

APPS JAPAN

アプリジャパン2022

- The Leading Application Exhibition in Japan

Date | June 15th(Wed) ~ June 17th(Fri), 2022
Venue | Makuhari Messe
Organizer | APPS JAPAN Steering Committee

Sales Proposal

Co-located Events

Interop[®]22
Tokyo JUNE 15-17
MAKUHARI MESSE, JAPAN

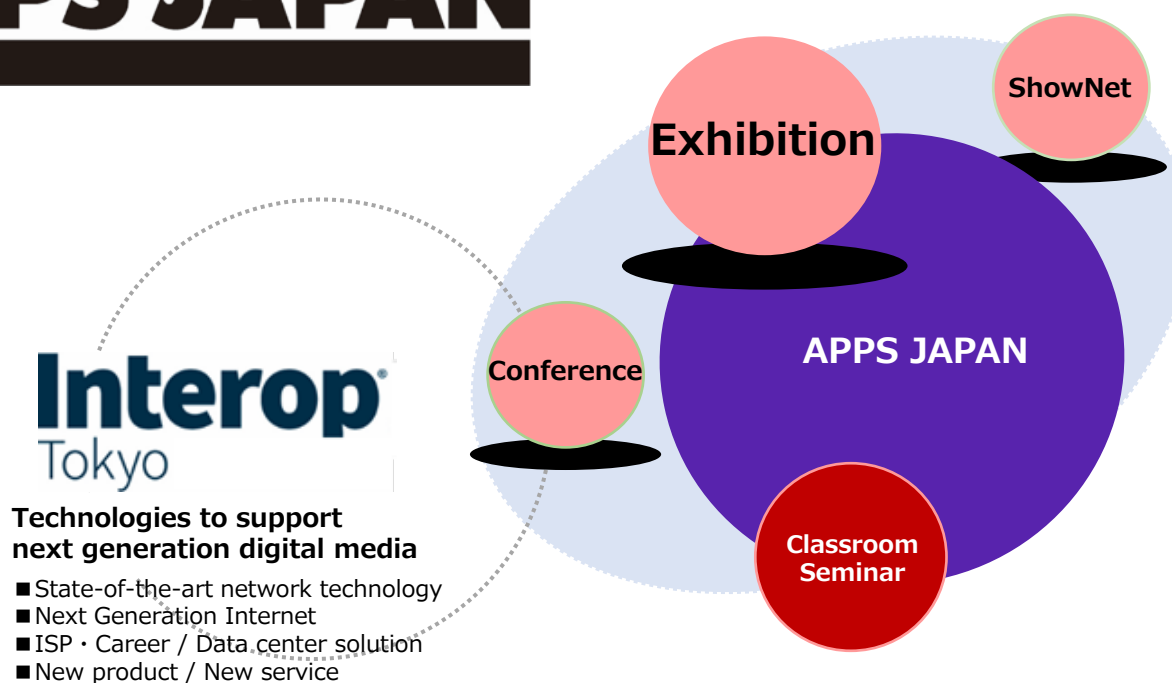
DSJ2022
Digital Signage Japan

Greetings

As we enter the IoT era, where everything is connected to the Internet, more and more applications are being used for activation, control, and management.

APPS JAPAN 2022 is a festival for companies related to the application business companies acting in various scenes such as wearable devices, web, commerce, stores, automobiles, robots, medical care, education, and SNS, in addition to devices such as smartphones and PCs, to create new businesses.

APPS JAPAN



DSJ
Digital Signage Japan
... Street corner media communication

APPS JAPAN 2022 is ...



Festival of application business companies acting in various scenes

Date	June 15 th (Wed) - June 17 th (Fri), 2022
Exhibition Hours	15 th (Wed) 10:00-18:00 / 16 th (Thu) 10:00-18:00 / 17 th (Fri) 10:00-17:00
Venue	Makuhari Messe
Number of Visitors	150,000* (expected) *including co-location events
Organizer	APPS JAPAN Steering Committee
Show Management	NANO OPT Media, Inc.
Endorsers	Japan Web Association, Mobile Content Forum, NIKKAN KOGYO SHIMBUN,LTD., and many other related industries
Co-located Event	Interop Tokyo 2022, Digital Signage Japan 2022

【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.



