

# APPS JAPAN

【 Co-located events 】

**Interop**20  
Tokyo APRIL 13 - 15  
MAKUHARI MESSE, CHIBA

**DSJ**2020  
Digital Signage Japan

**Connected**  
Media TOKYO 2020  
13 - 15 APRIL

**Location**  
Business  
Japan 2020

## Sales Proposal

**Date**

April 13<sup>th</sup> (Mon)-15<sup>th</sup> (Wed), 2020

**Venue**

Makuhari Messe (Chiba, Japan)

**Organizer**

APPS JAPAN Steering Committee

**Operation**

NANO OPT Media, Inc.

**Number of  
Visitors**

150,000\* (expected) \*including co-location events

**Supporters  
(※2019)**

Wearable computer research and development organization/ Japan Wearable Device User Association /Japan Web Association/ Mobile Content Forum / World Wide Web Consortium(W3C) / NIKKAN KOGYO SHIMBUN,LTD.

**Special  
Cooperation**

Japan Android Group



<http://www.f2ff.jp/apps-japan/>

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## APPS JAPAN Program Committee (※2019)

Yasuji Eguchi	Yasuji Eguchi Office LLC. Digital signage consortium
Ryosuke Otsuya	NTT Communications Corporation
Akio Kondo	Singularity Inc.
Yoshikazu Shima	KDDI Technology Corporation Japan Android Group
Shuhei Tada	Newphoria Corporation Digital Signage Consortium
Hiroyasu Mimura	DeNA Co., Ltd.

## Target Attendee

### ■ User company

Planning department / Sales promotion ·  
Marketing activity department  
(Entertainment / Retail / Sports /  
Commercial Facilities, Transportation / Games /  
Mail Order Sales / Advertising Agencies, Production  
Companies / Distribution, Logistics / Real Estate  
Industry / Tourism, Travel / Marketing Company /  
Government, Local Government / Maker)

### ■ Advertisement related

-Advertisers, advertising agencies, developers,  
creators, production company etc.

### ■ Business partner candidate

-Trading company · manufacturer · production company · venture capital etc.



## Categories of Exhibiting Products [Next Generation Digital Media Related Products·Solution]

### ■ Development support / Platform

Development / development support tool / push notification ASP / application verification /  
application advertisement / VR / BaaS / SDK / API offer etc.

### ■ Apps

Companies and organizations that provide applications and services in the  
following areas regardless of native, Web, or hybrid

Smartphone / Tablet

Wearable device

Digital signage · Smart TV

Automobile · Automatic driving technology · Robot

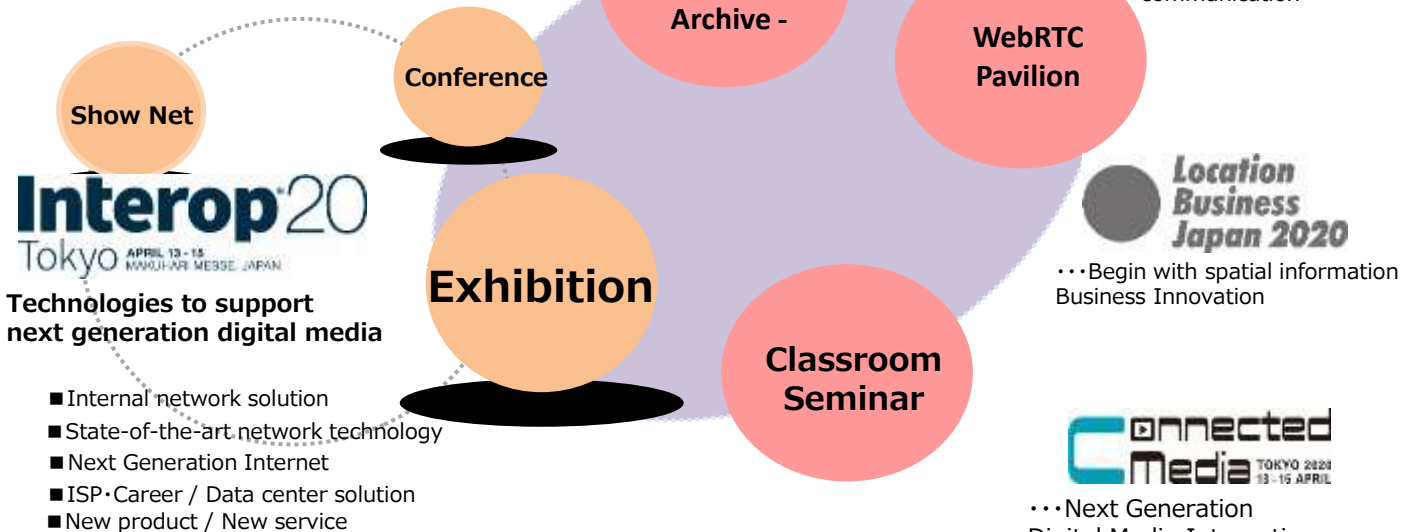
AI · Machine learning etc.

