

The background image shows a traditional Japanese street scene. In the center, a tall, multi-tiered pagoda with a dark roof and a spire rises above the rooftops. To the left, a tree with pink cherry blossoms is in bloom. The street is paved with stone tiles and lined with traditional wooden buildings. A black lantern is visible on the right side of the street. The sky is blue with some clouds.

ad:tech kyoto osaka kobe

## **Sponsorship/Exhibition**

July 18<sup>th</sup> – 20<sup>th</sup>, 2017 (Kyoto, Osaka, Kobe)

Expected Attendees : 3,700 ppl



## The Largest Marketing Conference in Kansai Region

ad: tech is a global marketing conference, being held in major cities around the world. It is where Brands, Agencies, Medias and Solution Providers come together to get-to-grips with the latest trends, innovations and technologies. It first launched in Tokyo 9 years ago, and finally launched in Kansai in the year 2014. Kansai is the second largest economic area in Japan. It is a popular area for test marketing among many Asian companies. In 2016, the number of attendees marked over 3,000. Within the number, the ratio of Brand Advertiser was more than 20%, which is quite high for a marketing conference held in Japan.



### This July, ad:tech kansai will evolve into “Story of 3 Cities”.

The conference will be held in 3 different cities in the Kansai Area; Kyoto, Osaka, and Kobe, within 3 days. At each conference, we will feature both local and global trending topics and introduce how you can apply them into your business.

The event won't just be about Advertising Technology, but also Branding, Contents Marketing, Creative, and Management all together.

## Event Summary

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### ad:tech Kyoto

Conference & Exhibition

(Tue) July 18<sup>th</sup>, 2017

Venue: Miyako Messe (Kyoto, Japan)

Expected Number of Attendees: 1,800

**Topic: AI / IoT, Latest Technology and Brand Experience**

### ad:tech Osaka

Conference

(Wed) July 19<sup>th</sup>, 2017

Venue: TBD (Osaka, Japan)

Expected Number of Attendees: 200

**Topic: Video & VR**

### ad:tech Kobe

Conference & Exhibition

(Thu) July 20<sup>th</sup>, 2017

Venue: Kobe International Exhibition Hall (Kobe, Japan)

Expected Number of Attendees: 1,700

**Topic: Millennials & Media**

## About Conference Pass

At ad:tech Kyoto Osaka Kobe, brightest minds in local area as well as from overseas will gather to share their ideas and challenges. This is a great opportunity to learn how marketing in Japan works and what you should know to get into the market. Conference Pass holders have access to Keynote, Panel Sessions, Exhibitions, and Networking Party.

Pass Option/Pricing	Early Bird Until May 31 <sup>st</sup>	Advance June 1 <sup>st</sup> – July 17 <sup>th</sup>	Onsite July 17 <sup>th</sup> , 18 <sup>th</sup> , 20 <sup>th</sup>
<b>All Access Pass (For all 3 venues)</b>	39,000 JPY	50,000 JPY	60,000 JPY
<b>ad:tech Kyoto (July 18<sup>th</sup>)</b>	16,000 JPY	21,000 JPY	25,000 JPY
<b>ad:tech Osaka (July 19<sup>th</sup>)</b>	21,000 JPY	26,000 JPY	30,000 JPY
<b>ad:tech Kobe (July 20<sup>th</sup>)</b>	16,000 JPY	21,000 JPY	25,000 JPY

\*Prices shown above DO NOT include sales tax.

## Feature of Each Venue



### ad:tech Kyoto

- Exhibition of AI / IoT Companies
- Brand Experience Zone (VR and more...)
- BtoB Conference
- Get Connected with the Local Brands
- Session Stage located inside the Exhibition Hall (Longer residence time of the attendees)



### ad:tech Osaka

- Will be held at a special studio inside Universal Studios Japan
- Invitation Only Conference for 200 ppl only
- Meet 100 Brand Advertisers from the Kansai Area
- Exclusive networking environment
- Party with Special Contents



### ad:tech Kobe

- Focused on Media, Millennials, and Gen Z
- Many exhibition of Media related companies
- Meet the local Brands from the Kansai Area
- Session Stage located inside the Exhibition Hall (Longer residence time of attendees)

ad:tech Kyoto (July 18<sup>th</sup>) Floorplan: Miyakomesse (B1F)

TRACK C is located inside the Exhibition Hall.  
Presentation pitch will take place at this stage.

