

### Advertising opportunities

Enhance your brand & products recognition using our promotional items!



How can we promote our participation in the fair to potential clients as much as possible before the fair?

Advertisements on e-mail newsletter service and the Beautyworld Japan website are some of your most valuable promotional tools! The digital tools provide potential customers new information 24/7!

- E-mail newsletter service ..... **1**
- Banner on the official fair website ..... **2**



What is the most effective tool to approach all visitors during the fair?

Apply for an advertisement page in the official fair guide! This is the only printed tool which is distributed during the fair. Also, commercial video on the main stage screen has a great impact to the visitors!

- Advertisement in the official fair guide ..... **3**
- Commercial video on the main & Hair / Nail stage screen ..... **4**
- On-site advertisement board ..... **5**



How can we promote ourselves over extended periods of time?

Use a combination of placing advertisements in the official fair guide & tailored post-fair e-mail shot service. The digital and printed tools cover a wide range of promotional activities.

- Advertisement in the official fair guide ..... **3**
- Tailored post-fair e-mail shot service ..... **6 7**



# Benefit of exhibiting at trade fairs

Do you realise what the main purpose of the participation at this trade fairs is?  
If so, do you share it with your staff members?

One of the unique feature of trade fair is collecting a large number of prospects from all over the world, in the one place, over a short time.

This allows you to conduct your business and marketing activities intensively and effectively!



## Successful preparation in trade fairs

### Before the fair

- 1 Set the simple and clear target and share them with your members.
- 2 Announcement on your website & E-mail using the digital tools (the fair logo).
- 3 Send the invitations to your prospects. Make the best use of promotional tools which the organiser provide!
- 4 Prepare giveaway samples, catalogues & the price list.
- 5 Visitor-friendly booth design will bring more business and customers to you.
- 6 Apply for promotion opportunities! Place advertisement on the official fair guide & website. Almost all the buyers will check them during the show.

### During the fair

- 1 Setting the decision maker and expert staff at your booth is very effective. Also, preparing the full time interpreter is very important.
- 2 Hold events, presentations, small talk show ...etc. It makes the opportunities to communicate with the visitors.
- 3 Provide the exclusive offers which is only at the fair ground. Buyers will love it!

### After the fair

- 1 Immediate customer follow-up will be the key to success. Send the thank you letters, brochures...etc.

**Package discount available**

**10%OFF**

To encourage your effective multi-angled promotional approach to targeting visitors, we offer **10% discount** for multiple orders of promotional tools. You can select 2 items or more from the tools marked as **Package discount available**. Let's promote your exhibit in the most effective way!

# Plans to encourage your effective multi-angled promotional approach to targeting visitors

Following plans are examples to use promotional tools effectively and essentially.  
Don't miss this opportunity!

## ● Plan A

Contents		Price (tax excluded)	Total (tax excluded)
• Advertisement in the official fair guide 1/4 page (landscape)	Package discount available	JPY 200,000	JPY 315,000
• On-site advertisement board	Package discount available	JPY 150,000	
Package discount		-JPY 35,000	

## ● Plan B

Contents		Price (tax excluded)	Total (tax excluded)
• Tailored post-fair e-mail shot service basic charge before the fair		JPY 200,000	JPY 750,000
JPY 10 x 5,000 of recipients (volume charge)		JPY 50,000	
• Advertisement in the official fair guide 1/2 page (landscape) (editorial advertising)		JPY 350,000	
• Commercial video on the main & Hair / Nail stage screen Standard plan		JPY 150,000	

## ● Plan C

Contents		Price (tax excluded)	Total (tax excluded)
• Banner on the official fair website ①	Package discount available	JPY 550,000	JPY 1,335,000
• Advertisement in the official fair guide 1 page	Package discount available	JPY 600,000	
Package discount		-JPY 115,000	
• Tailored post-fair e-mail shot service basic charge after the fair		JPY 200,000	
JPY 10 x 10,000 of recipients (volume charge)		JPY 100,000	

You could order any combinations of promotional tools as following pages  
and if you have any further question please feel free to contact us.

Data submission deadline

Please kindly note that the advertisement could be not inserted on the materials in case the data for printing was submitted after the deadline.

