

# DSJ2020

## Digital Signage Japan

【 Co-located events】



## Sales Proposal

### Date

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

### Venue

Makuhari Messe (Chiba, Japan)

### Organizer

Digital Signage Japan Steering Committee

### Operation

Digital Signage Consortium / NANO OPT Media, Inc.

### Number of Visitors

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

### Supporters (※2018)

Ministry of Internal Affairs and Communications/ Ministry of Economy, Trade and Industry/  
New Supermarket Association of Japan/ 3D-Geometry Application Network/ Japan Web Association/  
Japan Visual Music Library Association/ Federation of All Japan Out-door Advertising Associations/  
Japan Design Space Association/ Japan Advertising Agencies Association/ Japan Sign Design Association/  
Japan Council of Shopping Center/ Japan Supermarkets Association/ Nippon Display Federation/  
Japan Voluntary Chain Association/ Japan Institute of Design Promotion/ Internet ITS Consortium/  
3DBiz Society/ NIKKAN KOGYO SHIMBUN,LTD./ Japan Chain Stores Association/  
Japan Department Stores Association/ World Wide Web Consortium(W3C)



<http://www.f2ff.jp/dsj>

# DSJ2020

Digital Signage Japan

Join the largest marketplace of  
the Digital Signage industry in Japan.



## Digital Signage Japan Steering Executive Committee \*2019

**Ichiya Nakamura**

Keio University Professor

## Digital Signage Japan Steering Committee \*2019

Tomoyuki Samura

Panasonic System Networks Co., Ltd.

Ryuichi Sumi

NIPPON TELEGRAPH AND TELEPHONE CORPORATION

Tatsuro Nakai

Mitsubishi Electric Corporation

Miwako Inou

Tower Records Japan Inc.

Yasuji Eguchi

Yasuji Eguchi Office LLC.

Nanako Ishido

Digital Signage Consortium

Ichiro Jinnai

DENTSU INC.

Shuhei Tada

Newphoria Corporation

Shuji Nakamura

Mitsubishi Research Institute, Inc.

Takao Hama

HAKUHODO DY MEDIA PARTNERS INCORPORATED

Junichi Hikiba

SPACE SHOWER NETWORKS INC.

Takashi Yamamoto

East Japan Marketing & Communications, Inc.

Katsuhiro Yoshida

ORICOM CO., LTD.

## Target Attendee

### ■ Business development / equipment introduction in the facilities

• Finance, Public Facilities, Stores, Transportation, Hospitality, Construction, Education, Advertising, Entertainment, etc.

### ■ Prospect business partner

• Integrators, Trading companies, Resellers, Manufacturers, Productions, etc.

### ■ Advertisement delivery

• Advertising companies, etc.

### ■ Interested in Sales promotion / Marketing with Digital Signage

• Managers, Marketing team, Sales team, Information system dev.



## Target Products

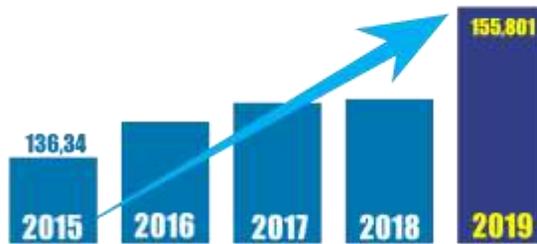
### ■ Digital Signage / Sales Promotion / Related Products, Services

Digital signage display device (monitor / multi display / projector / LED / 3D display / wearable terminal) / Digital signage solution platform / Digital signage related peripheral equipment / AI utilization / Video editing, management, distribution system / Video content production / VR · AR / Electronic payment / Content management, DRM / Location related services / Customer information · Data analysis / CRM · CMS / Display mount / Integration · Middleware products

