

Japan Content Showcase



Advertising Menu for Exhibitors

■ ■ ■ NOTE ■ ■ ■

If we receive more applications than available quantities, advertising opportunity will be given on a **“first come first served”** basis.

Applications will be accepted from **Tue. August 8th, 2017 at 12:00 noon (Japan time)**.

Descriptions and specifications provided may change without notice.
All postings/listings will be screened and reviewed by the organizer and facility management.

As of July 18th, 2017

Price List (Venue Related Advertisements)

P1

Advertising Area	Items	Menu No.	Submission Size	Quantity	Deadline of Data Submission	Unit Price (inc.tax)
Hall A Entrance	Ceiling Banners (1 Set: Front & Back)	A	W6000×H600	6 sets	Fri. Sep. 15	1 set ¥ 324,000
	Front Banners	B	W3000×H600	4	Fri. Sep. 15	1 banner ¥ 108,000
	Glass Sheets	C	W4000×H2700	6	Fri. Sep. 15	1 sheet ¥ 486,000
	Floor Sheets	D	W3000×H3000	3	Fri. Sep. 15	1 sheet ¥ 378,000
	Stand Panel	E	W6000×H2300	1	Fri. Sep. 15	¥ 756,000
【Hall A⇄Hall B】 Stairs & Connection Aisle	Floor Sheet (Under Stairs)	F	W3000× H 3000	1	Fri. Sep. 15	¥ 378,000
	Stair Risers	G	Negotiable (Total 28 steps)	1	Fri. Sep. 15	¥ 1,080,000
	Staircase Wall Banners	H	W5000× H 1000	4	Fri. Sep. 15	1 banner ¥ 162,000
	Connection Aisle Stand Banner	I	W5000× H 1000	1	Fri. Sep. 15	¥ 250,000
Hall B Entrance	Column Banner Wraps	J	W5000× H 3600	3	Fri. Sep. 15	1 wrap ¥ 378,000
	Glass Sheets	K	W4000× H 3300	2	Fri. Sep. 15	1 sheet ¥ 540,000
	Floor Sheets	L	W3000× H 3000	3	Fri. Sep. 15	1 sheet ¥ 378,000
Conference Rooms	Digital Signage	M・N	-	2 places		TBA

Price List (Other Advertisements)

P2

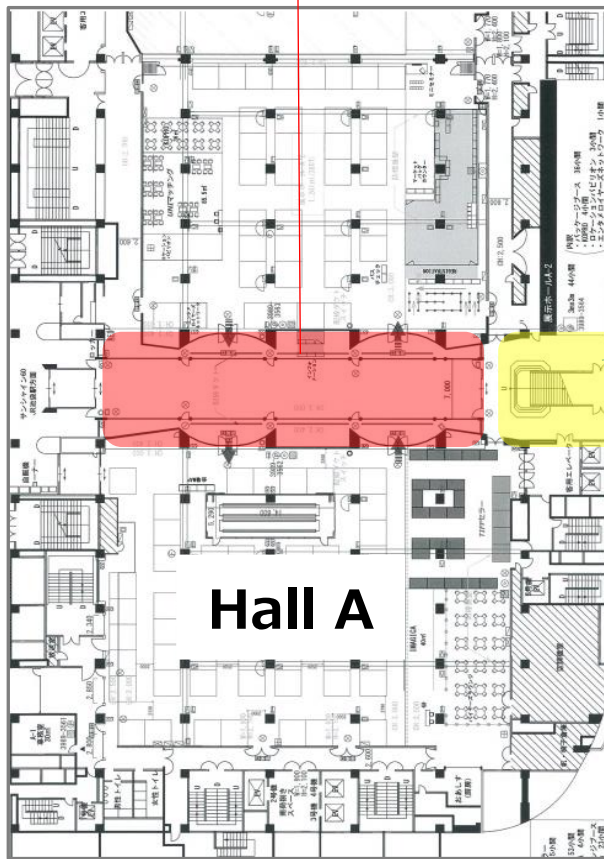
Items	Menu No.	Submission Size	Remarks	Deadline of Data Submission	Unit Price (inc.tax)
Neck Straps for ID Badge Holders	O	Negotiable	8000	Mon. Sep. 4	¥ 2,700,000
Neck Straps for ID Badge Holders	O-2	Negotiable	1000	Mon. Sep. 4	¥ 540,000
Market Bags for Distribution	P	Negotiable	Approx. 3000 to 3500	Mon. Aug. 14	¥ 1,296,000
Web Link Banner	Q	TBC (after order)	Upper side of Official Website	Mon. Sep. 4	¥ 108,000
Web Link Banner	Q	TBC (after order)	Lower side of Official Website	Mon. Sep. 4	¥ 54,000
Web Link Banner	Q	TBC (after order)	Upper side of MY PAGE	Mon. Sep. 4	¥ 54,000
Official Guidebook	R	h 257×w182		Thu. Sep. 7	¥ 162,000
Screening & Event Information Booklet	S	h 257×w182		Thu. Sep. 7	¥ 162,000
Market Bag Insert	T	Within A4 size	1 kind of item	Wed. Oct. 4 (Submission of Item)	¥ 32,400
Easel & Poster Frame Set	U	B1 size (vertical)		Sat. Sep. 30 (Submission of Poster)	¥ 21,600
Desktop POP Display on Meeting Tables	V	A5 size (vertical)	1 set, 10 displays	Fri. Sep. 15	¥ 162,000

Venue Related Advertisements

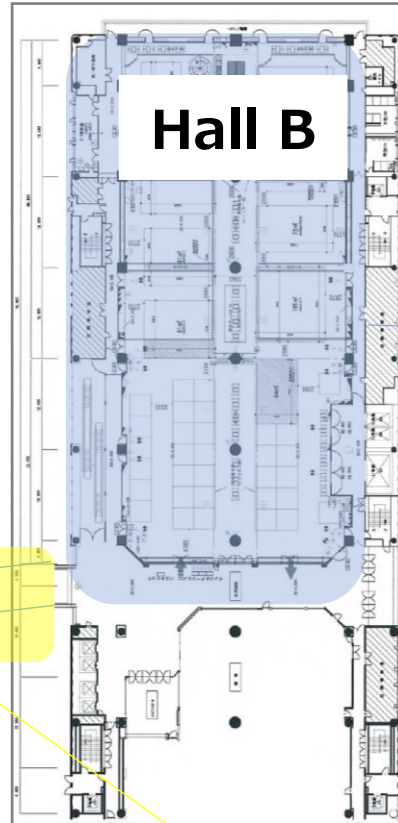


Advertising Plan at the Venue

【Hall A・Entrance】
※P5 for Details



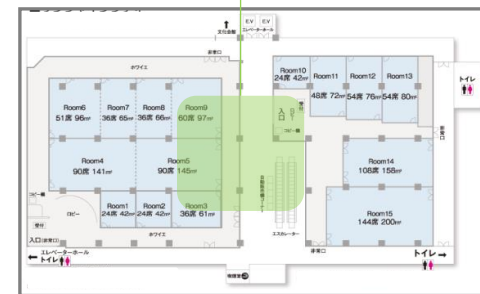
Hall B



Note: Hall layout used in this menu is sample only and differs from actual layout.

