

Exclusive for exhibitors!

Advertisement Opportunities

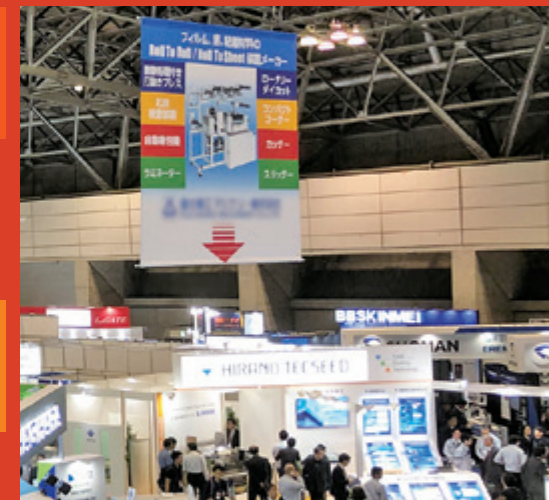
— Maximise the outcome through your participation —

13th AGRI WEEK TOKYO 17th GARDEX 13th TOOL JAPAN

Dates October 11 (Wed) – 13 (Fri), 2023

Venue Makuhari Messe, Japan **Organiser** RX Japan Ltd.

Built by
RX In the business of
building businesses



3 Advertisement Packages

3 Special Offers Available at Special Prices!

Premium Plan (Limited to 3 exhibitors)

Premium Plan gives you maximum exposure before and during the show.

Banner Ads on
Official Show Website

Banner Ads on
Conference Webpage

Premium Directory Listing
(Large Size Display)

Premium Directory Listing
(Top Listing & Large Size Display)

Ads in Visitor
Promotion E-mail

Digital Incentive
Coupons

Floor Map Ads

Digital Signage Ads
on the Hallway

Show Entrance Floor
Ads

Hanging Banner Ad
above Your Booth

Normal price JPY 4,400,000 ▶ **Special price JPY 4,000,000**
(tax excluded)

Business Activation Plan

This plan helps you attract high quality visitors to your booth.

Banner Ads on
Official Show Website

Banner Ads on
Conference Webpage

Premium Directory Listing
(Large Size Display)

Premium Directory Listing
(Top Listing & Large Size Display)

Ads in Visitor
Promotion E-mail

Digital Incentive
Coupons

Floor Map Ads

Digital Signage Ads
on Hallway

Normal price JPY 2,900,000 ▶ **Special price JPY 2,500,000**
(tax excluded)

Starter Plan II

Starter Plan helps you have more exposure and more visitors at your booth.

Banner Ads on
Official Show Website

Premium Directory Listing
(Large Size Display)

Ads in Visitor
Promotion E-mail

Floor Map Ads

Normal price JPY 1,200,000 ▼

Special price JPY 950,000
(tax excluded)

You can also apply each advertisement service individually

For details, please check the following pages

List of PR/Advertisement Opportunities

Web/E-mail Advertisement

- | | |
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| 01 Banner Ads on Official Show Website..... P5 | 02 Banner Ads on Conference Webpage..... P6 |
| 03 Premium Directory Listing (Large Size Display)..... P7 | 04 Premium Directory Listing (Top Listing & Large Size Display)..... P8 |
| 05 Ads in Visitor Promotion E-mail..... P9 | 06 Digital Incentive Coupons..... P10 |

Onsite Advertisement

- | | |
|---|--|
| 07 Floor Map Ads (On Digital & Printed Versions)..... P12 | 08 Digital Signage Ads on the Hallway..... P13 |
| 09 Show Entrance Floor Ads..... P14 | 10 Hanging Banner Ad above Your Booth..... P15 |
| Application Form..... P16 | |

Web/E-mail Advertisement

13th

AGRI WEEK TOKYO

17th

GARDEX

13th

TOOL JAPAN

No. of Page Views
at the Previous Show **602,229** (2021/07/15
|
2021/10/15)