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.

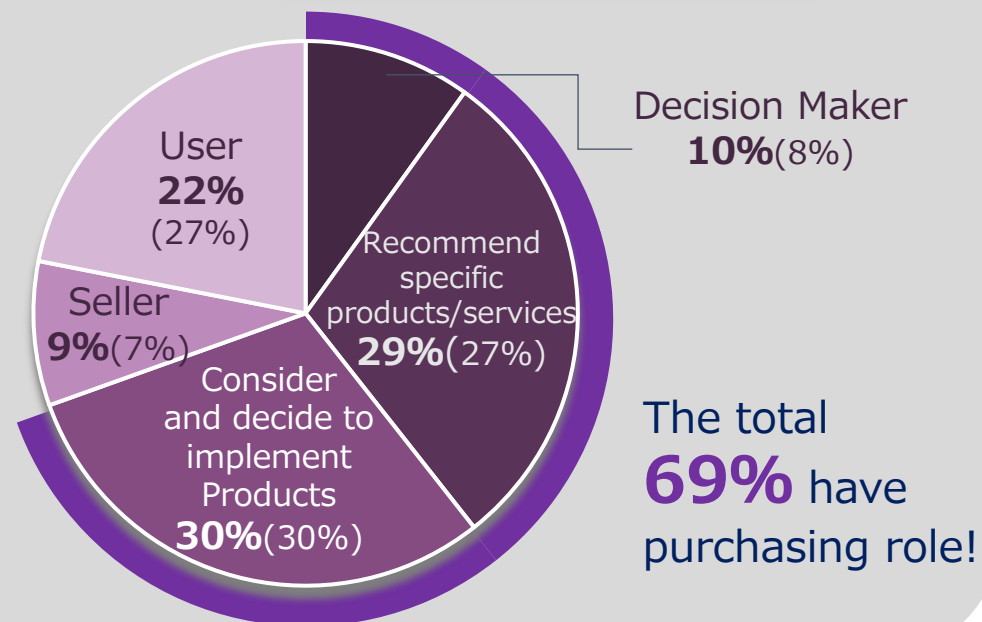
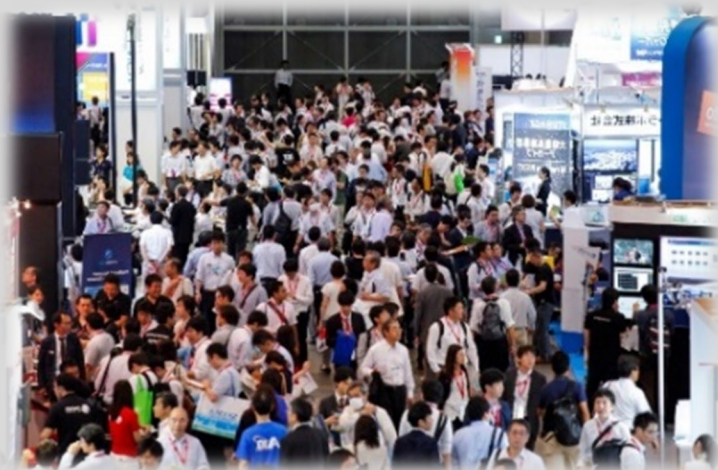
■ Business partner candidate

-Trading Company · Manufacturer · Production Company · Venture Capital etc.



【Number of Participants in 2021】

* () is the result of 2019
*2020 was held online



【 Exhibition 】

Exhibit Space Plan

Pavilion Booth Plan

【 Seminar 】

Sponsor Keynote Session

Seminar at the Exhibition Hall

- Any exhibitor/sponsor applying for the Exhibition or Seminar Plan can participate in ShowNet.