### ■ Special Exhibit

#### <Brand Experience Zone>

##### \*VR / IoT / 360 degree video

This is a zone for attendees to experience the new way of branding promotion using cutting-edge technology.

For pricing to exhibit at this zone, please contact us.

#### <AI / IoT Zone>

Exhibition area for AI / IoT companies. There will be both local and global companies as exhibitors.

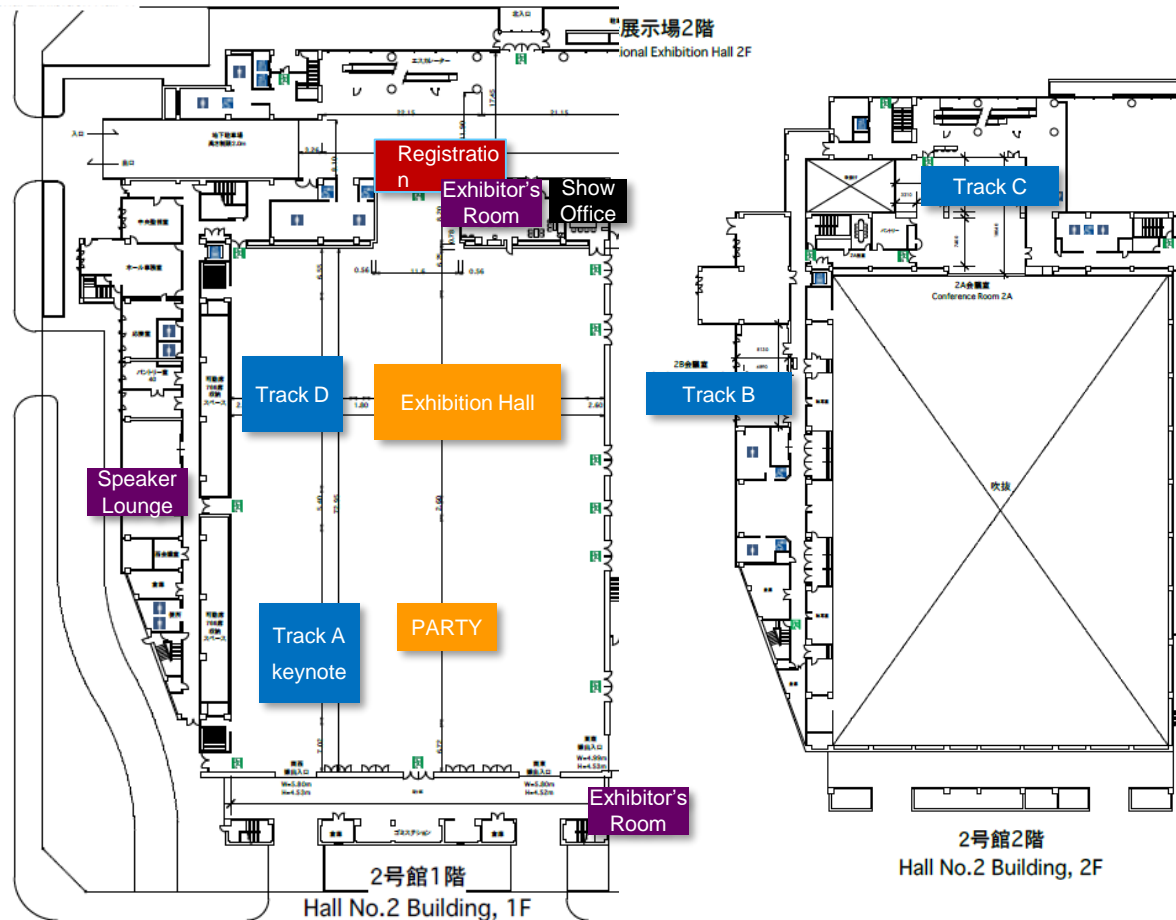
### ■ Session Tracks @Exhibition Hall

Discover the latest AI & Data case studies from the sessions here.

**Exhibitor's Room**

Private Meeting Room will be available.  
Please contact the organizer for pricing.

