

20 – 22 April 2020

Tokyo Big Sight, West hall 1•2•3•4 + Atrium

www.beautyworldjapan.com

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 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 pre- / post-fair e-mail shot service. The digital and printed tools cover a wide range of promotional activities.

Banner on the official fair website **2**

Advertisement in the official fair guide **3**

Tailored pre- / post-fair e-mail shot service ... **6 7**

Beautyworld Japan will be held 3 times a year!
Wonderful opportunities all through Beautyworld Japan
in Tokyo, Osaka and Fukuoka.
Enquiry ▶ promotion@japan.messefrankfurt.com



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 Announce your participation 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 a 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!

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	7 February 2020
Data submission deadline	28 February 2020

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 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 16 March 2020, w/c 30 March 2020, w/c 13 April 2020
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

Before & after & during the fair

Package discount available

Deadline	21 February 2020
Data submission deadline	28 February 2020

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 250,000
② Second	After approx. 2/3 of the page height	W1,140 × H380	JPY 300,000

- *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.



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 1/4 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.

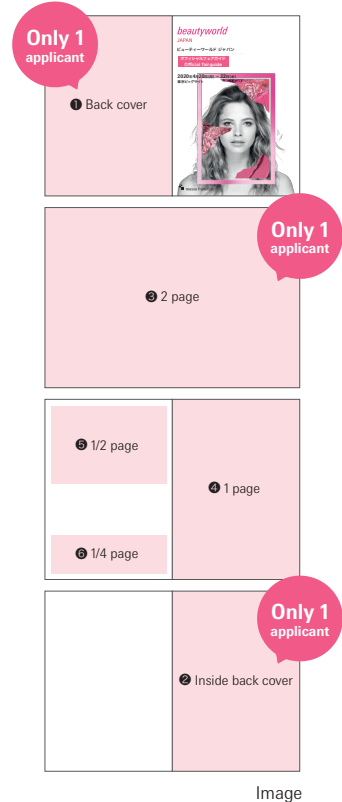
*The organiser will receive applications first-come-first-served basis.

*The organiser will assign the position of advertisement.

*Color proof will not be issued.

Order Submit the application form for advertising opportunities.

Deadline	21 February 2020
Data submission deadline	6 March 2020



Image

4 Commercial video on the Main 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	28 February 2020
Data submission deadline	13 March 2020



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.

Type	Size (mm)	Price (tax excluded)
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 pre-fair e-mail shot service Before the fair

Deadline	21 February 2020
Data submission deadline	28 February 2020

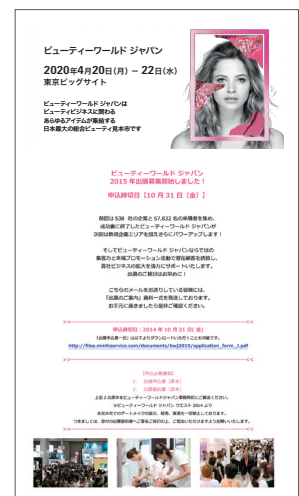
7 Tailored post-fair e-mail shot service After the fair

Deadline	24 April 2020
Data submission deadline	1 May 2020

The organiser will distribute an tailored e-mail, dedicated to your own promotion to our visitors four weeks before the fair or 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: 4 weeks before the fair After the fair: 3 weeks after the fair
Delivery target	Before the fair: Beautyworld Japan 2019 visitors, online registered visitors 2020 After the fair: Beautyworld Japan 2020 visitors, Press
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

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 E-mail. promotion@japan.messefrankfurt.com

Free promotional opportunities

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

1 Free admission tickets & stickers

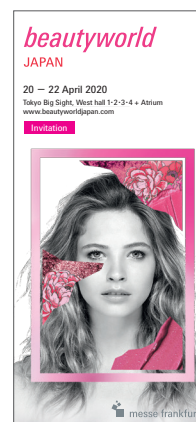
Deadline

31 January 2020

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

Logo

Download

Online exhibitors' page



Image



Image

3 Online exhibitor search

Deadline

31 January 2020


In February 2020, 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 3,600** (tax included)

Registration

Online exhibitors' page

BWJ2020 Application form for advertising opportunities

Submit to  Beautyworld Japan Organiser's office / Messe Frankfurt Japan Ltd.
E-mail. 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

Package discount	Non-package	Items	Price (tax excluded)		
1 E-mail newsletter service / Logo ads on e-mail newsletter Package discount available Deadline 7 February Data submission deadline 28 February					
<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
2 Banner on the official fair website Package discount available Deadline 21 February Data submission deadline 28 February					
<input type="checkbox"/>	<input type="checkbox"/>	① After approx. 1/3 of the page height	JPY	250,000	x = JPY
<input type="checkbox"/>	<input type="checkbox"/>	② After approx. 2/3 of the page height	JPY	300,000	x = JPY
3 Advertisement in the official fair guide Package discount available Deadline 21 February Data submission deadline 6 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 1/4 page (landscape)	JPY	200,000	x = JPY
4 Commercial video on the Main stage screen Deadline 28 February Data submission deadline 13 March					
<input type="checkbox"/>	<input type="checkbox"/>	Standard plan	JPY	150,000	x = JPY
<input type="checkbox"/>	<input type="checkbox"/>	High-grade plan	JPY	300,000	x = JPY
5 On-site advertisement board Package discount available Deadline 13 March Data submission deadline 19 March					
<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
6 Tailored pre-fair e-mail shot service Deadline 21 February Data submission deadline 28 February					
<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.		
7 Tailored post-fair e-mail shot service Deadline 24 April Data submission deadline 1 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 2020 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.