**Wearable devices, smart phones and personal computers, automobiles, robots, medical care, education, etc.**  
**Festival of application business companies acting in various scenes**

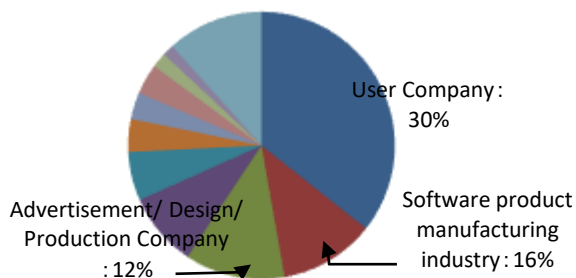
**APPS JAPAN**  
 アプリジャパン2020

**DSJ2020**  
 デジタルサイネージジャパン

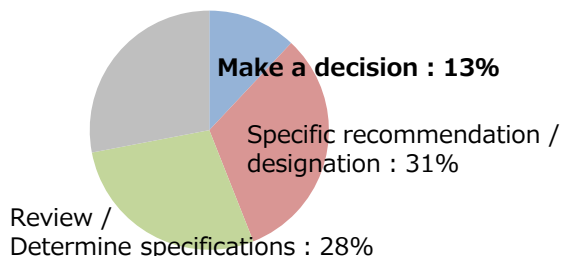
... Street corner media communication



**Industry**



**Degree of involvement in product introduction**



## Price to Exhibit

### ■ RAW booth Space ( 3m x 3m /9sq.m) : JPN 420,000(w/o Tax)

《 Exhibit Fee includes 》

- + Exhibit Space (3m x 3m =9sq.m)
- + One Barcode reader device rental
- + Your company profile on Official website and other promotion materials
- + Supply of invitation tickets for the exhibition

\* Please note, application after the deadline may limit promotion privileges on printing materials.

**Deadline of Early Bird Discount : October 31<sup>th</sup>, 2019**

**Final Deadline : January 31<sup>th</sup>, 2020**

## Special plan (2 booths)

### ■ Regular Price / 3m x 6m / 18㎡ : JPY840,000

→ **Special Price : JPY 600,000(w/o Tax)**

《 Exhibit Fee includes 》

- + Exhibit Space (3m x 3m =9sq.m)
- + One Barcode reader device rental
- + Your company profile on Official website and other promotion materials
- + Supply of invitation tickets for the exhibition

## Demonstration counter booth exhibition

《 Exhibit Fee includes 》

- + Booth space (1unit/W1500 × D700 × H2700)
  - Power Outlet x 1 (100V /0.5kw / A2 spec plug {2})
  - Spotlight

※Booth specifications are subject to change. Please acknowledge it beforehand.

※There is no wall on the back and it is open space, but the panel can be hung.

■ Exhibition booth introduction on website

■ Offer exhibition invitation ticket

※ Barcode reader is a paid rental

Exhibition fee: 150,000 yen / unit (w/o tax)

1 unit plan (image viewed from the front)



## Sponsor Keynote

- Logo exposure as a sponsorship frame on the top page of the website
- Introduce a lecture on the website
- Provide 1 slot of Large-scale lecture (keynote) [Capacity:500]  
Provide pre-registrants and on the day audience data
- Provide lecture / exhibition invitation ticket
- Period : 40min
- Each company can distribute questionnaires

Sponsored fee: JPY 3,000,000 (w/o tax)

## Seminar

- Introduce contents of lecture on the website
- Provide 1 slot of seminar at the exhibition hall [Capacity : 80]  
Provide pre-registrants and on the day audience data
- Provide lecture / exhibition invitation ticket
- Period : 40min
- Each company can distribute questionnaires

Sponsored fee: JPY 800,000 (w/o tax)

## MPO (Marketing Promotion Opportunities)

### To further increase the exhibit effect "Marketing Promotion Opportunities"

※アイテムは他にも多数ご用意しておりますので、別紙の資料をご参照下さい。



■ Plaza Billboard / 2 Limited  
**JPY 1,800,000 (w/o tax)**



■ Glass surface banner / 4 Limited  
**JPY 1,800,000 (w/o tax)**



■ AD banner set/ 4 Limited  
**JPY 1,200,000 (w/o tax)**



■ Isle Sign Set / 9 Limited  
**JPY 900,000 (w/o tax)**

## Meeting space



■ A Type / Reception Type  
**JPY 300,000 (w/o tax)**



■ B type / Meeting type  
**JPY 280,000 (w/o tax)**

### Included equipment

- System (part acrylic window)
  - Door (with key)
  - Company name plate
  - Spot light (100W 4 light)
  - Outlet (100V 0.5 Kw 2-pin plug)
- 《 Option 》
- 1 horsepower spot cooler  
JPY100,000 (w/o tax)
  - Additional Electric / Telephone / Fax
  - Catering
- ※ Please contact the secretariat

# Targeted cross-media promotion

## Website

On the official website, we will strongly enhance visitors' desire to visit with fulfilling content such as exhibitor information and seminar information.



## Advertisement / Media tie-up

In this event, which carries out many media and tie-ups, we can approach various target groups, and we can further increase the attractiveness and expectation for events.



## Email DM/Direct mail

Mail DM and direct mail will be sent to event visitors with high affinity.



## Media Sponsors ※2019



<http://www.f2ff.jp/apps-japan/>



# APPS JAPAN

アプリジャパン2020

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