## ad:tech Kobe (July 20<sup>th</sup>) Floorplan: Kobe International Exhibition Hall



Track C

Exhibition Hall

Track C is located at the Exhibition Hall. Sponsored Presentation will be carried out at Track C Stage.

### Special Exhibit

#### <Digital Media Zone>

Exhibition area for Digital Media and Online Video Publishing companies.

#### <Technology Venture Zone>

Exhibition area for Technology Venture companies.

### Official Session Track

A special session “YOUNG ad:tech” will be held here with speakers of young marketers in their 20’s representing for their generation.

Exhibitor's Room

Private Meeting Room will be available. Please contact the organizer for pricing.



Sponsorship Menu					
venue	menu	Price	# of PASS included (kyoto, kobe)	# of PASS included (osaka)	Menu Detail
Sponsorship Menu for all 3 Venues	DIAMOND <b>1 SLOT LEFT !</b>	JPY 6,000,000	20	6	45mins Presentation x2 slots (kyoto / kobe)
	PLATINUM	JPY 4,800,000	10	4	45mins Presentation x2 slots (kyoto / kobe)
	GOLD	JPY 3,600,000	6	3	45mins Presentation x1 slot (kyoto OR kobe)
	SILVER	JPY 1,800,000	4	2	25mins Presentation x1 slot (kyoto OR kobe)
	BRONZE	JPY 900,000	2	1	
	PASS SPONSOR	JPY 300,000	10	4	
kyoto / kobe	Party(Kyoto) <b>SOLD OUT</b>	JPY 1,200,000	10	5	25mins Presentation x1 slot
	Party(Kobe)	JPY 800,000	10	5	25mins Presentation x1 slot
	40mins Presentation	JPY 800,000	1	1	
	25mins Presentation	JPY 600,000	2	1	
	10mins Presentation	JPY 300,000	2	1	
osaka	Premium Presentation(35mins) <b>1 SLOT LEFT !</b>	JPY 2,000,000	3	4	
	30mins Presentation <b>2 SLOT LEFT !</b>	JPY 1,500,000	2	3	
	10mins Presentation	JPY 500,000	2	1	
	Round Table Discussion	JPY 2,000,000	3	4	
	Lunch Presentation(10mins)	JPY 400,000	2	1	
	Party	JPY 1,200,000	5	5	



## About Sponsored Presentation

Share the latest case studies with your customers/introduce your service at the Presentation Stage located in the Exhibition Hall. Your promotion will be more effective when combined with a booth exhibition near by. (The Stage will be located in the Conference Area for ad:tech osaka)

Anyone who registered for the event can become your audience. Please contact for more details.

### < Details >

- Time of Presentation: 10min, 30min, 40min
- Price : Please see “Sponsorship Menu” page
- Number of Seats : 150

\*Slight change of approximately 10 seats may be made depending on the layout onsite.

\*Screen, Microphone, Stage base, PC for Presentation will be prepared.

\*We do not provide any lists of audiences.

\*Stage design and time table may be changed by the organizer.



**Exhibition Menu** \*There is no Exhibition at osaka venue.

venue	menu	Price	Size
kyoto	Premium Booth	JPY 1,500,000	36m <sup>2</sup> (6m × 6m)
	Large Booth	JPY 800,000	18m <sup>2</sup> (6m × 3m)
	Medium Booth	JPY 500,000	9m <sup>2</sup> (3m × 3m)
	Small Booth	JPY 250,000	4m <sup>2</sup> (2m × 2m)
	Standing Booth	JPY 50,000	1m <sup>2</sup> (1m × 1m)
	Brand Experience Zone	Please ask for detail	1m <sup>2</sup> ~ 36m <sup>2</sup>
kobe	Premium Booth	JPY 1,000,000	36m <sup>2</sup> (6m × 6m)
	Large Booth	JPY 500,000	18m <sup>2</sup> (6m × 3m)
	Medium Booth	JPY 300,000	9m <sup>2</sup> (3m × 3m)
	Small Booth	JPY 200,000	4m <sup>2</sup> (2m × 2m)
	Standing Booth	JPY 50,000	1m <sup>2</sup> (1m × 1m)

## Exhibition Booth Image



18sqm booth (6m x 3m)



9sqm booth (3m x 3m)



4sqm booth (2m x 2m)



Standing Booth



**ad:tech Kyoto Osaka Kobe**  
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