

Japan Content Showcase



Advertising Menu for Exhibitors

■ ■ ■ NOTE ■ ■ ■

If we receive more applications than the number of advertisements available, the advertisements will be offered on a **“first-come, first-served”** basis.

Application will be accepted from **Mon. Aug. 6, 2018 at noon (Japan Time).**

Descriptions and specifications provided in this Menu may change without notice.
All postings and publication will be reviewed and examined
by the organizer and facility management.

As of July 24, 2018

Price List ‹‹Venue Related Advertisements››

Advertising Area	Item	Menu No.	Posting Size	Quantity	Deadline of Data Submission	Unit Price (Incl. tax)
Hall B Entrance	Wall Graphics (Freestanding Panel)	A	W3000×H2700	3 (※)	Thu. Sep. 13	1 panel ¥ 648,000
	Floor Sheet	B	W2400×H2400	3	Thu. Sep. 13	1 sheet ¥ 324,000
	90 inch Monitor Signage	C	90 inch	10	Thu. Sep. 27	1 content ¥ 108,000
Hall B	Registration Counter Wall Panel	D-1	W1980×H2400	1	Thu. Sep. 13	1 panel ¥ 302,400
	Registration Counter Wall Panel	D-2	W2970H2400	2 (※)	Thu. Sep. 13	1 panel ¥ 378,000
	Wall Panel	E	W3000×H2400	2 (※)	Thu. Sep. 13	1 panel ¥ 432,000
	Lighting Tower Graphic Panel	F	W990×H3000	4 sides × 2 spots (※)	Thu. Sep. 13	1 side ¥ 162,000
	Around Pillar Graphics	G	W1980×H2700	4 sides (※)	Thu. Sep. 13	1 side ¥ 270,000
	Information Board Panel	H-1	Upper Part W990×H550 Lower Part W990×H750	5	Thu. Sep. 13	1 panel ¥ 162,000
	Advertising Panel	H-2	W990×H3000	5	Thu. Sep. 13	1 panel ¥ 189,000
Hall C Entrance	Graphic Panel	I-1	W1460×H2870	10 (※)	Thu. Sep. 13	1 panel ¥ 302,400
	Graphic Panel	I-2	W1220×H2870	3 (※)	Thu. Sep. 13	1 panel ¥ 280,800
	Wall Graphics	J	W4000×H2400	3 (※)	Thu. Sep. 13	1 panel ¥ 648,000
	Floor Sheet	K	W2400×H2400	2	Thu. Sep. 13	1 sheet ¥ 270,000
Hall C	Tarpaulin Banner	L	W6380×H3000	2	Thu. Sep. 13	1 sheet ¥ 702,000
	Information Board Panel	M-1	Upper Part W990×H550 Lower Part W990×H750	2	Thu. Sep. 13	1 panel ¥ 162,000
	Advertising Panel	M-2	W990×H3000	4	Thu. Sep. 13	1 panel ¥ 189,000

(※) Please consult us with total advertising price for multiple purchase.

Price List ‹‹Other Advertisements››

Item	Menu No.	Posting Size	Remarks	Deadline of Data Submission	Unit Price (Incl. tax)
Neck Straps for ID Badge Holders	N-1	Negotiable	8,000	Thu. Sep. 13	¥ 2,700,000
Neck Straps for ID Badge Holders	N-2	Negotiable	1,000	Thu. Sep. 13	¥ 540,000
Market Bags for Distribution	O	Negotiable	3,500	Fri. Aug. 31	¥ 1,296,000
Web Link Banner (Official Website)	P-1	TBC (after order)	Upper Side of Official Website	Wed. Sep. 5	¥ 108,000
Web Link Banner (Official Website)	P-2	TBC (after order)	Lower Side of Official Website	Wed. Sep. 5	¥ 54,000
Web Link Banner (MY PAGE)	Q	TBC (after order)	Upper Side of MY PAGE	Wed. Sep. 5	¥ 54,000
Official Guidebook	R	W182×H257		Tue. Sep. 18	¥ 162,000
Market Bag Insert	S	Within A4 size	1 kind of item	Fri. Oct. 12 Submission of Item	¥ 32,400
Easel & Poster Frame Set	T	B 1 size (vertical)		Fri. Sep. 28 Submission of Poster	¥ 21,600
Desktop POP Display on Meeting Tables	U	A 5 size (vertical)	1 set, 10 displays	Thu. Sep. 13	¥ 162,000



