

Exclusive for exhibitors!

# Advertisement Opportunities

– Maximise the outcome through your participation –

## AUTOMOTIVE WORLD

### Tokyo (January)

**Dates** January 22 – 24, 2025

**Venue** Tokyo Big Sight

### Nagoya (October)

**Dates** October 29 – 31, 2025

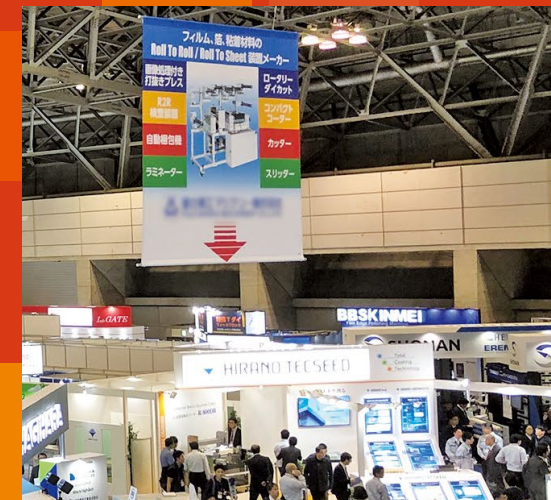
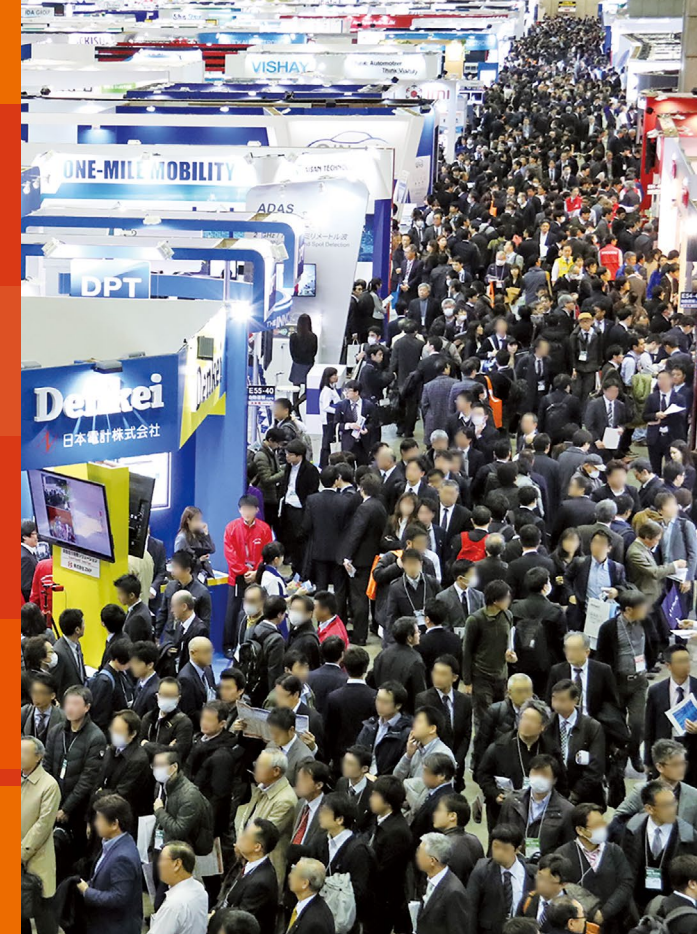
**Venue** Port Messe Nagoya

Built by  
**RX** In the business of  
building businesses

### Tokyo (September)

**Dates** September 17 – 19, 2025

**Venue** Makuhari Messe



# 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 |
| 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   |  |                                 |                           |               |                                    |                         |                                    |  |                                     |                                  |                                 |                           |               |                                    |   |                                 |                           |               |
| 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   |  |                                 |                           |               |                                    |                         |                                    |  |                                     |                                  |                                 |                           |               |                                    |   |                                 |                           |               |
| Ads in Visitor Promotion E-mail  |  |  |                                 |                           |               |                                    |                         |                                    |  |                                     |                                  |                                 |                           |               |                                    |   |                                 |                           |               |
| Digital Incentive Coupons  |  |  |                                 |                           |               |                                    |                         |                                    |  |                                     |                                  |                                 |                           |               |                                    |   |                                 |                           |               |
| Floor Map Ads  |  |  |                                 |                           |               |                                    |                         |                                    |  |                                     |                                  |                                 |                           |               |                                    |   |                                 |                           |               |
| <p>Original price JPY 4,100,000 ▶ Special price <b>JPY 3,700,000</b><br/><small>(tax excluded)</small></p>   | <p>Original price JPY 2,600,000 ▶ Special price <b>JPY 2,200,000</b><br/><small>(tax excluded)</small></p>               | <p>Original price JPY 1,400,000 ▼<br/>Special price <b>JPY 1,150,000</b><br/><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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## Onsite Advertisement