Hall B・Entrance
※P16 for Details

【Conference Rooms】
※P20 for Details



【Hall A⇔Hall B】
Stairs・Connection
Aisle
※P11 for Details

Hall A - Entrance Area Overview

P5

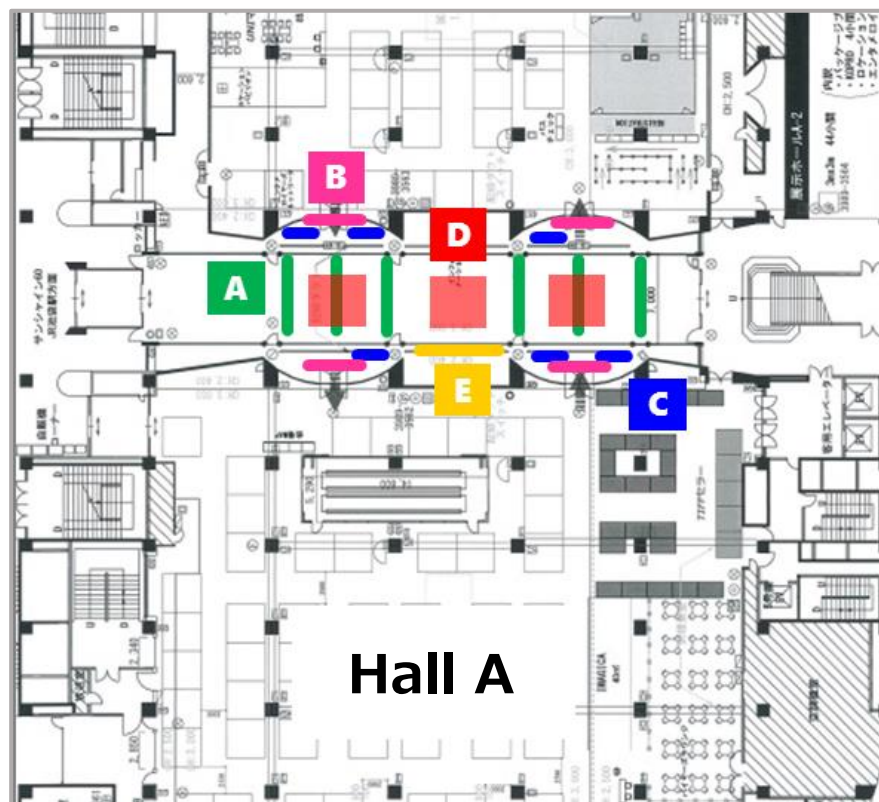
Flow line of visitors

Permanent signboards

Note: Hall layout used in this menu is sample only and differs from actual layout.

Format: Output sheet

- Price includes media, output, installation, material costs and tax.
 - Submission of complete data is required.
- (Please consult us if data production / amendment is required.)

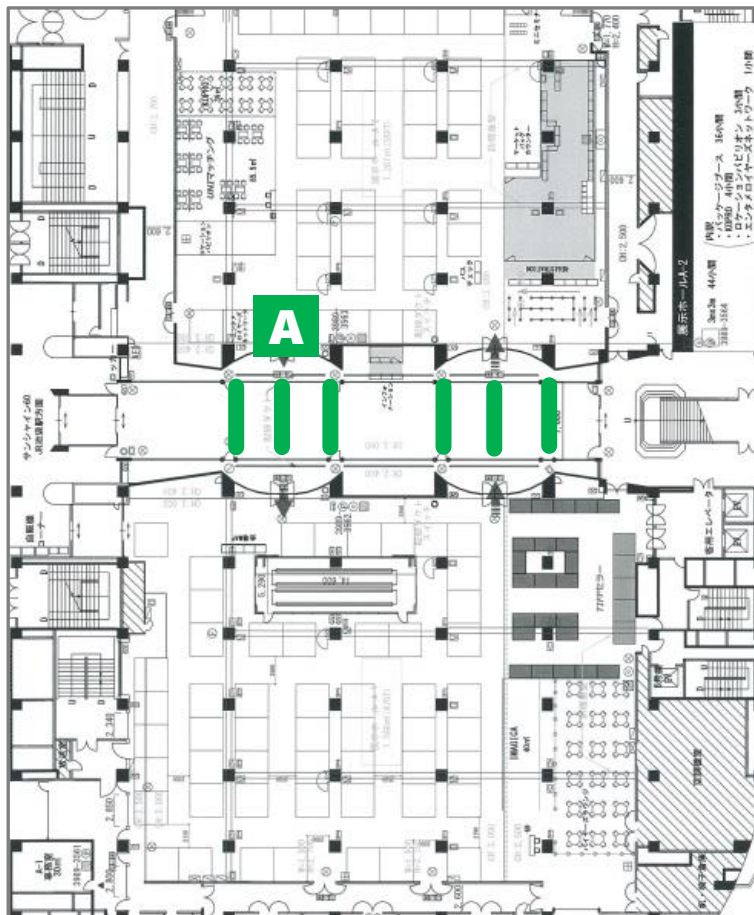


- A** Ceiling Banners
- B** Front Banners
- C** Glass Sheets
- D** Floor Sheets
- E** Stand Panel

【Hall A・Entrance】 Ceiling Banners

P6

Hall A・Entrance Plan



A Ceiling Banners

Size: W6000×H600

Quantity available: 6 (1 set: Front & Back)

Format: Output sheet

- Price includes media, output, installation, material costs and tax.

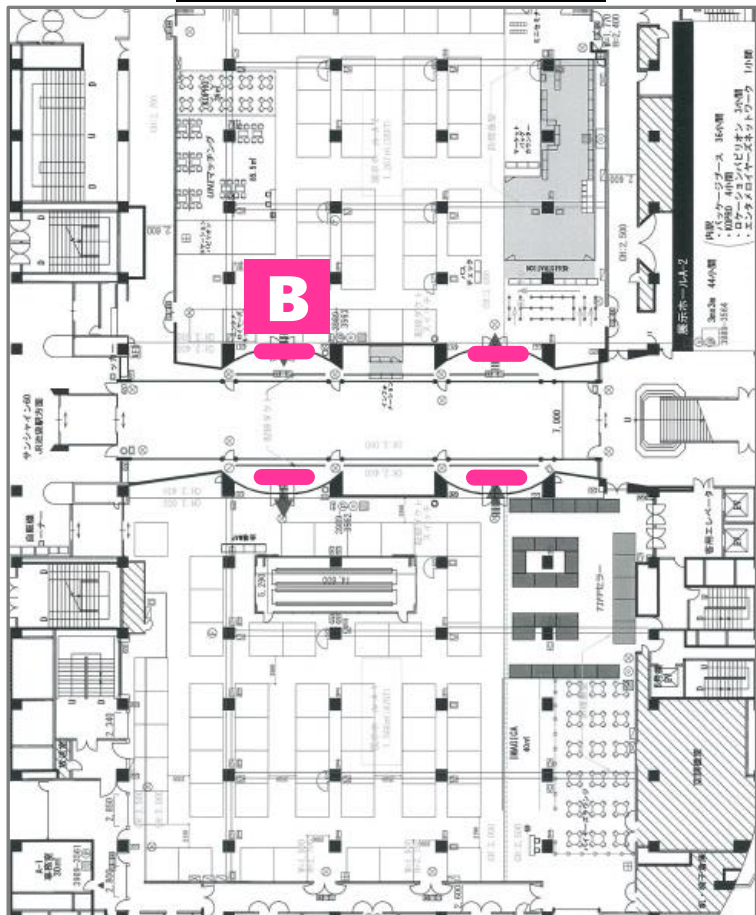
- Submission of complete data is required. (Please consult us if data production / amendment is required.)