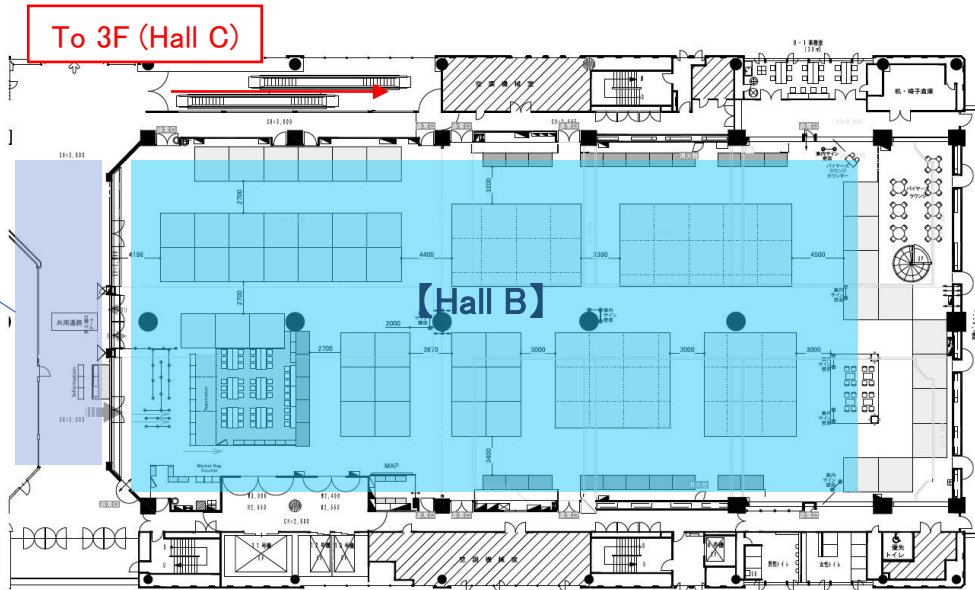
Venue Related Advertisements

Advertising Plan at the Venue

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

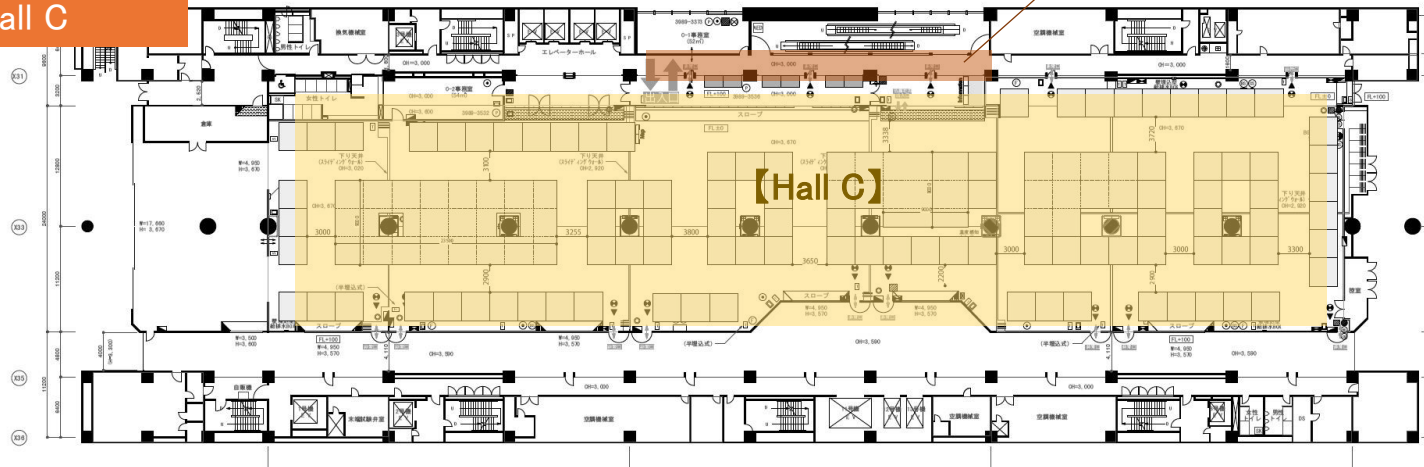
Bunka Kaikan Bldg.
4F Hall B

【Hall B Entrance】



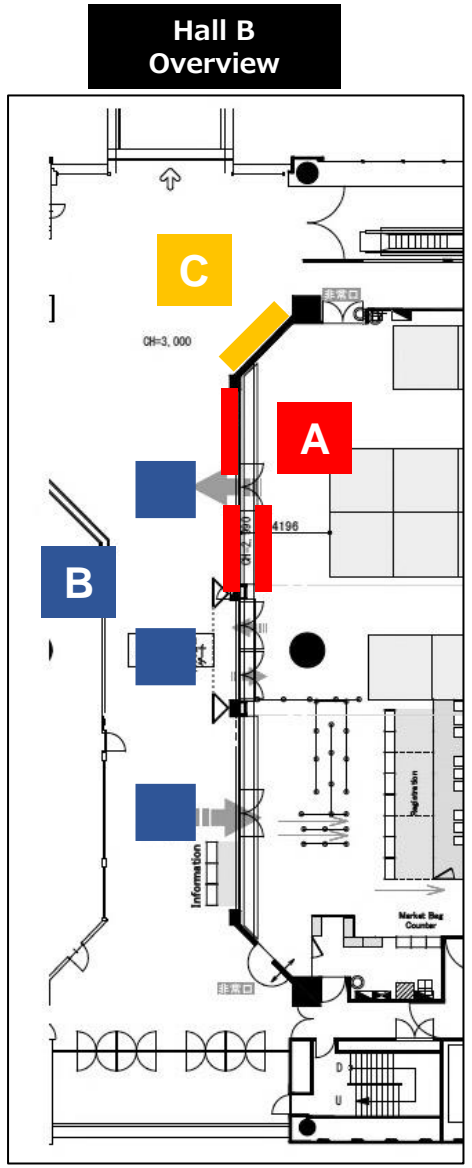
Bunka Kaikan Bldg.
3F Hall C

【Hall C Entrance】



【Hall B Entrance】

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



Visitor Flow Line

Permanent Signboard



A Wall Graphics
(Freestanding Panel)



B Floor Sheet

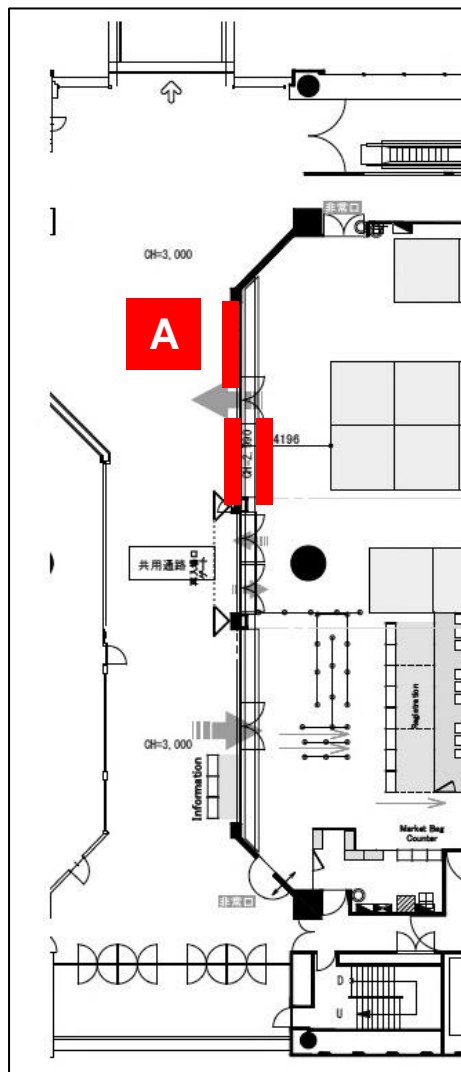


C 90 inch Monitor Signage

【Hall B Entrance】 Wall Graphics

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

Hall B Plan

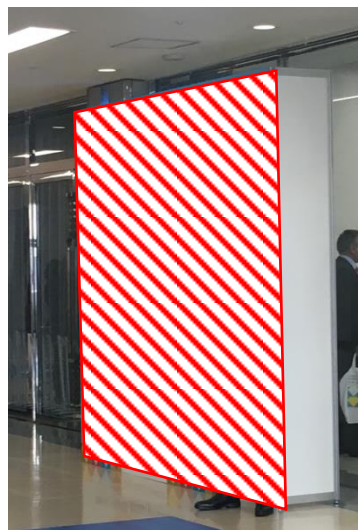


A Wall Graphics (Freestanding Panel)

- Size : W3000×H2700 (Please consult us with the size of submitting data.)
- Finishing : System Construction + Output Panel
- Quantity : 3 (including 1 inside the venue)

