

# InStore Tech

- Explore the next retail innovation -

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## Sales proposal

<b>Event name</b>	<b>InStore Tech 2020</b>
<b>Date</b>	<b>April 13<sup>th</sup> (Mon) -15<sup>th</sup> (Wed), 2020</b>
<b>Venue</b>	<b>Makuhari Messe</b>
<b>Expected attendees</b>	<b>150,000</b> ※including co-located events
<b>Organizer</b>	<b>NANO OPT Media, Inc.</b>

# About Next Retailing

Environment surrounding retail industry has changed drastically by the penetration of internet and smart devices.

While it is pretty much common for consumers to use EC, retailers with physical stores need to realize necessity of digital transformation to maximize their own strength.

- Recommendation function using AI
- Storefront promotion with digital signage
- Utilizing IoT technology such as Eye tracking
- Dynamic pricing to reflect the supply-demand situation in price
- Smart mirror that you can try it on virtual
- Solving the staffing shortage with the introduction of digital clerk
- Delivery by drone or autonomous driving car  
etc...

How will those technologies bring changes in many challenges of physical stores? Next Retailing will feature the latest trends, technology and innovation in the retail industry and will be the marketplace for all stakeholders in this industry.



## Target attendees

- Department stores • Supermarkets • Convenience stores • Apparels • Shopping centers • Drugstores
- Electronics retail stores • DIY stores • Discount stores • Book stores • Variety shops • Interior furniture
- Restaurants • Fast food • Izakayas • Cafes • Amusements • Hotels • Theme park
- Travel industry • Car dealer • Gas station • Gym • Insurance company

## Target products

- Digital signage
- Utilizing AI
- Utilizing location information
- Analyzing bigdata
- Smart register
- Sensing
- Promotion with SNS
- Eye tracking
- Image recognition solution
- Smart mirror
- Dynamic pricing system
- Payment system / POS
- Data analysis
- RPA
- DMP / Marketing automation
- Automatic delivery robot / drone
- Showrooming
- SmartShelf
- EC cooperation
- Mobile application related
- Wearable • AR • VR
- O2O service
- Inbound solution
- Mobile site construction support
- Videos / Contents
- Consulting
- Others, In-store marketing related products and services



## Sponsor keynote

### 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 2nd 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.

## Price to Exhibit

### RAW booth space

#### 3m x 3m / 9m<sup>2</sup> : 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

## Pavilion Booth Plan

### 1 unit : JPY 240,000 (w/o tax)

《 Exhibit Fee includes 》

- + Booth space (W1500 x D1000 x H2700mm)
- + 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



## Seminar at the Exhibition Hall

### 1 slot : JPY 800,000 (w/o tax)

Capacity : Maximum 80 seats  
(Maximum pre-registration 240 data will be provided to sponsors.) \*Japanese data only.  
Session Duration : 40 min  
Venue : 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.

## Special Plan

### 2 booths (3m×6m) JPY 1,180,000

→ **Special price JPY 600,000**

※ If you choose this plan, your booth location will be designated by the secretariat.

**※Earlybird Deadline : October 31th, 2019**

**※Final Deadline : January 31th, 2020**

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

# Marketing opportunity

## Official Website



## SNS



## Utilization of about 300,000 databases



## Media tie-up

DIAMOND  
online

ITmedia  
マーケティング

c|net Japan

テクノロジー  
online

MarkeZine

商業施設新聞

日経  
MJ

流通ニュース

など

**APPS JAPAN**  
アプリジャパン2020

 **Location  
Business  
Japan 2020**

**InStore  
Tech 2019**

**ネット&**  **NET & SMARTPHONE COMMERCE**  
**スマートフォン**  **コマース**

 **IoT World  
Conference**

**【 Applications and Inquiries】**

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# Next Retailing 2019

## Exhibition



## Speaking Opportunity



# InStore Tech 2020



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**Contact us!**

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