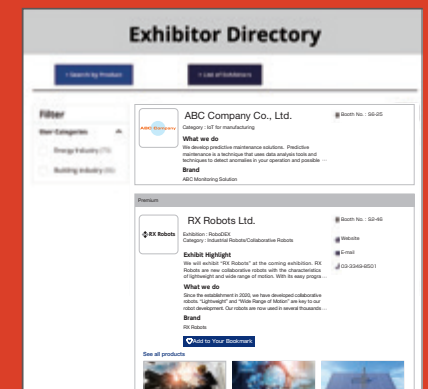
Our Website



<Official Show Website>
No. of PVs: **308,722**



<Conference Webpage>
No. of PVs: **55,474**



<Exhibitor Search Webpage>
No. of PVs: **144,874**

01 Banner Ads on Official Show Website

Image



Official Show Website has a huge amount of traffic as the show is approaching!

You can inform your potential customers of your participation widely.

*The location of the banners is subject to change.

Official Website

No. of PVs at the previous show : **308,722**

(Period: 2021/7/15 - 2021/10/15)

Price	JPY 200,000 (tax excluded)	Limited to	6 companies per exhibition (first come, first served)
Advertising Duration	From approx. 2 months prior to the show	Banner Size/Format	W265px × H150px, JPG or PNG format

This ad will be posted on both English & Japanese pages.

02 Banner Ads on Conference Webpage

Image



Conference Webpage covers the programme of 42 seminars by industry leaders!

A wide variety of audience check the website prior to the show. You can attract high-quality and serious visitors to your booth.

*The location of the banners is subject to change. *The number of seminars is expected.

Conference Webpage

No. of PVs at the previous show : **55,474**

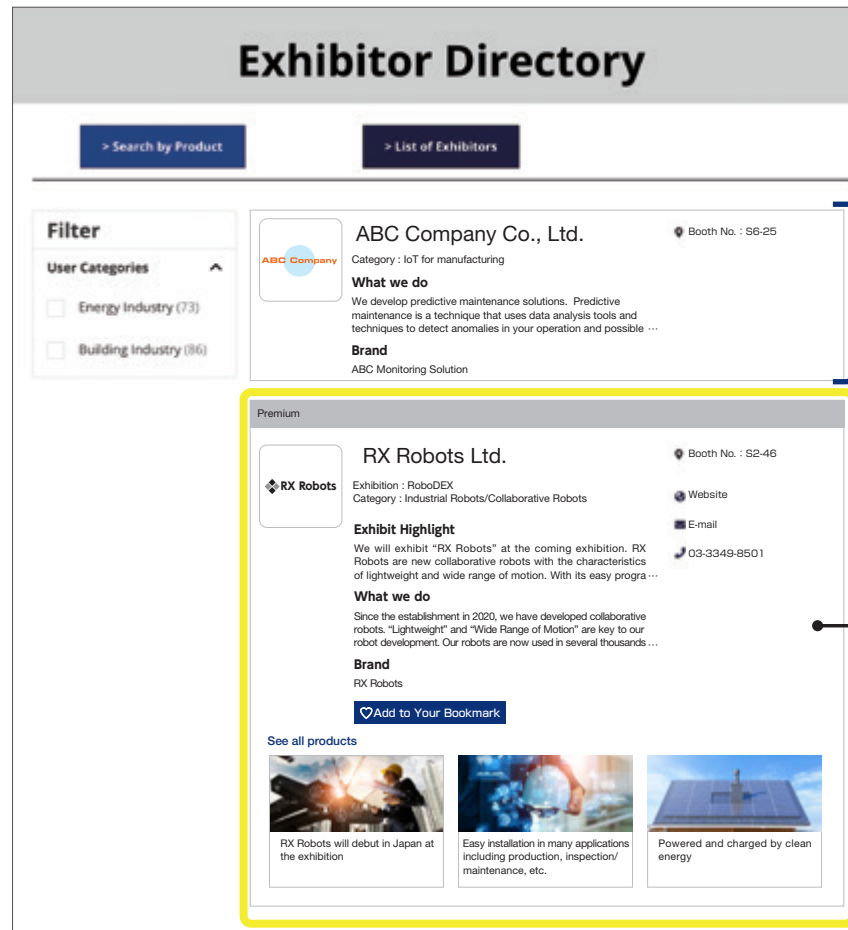
(Period: 2021/7/15 - 2021/10/15)

Price	JPY 200,000 (tax excluded)	Limited to	3 companies (first come, first served)
Advertising Duration	From approx. 2 months prior to the show	Banner Size	W190px × H190px

This ad will be posted on both English & Japanese pages.