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

Finishing Image



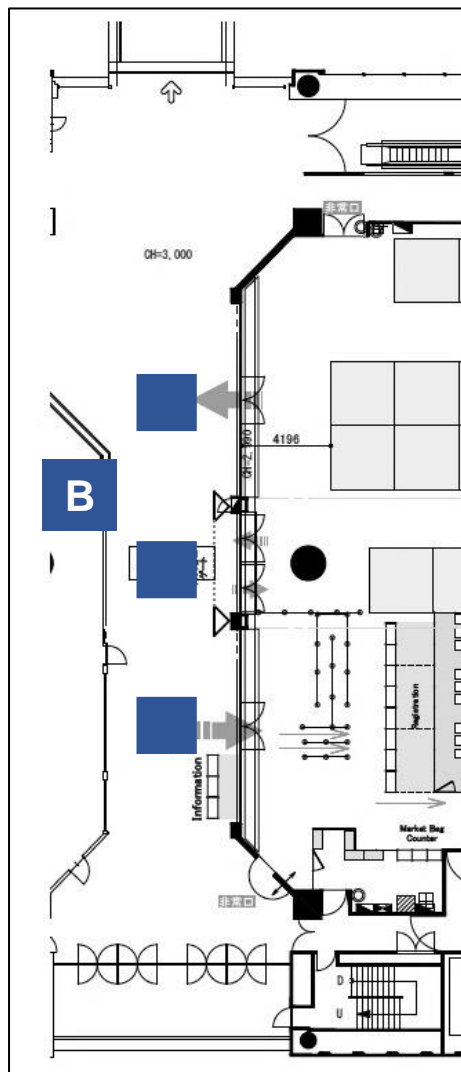
Graphic Image



【Hall B Entrance】 Floor Sheet

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

Hall B Plan



B Floor Sheet

- Size : W2400×H2400 (Please consult us with the size of submitting data.)
- Finishing : Output Sheet
- Quantity : 3

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

Finishing Image



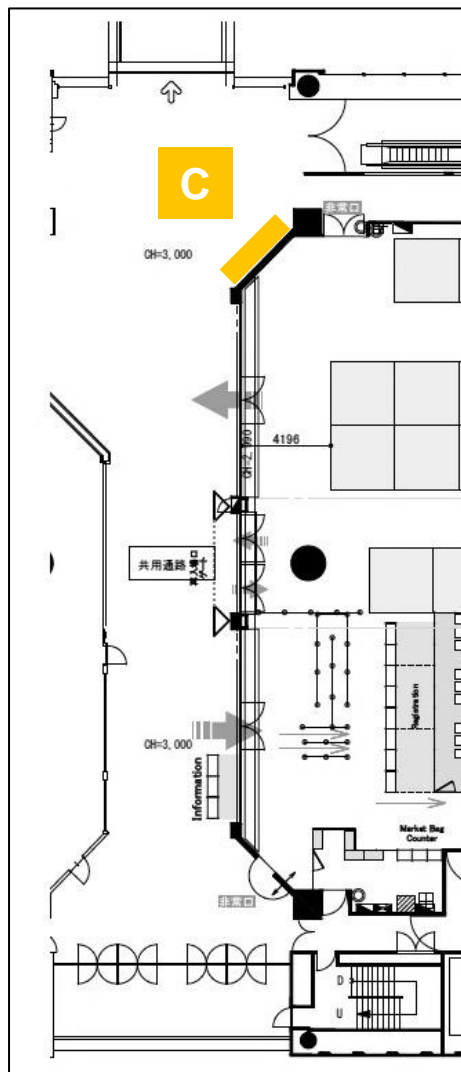
Graphic Image



【Hall B Entrance】 90 inch Monitor Signage

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

Bホール展開



C 90 inch Monitor Signage (Image/Video)

Content Length: - **15 sc. per content** (for Image)
- **Max. 2 mins. Per content** (for Video)

Size: 16 : 9 90 inches

Format: J P E G or M P E G

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

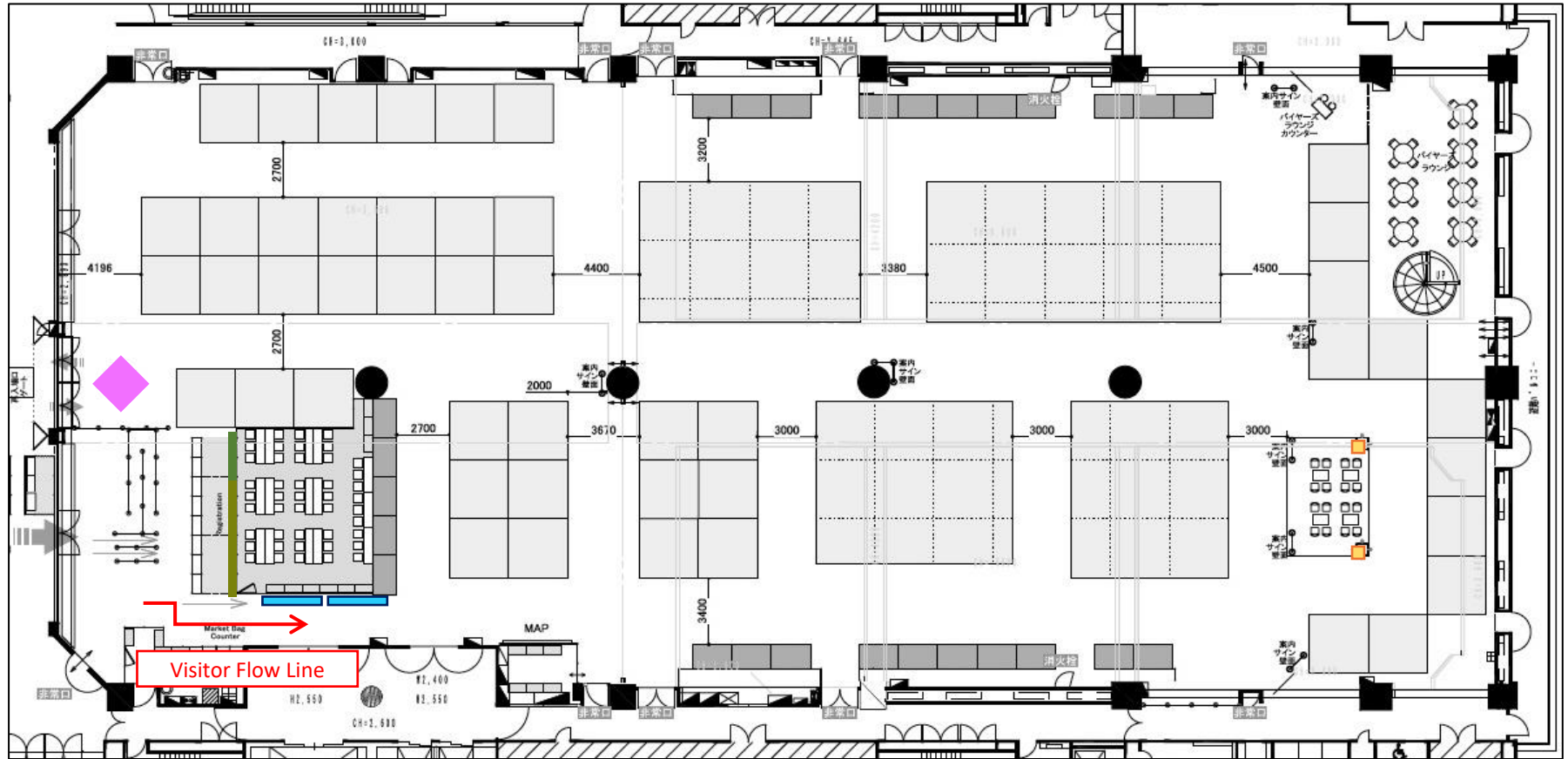
※Finishing Image (logo, graphics and etc.) is sample only and differs from actual finishing.