We would appreciate your serious attention to the data submission deadline.

For enquiry

Messe Frankfurt Japan Ltd. Beautyworld Japan organiser's office  
Shosankan 7F, 1-3-2 Iidabashi Chiyoda-ku, Tokyo 102-0072, Japan  
Tel. +81-3-3262-8446 Fax. +81-3-3262-8442 E-mail. [promotion@japan.messefrankfurt.com](mailto:promotion@japan.messefrankfurt.com)

# Advertising opportunities

\*Consumption tax will be applied to the prices declared.

## 1 E-mail newsletter service / Logo ads on e-mail newsletter

Before the fair Package discount available

Deadline	1 March 2019
Data submission deadline	22 March 2019

The organiser sends out an e-mail newsletter to a carefully selected database. This newsletter contains overall show information. You can promote your participation to the potential customers.

### E-mail newsletter ad service

Price	JPY 250,000 (tax excluded)
Contents	Text advertising (Japanese: up to 100 letters), 1 image (picture) and URL

### Logo ads on e-mail newsletter

Price	JPY 100,000 (tax excluded)
Contents	1 logo with other advertisers

Delivery schedule (3 times in total)	w/c 8 April 2019, w/c 22 April 2019, w/c 7 May 2019
Number of targets	Approx. 50,000 e-mail addresses in Japan
Targets	Industry participants, press, pre-registered visitors
Format	HTML

- \*An instruction will be provided by the organiser after receiving an application.
- \*Images in HTML e-mails may not load / display depending on the user's browser / e-mail application.
- \*This service is only available for the first 3 applicants.
- \*The e-mail states that it is from Beautyworld Japan organiser's office in the title and text.
- \*Text must be in Japanese. Translation service is available. Please contact the organiser for the details.



Image

Image of logo ads

## 2 Banner on the official fair website RENEWAL

Before & after & during the fair Package discount available

Deadline	15 March 2019
Data submission deadline	22 March 2019

Don't miss this opportunity to promote your participation to your potential customers by using the banner ads.

Type of banner	Placement of banner	Size	Price (tax excluded)
① First	After approx. 1/3 of the page height	W1,140 × H285	JPY 550,000
② Second	After approx. 2/3 of the page height	W1,140 × H380	JPY 600,000

- \*Digital banner runtime: start 4 weeks before the show and end 4 weeks after the show.
- \*Your banners can also be viewed on mobile devices.
- \*Our algorithms ensure that your banner is displayed before, during and after the trade fair depending on the campaign period, no matter how many ad impressions you book.



After approx. 1/3 of the page height

After approx. 2/3 of the page height

Image

## 3 Advertisement in the official fair guide

During the fair Package discount available

Enhance your presence even before, during and after the fair!

Our official fair guide will be put on our official fair website before the fair and distributed to all visitors at the venue.

Format	Size (mm)	Price (tax excluded)
① Back cover	W148 × H210	JPY 1,200,000
② Inside back cover	W148 × H210	JPY 1,000,000
③ 2 page	W296 × H210	JPY 1,100,000
④ 1 page	W148 × H210	JPY 600,000
⑤ 1/2 page (landscape)	W135 × H95	JPY 400,000
⑥ 1/2 page (landscape) editorial advertising	W135 × H95	JPY 350,000
⑦ 1/4 page (landscape)	W135 × H45	JPY 200,000

How to distribute	at the fair / official fair website / e-mail newsletter.
Providing	original data (Recommended for record your hall number, booth number and contact information.)

\*An instruction will be provided by the organiser after receiving an application.

\*①②③ are only available for the first 1 applicant.

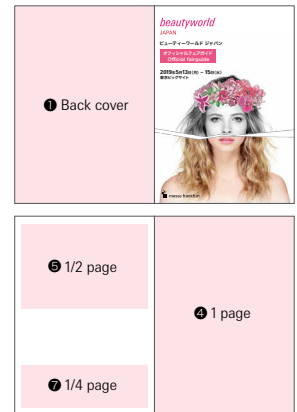
\*The organiser will receive applications first-come-first-served basis.

\*The organiser will assign the position of advertisement.

\*Color proof will not be issued.

Order Submit the application form for advertising opportunities.