03 Premium Directory Listing (Large Size Display)

Image



Normal Display

Your company can have a larger space and add extra information to appear on exhibitor search pages!

You can stand out better on the Exhibitor Search Page and effectively announce your presence at the show.

Exhibitor Search Page

No. of PVs at the previous show : **144,874**

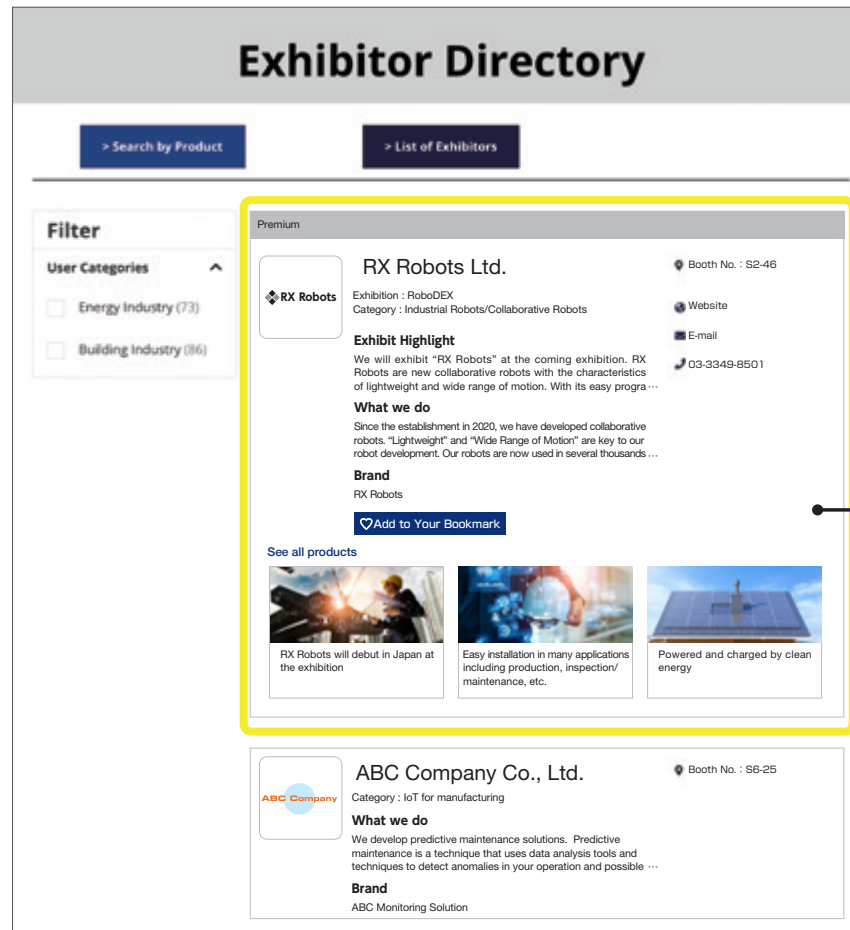
(Period: 2021/07/15 - 2021/10/15)

Price	JPY 100,000 (tax excluded)	Limited to	No limitation
Advertising Duration	From approx. 2 months prior to the show	Extra Information	Texts (up to 200 characters), Exhibit pics (3 pics are displayed all time), HP address, E-mail, TEL

This ad will be posted on both English & Japanese pages.

04 Premium Directory Listing (Top Listing & Large Size Display)

Image



Enlarged display & top listing
on the search results!

You can **maximise your exposure on the Exhibitor Search Page** and attract attention from visitors who look for specific solutions/products.