Finishing Image



【Hall B】

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



Visitor Flow Line

Permanent Signboard

- D-1** Registration Counter Wall
- D-2** Panel

E Wall Panel

F Lighting Tower

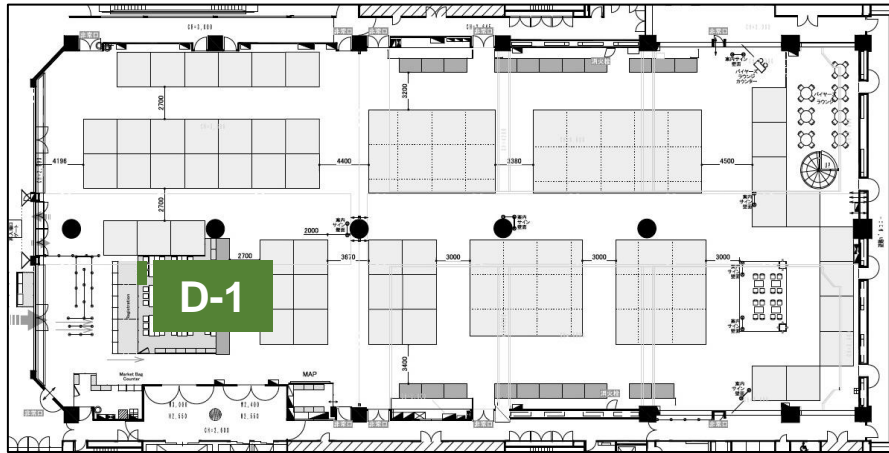
G Around Pillar Graphics

- H-1** Information Board / Advertising Panel
- H-2** Advertising Panel

【Hall B】 Registration Counter Wall Panel

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

Hall B Plan



D-1 Registration Counter Wall Panel

- Size : W1980×H2400 (Please consult us with the size of submitting data.)
- Finishing : Output Sheet
- Quantity : 1

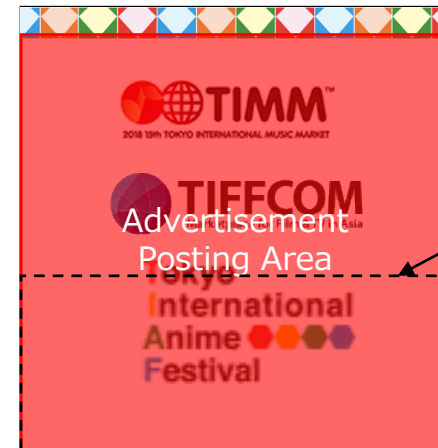
Price includes media, output, installation, material costs and tax.

Submission of complete data is required.

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

※There is an area overlapping Registration Counter.

Graphic Image

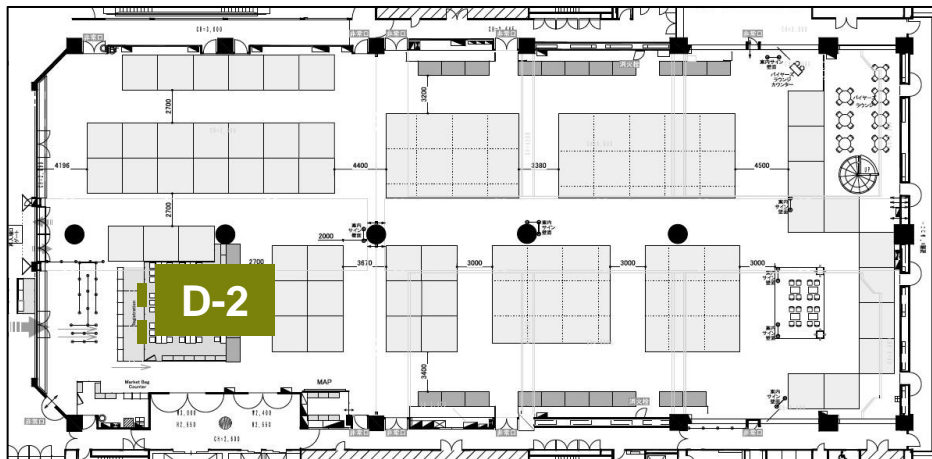


Height of
Registration
Counter

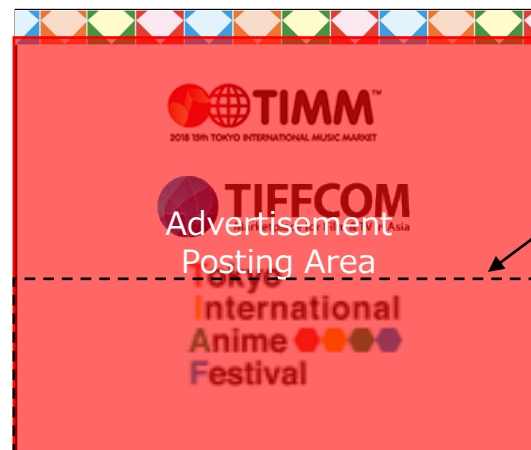
【Hall B】 Registration Counter Wall Panel

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

Hall B Plan



Graphic Image



Height of
Registration
Counter

D-2 Registration Counter Wall Panel

- Size : W2970×H2400 (Please consult us with the size of submitting data.)
- Finishing : Output Sheet
- Quantity : 2

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

Submission of complete data is required.

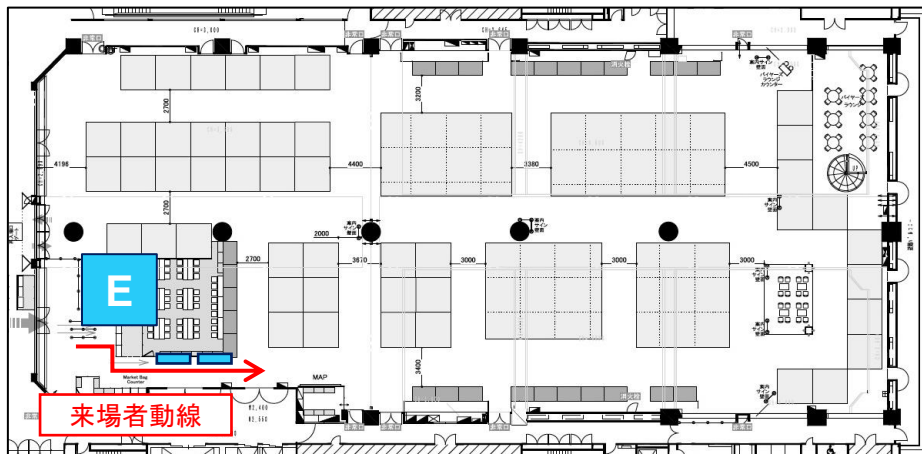
(Please consult us if data production/amendment is required.)

※There is an area overlapping Registration Counter.