Deadline	15 March 2019
Data submission deadline	29 March 2019



Image



⑥ 1/2 page (landscape) editorial advertising image

## 4 Commercial video on the main & Hair / Nail stage screen

During the fair

Don't miss this wonderful opportunity! Promote your brand, booth and products using this effective platform. Our seminar program "main stage" consistently gathers many visitors and is one of the most popular events during the fair. Take advantage of this integrated promotion scheme!

\*Broadcasting before main stage seminars: 30 second video for 3 days = 9 – 10 times on average

\*The price includes: commercial broadcasting fee and the production fee.

\*This service is only available for **the first 6 applicants**.

\*Copyright of the video belongs to the applicant.

### Standard plan

Price (tax excluded)	Contents
JPY 150,000 (tax excluded)	+  +  +  + broadcasting on the screen video data (exhibitor provided) photo data (exhibitor provided) narration editing (incl. subtitles)

### High-grade plan

Price (tax excluded)	Contents
JPY 300,000 (tax excluded)	+  +  +  +  + broadcasting on the screen meeting video shooting photo shooting narration editing (incl. subtitles)

Order Submit the application form for advertising opportunities.

Deadline	22 March 2019
Data submission deadline	5 April 2019



Main stage image

## 5 On-site advertisement board

During the fair Package discount available

Improve your presence and lead more visitors to your booths!  
Visually approach to a number of your potential customers and get immediate promotional effect onsite.

タイプ	サイズ (mm)	料金 (消費税別)
① Large	W1800 x H1120	JPY 150,000
② Small	W900 x H1120	JPY 100,000

\*Location will be assigned by the organiser.

Order Submit the application form for advertising opportunities.



② Small image

① Large image

## 6 Tailored post-fair e-mail shot service

Before the fair

NEW

Deadline 15 March 2019  
Data submission deadline 22 March 2019

## 7 Tailored post-fair e-mail shot service

After the fair

Deadline 17 May 2019  
Data submission deadline 24 May 2019

The organizer will distribute an e-mail only of your own contents to visitors of Beautyworld Japan 2018 two weeks before the fair or of Beautyworld Japan 2019 after the fair. You can chose the delivery target either all or focused visitors in selected business category.

Price	JPY 200,000 (basic charge) + JPY 10 × no. of recipients (volume charge)
Delivery schedule	Before the fair: 2 weeks before the fair After the fair: 2 weeks after the fair
Delivery target	Before the fair: Beautyworld Japan 2018 visitors, online registered visitors 2019, Press After the fair: Beautyworld Japan 2019 visitors
Format / contents	Text 38 letters to 100 lines (Japanese text >> Japanese visitors / English text >> Overseas visitors ), images

Order Submit the application form for advertising opportunities.



Image



# Free promotional opportunities

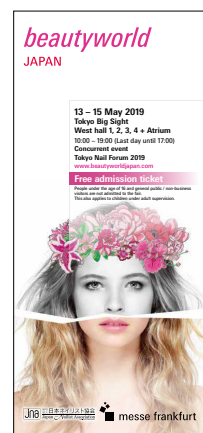
Don't miss making full use of our promotional items!

## 1 Free admission tickets & stickers

Deadline 22 February 2019

Free admission tickets & stickers will be available upon your request.

[Order](#) [Online exhibitors' page](#)



Image



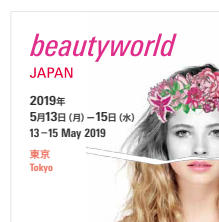
Image

## 2 Banner & logo

Announce your participation on your website, SNS and your e-mail signature.

*beautyworld*  
JAPAN

[Download](#) [Online exhibitors' page](#)



## 3 Online exhibitor search


Deadline 22 February 2019

In March 2019, the online exhibitor search will open on the official fair website. Register your product and company information for the potential clients before and after the fair. Each exhibitor will receive 1 page on the website to promote their new products.

Translation: English → Japanese **JPY 3,000** (tax included)

[Registration](#) [Online exhibitors' page](#)

# BWJ2019 Application form for advertising opportunities

**Submit to**  Beautyworld Japan Organiser's office / Messe Frankfurt Japan Ltd.  
Fax. +81-3-3262-8442 E-mail. [promotion@japan.messefrankfurt.com](mailto:promotion@japan.messefrankfurt.com)

Date: / /

Exhibitor name

Contact person (Mr./Ms.)