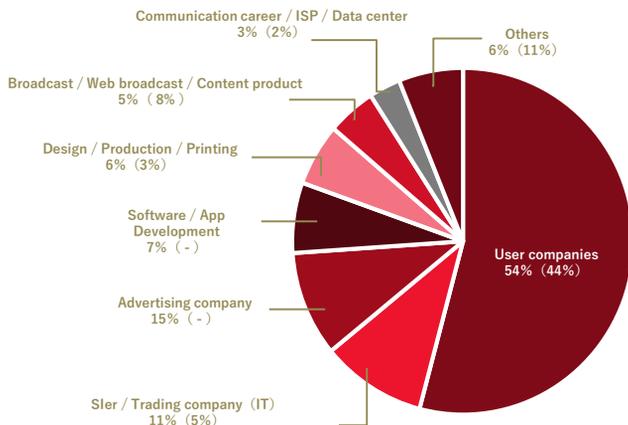
## Result 2019

### [Number of Visitors]

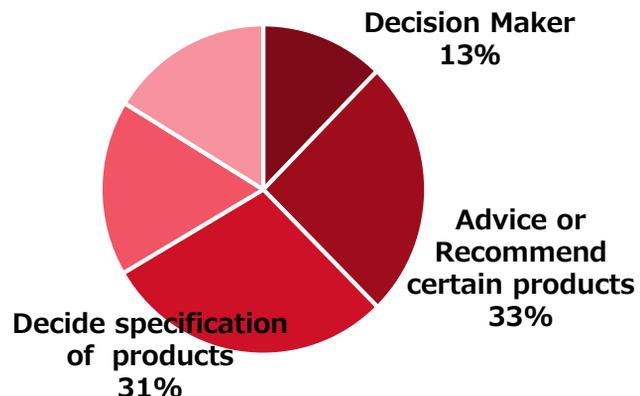
6.12 Wed : 44,568  
 6.13 Thu : 52,898  
 6.14 Fri : 58,335  
 TOTAL : 155,801



### [Type of business]



### [Purchase Role]



## Price to Exhibit

### ■ Raw Space ( 3m x 3m /9sq.m) : **JPY 420,000(w/o tax)**

《 Exhibit Fee includes 》

- + Exhibit Space (W2970 x D2970 x H2700 mm)
- + 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.



## Pavilion Booth Plan

### ■ 1 booth **JPY 240,000(w/o tax)**

※Each company can purchase maximum 2 booths.

●Exhibit Fee includes:

- ▼ Booth space : W1.5m x D1.0m x H2.7m
- ▼ Company name sign /per
- ▼ Power Outlet x 1 (100V /0.5kw / A2 spec plug [2])
- ▼ Spotlight
- ▼ Company Name, Exhibit Outline and a Hyperlink to Your Official Website



## Special Sponsored Session

### ■ 1 Slot **JPY 3,000,000 (w/o tax)**

Capacity : Maximum 500 seats  
(Maximum pre-registration 1,500 data will be provided to sponsors.) \***Japanese data only**.

Session Duration : 40 min

Venue : International Conference Hall 2<sup>nd</sup> Floor

Facility : Basic AV equipment(i.e. Projector, Screen)

Also other specialty equipment and services are available as a charged option (i.e. simultaneous interpretation, special effect on lightings and sound).

Contract Data Service : Pre-registration data will be provided to sponsors.

Sponsor Theme : Sponsor need to choose one theme from the key theme of Interop Tokyo in this year.



## Sponsor Package Plan

(Seminar at the Exhibition Hall※T.B.A)

### ■ 1 Slot **JPY 800,000 (w/o tax)**

Capacity : Maximum 80 seats  
(Maximum pre-registration 180 data will be provided to sponsors.) \***Japanese data only**.

Session Duration : 40 min

Venue : Digital Signage Japan Exhibition Hall

Facility : Basic AV equipment(i.e. Projector, Screen)

Also other specialty equipment and services are available as a charged option (i.e. simultaneous interpretation, special effect on lightings and sound).

Contract Data Service : Pre-registration data will be provided to sponsors.

**Early Bird Discount Deadline : October 31<sup>th</sup>, 2019**  
**Final Deadline : January 31<sup>th</sup>, 2020**

## LED ZONE

### 【Target Attendee】

- Public viewing, live viewing company
- Facilities (halls, movie theaters, restaurants, commercial facilities, amusement facilities, etc.)
- Event Organizer (entertainment industry, sports, game industry, etc.)

