

Japan IT Week

Japan's Largest*!

Autumn 2023

Oct. 25 (Wed) – 27 (Fri), 2023
Makuhari Messe, Japan

Online 2023

Dec. 5 (Tue) – 7 (Thur), 2023
Online

Osaka 2024

Jan. 17 (Wed) – 19 (Fri), 2024
INTEX Osaka, Japan

Spring 2024

Apr. 24 (Wed) – 26 (Fri), 2024
Tokyo Big Sight, Japan

Nagoya 2024

Jul. 17 (Wed) – 19 (Fri), 2024
Portmesse Nagoya, Japan


Organiser: RX Japan Ltd.






* "Largest" in reference to the exhibitor number and the net exhibit space of trade shows with the same concept.

Scenes from the past shows



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*The information in this brochure is as of June 16, 2023, and is subject to change.

Scenes from the previous show (2023)

Active business meetings took place at the venue

OSAKA EDITION
Jan. 2023



SPRING EDITION
Apr. 2023



 [Watch the movie of previous shows](#) 

 [Watch the movie of previous shows](#) 

Scenes from the previous show (2022)

Active business meetings took place at the venue

NAGOYA EDITION
Jul. 2022



AUTUMN EDITION
Oct. 2022



Watch the movie of previous shows



Watch the movie of previous shows

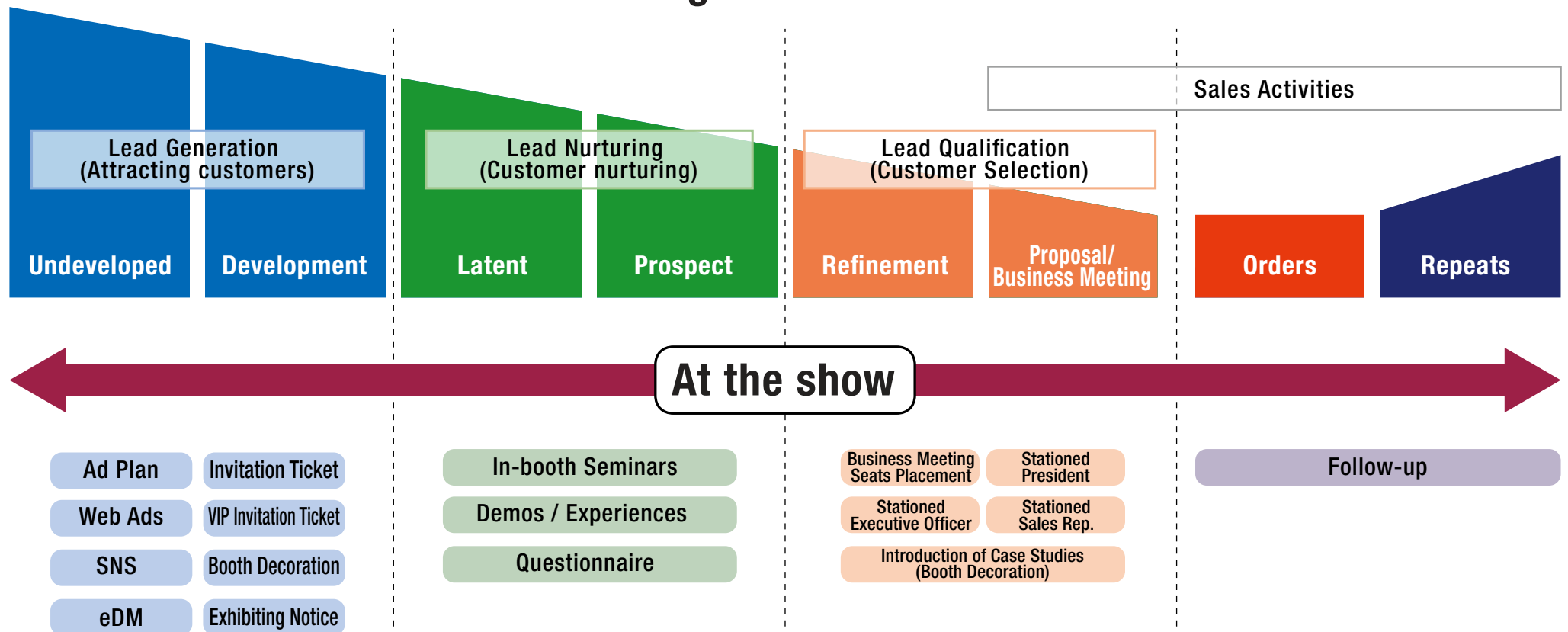


This show is a great platform to market your products and services

All marketing and sales activities are possible

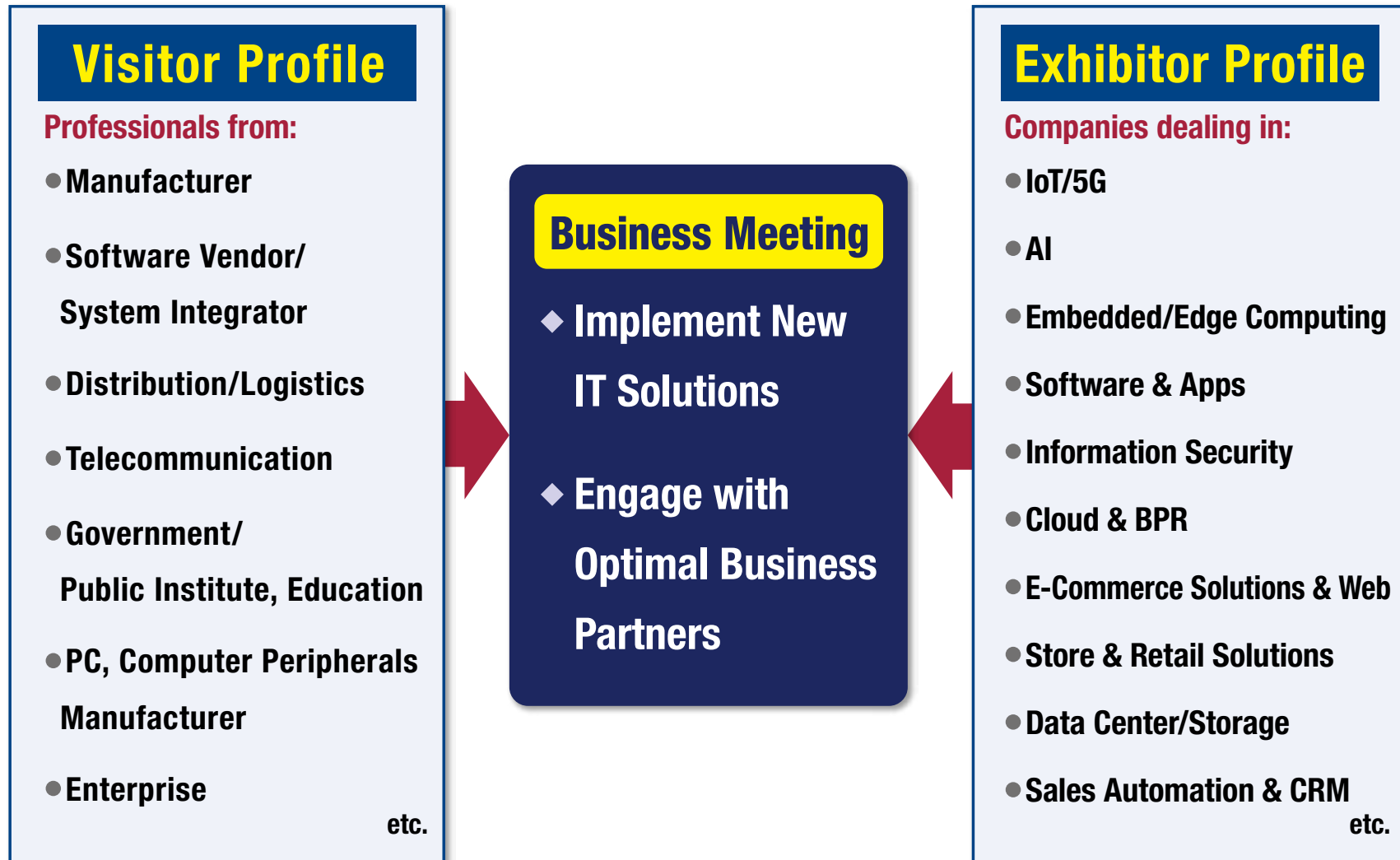
At the show, you can conduct marketing and sales activities suitable for each of the following areas. It is a great platform to do everything from lead generation to developing hot leads and converting them into the deals.