【Hall A・Entrance】 Front Banners

P7

Hall A・Entrance Plan



B Front Banners

Size: W3000×H600

Quantity available: 4

Format: Output sheet

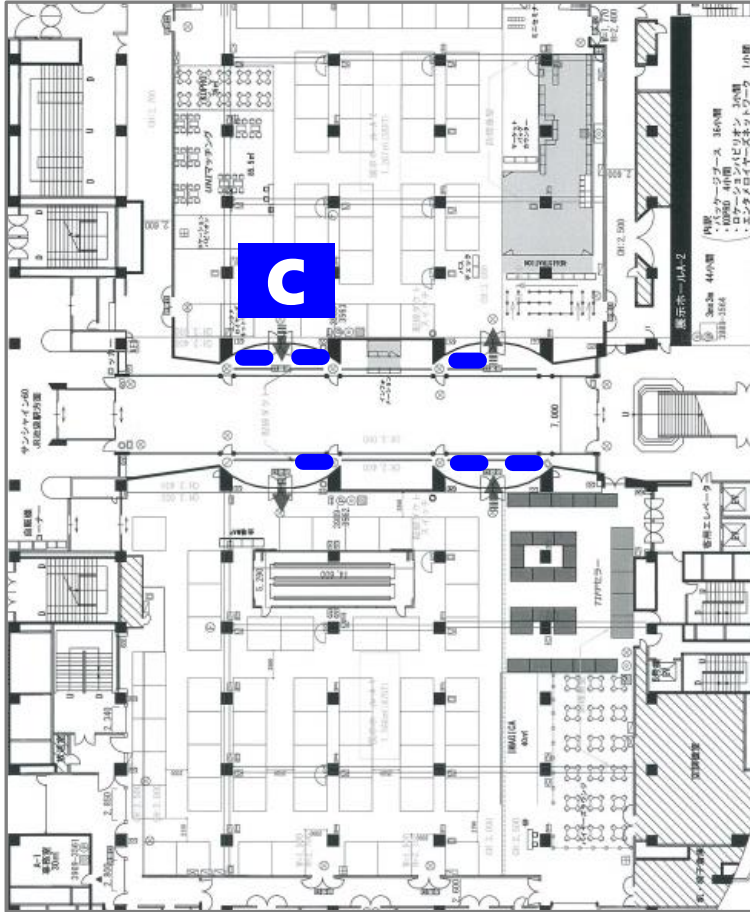
- Price includes media, output, installation, material costs and tax.

- Submission of complete data is required. (Please consult us if data production / amendment is required.)



【Hall A・Entrance】 Glass Sheets

Hall A・Entrance Plan



C Glass Sheets

Size: W4000×H2700

Quantity available: 6

Format: Output sheet

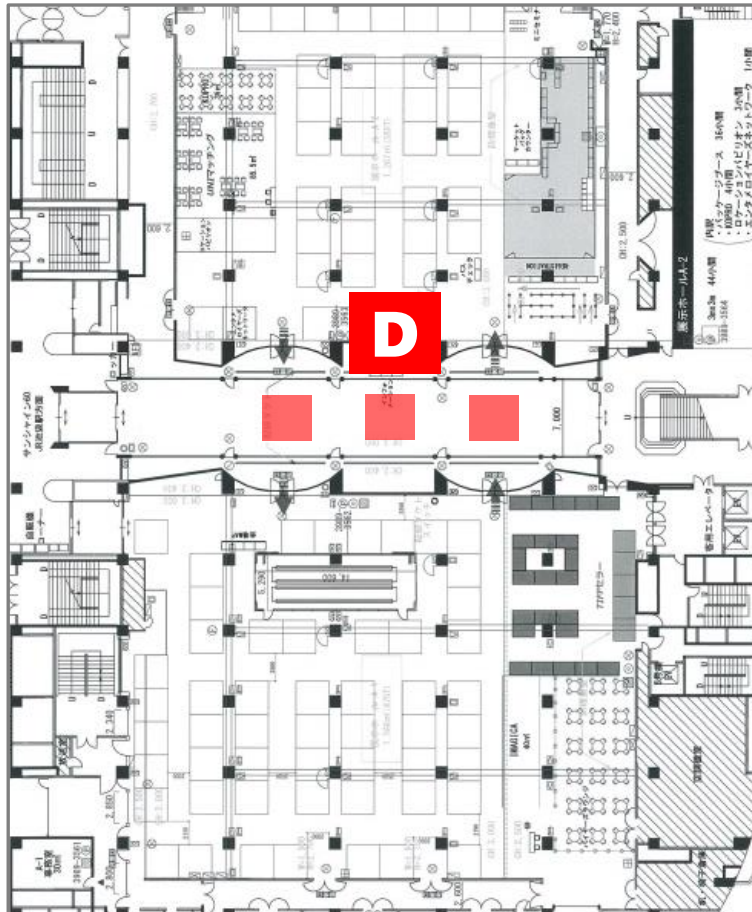
- Price includes media, output, installation, material costs and tax.

- Submission of complete data is required. (Please consult us if data production / amendment is required.)