【Hall B】 Wall Panel

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

Hall B Plan



E Wall Panel

- Size : W3000×H2400 (Please consult us with the size of submitting data.)
- Finishing : Output Sheet
- Quantity : 2

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

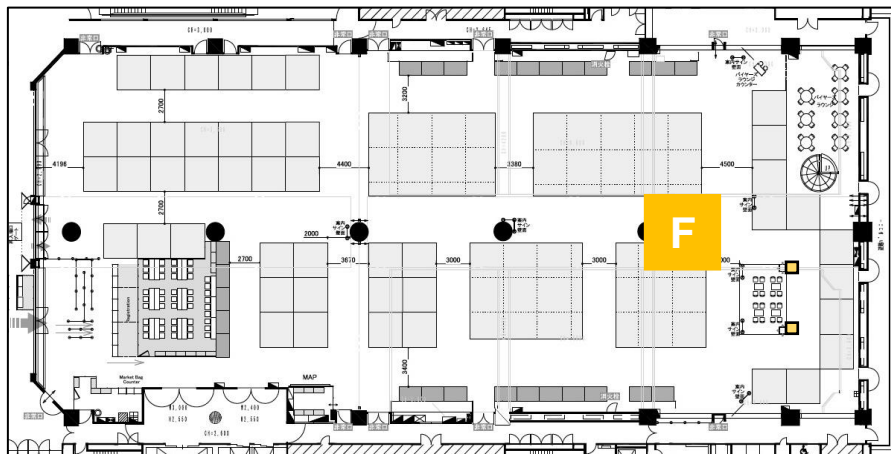
Graphic Image



【Hall B】 Lighting Tower Graphic Panel

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Hall B Plan

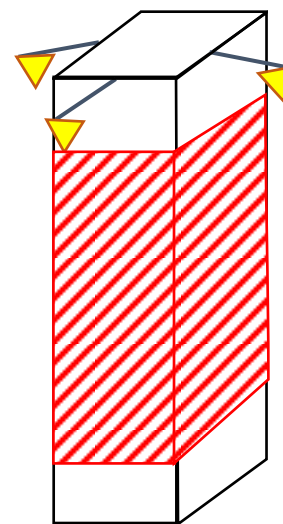


F Lighting Tower Graphic Panel

- Size : W990×H3000 (Please consult us with the size of submitting data.)
- Finishing : Output Panel
- Quantity : 4 sides×2 spots

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

Finishing Image



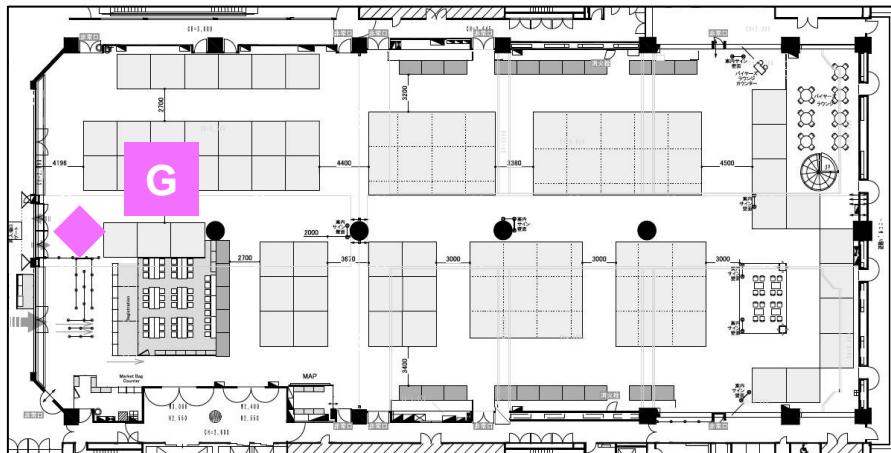
Graphic Image



【Hall B】 Around Pillar Graphics

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

Hall B Plan

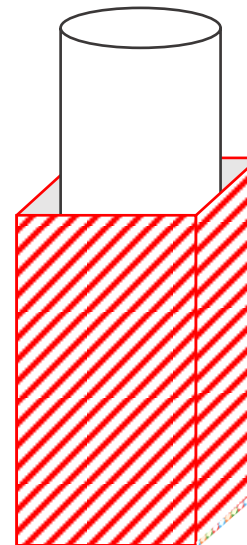


G Around Pillar Graphics

- Size : W1980×H2700 (Please consult us with the size of submitting data.)
- Finishing : Output Panel
- Quantity : 4 sides

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

Finishing Image



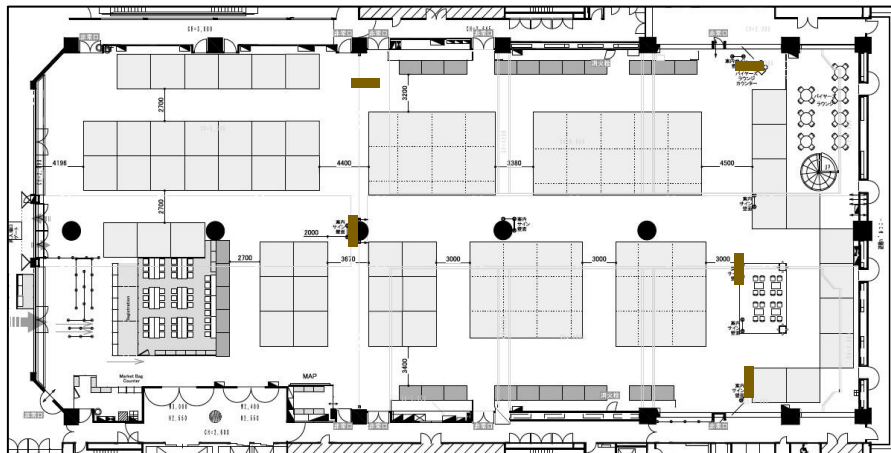
Graphic Image



【Hall B】 Information Board Panel

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

Hall B Plan

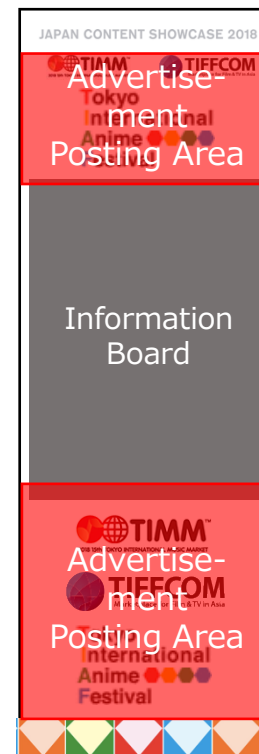


H-1 Information Board Panel (Freestanding Wall Graphics)

- Size : Upper Part W990×H550, Lower Part W990×H750
(Please consult us with the size of submitting data.)
 - Finishing : Output Panel
 - Quantity : 5
- ※Location of Information Boards above is tentative only.
 ※Request for the location cannot be made.

