

Promotion guide

— We offer you effective promotion tools. —

Our promotion tools enable you to accomplish your target and purpose of your exhibition.

Make effective use of them to maximize your investment.

Improve
your
exhibition!



How can we promote our participation to visitors before the fair?



Banner on the official fair website...p.2

Editorial/logo ads on visitor promotion e-mail...p.3

You can promote your product and company to visitors with the banner placed on the top page of our official website. And also we can introduce your product and company to about 120,000 potential visitors by 4-time e-mail newsletters with your editorial/logo ads.



We want Japan's key buyers to know our product!



Original flyer with the VIP invitation card...p.2

You can promote your product by enclosing your original flyer with the VIP invitation cards that are sent to about 3,000 key buyers who have a big influence in Japanese interior and design market.



We want to approach all visitors at the fair effectively!



Advertisement on the official fair guide...p.3

On-site advertisement board...p.3

The official fair guide is the very effecting tool that almost all visitors grab at the fair; therefore, it is good to place your advertisement. And, the on-site advertisement board that is located on route to the venue induces visitors to your booth.

Advertising opportunities

Enhance your brand and product recognition using our promotional items!

Order

- ①-⑤・⑦ → Submit the application form on the back page.
- ⑥ → Order directly to Alpha Video.

Discount for package **10% discount** if you select 2 items or more from ① - ⑤

» Pre-fair opportunities

① Original flyer with the VIP invitation card **Discount for package** **NEW**

Deadline: 18 March 2022
Data submission deadline: 25 March 2022

Organiser sends the VIP invitation cards to approximately 3,000 key buyers who have a big influence in the Japanese interior and design market. Enclosing your original flyer with the VIP invitation card is an effective tool you can promote your participation to the key buyers with purchasing decision authority.

- Price: JPY **150,000** (tax excluded)
- Size: A4 folded in three (printed single-sided in full color)
- Send to: Approximately 3,000 key buyers in the middle of April

*Accept first 3 exhibitors.
*The official printing company will print the flyer.
*Data for submission: 1 pdfx-4 file or 1 Adobe Illustrator file (text outlined / version from CS6 to CC2020 / more than 350dpi)
*Please include your exhibitor name and have a blank space for printing your booth number on the flyer data (The official printing company will print the booth number, so please designate the appropriate font, size and color).
*Including a privilege for visitors is recommended.

VIP buyers list (excerpted)

Amazon Japan / BAYCREW'S / CATALOGHOUSE / Conran Shop Japan / Culture Convenience Club / Hoshino Resorts / IDEE / Isetan Mitsukoshi / JR East Retail Net / Keio Department Store / KIWA corporation / KOKUYO / LUMINE / MITSUI Designtec / NIPPON HOTEL / NOMURA / Nomura Real Estate Holdings / PALACE HOTEL TOKYO / Ryohin Keikaku / SAZABY LEAGUE / StylingLife Holdings / Takashimaya / THE LOFT / Tokyo Midtown Management / TOKYU HANDS / TSUTAYA BOOKS / UNITED ARROWS / YURINDO

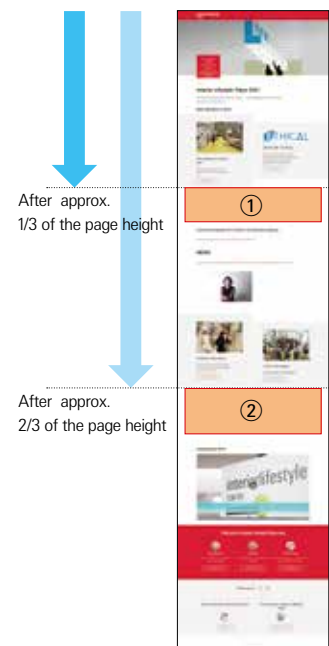
② Banner on the official fair website **Discount for package** **RECOMMENDED!**

Deadline: 25 March 2022
Data submission deadline: 1 April 2022

The banner ad on the official website is very effective. You can promote your product and company to the potential clients before and after the fair.

- Your banner will be uploaded on the top page of the official website **between one month before and one month after the fair.**
- Please contact the organiser's office if you would like to arrange how you can feature a banner for more than one month.

Type of banner	Placement of banner	Size	Price (tax excluded)
①	After approx. 1/3 of the page height	W1,140 × H285	JPY 250,000
②	After approx. 2/3 of the page height	W1,140 × H380	JPY 300,000



*Data for submission: 1 banner image (JPEG, GIF or PNG) / Website URL

Image

3 Editorial / logo ads on visitor promotion e-mail

Discount for package

RECOMMENDED!

Deadline: 1 April 2022
Data submission deadline: 8 April 2022

We distribute e-mail newsletters four times in the last month before the fair to past and pre-registered visitors.
In addition to announcing the fair events and highlights, we introduce your company / brand's product to about 120,000 subscribers.

① Editorial advertisement

- Price: JPY 150,000 (tax excluded)
- Content (and data for submission): 1 picture (JPEG, GIF or PNG) / Article within 100 Japanese letters / Website URL linked to the picture

*Accept first 3 exhibitors.

② Logo advertisement

- Price: JPY 50,000 (tax excluded)
- Content (and data for submission): 1 logo (JPEG, GIF or PNG)

*Accept first 3 exhibitors.

- E-mail distribution: 4 times in the last month before the fair (Weekly)
- Subscriber: About 120,000
- Target: Past and pre-registered visitors
- Format: HTML



Image

» On-site opportunities

4 Advertisement on the official fair guide

Discount for package

RECOMMENDED!

Deadline: 1 April 2022
Data submission deadline: 15 April 2022

Boost your market presence before, during and after the fair!
Our official fair guide will be available before the fair via our official fair website and distributed to all visitors on-site at the venue.