Early Bird Discount Deadline : November 30th(Tue),2021
Final Deadline : February 28th(Mon),2022

Exhibit Space Plan

Basic exhibit plan
with plenty of space

■ 1 booth **JPY 420,000**

《 Exhibit Fee includes 》

- Exhibit Space (3m×3m=9m²)
- One Barcode Reader *application required
- *Data extraction fee will be charged separately at 60 yen for each data.
- Your company profile on Official Website
- Provide Event Brochures

*For booth construction, you need to place an order with a separate construction company.

*ShowNet (Internet Line) cost is not included, application required.

【 2 booths】
Special Package Plan

■ 2 booths (3m×6m) **JPY 840,000**

→ **JPY 600,000**

*See left column for specifications.

*If you choose this plan, your booth location will be designated by the organizer.



Pavilion Booth Plan

No need for building costs!
Counter booth with
minimum necessary functions.

■ 1 Unit **JPY 150,000**(w/o tax)

*Each company can purchase maximum 2 units.

《 Exhibit Fee includes 》

- Booth Space (W1500 × D700 × H2700)
- + Company name sign
- + Power Outlet x 1
(100V / 0.5kw / A2 spec plug [2])
- + Spotlight
- + Display desk
- Your company profile on Official Website
- Provide Event Brochures

*Barcode reader is a paid rental, JPY 20,000 /1 Barcode reader.
Data extraction fee will be charged separately at 60 yen for each data.
*ShowNet (Internet Line) cost is not included, application required.

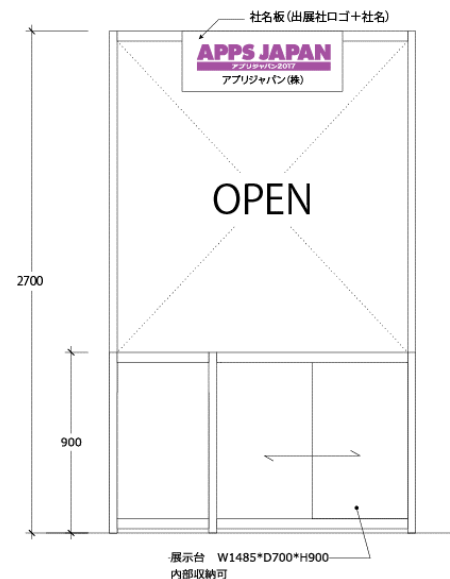


Image : 1 UNIT



Sponsor Keynote Session

■ 1 Slot **JPY 3,000,000**(w/o tax)

《 Overview 》

- ・ Capacity : 500 (Provide data : Up to 1500)
- ・ Session Duration : 40 min
- ・ Venue : International Conference Hall
- ・ Facility : Projector, Screen, PC and MIC set

《 Servicing 》

- Provide pre-registrants and on the day audience data
- Questionnaires / Distribution of Materials
- Your company LOGO on Official Website / DM



Seminar at the Exhibition Hall

■ 1 Slot **JPY 800,000**(w/o tax)

《 Overview 》

- Capacity : 80 (Provide data : Up to 240)
- Session Duration : 40 min
- Venue : Interop Exhibition Hall
- Facility : Projector, Screen, PC and MIC set

《 Servicing 》

- Provide pre-registrants and on the day audience data
- Questionnaires / Distribution of Materials



Marketing and Promotional Opportunities(MPO)

*All prices are w/o tax

Meeting Space



■ Type A
Reception Type
JPY 300,000



■ Type B
Meeting Type
JPY 280,000

Attachments to use

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

《 Optional Items 》

- Additional Electricity Supply
- Catering Service

Please refer to the exhibitor's manual and apply separately.

Paper Bag Sponsor



Up to 5 Companies
1 Slot: Distribution of 30,000
JPY 1,000,000

*Production cost is not included.