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

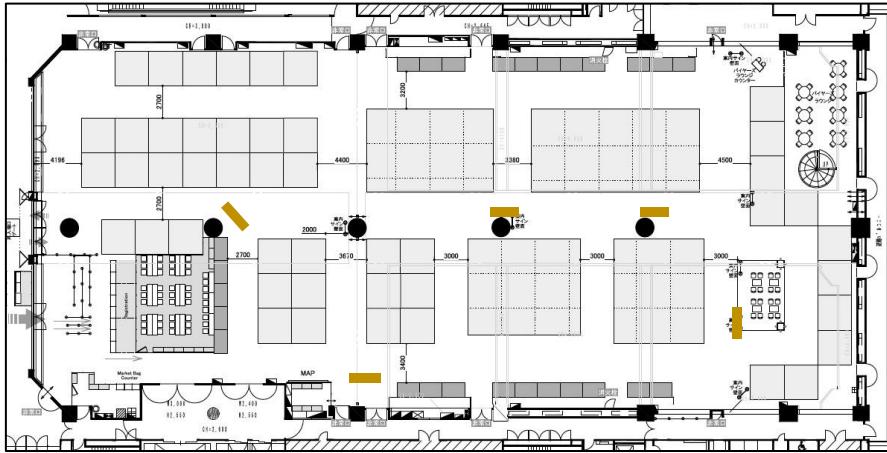
Graphic Image



【Hall B】 Advertising Panel

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

Hall B Plan



Graphic Image



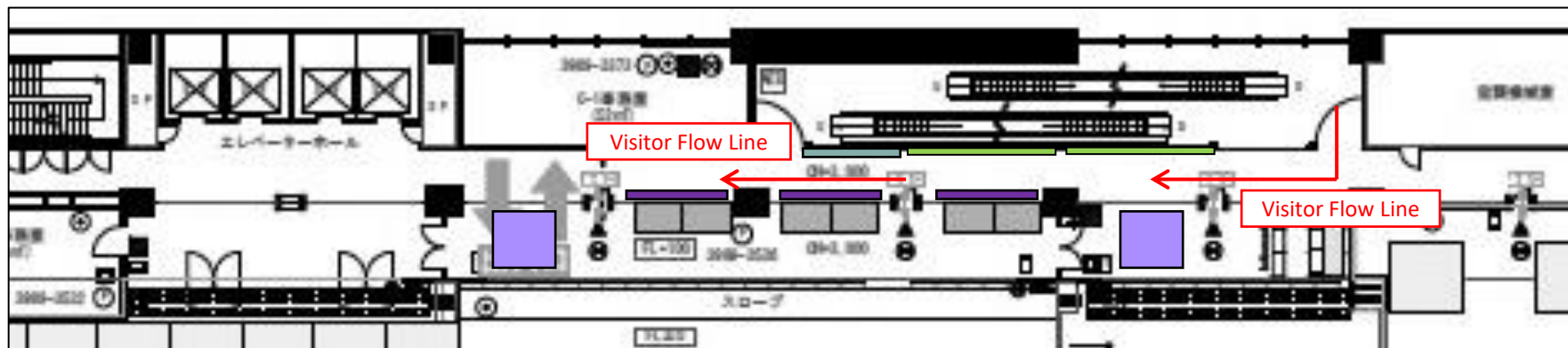
H-2 Advertising Panel (Freestanding Wall Graphics)

- Size : W990×H3000
(Please consult us with the size of submitting data.)
 - Finishing : Output Panel
 - Quantity : 5
- ※Location of Information Boards above is tentative only.
 ※Request for the location cannot be made.

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 C Entrance】

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



Visitor Flow Line

Permanent Signboard

I-1

I-2

Graphic Panel

J

Wall Graphics

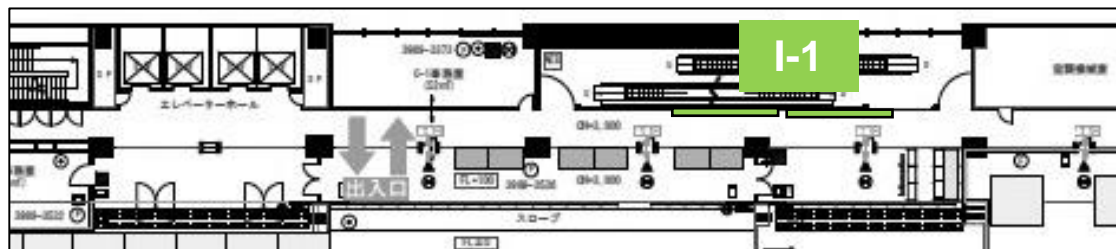
K

Floor Sheet

【Hall C Entrance】 Graphic Panel

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

Hall C Plan



Finishing Image



I-1 Graphic Panel

- Size : W1460×H2870 (Please consult us with the size of submitting data.)
- Finishing : Output Panel
- Quantity : 10

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

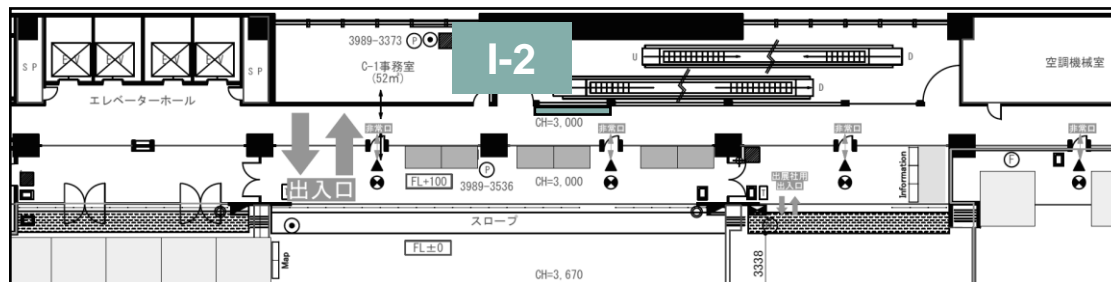
Graphic Image



【Hall C Entrance】 Graphic Panel

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

Hall C Plan



Finishing Image



I-2 Graphic Panel

- Size : W1220×H2870 (Please consult us with the size of submitting data.)
- Finishing : Output Panel
- Quantity : 3

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

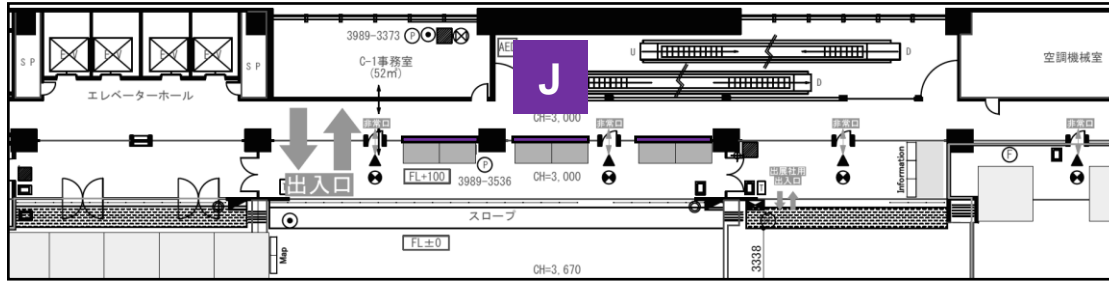
Graphic Image



【Hall C Entrance】 Wall Graphics

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

Cホール展開



Finishing Image



J Wall Graphics

- Size : W4000×H2400 (Please consult us with the size of submitting data.)
- Finishing : System Construction + Output Panel
- Quantity : 3