Marketing funnel at the show



This show is a great platform to expand sales and acquire new projects

◆ The details of this show



This show is a great opportunity to have face to face business meetings

◆ Achievements of exhibitors (October, 2020, Excerpt)



<p>I could exchange business cards with 1,800 clients and they tried products and service. There is no other opportunities like this. After the exhibition, I could make more than 100 appointments with sales forecast of 25 million yen.</p> <p style="text-align: right;">(T company/Work System Reform Service)</p>	<p>Since we can see each other's face at the venue, it was easy to communicate about issues and we could negotiate smoothly. Sales forecast of 15 million yen.</p> <p style="text-align: right;">(T company/AI Solution)</p>
<p>I can explain to clients face to face as I show them actual products at the booth, so it was easy for them to understand. Sales forecast of 100 million yen.</p> <p style="text-align: right;">(M company/Manufacturer IoT・Embedded Boards)</p>	<p>By having face to face business talk at the exhibition, we could talk more concretely and reliably than by usual sales activities. Ordering forecast of 10 million yen.</p> <p style="text-align: right;">(P company/IoT Solution)</p>
<p>It was lively with many booth at the exhibition, business talks were promoted. We could get serious potential clients with sales forecast of 15 million yen.</p> <p style="text-align: right;">(L company/Sensor device)</p>	<p>It was great to meet key person from companies unexpectedly and make face to face sales. Sales forecast of 10 million yen.</p> <p style="text-align: right;">(K company/ERP, Equipment management)</p>

Excerpt from questionnaire by exhibiting companies, including exhibitions held at the same time.