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- 05 Floor Map Ads (On Digital & Printed Versions) ..... P10
- 06 Digital Signage Ads on the Hallway ..... P11
- 07 Show Entrance Floor Ads ..... P12
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# Web/E-mail Advertisement

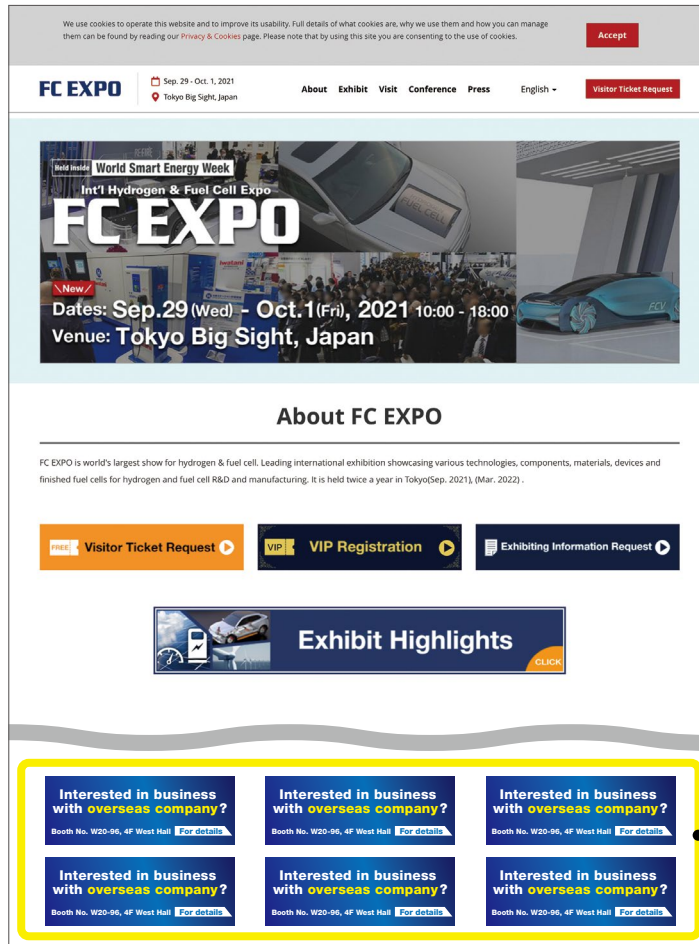
**AUTOMOTIVE  
WORLD** 



# 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.

## Expected Page Views of Official Show Website Top Page

Tokyo (September) : **200,000**

Nagoya (October) : **260,000**

Tokyo (January) : **510,000**

|                      |   |                    |   |
|----------------------|---|--------------------|---|
| 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

Conference Webpage covers seminar programme 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. \*The number of seminars is expected.

## Expected Page Views of Conference Website

Tokyo (September) : **95,000**

Nagoya (October) : **55,000**

Tokyo (January) : **170,000**

|                      |   |             |  |
|----------------------|---|-------------|--|
| 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/](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 **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 :

Tokyo (September) : **120,000 / shot**  
Nagoya (October) : **55,000 / shot**  
Tokyo (January) : **170,000 / shot**

|                      |                                       |            |  |
|----------------------|---------------------------------------|------------|--|
| Price                | JPY 300,000 (tax excluded)/one e-mail | Limited to | 3 companies/one e-mail (first come, first served)  |
| Advertising Duration |                                       | 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

**AUTOMOTIVE  
WORLD** 

# 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



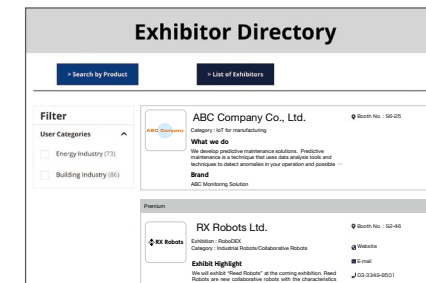
#### Banner Ads

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 4 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

### ■ Installation Image



### ■ Enlarged Image



|                 |                            |                 |                         |
|-----------------|----------------------------|-----------------|-------------------------|
| Price           | JPY 800,000 (tax excluded) | Limited to      | 4 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.