Exhibitor Search Page

No. of PVs at the
previous show : **144,874**

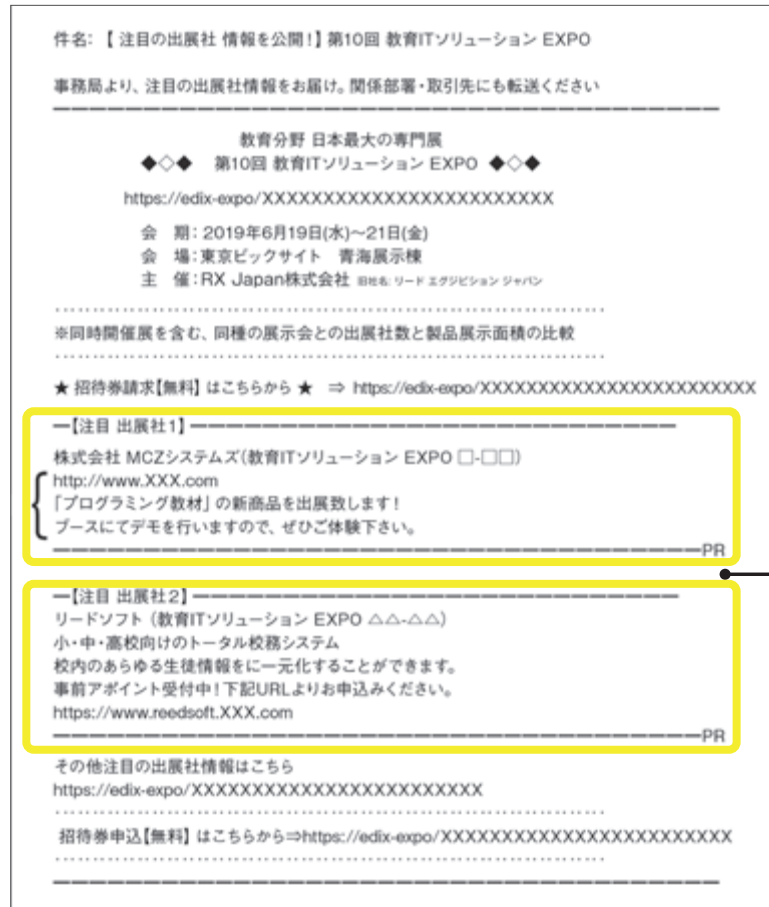
(Period: 2021/07/15 - 2021/10/15)

Price	JPY 600,000 (tax excluded)	Limited to	3 companies per exhibition (first come, first served)
Advertising Duration	From approx. 2 months prior to the show	Extra Information	Texts (up to 200 characters), Exhibit pics (3 pics are displayed all time), HP address, E-mail, TEL

This ad will be posted on both English & Japanese pages. You can pick one category that shows your company on top. Category availability are on a first come, first served basis.

05 Ads in Visitor Promotion E-mail

Image



Effective way to promote your company
to industry players/visitors!

Visitor promotion e-mails are sent to **approx. 200,000 industry professionals** including visitors at the past shows. You can promote your participation and lead them to your website to gain **direct inquiries**.

■ Sending to :

200,000 addresses per e-mail

Price	JPY 300,000 (tax excluded)/one e-mail	Limited to	3 companies/one e-mail (first come, first served)
Advertising Duration	Mid Sep. to the beginning of Oct.	Outline	38 two-byte characters (Japanese characters) X 5 lines

Order of placement is decided by the order of application.

06 Digital Incentive Coupons

■ Image



We will deliver your coupons with special onsite privileges to visitors on behalf of you prior to the show!

You can attract visitors to your booth by issuing digital coupons. You can also acquire e-mail addresses of those who download your coupon.