【Hall A・Entrance】 Floor Sheets

Hall A・Entrance Plan



D Floor Sheets

Size: W3000×H3000

Quantity available: 3

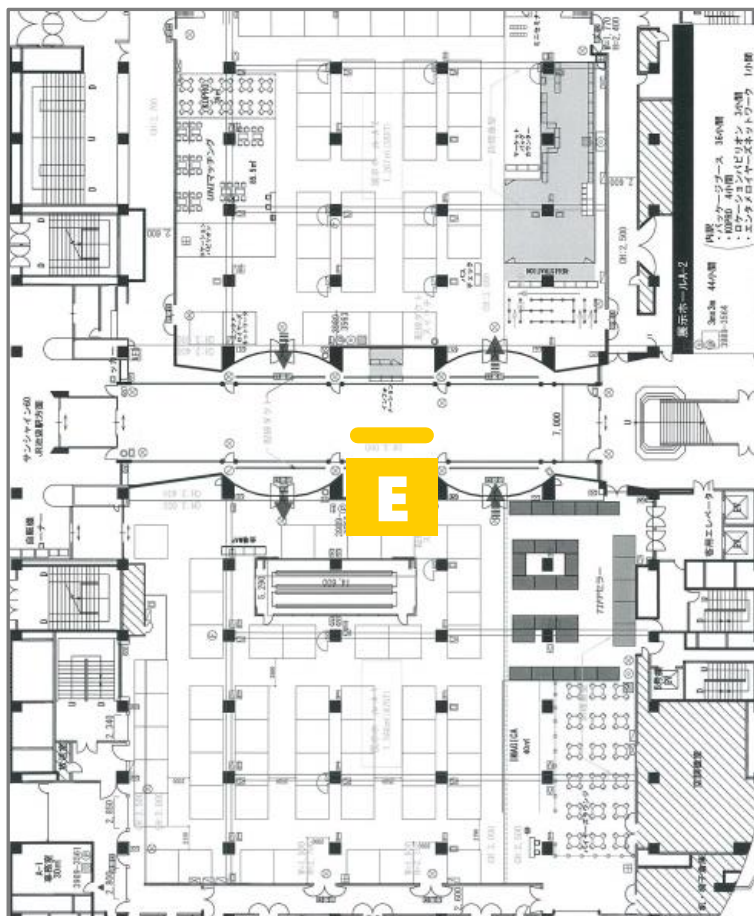
Format: Output sheet

- Price includes media, output, installation, material costs and tax.

- Submission of complete data is required. (Please consult us if data production / amendment is required.)



Hall A・Entrance Plan



E Stand Panel

Size: W6000×H2300

Quantity available: 1

Format: Output sheet

- Price includes media, output, installation, material costs and tax.

- Submission of complete data is required. (Please consult us if data production / amendment is required.)



【Hall A ↔ Hall B】 Stairs & Connection Aisle Area Overview

P11

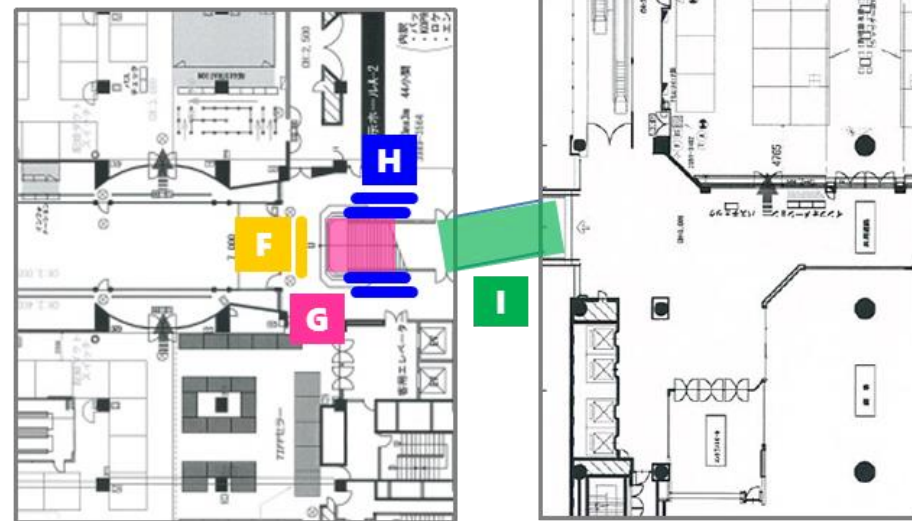
Flow line of visitors

Permanent signboards

Note: Hall layout used in this menu is sample only and differs from actual layout.

Format: Output sheet

- Price includes, media, output, installation, material costs and tax.
- Submission of complete data is required. (Please consult us if data production / amendment is required.)



Hall A

Hall B

- F** Floor Sheet (Under Stairs)
- G** Stair Risers
- H** Staircase Wall Banners
- I** Connection Aisle Stand Banner

【Hall A↔Hall B Stairs & Connection Aisle】 Floor Sheet (Under Stairs)

P12

F Floor Sheet (Under Stairs)

Size: W3000×H3000

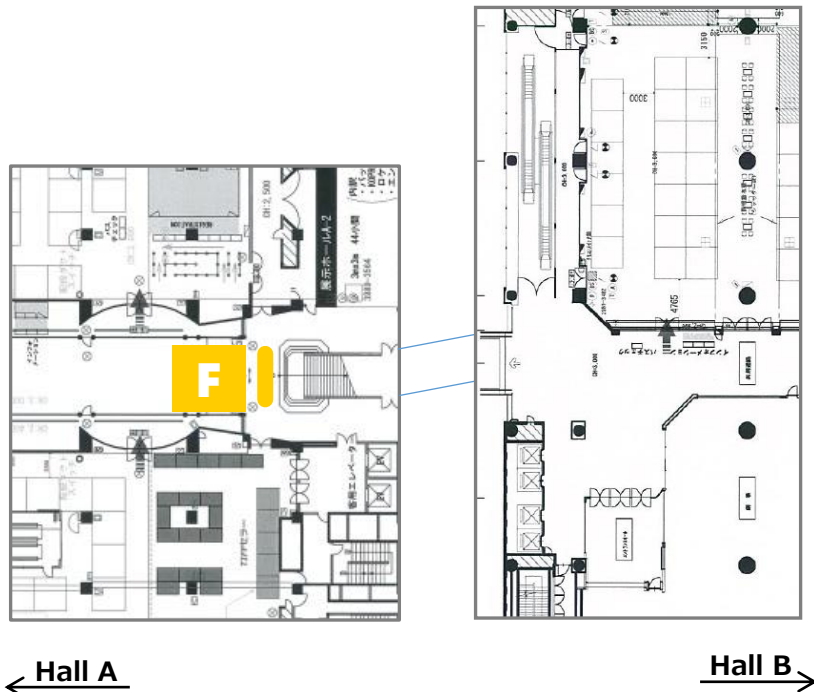
Quantity available: 1

Format: Output sheet

- Price includes media, output, installation, material costs and tax.

- Submission of complete data is required. (Please consult us if data production / amendment is required.)

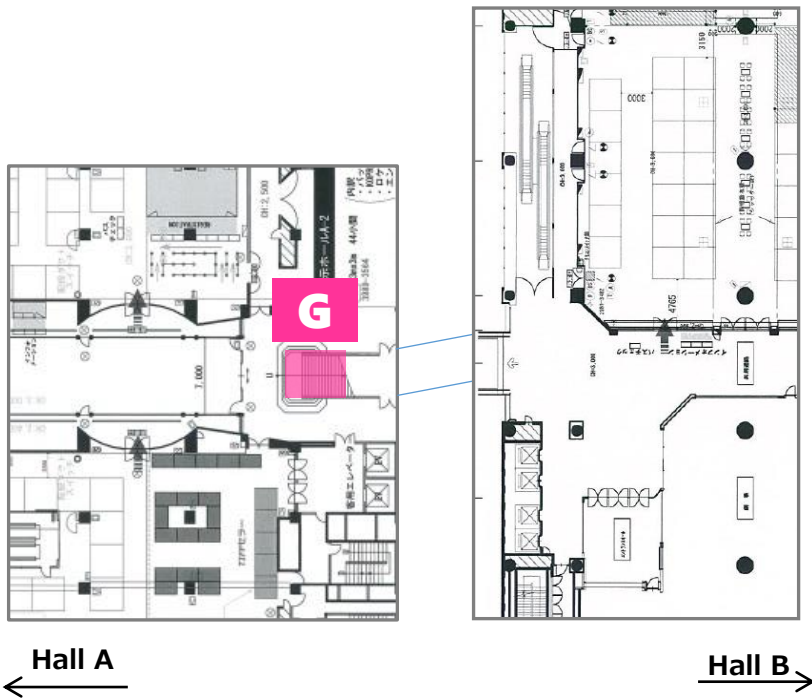
Stairs & Connection Aisle Plan



G Stair Risers

- Size: Negotiable
- Quantity available: 1
- Format: Output sheet
- Price includes media, output, installation, material costs and tax.
- Submission of complete data is required. (Please consult us if data production / amendment is required.)