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

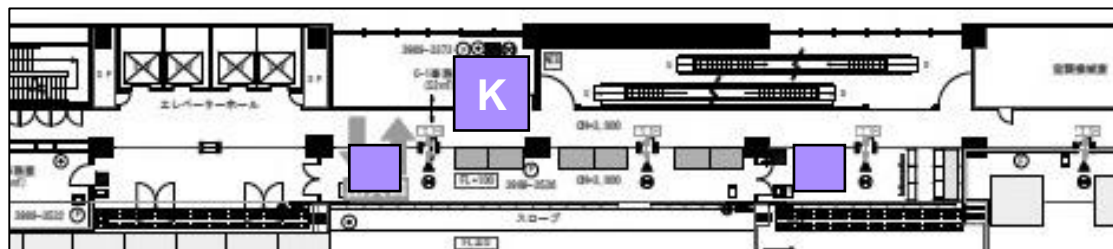
Graphic Image



【Hall C Entrance】 Floor Sheet

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

Hall C Plan



K Floor Sheet

- Size : W2400×H2400 (Please consult us with the size of submitting data.)
- Finishing : Output Sheet
- Quantity : 2

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

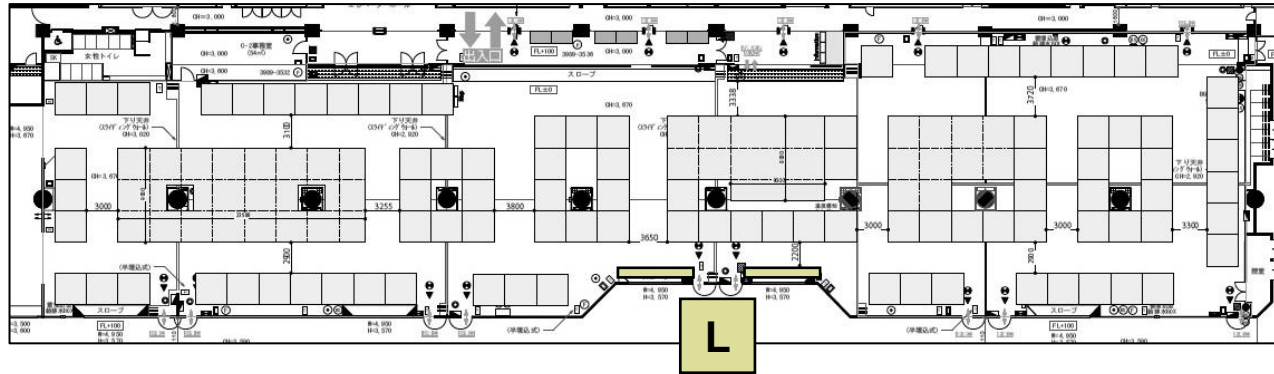
Graphic Image



【Hall C】Tarpaulin Banner

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

Hall C Plan



Finishing Image



L Tarpaulin Banner

- Size : W6380×H3000 (Please consult us with the size of submitting data.)
- Finishing : Tarpaulin Banner
- Quantity : 2

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

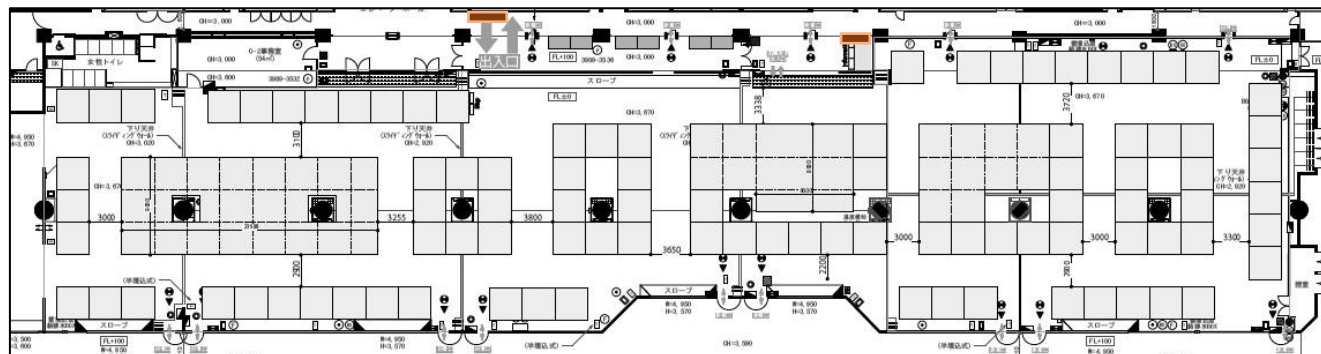
Graphic Image



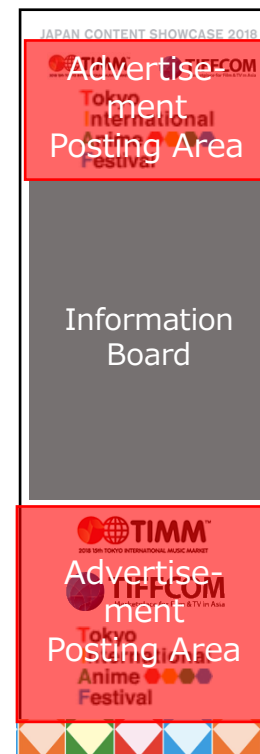
【Hall C】 Information Board Panel

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

Hall C Plan



Graphic Image



M-1 Information Board Panel (Freestanding Wall Graphics)

- Size : Upper Part W990×H550, Lower Part W990×H750 (Please consult us with the size of submitting data.)
- Finishing : Output Panel
- Quantity : 2

※Location of Information Boards above is tentative only.

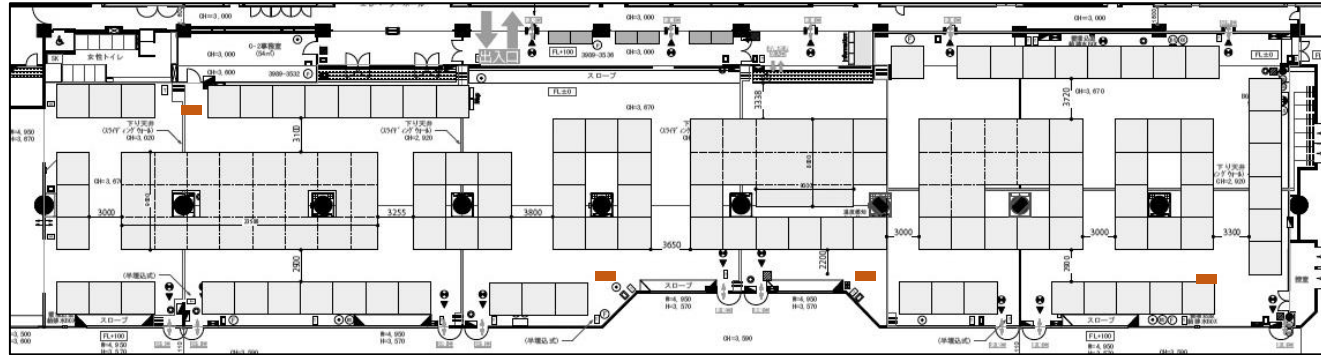
※Request for the location cannot be made.