■ How to Deliver Coupons

Through our official website or e-mail from Show Management

Price	JPY 300,000 (tax excluded)	Limited to	20 companies (first come, first served)
Advertising Duration	From approx. 1 month prior to the show	Banner Size	90px × 160px

Available in Japanese language only

Onsite Advertisement

13th

AGRI WEEK TOKYO

17th

GARDEX

13th

TOOL JAPAN

40,000 Visitors (expected)
Recorded 27,456 in 2021

List of Pre-registered Visiting Companies for 2022 Shows (excerpted)

Farmers, Agricultural Cooperatives

- AOZORA FARM
- JA ZENNOH AKITA
- OKUBO ENGEI
- HOKUREN
- GREEN FARM
- FARM CLUB
- JA ZENNOH
- YAMAGUCHI FARM
- NASUKOGEN BOKUJYO
- MOTHER BOKUJYO

Agri-Business Entry Corporations

- KAO
- CANON IT SOLUTIONS
- KDDI
- KYOCERA
- SHIMIZU CORPORATION
- SOFTBANK
- SOMPO JAPAN INSURANCE
- TOSHIBA DIGITAL SOLUTIONS
- JAPAN TOBACCO
- FUJI FILM

Home Centres

- CAINZ
- KOHNAN SHOJI
- KOMERI
- I – AGRI CORP.
- SHIMACHU
- ROYAL HOMECENTER
- LIXIL Viva
- YAMASHIN
- DCM HOLDINGS
- TOKYU HANDS

Retailers, Pro Shops

- AEON RETAIL
- SAKATA SEED
- HAMURE
- HIBIYA KADAN
- WORKMAN
- TOMITANIKANAMONO
- KANSEKI
- JOYFUL HONDA
- YONEYAMA PLANTATION
- KANUMA CITY KABOKU CENTER

07 Floor Map Ads (On Digital & Printed Versions)

All visitors will take a floor map at the entrance of each exhibition hall. This advertisement service includes both a banner advertisement and your highlighted booth location in colour on the floor map. On the digital floor map, your banner ad will be linked to your exhibit information page in the show exhibitor search page.

Every single one of our visitors takes the floor map

Image



Banner Ads

Banner ads on the floor map.



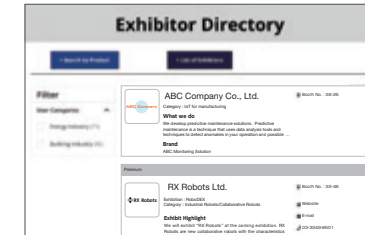
Highlight display of your booth location

Your booth location will be highlighted in colour.



Link to your information page in exhibitor search page

Digital map will lead to your company information on exhibitor search page.



Price	JPY 500,000 (tax excluded)	Distributed to	Visitors and exhibitors (free distribution)
Limited to	10 companies (first come, first served), Limited to 1 ad/company	Ads Size	H4cm × W4cm (colour)

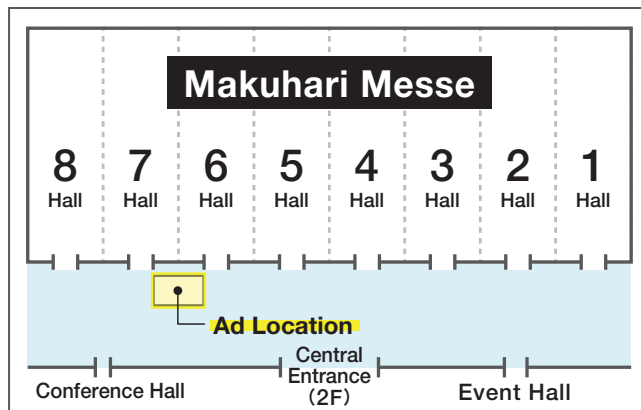
The location and size of the banner are subject to change. This ad will be posted on both English & Japanese version.

08 Digital Signage Ads on the Hallway

Digital signages will be placed on the hallway where there is huge traffic of visitors.
Attract visitors to your booth by displaying your company name, booth location and product information.

