Meeting with Show Management



Booth Availability

Check Available Booth Locations
COMING SOON



Book Your Space NOW!

Built by



In the business of
building businesses

Organiser: RX Japan Ltd. LICENSING JAPAN Show Management

11F Tokyo Midtown Yaesu, 2-2-1 Yaesu, Chuo-ku, Tokyo 104-0028, Japan

E-mail: licensing-e.jp@rxglobal.com Web: www.content-tokyo.jp/en-gb/about/lj.html

A division of Reed Business Registered in England, Number 678540