Held 5 times a year, you can sell to all across Japan

Autumn Edition
October

Japan's Leading IT Show in Autumn

Dates: **October 25** (Wed) – **27** (Fri), 2023 Venue: **Makuhari Messe**

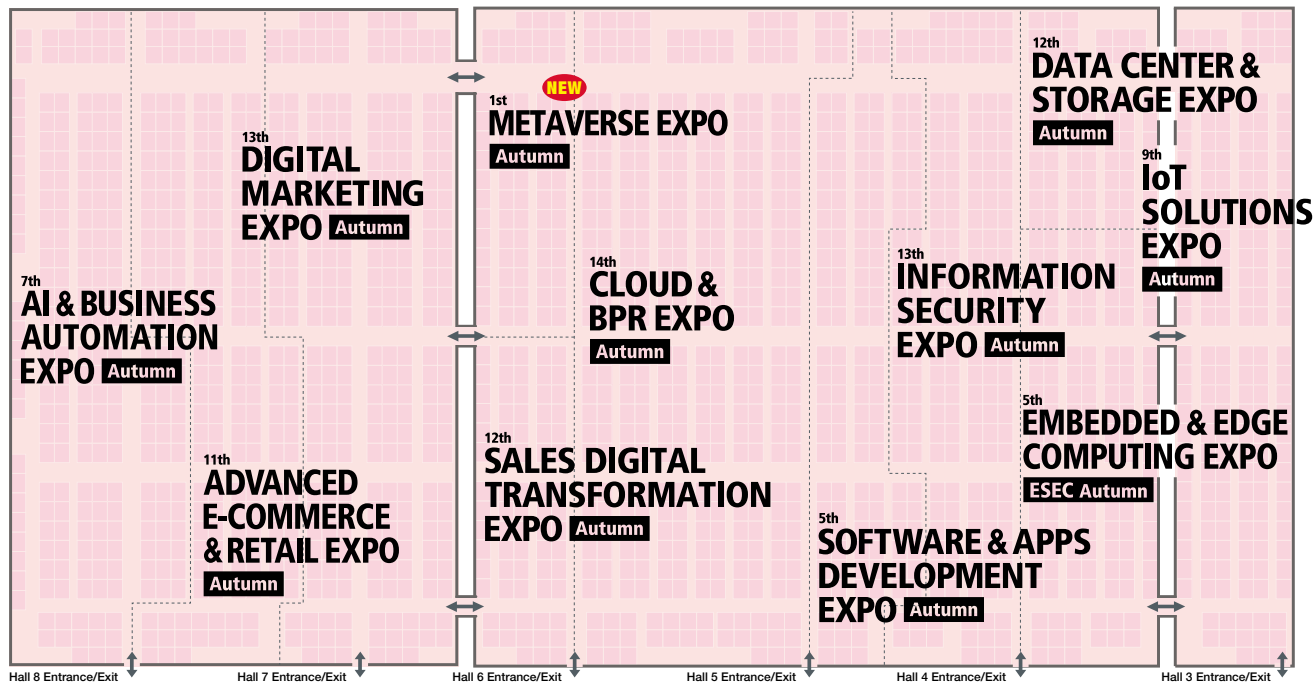
*1 expected

- ◆ Visitors with annual budget for IT projects select suitable IT vendors before the fiscal year ends. (Japan's fiscal year: April-March)
- ◆ Visitors discuss IT investment to estimate next fiscal year's budget for IT projects.

Number of Exhibitors **660** Exhibitors *1

Number of Visitors **38,000** Visitors *1

< Floor Plan (preliminary) > Makuhari Messe Hall 3-8



A scene from Japan IT Week Autumn 2022



Held 5 times a year, you can sell to all across Japan

Online Edition
December

B to B Platform to Expand Your Business

Dates: **Dec. 5** (Tue) – **7** (Thur), 2023

- ◆ A place for business rather than one-way information transmission by exhibitors.
- ◆ A three-day intensive business meeting.
- ◆ Many features to accelerate business discussions.

Number of Exhibitors

50 Exhibitors *1

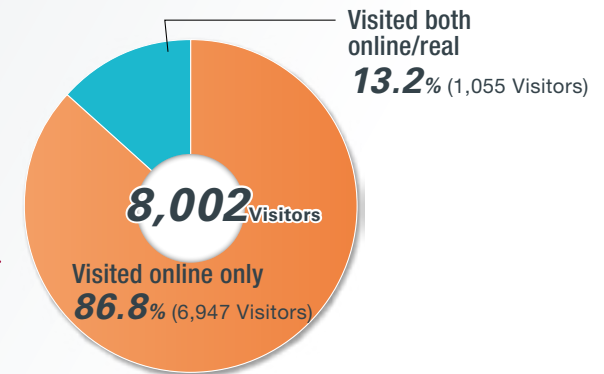
Number of Visitors

10,000 Visitors *1*2

*1 expected. *2 Numbers of attendees logging in during the show.

Number of Visitors *3

86.8% visited online only



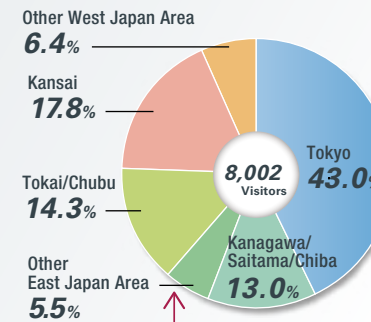
Scenery of the Venue (preliminary)



Visitors Area

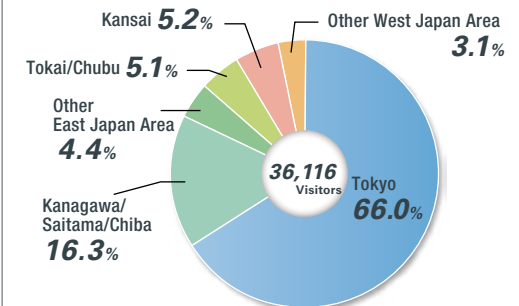
Japanese Visitors

▶ Japan IT Week Online *3



Visited from **all over Japan**

▶ Japan IT Week Autumn *4



*3 Based on Japan IT Week Online Domestic Visitors in December 2022

*4 Based on Japan IT Week Autumn Domestic Visitors in October 2022

Held 5 times a year, you can sell to all across Japan

Osaka Edition January Western Japan's Largest* IT Show

Dates: January 17 (Wed) – 19 (Fri), 2024 Venue: INTEX Osaka

* "Largest" in reference to the exhibitor number of trade shows with the same concept. *1 expected