Stairs & Connection Aisle Plan



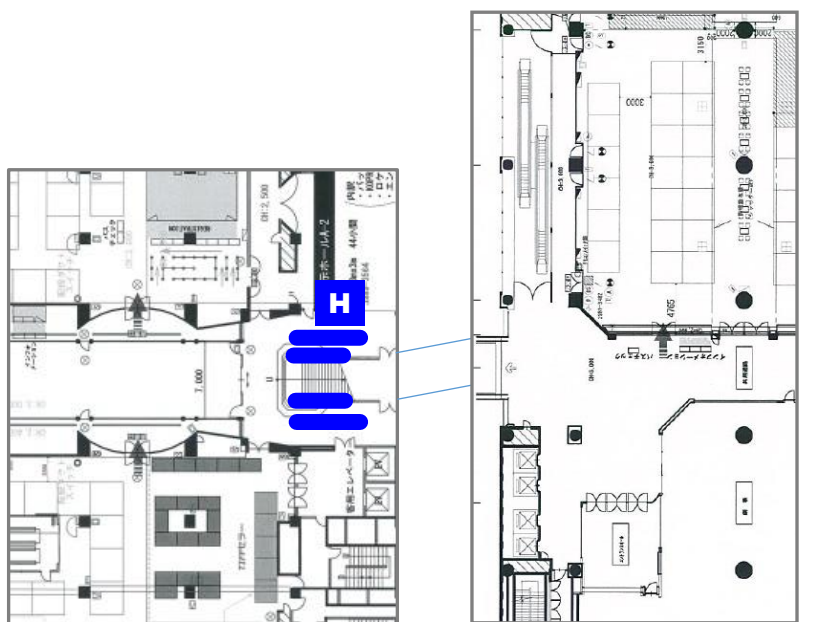
【 Hall A ↔ Hall B Stairs & Connection Aisle 】

Staircase Wall Banners



Staircase Wall Banners

Stairs & Connection Aisle Plan



Hall A ←

→ Hall B

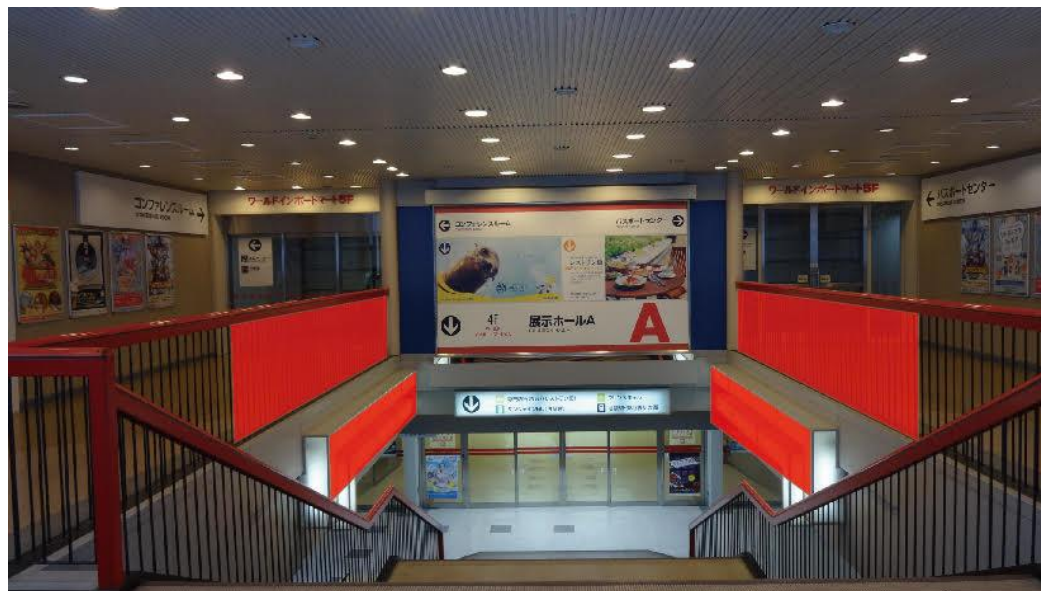
Size: W5000×H1000

Quantity available: 4

Format: Output sheet

- Price includes media, output, installation, material costs and tax.

- Submission of complete data is required. (Please consult us if data production / amendment is required.)



【 Hall A ↔ Hall B Stairs & Connection Aisle 】

Connection Aisle Stand Banner



Connection Aisle Stand Banner

Size: W5000×H1000

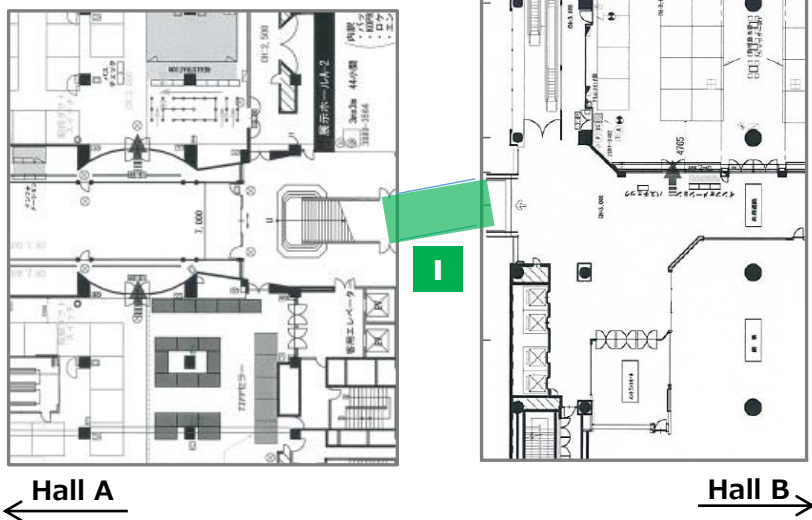
Quantity available: 1

Format: Output sheet

- Price includes media, output, installation, material costs and tax.

- Submission of complete data is required. (Please consult us if data production / amendment is required.)