Address

Country

E-mail.

Tel.

Fax.

**Package discount available** 10%OFF is available! For details, check the Promotion guide or contact: [promotion@japan.messefrankfurt.com](mailto:promotion@japan.messefrankfurt.com)

Package discount	Non-package	Items	Price (tax excluded)		
<b>1 E-mail newsletter service / Logo ads on e-mail newsletter</b> <b>Package discount available</b> <b>Deadline</b> 1 March <b>Data submission deadline</b> 22 March					
<input type="checkbox"/>	<input type="checkbox"/>	E-mail newsletter service	JPY	250,000	x = JPY
<input type="checkbox"/>	<input type="checkbox"/>	Logo ads on e-mail newsletter	JPY	100,000	x = JPY
<b>2 Banner on the official fair website</b> <b>Package discount available</b> <b>Deadline</b> 15 March <b>Data submission deadline</b> 22 March					
<input type="checkbox"/>	<input type="checkbox"/>	① Homepage at 30% of the page height	JPY	550,000	x = JPY
<input type="checkbox"/>	<input type="checkbox"/>	② Homepage at 60% of the page height	JPY	600,000	x = JPY
<b>3 Advertisement in the official fair guide</b> <b>Package discount available</b> <b>Deadline</b> 15 March <b>Data submission deadline</b> 29 March					
<input type="checkbox"/>	<input type="checkbox"/>	① Back cover	JPY	1,200,000	x = JPY
<input type="checkbox"/>	<input type="checkbox"/>	② Inside back cover	JPY	1,000,000	x = JPY
<input type="checkbox"/>	<input type="checkbox"/>	③ 2 page	JPY	1,100,000	x = JPY
<input type="checkbox"/>	<input type="checkbox"/>	④ 1 page	JPY	600,000	x = JPY
<input type="checkbox"/>	<input type="checkbox"/>	⑤ 1/2 page (landscape)	JPY	400,000	x = JPY
<input type="checkbox"/>	<input type="checkbox"/>	⑥ 1/2 page (landscape) editorial advertising	JPY	350,000	x = JPY
<input type="checkbox"/>	<input type="checkbox"/>	⑦ 1/4 page (landscape)	JPY	200,000	x = JPY
<b>4 Commercial video on the main &amp; Hair / Nail stage screen</b> <b>Deadline</b> 22 March <b>Data submission deadline</b> 5 April					
<input type="checkbox"/>	<input type="checkbox"/>	Main stage	<input type="checkbox"/>	Standard plan	JPY 150,000 x = JPY
			<input type="checkbox"/>	High-grade plan	JPY 300,000 x = JPY
<b>5 On-site advertisement board</b> <b>Package discount available</b> <b>Deadline</b> 5 April <b>Data submission deadline</b> 12 April					
<input type="checkbox"/>	<input type="checkbox"/>	① Large	JPY	150,000	x = JPY
<input type="checkbox"/>	<input type="checkbox"/>	② Small	JPY	100,000	x = JPY
<b>6 Tailored post-fair e-mail shot service</b> <b>Deadline</b> 15 March <b>Data submission deadline</b> 22 March					
<input type="checkbox"/>	<input type="checkbox"/>	Before the fair	JPY 200,000 (basic charge) + JPY 10 x no. of recipient = JPY * Volume and category charges will be charged separately.		
<b>7 Tailored post-fair e-mail shot service</b> <b>Deadline</b> 17 May <b>Data submission deadline</b> 24 May					
<input type="checkbox"/>	<input type="checkbox"/>	After the fair	JPY 200,000 (basic charge) + JPY 10 x no. of recipient = JPY * Volume and category charges will be charged separately.		

**Total: JPY**

\*Consumption tax will be applied to the prices declared.

\*The promotional tools are provided to the exhibitors of Beautyworld Japan 2019 only.

\*Upon receiving your application form, the detailed information on how to submit the ad data will be sent to you.

\*The invoice will be sent to the address written on this application form.

\*If you wish to cancel an order after submitting the application form, the full amount will be charged as the cancellation fee.