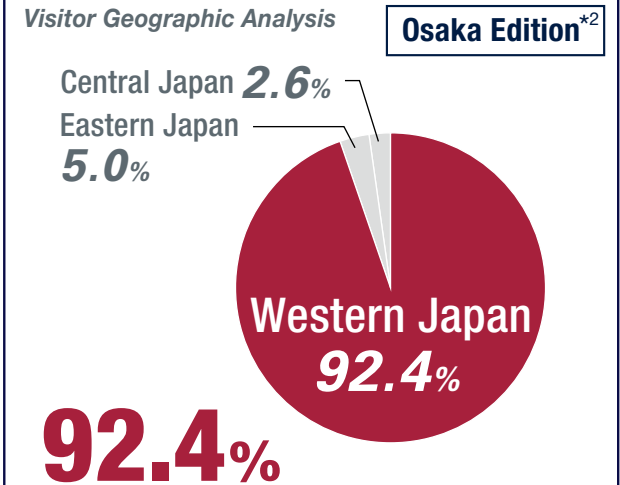
- ◆ Largest* IT trade show in Western Japan.
- ◆ Approx. 92% of visitors come from Western Japan.

Number of Exhibitors **230** Exhibitors*¹ Number of Visitors **13,000** Visitors*¹

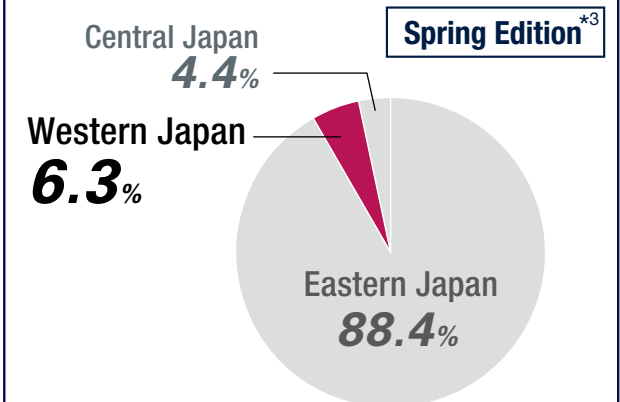
< Floor Plan (preliminary) > INTEX Osaka Hall 3-5



Exhibit at Osaka Show to Cover Western Japan



*² Based on Japan IT Week Osaka Domestic Visitors in 2022



*³ Based on Japan IT Week Spring Domestic Visitors in 2022. The total won't be 100 since the distribution is rounded up at the second decimal point.

Held 5 times a year, you can sell to all across Japan

Spring Edition
April

Japan's Largest* IT Business Platform

Dates: April 24 (Wed) – 26 (Fri), 2024 Venue: Tokyo Big Sight

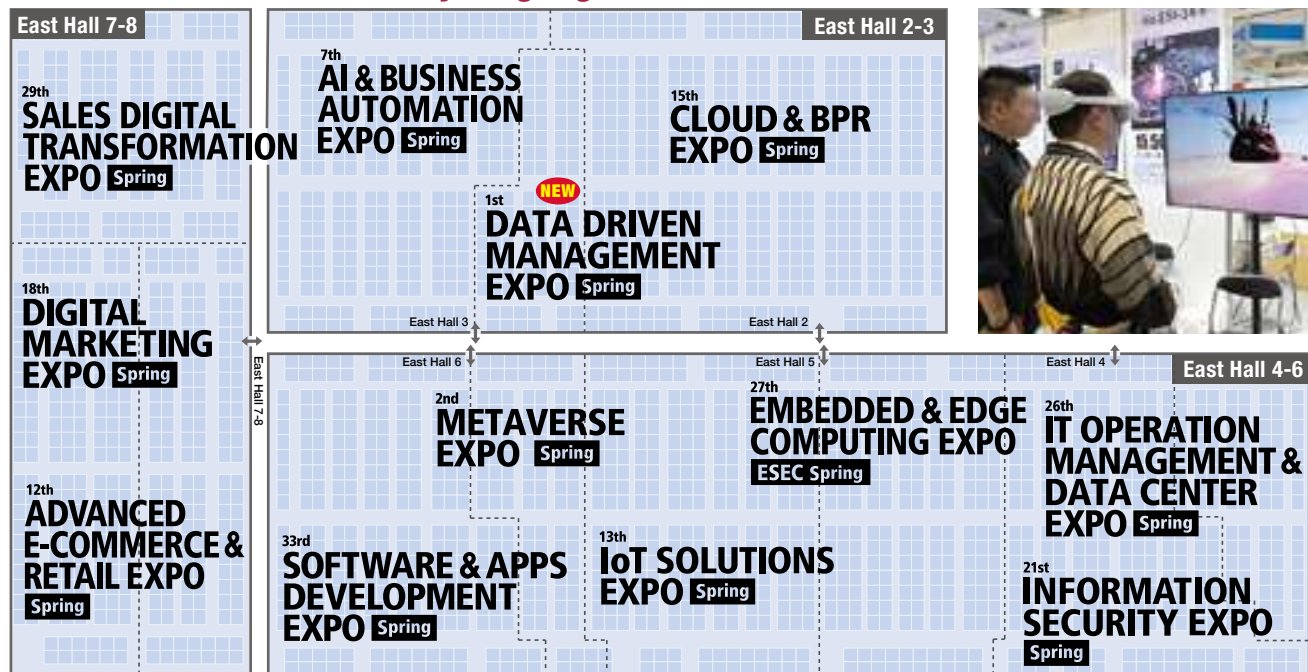
* "Largest" in reference to the exhibitor number and the net exhibit space of trade shows with the same concept. *1 expected