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 C】 Advertising Panel

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

Hall C Plan



Graphic Image



M-2 Advertising Panel (Freestanding Wall Graphics)

• Size : W990×H3000

(Please consult us with the size of submitting data.)

• Finishing : Output Panel

• Quantity : 4

※Location of Information Boards above is tentative only.

※Request for the location cannot be made.

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



Other Advertisements

Neck Straps for ID Badge Holders

N Neck Straps

① 8,000 straps (estimated)

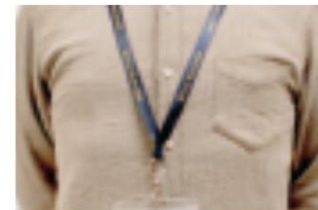
② 1,000 straps

Distributed to all participants

Worn by all staff members

- 1 color printing (special color available)
- ※ Extra cost applies if color proofing is requested.

Price includes printing, material 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.



Market Bags for Distribution

○ Market Bags for Distribution

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

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

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

- 3,500 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 colors can be produced if the same data is used.
- Color of the bags cannot be chosen.
- Specifications may change.

Sample



FRONT



BACK

Web Link Banner (Official Website)

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

Accessed by All Participants

Reasonable Price

Banner will 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.

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

※Banner size is subject to change according to number of applications received. Actual size will be informed after the order.

【Data Submission】

※TBA

Banner is planned to be placed from Thu. Sep. 20 to Fri. Nov. 30, 2018.



Web Link Banner (MY PAGE)

Q Web Link Banner (Upper Side of MY PAGE)

Accessed by All Participants

Reasonable Price

Banner will 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.

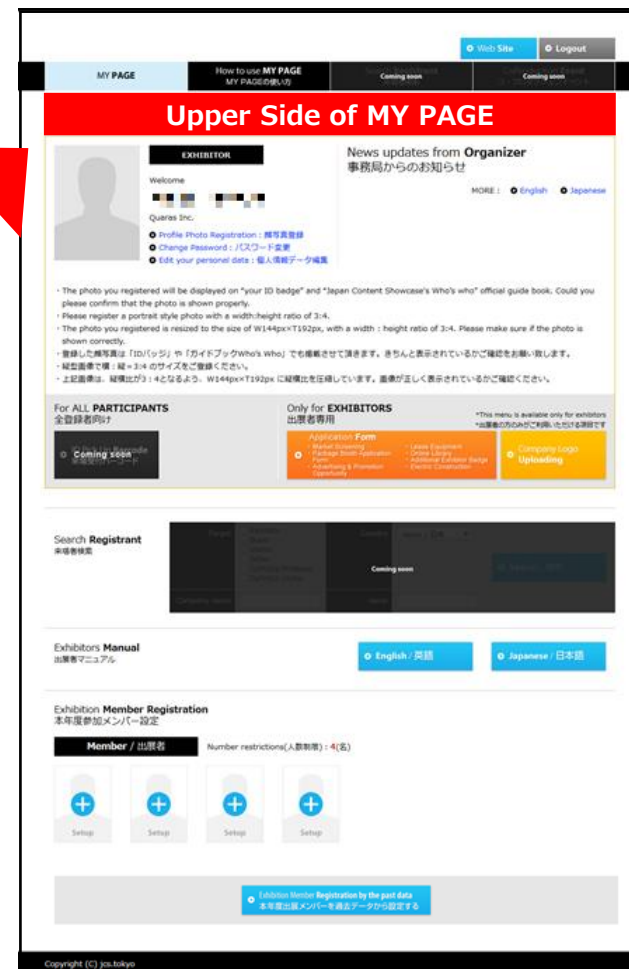
【Data Submission】

※TBA

Banner is planned to be placed from Thu. Sep. 20 to Fri. Nov. 30, 2018.

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

※Banner size is subject to change according to number of applications received. Actual size will be informed after the order.



Official Guidebook

R Advertisement in Official Guidebook (1 page color advertisement)

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

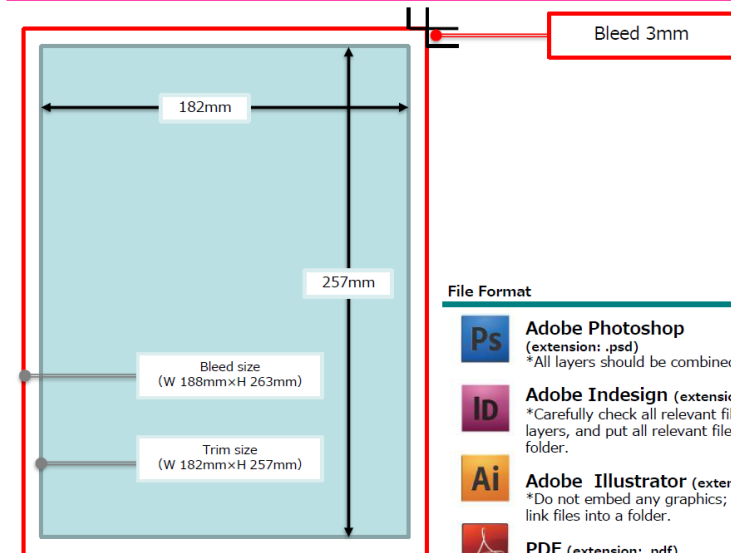
Submission of complete data is required. (Extra cost will be required if data production/amendment is necessary.)

Extra cost applies if proofing is requested.





【Data Submission】

- Size : 257mm×182mm
- Resolution : 350dpi (in actual size)
- Data Format : Illustrator CS5 or older
- This is Bleed Advertisement. No frame will be used.

Official Guidebook PAID Advertising Space



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.



Market Bag Insert

S Market Bag Insert

Reasonable Price

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

- Items for distribution need to be supplied.
- Items (notepads, mouse pads, etc) should be smaller than A4 size.

※ 3,000 to 3500 pieces of the item will be required.

Easel & Poster Frame Set

T Easel & Poster Frame Set

- Price includes media, material costs and tax.
 - B1 sized 2 posters (including 1 spare) need to be supplied. (Extra cost will be required if data output/production/amendment is necessary.)
 - Submission Deadline: TBA
- ※Advertising area will be announced later when final venue plan is confirmed.



Desktop POP Display on Meeting Tables

U Desktop POP Display on Meeting Tables

- A5 W148×H210×2 sides Acrylic Standing Holder

- Price includes media, output, installation, materials costs and tax.
- Submission of complete data is required. (Extra cost will be required if data production/amendment is necessary.)
- Submission Deadline: TBA

※Although advertising area will be announced later when final venue plan is confirmed, we are currently planning to place the displays on meeting tables in Buyers Lounge and free meeting space.



Displays will be placed on meeting tables.