Please be sure to put the event logo and booth number on the bag you bring.

*If requesting production, the production cost will be incurred separately.

Press Bag Sponsor



Limited to 1 Company
JPY 1,000,000

Tote bag [800 sets]

Signs can be brought in the press room

Catalog can be set up in VIP lounge (Catalog rack is prepared)

*Includes the bag production costs

Official Badge Sponsor



Up to 5 Companies
1 Slot: Distribution of 30,000

JPY 1,000,000

*Production cost is not included.

*If requesting production, the production cost will be incurred separately.

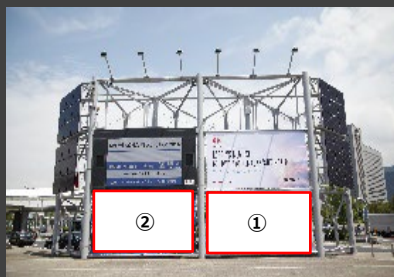
☆Company Name / Logo / URL etc. can be posted on this Badge.



Marketing and Promotional Opportunities(MPO)

*All prices are w/o tax

Plaza Billboard



Up to 2 Companies
JPY 1,800,000

Glass Wall Banner



Up to 4 Companies
JPY 1,800,000

Official Web Site Banner



Up to 3 Companies
for each event
JPY 800,000

«specification(planned)»
Size : W320px*H80px
File Size : ~40KB
Anime : ~15 Seconds
(Infinite Loop is OK)

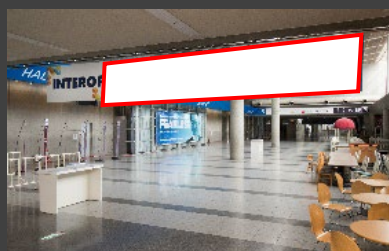
 is the Banner Space.

AD Banner Set



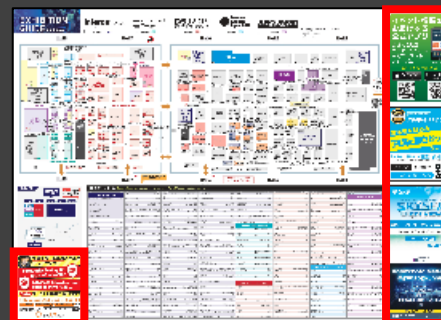
Up to 4 Companies
JPY 1,200,000

Aisle Sign



Up to 5 Companies
JPY 900,000

Official Web Site Banner



Up to 4 Companies
JPY 1,000,000

«AD Size»
H105mm x W105mm
(data submission required)

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



“ShowNet” has always been a comprehensive internet technology demonstration of Interop Tokyo since the beginning of the show back in 1994. This network is deployed all over the show floor with the cutting-edge technology and serve stable internet connectivity to exhibit booth and attendees.

*2021 ShowNet participants: About 66 companies



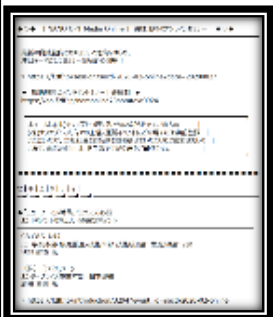
Official Website

Official website with a large number of PV throughout the year. It provides up-to-date information on exhibitors, seminars, and organizers' projects to motivate visitors to come to the show.



Cross media promotion tailored to targets

EDM



We will segment the event attendees from our own database of about 300,000 and distribute EDM on a regular basis. In addition, it will be distributed in both text and HTML formats, and will announce each company's booth and session information.

SNS



Information will be disseminated through social media tool such as the official Facebook/Twitter pages. During the exhibition, we will provide information on each company in real time.



Media tie-up



We will release our event information on external media that matches the event theme and announce it with a WEB banner.

In addition, we will deliver emails to the database owned by the media to reach new target groups.

Media Sponsors (in 2021)



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Contact us

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