- ◆ Generate sales from visitors with new annual budget. (Most of Japanese companies' fiscal year starts in April)
- ◆ Network with newly appointed project managers at the beginning of fiscal year.

Number of Exhibitors **900 Exhibitors** *1 Number of Visitors **55,000 Visitors** *1



< Floor Plan (preliminary) > Tokyo Big Sight East Hall 2-8



Held 5 times a year, you can sell to all across Japan

Nagoya Edition
July

Central Japan's Largest* IT Show

Dates: July 17 (Wed) – 19 (Fri), 2024 Venue: Portmesse Nagoya

* "Largest" in reference to the exhibitor number of trade shows with the same concept. *1 expected

- ◆ Central Japan's largest* IT Show with 200*1 exhibitors!
- ◆ 89% of visitors come from Japan's central region.

Number of Exhibitors **200** Exhibitors *1

Number of Visitors **13,000** Visitors *1

< Floor Plan (preliminary) > Portmesse Nagoya Hall 1

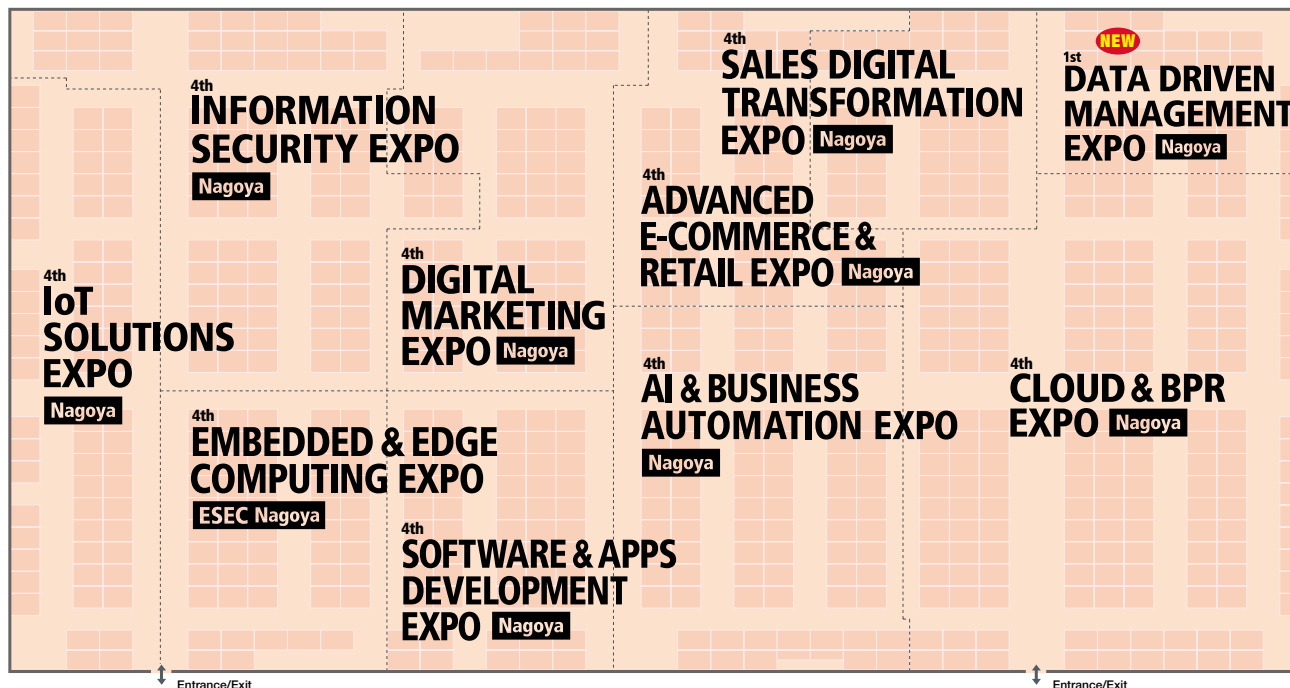
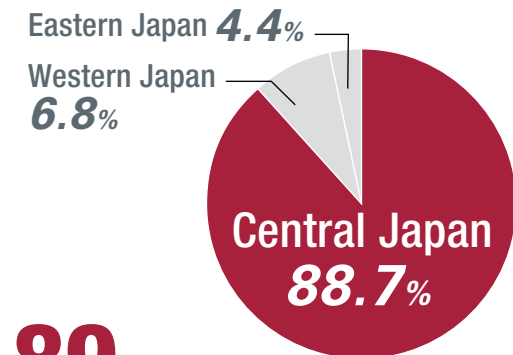