Stairs & Connection Aisle Plan



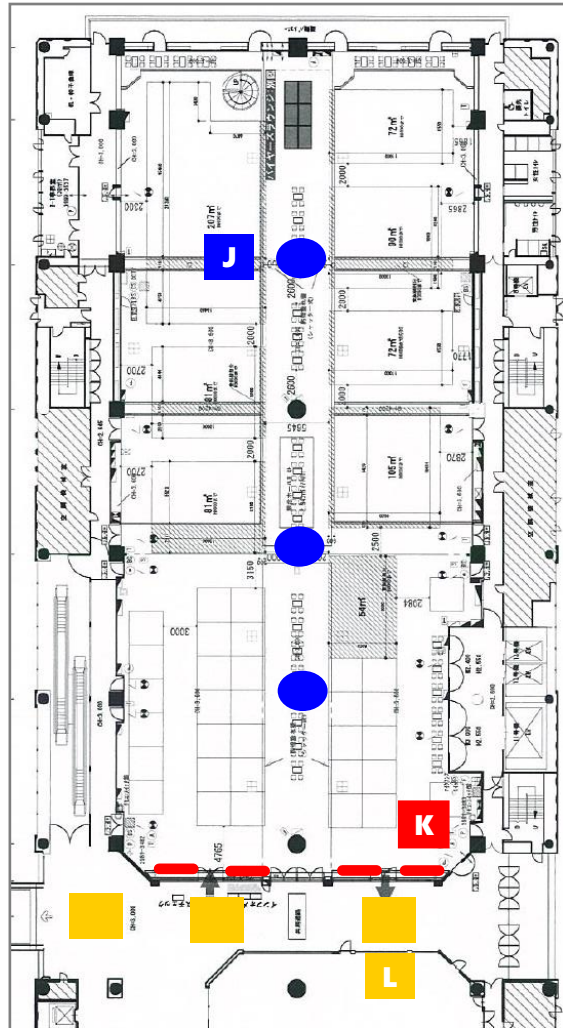
Hall B - Entrance Area Overview

P16

Flow line of visitors

Permanent signboards

Note: Hall layout used in this menu is sample only and differs from actual layout.



Format: Output sheet

- Price includes media, output, installation, material costs and tax.

- Submission of complete data is required.

(Please consult us if data production / amendment is required.)



Column Banner Wraps

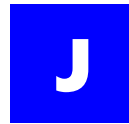
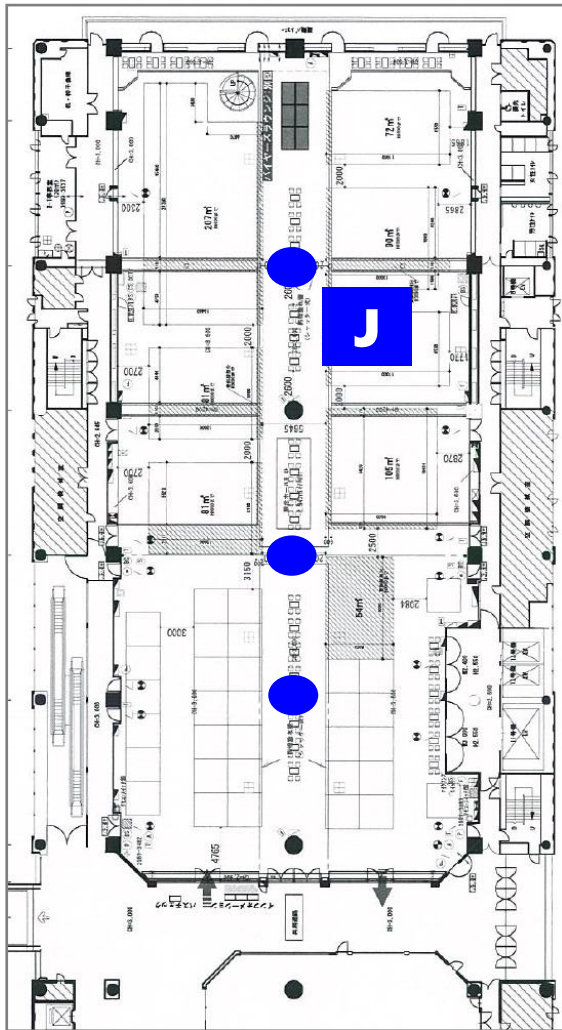


Glass Sheets



Floor Sheets

Hall B・Entrance Plan



Column Banner Wraps

Size: W5000×H3600

Quantity available: 3

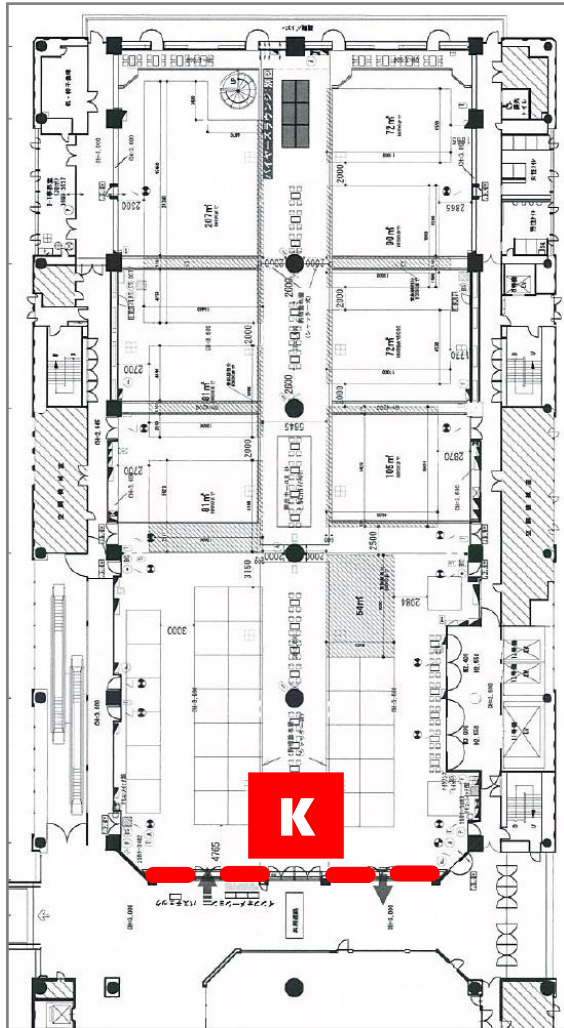
Format: Output sheet

- Price includes media, output, installation, material costs and tax.

- Submission of complete data is required. (Please consult us if data production / amendment is required.)



Hall B・Entrance Plan



K

Glass Sheets

Size: W4000×H3300

Quantity available: 2

Format: Output sheet

- Price includes media, output, installation, material costs and tax.