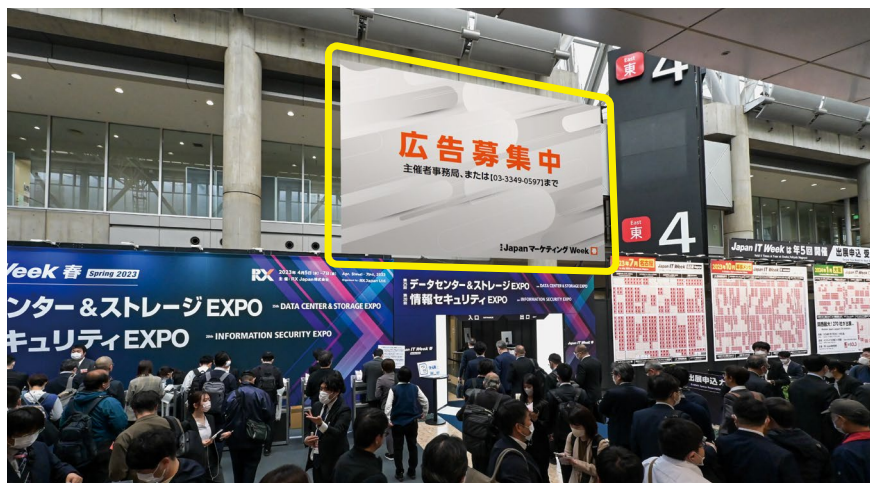
# 09 Banner Ad Above Entrance

Limited to **1 Company/Hall**  
(Only for East Halls at Tokyo January Show)

A large banner will be put above the entrance to the exhibition hall.  
You can widely promote your presence at the show.

## Huge Banner Above the Entrance

### Image



|                      |                              |             |                |
|----------------------|------------------------------|-------------|----------------|
| Price                | JPY 5,000,000 (tax excluded) | Limited to  | 1 company/hall |
| The number of banner | One banner/company           | Banner size | H5.0m × W8.0m  |

\*Only for East Halls at Tokyo Big Sight. \*Only one company logo can be included in a signage. To place logos of more than two companies, the additional fee of JPY 400,000 (tax excluded) per logo will be charged. Ads must include your booth number. \*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.

# 10 Ad in VIP Lounge

Limited to 1 Company/Lounge

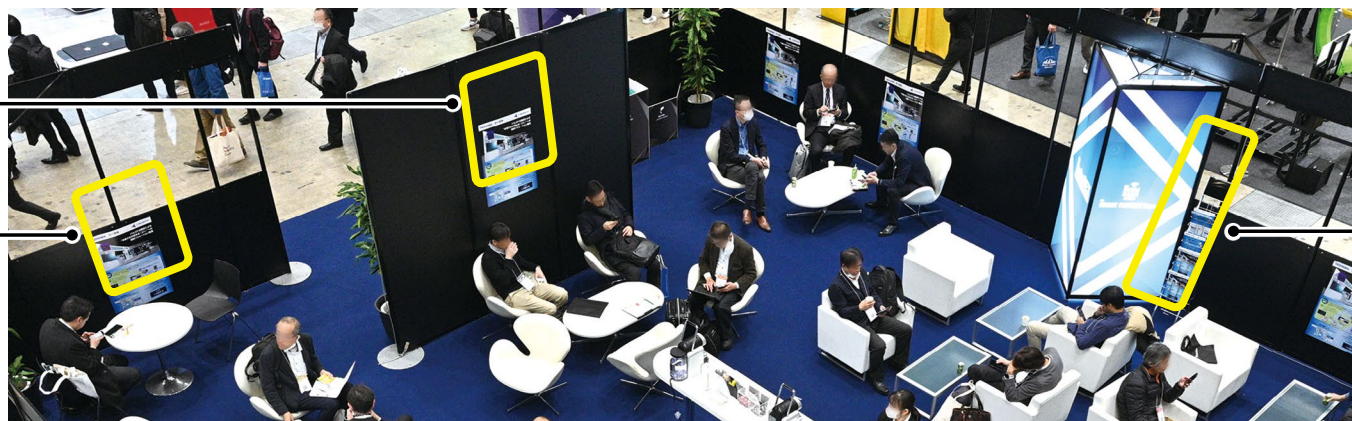
## ■ Poster Ad

Poster ad on VIP lounge walls will contribute to your brand awareness.