Exhibit at Nagoya Show to Cover Central Japan

Visitor Geographic Analysis

Nagoya Edition*2

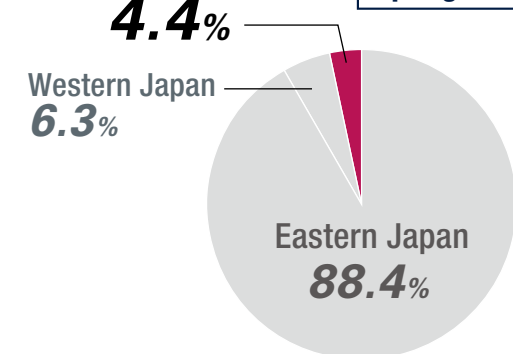


89%

Visitors from Central Japan

*2 Based on Japan IT Week Nagoya Domestic Visitors in 2022

Central Japan **4.4%** Spring Edition*3



*3 Based on Japan IT Week Spring Domestic Visitors in 2022
The total won't be 100 since the distribution is rounded up at the second decimal point.

You can certainly have business talks with visitors who are highly motivated to introduce

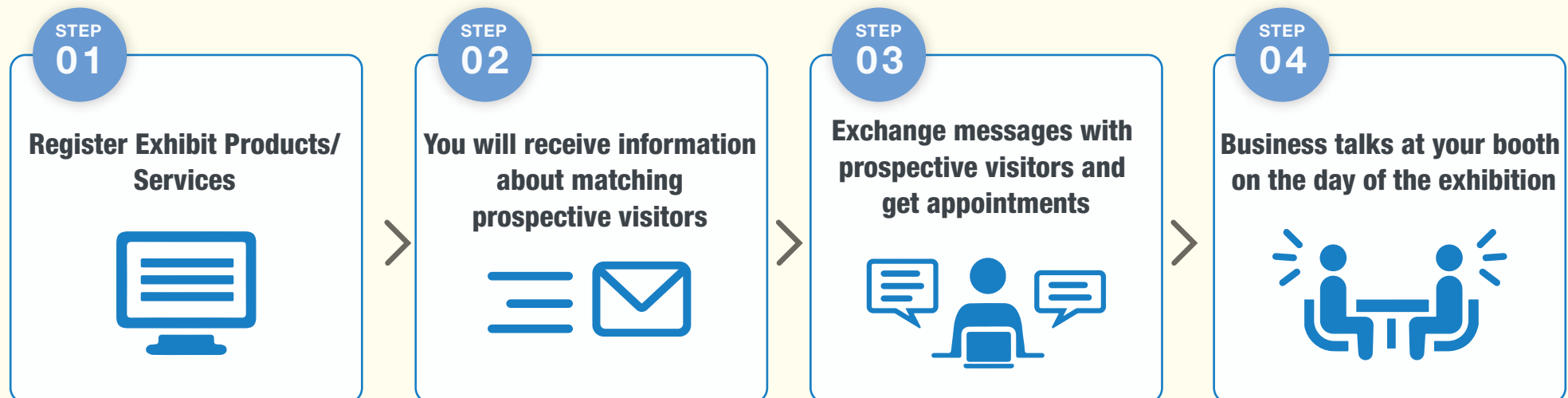
◆ Appointment System

*The name may change at the operation

It is a system that allows you to exchange messages with prospective visitors before the exhibition, and to support appointment reservations (taking appointments) at the exhibition venue.

- ◆ **Proposals tailored to each user can be made, increasing the dealmaking.**
- ◆ **You can approach users who are highly motivated to introduce the product.**
- ◆ **You can have business talks with new users at the exhibition hall.**

Flow of usage of Appointment System



You can advertise to vast majority of visitors

This is an advertising service that can be used from before the show. Please use it to attract more customers to your booth. In addition, slots of services are limited, so please apply as soon as possible.

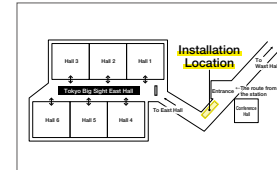
1 Digital Signage Ads on the Hallway

Price JPY 800,000 (tax excluded)

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

■ Tokyo Big Sight Installation Location ■ Installation Image ■ Enlarged Image



2 Floor Map Ads (On Digital & Printed Versions)

Price JPY 650,000 (tax excluded)

All visitors will take a floor map at the entrance of each exhibition hall. This advertisement service includes both a banner advertisement and your booth location highlighted 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



*The highlighting will apply to the shows in 2023.

3 Banner Ads on Official Show Website

Price JPY 300,000 (tax excluded)

■ Official Website

31st Japan IT Week Spring

No. of PVs: **93,000**

(Feb. 1 - Apr. 8, 2022)

■ Image



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

You can inform your participation widely to your potential customers.

*The location of the banners is subject to change.

There are many other advertisements available.

[Download the Details](#)

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