### 【Target products / services】

- LED Vision
- Projector
- LED display controller
- 4K / 8K
- Content production etc.

### 【Booth fee】

1 booth / 3m x 3m / 9m<sup>2</sup> : **JPY 420,000 (w/o tax)**

2 Booth Special Plan : **JPY 600,000 (w/o tax)**

### 《 Exhibit Fee includes 》

- + Exhibit Space (W2970 x D2970 x H2700 mm)
- + 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.



**New!**

## Content Production Marketing Zone

The digital signage market is diversifying between “the group that seeks high added value such as cooperation with smartphones and data utilization” and “the group that wants to be introduced inexpensively” while the user base is expanding and the spread / expansion continues.

Content marketing related services will be the largest expansion in the digital signage market due to multi-device display devices, demand as multi-faceted marketing measures, demand for 4K / 8K video delivery, inbound demand, etc. This event will provide a place for new business creation.

### 【Target products / services】

- Content creation / distribution service, related products
- Digital marketing related services, products
- Digital promotional related services, products
- Multilingual support related services, products

### 《 Exhibit Fee includes 》

- + Exhibit Space (W2970 x D2970 x H2700 mm)
- + 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.

### 【Booth fee】

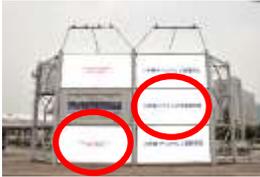
1 booth / 3m x 3m / 9m<sup>2</sup> : **JPY 420,000 (w/o tax)**

2 Booth Special Plan : **JPY 600,000 (w/o tax)**

## Sing Items (MPO)

### 『Marketing Sponsorship Opportunity』

※If you are interested in any other item, please see the detail of MPO or ask our sales team.



■ Plaza Bill Board AD./  
2 Sponsors  
**JPY 1,800,000**  
(w/o tax)



■ Banner on Glass Wall /  
4 Sponsors  
**¥1,800,000**  
(w/o tax)



■ Special AD Banner /  
4 Sponsors  
**JPY 1,200,000**  
(w/o tax)



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

## Meeting Space



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



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

### Attachments to use

- System
- Door (Including Key)
- Plate on companies' name
- Spotlight
- Electric plug(100V 0.5Kw 3 holes)

## Special Zone in 2019

**A special corner focused on hot themes every year**  
**Achieve effective PR through exhibitions, seminars and joint demonstrations**

### 《 Digital Signage Pavilion 》

Future Standard  
Good Planning  
Hokkaido-Chizu  
IWATA  
JUNS / TeraState  
MEIKYO ELECTRIC

NDS  
Oar  
Office KAGO  
RUN&GUN  
S&D systems  
SHENZHEN PULUN ELECTRONICS



### 《 Next Retailing 》



BiZright Technology  
Cloudpoint  
GMO CLOUD  
JAPAN HEALTHCARE  
BONX  
Dynamic pricing technology  
INNOPHYS  
justInCase

Kabob Creative Japan /  
Taiwan Industrial Technology  
Research Institute  
Nextremer  
POINT MARKET  
VACAN  
VALUECARE, inc  
Yukai Engineering

## Official Website



## Guest Ticket



## DM



## SMS



## DSJ Booth Award

Among the exhibit booths, we will examine from the point of view that "PR promotion of digital signage is carried out with more effective" and will be given award.



## Exhibition Map



## Advertisement

- Industry newspaper
- Digital signage advertisement
- WEB advertisement
- Social media advertising etc.

## News on website

Please post the information about campaigns or new product that and use it to promote mobilization to your own exhibition booth. This news will be posted on the top page on the official website.



## Interop Summit

VIP party held every year on the first night of Interop Tokyo. We provide a place to interact with the top government officials, exhibitors, academic organizations and research institutes.



Work In Progress

## Media tie-up



# DSJ2020

## Digital Signage Japan

Contact us  
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(NANO OPT Media,Inc.)  
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<http://www.f2ff.jp/dsj>