## ■ Flyer Ad

Your fliers will be put on catalogue stands in VIP lounge.

### ■ 掲載イメージ



\* VIP lounges are set up inside the exhibition halls where only VIP badge holders have access.  
VIP badges will be issued to those who have job titles of manager or above.

|                       |                            |                       |                            |
|-----------------------|----------------------------|-----------------------|----------------------------|
| Price for Poster Ad   | JPY 200,000 (tax excluded) | Price for Poster Ad   | JPY 200,000 (tax excluded) |
| Size & No. of Posters | A1 Size, 10 Posters        | Size & No. of Posters | A4 Size, 1,000 Copies      |
| Limited to            | One company / Lounge       | Limited to            | One company / Lounge       |



# 11 Speaking Slot at Exhibitors' Presentation Venue

Exhibitors' Presentation Venue will be set up inside the exhibition halls with 50 seats. You can widely explain your product/technology to audience.

## Image



## Time Table

| 30 min. / slot | Day 1 | Day 2 | Day 3 |
|----------------|-------|-------|-------|
| 10:30 - 11:00  | 1     | 9     | 17    |
| 11:20 - 11:50  | 2     | 10    | 18    |
| 12:10 - 12:40  | 3     | 11    | 19    |
| 13:00 - 3:30   | 4     | 12    | 20    |
| 13:50 - 14:20  | 5     | 13    | 21    |
| 14:40 - 15:10  | 6     | 14    | 22    |
| 15:30 - 16:00  | 7     | 15    | 23    |
| 16:20 - 16:50  | 8     | 16    | 24    |

|       |                                   |       |   |
|-------|-----------------------------------|-------|---|
| Price | JPY 150,000 (tax excluded) / slot | Slot  | 30 minutes excluding 10min. for preparation and another 10min. for clean-up |
| Seats | 50 Seats                          | Venue | Inside the Exhibition Hall  |

# Application Form

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

### ① Please tick the show you exhibit at:

- Tokyo (January)                       Tokyo (September)  
 Nagoya (October)

### ② Please fill out your contact information

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

### ③ 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  |
|--------------------------|--|------------------------|--|
| <input type="checkbox"/> | 01 Banner Ads on Official Show Website           | 6 Companies/Exhibition | JPY 200,000  |
| <input type="checkbox"/> | 02 Banner Ads on Conference Webpage              | 3 Companies            | JPY 200,000  |
| <input type="checkbox"/> | 03 Ads in Visitor Promotion E-mail               | 3 Companies/One e-mail | JPY 300,000  |
| <input type="checkbox"/> | 04 Digital Incentive Coupons                     | 20 Companies           | JPY 600,000  |
| <input type="checkbox"/> | 05 Floor Map Ads (On Digital & Printed Versions) | 10 Companies           | JPY 500,000  |
| <input type="checkbox"/> | 06 Digital Signage Ads on the Hallway            | 4 Companies            | JPY 800,000  |
| <input type="checkbox"/> | 07 Show Entrance Floor Ads                       | 1 Company/Entrance     | JPY 500,000  |
| <input type="checkbox"/> | 08 Hanging Banner Ad above Your Booth            | 5 Companies/Hall       | JPY 1,000,000 (Contact Show Management if you wish to apply double sided printing) |
| <input type="checkbox"/> | 09 Banner Ad Above Entrance                      | 1 Company/Entrance     | JPY 5,000,000  |
| <input type="checkbox"/> | 10 Ad in VIP Lounge                              | 4 Companies            | JPY 200,000 for Poster Ad<br>JPY 200,000 for Flyer Ad                              |
| <input type="checkbox"/> | 11 Speaking Slot at Exhibitors' Presentation     | -                      | JPY 150,000/slot   |

\*Ads space is served on a first-come, first-served basis. \*Your purchase order in connection with the advertising plan through this Application Form constitutes part of the separately concluded Contract for Exhibition Space, and the Exhibition Rules and Regulations of said Contract for Exhibition Space will apply. \*Invoice will be issued after application. Complete the payment by the indicated deadline on the invoice. \*In principle, no cancellation nor any changes will be accepted after your purchase order of the advertising plan is made.

## ■ 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: car.jp@rxglobal.com  
 TEL: +81-3-6739-4102