Normal price JPY 3,650,000 ▶ Special price JPY **3,200,000** (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 3,150,000 ▶ Special price JPY **2,700,000** (tax excluded)

Starter Plan II

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

- Premium Directory Listing (Large Size Display)
- Ads in Visitor Promotion E-mail
- Digital Incentive Coupons
- Floor Map Ads

Normal price JPY 1,350,000 ▼
Special price JPY **1,200,000** (tax excluded)

You can also apply each advertisement service individually

[Download the Details](#) 

You can conduct extensive PR through Sponsored Seminar

◆ Sponsored Seminar

- ◆ Show Management will use the official website and e-mail magazines to make announcements and attract customers.
- ◆ Many people who are interested in your company's products will gather.
- ◆ Show Management will provide you applicant info roughly 1 week after the show.

【Overview of the event】

- Fee: JPY 100,000 + JPY 5,000 per lead (excluding tax)^{*1}
- Maximum number applicants: 100 people (pre-registration required)
- Usage time: 60 minutes
(40 minutes for session, each 10 minutes for preparation and cleanup, total 60 minutes)
- Facilities: Chairs, 2 microphones, screen, projector

* The sessions can only be in Japanese.

* Applications are limited to one slot per company during the three days of the exhibition.

* We need to know your company's privacy policy.

* 1 The price for Autumn 2023 show.

If you would like to apply, please contact our sales representative.



Scenes from Japan IT Week Spring 2023

Extensive Services Maximise Your Result

1 Dedicated staff (ES: Exhibitor Success) of show management will help you to prepare for the exhibition

- Holding a briefing session after signing the contract to prepare for the exhibition
- We visit your company's booth during the exhibition to support the creation of booths that lead to results



(image)

2 Listing on Exhibitor/Product Search Site

- Post company information on the exhibition/product search site that many visitors check in advance.
- In registration, we support the expression method and verbalization to convey the product attractively.



(image)

3 Provision of visitor tickets (digital version)

- Visitor tickets are provided for free.
- Visitor tickets can be sent to all customers of your company.



Japan IT Week

Held 5 times a year in Osaka, Tokyo, Nagoya, Makuhari, and Online!

Contact



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