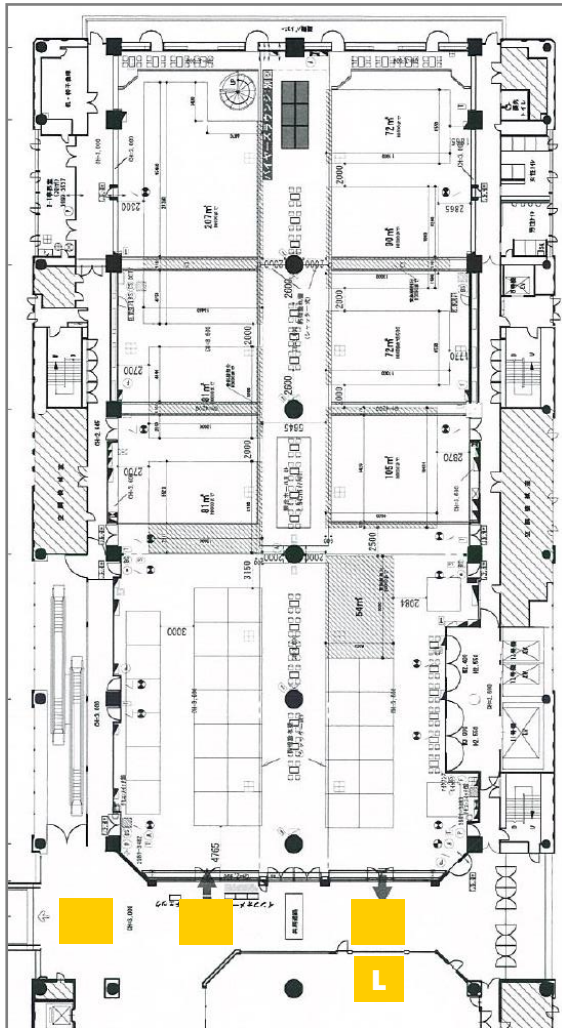
- Submission of complete data is required. (Please consult us if data production / amendment is required.)



【 Hall B・Entrance 】 Floor Sheets

P19

Hall B・Entrance Plan



L Floor Sheets

Size: W3000×H3000

Quantity available: 3

Format: Output sheet

- Price includes media, output, installation, material costs and tax.

- Submission of complete data is required. (Please consult us if data production / amendment is required.)



Conference Rooms Digital Signage (Image/Video)

P20

Flow line of visitors &
Inside the venue

Video available

M Digital Signage (2 places)

Content length: 15 sec. / 10 sec. / 5 sec.

Display size: 50 inches (TBC)

Format: JPEG or MPEG

- Price includes media, projection costs and tax.

- Submission of complete data is required. (Please consult us if data production / amendment is required.)

2 locations along main flow line of visitors are scheduled. Each content is scheduled to be projected 1,500 times over 3 days.

※In accordance with venue rules, audio will not be output.

※Details will be announced later.

N

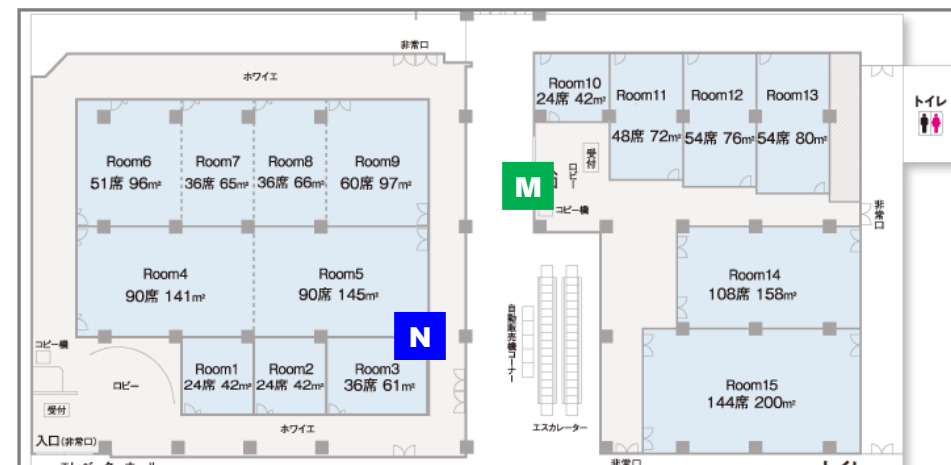
2 locations along main flow line of visitors are scheduled. Each content is scheduled to be projected 1,500 times over 3 days.

※In accordance with venue rules, audio will not be output.

Conference Rooms Plan



Image



Other Advertisements



O. Neck Straps for ID Badge Holders

(for whole/part of participants)

P22

For whole participants

For exhibitors and staff

Format: 1 color printing (special color available) ✖Color proofing requires extra cost.

- Price includes printing, materials costs and tax.

- Submission of complete data is required. (Please consult us if data production / amendment is required.)

- Different colors can be chosen for neck straps/clips in each 1,000 unit.

① 8,000 straps (estimated)

② 1,000 straps



P. Market Bags for Distribution

P23

Advertisement can be printed on single side of Market Bags which will be distributed to visitors.
(The other side of the bag will be JCS logo)

It will be an effective way to get people's attention at the venue.

This small tote bag will be simply designed and will also be convenient in size for everyday use.

- Approx. 3000 to 3500 bags (estimated)
- 1-color printing (special color available)
- Price includes printing, material costs and tax.
- Submission of complete data is required. (Extra cost will be required if data production / amendment is necessary.)
- Color proofing on a sample bag requires extra cost.
- Up to 3 different bags in (printing) colors can be produced if the same data is used.
- Bag color cannot be chosen.
- Specifications may change.

※Sample (in 2016)



FRONT



BACK

Q. Web Link Banner (Upper/Lower Side of Official Website)

All Participants & General Public Access

Reasonable Price

Banner can be placed on upper/lower side of Japan Content Showcase Official Website.

- Price includes media, uploading costs and tax.
- Submission of complete data is required. (Please consult us if data production / amendment is required.)

【Data Submission】

TBA

**1 banner (180×60px) *
× max 5 banners**

*Banner size is subject to change according to number of applications received. Actual size will be notified later.

Banner is planned to be placed from Sep. 19 till Nov. 30, 2017.



Q. Web Link Banner (Upper Side of MY PAGE)

P25

All Participants Access

Reasonable Price

Banner can be placed on upper side of MY PAGE.

- Price includes media, uploading costs and tax.
- Submission of complete data is required. (Please consult us if data production / amendment is required.)