Digital signages on hallway with huge traffic

■ Installation Location (Makuhari Messe)



■ Installation Image



■ Enlarged Image



Price	JPY 800,000 (tax excluded)	Limited to	Limited 4 companies
No. of Signages	3 signages/company	Size of Signage	Equivalent to 52 inches

Only one company logo can be included in a signage. To place logos of more than two companies, the additional fee of JPY 10,000 (tax excluded) per logo will be charged. Ads must include your booth number. Show Management may ask exhibitors to change the content in case Show Management deems it is not appropriate.

09 Show Entrance Floor Ads

Your graphic design will be placed on the floor of the exhibition hall entrance during the show. Every visitor will see your Floor Ad when entering the hall. You can lead visitors effectively to your booth. Naturally, more people will visit your booth.

You can promote your presence at the entrance!

■ Image



Price	JPY 500,000 (tax excluded)	Limited to	One company per entrance (first come, first served)
Location	Entrance of each exhibition hall	Ads Size	H1.5m × W2.0m

10 Hanging Banner Ad above Your Booth

This ad will enable visitors to find your booth very easily, even from a distance.

Make your booth location stand out in a large venue!

■ Hanging Image



■ Enlarged Image



Price	One side printing: JPY 1,000,000 (tax excluded) Both sides printing costs extra JPY 150,000	Limited to	5 companies/hall (first come, first served)
The number of banner	One banner/company	Banner size	H3.0m × W3.0m

Depending on your booth location, your application may not be accepted or your ad may not be placed right above your booth.

Application Form

■ Please fill in and submit the form via e-mail to Show Management.

① Please tick the show you exhibit at:

- | | |
|--|--|
| ☐ 13th AGRITECH | ☐ 10th AGRINEXT |
| ☐ 8th AGRIPROCESS | ☐ 5th LIVESTOCK TOKYO |
| ☐ 17th GARDEX | ☐ 13th TOOL JAPAN |

② Please fill out your contact information

Company :	Contact (Mr./Ms.) :
TEL :	Department :
E-mail :	Job Title :

③ Please tick the plan or each ad you would like to apply. (10% consumption tax will be added to the total price)

- | | | |
|--|--|---|
| ☐ Premium Plan
JPY 4,000,000 (normal price JPY 4,400,000) | ☐ Business Activation Plan
JPY 2,500,000 (normal price JPY 2,900,000) | ☐ Starter Plan II
JPY 950,000 (normal price JPY 1,200,000) |
|--|--|---|
- ☐ I'd like to order each advertising individually.

Tick	Advertisement Type	Price	Send data by
☐	01 Banner Ads on Official Show Website	JPY 200,000	August 18 (Fri.)
☐	02 Banner Ads on Conference Webpage	JPY 200,000	August 18 (Fri.)
☐	03 Premium Directory Listing (Large Size Display)	JPY 100,000	August 18 (Fri.)
☐	04 Premium Directory Listing (Top Listing & Large Size Display)	JPY 600,000	August 18 (Fri.)
☐	05 Ads in Visitor Promotion E-mail	JPY 300,000	August 18 (Fri.)
☐	06 Digital Incentive Coupons	JPY 300,000	August 18 (Fri.)
☐	07 Floor Map Ads (On Digital & Printed Versions)	JPY 500,000	August 18 (Fri.)
☐	08 Digital Signage Ads on the Hallway	JPY 800,000	August 18 (Fri.)
☐	09 Show Entrance Floor Ads	JPY 500,000	August 18 (Fri.)
☐	10 Hanging Banner Ad above Your Booth	JPY 1,000,000 (Contact Show Management if you wish to apply both sides printing)	September 8 (Fri.)

*Ads space is served on a first-come, first-served basis. *Invoice will be issued after application. Complete the payment by the indicated deadline on the invoice. *No cancellation is accepted after application.

■ Guidelines for Data Submission

- Guidelines for each data submission will be informed by Show Management after your application.
- Including your booth number on the advertisement is recommended.
- Show Management may ask you for a revision if your content is considered inappropriate.
- Please note that we are unable to provide colour proofs due to schedule.

For application/inquiries

RX Japan Ltd.
E-mail: agri_gardex_tool_support.en.jp@rxglobal.com
TEL: +81-3-3349-8511