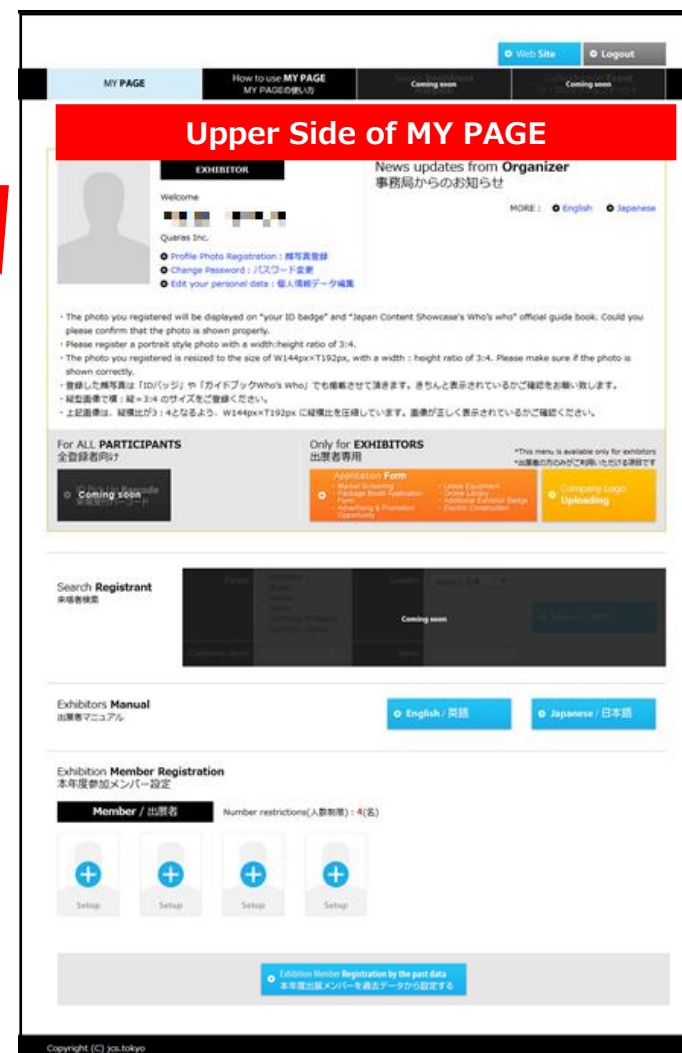
【Data Submission】

TBA

Banner is planned to be placed from Sep. 19 till Nov. 30, 2017.

**1 banner
(180×60px) *
× max 5 banners**

*Banner size is subject to change according to number of applications received. Actual size will be notified later.



R. Official Guidebook (Pure 1 Page Color Advertisement)

P26

Advertisement can be placed in Official Guidebook which will be distributed to all visitors.

- Tax included in price.
- Submission of complete data is required. (Extra cost will be required if data production / amendment is necessary.)
- Proofing requires extra cost.

【Data Submission】

- Size : 257mm × 182mm
- Resolution : Actual size 350dpi
- Data format : Illustrator CS5 or older
- This is Bleed Advertisement. No frame will be used.

Official Guidebook PAID Advertising Space

The diagram shows a light blue rectangular area representing the advertisement. The width is labeled as 182mm and the height as 257mm. A red border around the blue area indicates the bleed, with a label 'Bleed 3mm' pointing to the top-right corner. Below the main area, two boxes specify 'Bleed size (W 188mm×H 263mm)' and 'Trim size (W 182mm×H 257mm)'. The entire diagram is enclosed in a pink header bar labeled 'Official Guidebook PAID Advertising Space' and a green footer bar labeled 'Handout area'.

File Format

- Adobe Photoshop** (extension: .psd)
*All layers should be combined.
- Adobe Indesign** (extension: .id)
*Carefully check all relevant files and layers, and put all relevant files into a folder.
- Adobe Illustrator** (extension: .ai)
*Do not embed any graphics; put all link files into a folder.
- PDF** (extension: .pdf)
*We do not recommend this format but we can support it. However, please note that the quality may be reduced.
- JPG** (extension: .jpg)
*We do not recommend this format but we can support it. However, please note that the quality may be considerably reduced.

For all kinds of formats, here are the common and important points to remember:

- All fonts and graphics must be outlined first to avoid corruption.
- Adjust the color mode to CMYK. Also set the color mode of any linked graphics to CMYK.
- Graphic resolution should be adjusted to 350-400 dpi at real size.

Color CMYK

Product size:
Width: 182mm Height: 257mm

Bleed:
3mm on each side

*For the above reason, the size of a file shall be 188 x 263mm, which includes extra length.

*However, the extra length will be cut off and will not appear in the final print out.

*Accordingly, all important letters or figures should be located around the center of your printing plate or fitted within the 162 x 237 mm area. A double-page spread advertisement should be organized as a one-page draft.

Handout area
Official Guidebook will be handout inside of Market bag.

S. Screening & Even Information Booklet (Pure 1 Page Color Advertisement)

P27

Advertisement can be placed in Screening & Event Information Booklet which will be distributed to all visitors.

- Tax included in price.
- Submission of complete data is required. (Extra cost will be required if data production / amendment is necessary.)
- Proofing requires extra cost.

【Data Submission】

- Size : 257mm × 182mm
- Resolution : Actual size 350dpi
- Data format : Illustrator CS5 or older
- This is Bleed Advertisement. No frame will be used.

Official Guidebook PAID Advertising Space

The diagram shows a central light blue rectangle representing the advertisement. The width is labeled as 182mm and the height as 257mm. This central area is enclosed within a larger white rectangle representing the bleed size, which is labeled as (W 188mm x H 263mm). The difference between the central area and the bleed area is labeled as 'Bleed size (W 188mm x H 263mm)'. The difference between the bleed area and the final trim size is labeled as 'Trim size (W 182mm x H 257mm)'. A red line indicates a 'Bleed 3mm' margin on the right side of the bleed area.

File Format

- Ps Adobe Photoshop** (extension: .psd)
*All layers should be combined.
- ID Adobe Indesign** (extension: .id)
*Carefully check all relevant files and layers, and put all relevant files into a folder.
- Ai Adobe Illustrator** (extension: .ai)
*Do not embed any graphics; put all link files into a folder.
- PDF** (extension: .pdf)
*We do not recommend this format but we can support it. However, please note that the quality may be reduced.
- JPG** (extension: .jpg)
*We do not recommend this format but we can support it. However, please note that the quality may be considerably reduced.

For all kinds of formats, here are the common and important points to remember:

- All fonts and graphics must be outlined first to avoid corruption.
- Adjust the color mode to CMYK. Also set the color mode of any linked graphics to CMYK.
- Graphic resolution should be adjusted to 350-400 dpi at real size.

Color CMYK

Handout area

Official Guidebook will be handout inside of Market bag.



T. Market Bag Insert

P28

Reasonable Price

Promotional items will be inserted in Market Bags which will be distributed to visitors.

- Items for distribution need to be supplied by exhibitor.
- Items (notepads, mouse pads, etc) should be smaller than A4 size.
- 3,000 to 3,500 pieces are required per item.



U. Easel & Poster Frame Set

P29

- Price includes media, material costs and tax.
- B1 sized 2 posters (including 1 spare) need to be supplied by exhibitor. (Extra cost will be required if data output / production / amendment is necessary.)
- Submission deadline for data/posters : **October 13th, 2017** (if data output is ordered) or **October 20th, 2017** (if actual posters are supplied)

✘ Advertising area will be announced later when final venue plan is confirmed.

«Poster Size»

B1 w728 × h1030

Poster will be framed and displayed on Easel



«Image of Advertisement»



W. Desktop POP Display on Meeting Tables

P30

- Price includes media, output, installation, material costs and tax.
- Tax included in price.
- Submission of complete data is required. (Extra cost will be required if data production / amendment is necessary.)

✘ Advertising area will be announced later when final venue plan is confirmed.

《Size》

A5 w148 × h210 × 2 sides
Acrylic standing holder



《Image of Advertisement》



Placed on meeting tables