*The size of the official fair guide has been changed to A4 for the user-friendly usage.

Format	Size (mm)	Price (tax excluded)
Back cover	W210 × H297	JPY 500,000
Inside back cover	W210 × H297	JPY 400,000
1 page	W210 × H297	JPY 300,000
1/2 page	W190 × H135	JPY 180,000
1/4 page	W190 × H64	JPY 100,000
Logo in the exhibitor list	W45 × H7 (Maximum)	JPY 30,000

*The data submission details will be e-mailed to applicants.



Back cover / Inside back cover / 1 page 1/2 page 1/4 page Logo in the exhibitor list

5 On-site advertisement board

Discount for package

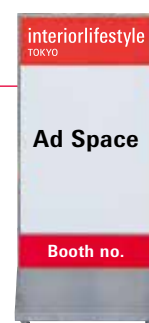
RECOMMENDED!

Deadline: 22 April 2022
Data submission deadline: 13 May 2022

Improve your presence and lead more visitors to your booth!
Visually approach to a number of potential customers and get immediate promotional effects on-site.

- Price: JPY 150,000 (tax excluded) / single-sided
- Size: W848 × H1048 (mm)

*Data for submission: 1 Adobe Illustrator file (text outlined / version under CS5 / W848 × H1048 (mm) / more than 350dpi)
*Your booth number will be printed on the outer frame by the organiser.
*Location assigned by organiser.



Image

6 Promotional video shooting during the fair

Deadline: 28 April 2022

Video filming services can be provided during the fair. Please take advantage of the footage for your post-fair promotion on the website, YouTube, other channels, etc.

Capture the atmosphere of the exhibition on a 1 minute video!

- Price: JPY 60,000 (tax excluded)
- Detail: 1 minute movie with BGM
- Shooting time: Around 45 minutes
- Optional service: Interview shooting / JPY 30,000 (tax excluded) ~
Additional editing / JPY 20,000 (tax excluded) ~

*Please ask for a movie more than 1 minute.
*It will take around 3 weeks to deliver the movie.

For details and application, please contact:

Mr. Furukawa, Alpha Video
E-mail: info@alphavideo.co.jp



Image



Past works

7 Professional photography service

Deadline: 13 May 2022

Do you want a professional photographer with extensive career experience in the interior and design industry to shoot photos of your booth?

The professional photography company "Nacasa & Partners Inc." will offer you the wonderful opportunity to creatively record your booth.

Let's make the best use of this chance!

Nacasa & Partners Inc.
Web: www.nacasa.co.jp/e/index.html

- Price: JPY 50,000 (tax excluded) / 5 photos
- Date: 1 – 3 June 2022
- Shooting angle: the whole booth, a part of booth, and products display
- Time schedule:

Shooting date		Slot Time	Slot Time	Slot Time	Slot Time
1 June (Wed)	Before the fair	1A 8:00–8:30	1B 8:30–9:00	1C 9:00–9:30	1D 9:30–10:00
	After the fair	2E 18:00–18:30	2F 18:30–19:00	2G 19:00–19:30	2H 19:30–20:00
2 June (Thu)	Before the fair	3A 8:00–8:30	3B 8:30–9:00	3C 9:00–9:30	3D 9:30–10:00
	After the fair				
3 June (Fri)	Before the fair				

*The organiser will coordinate a time schedule if your choices overlap with others.
*Photo data will be delivered with a CD-ROM.



Images

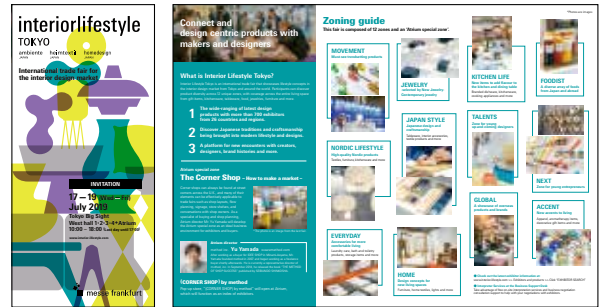
Free promotional opportunities

Don't miss out on taking full advantage of our free promotional items!

1 Invitation card (PDF)

Distribute the invitation card (PDF) to your clients by e-mail.

- Download from order forms page in your online account.
It will be available in the middle of April.



Images

2 Banner & logo

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

- Download from order forms page in your online account.

interiorlifestyle
TOKYO

Logo

interiorlifestyle *Come & visit us!*
TOKYO
1 - 3 June 2022 Tokyo Big Sight, West Exhibition Halls

Banner
size: W234 × H60 (pixel)

3 Online exhibitor search **Renewal**

Deadline: 1 April 2022

Starting in early April 2022, the online exhibitor search will be available on the official fair website. Register your product and company information so that potential clients can find you more easily before and also after the fair.

*We renewed the system and expanded some functions.

- Registration: See Media Package Manager (Exhibitor name / Exhibitors & products page contents).
<https://interiorlifestyle-tokyo.jp.messefrankfurt.com/tokyo/en/exhibitor-services/MPM.html>
- English to Japanese translation service: Apply from your Media Package Manager to iris link (paid service).

4 PR activities for the press / journalists

Announce your participation and introduce your products to the press / journalists!

Coverage in the pre-fair press release

For the coverage in the press release that the organiser publishes prior to the fair, we may ask you to provide information and image of your exhibit.

*The submission guideline will be e-mailed.

*This service does not guarantee the definite media appearance.

5 Instagram / Facebook / Twitter



Instagram

www.instagram.com/interiorlifestyletokyo/

Account: @interiorlifestyletokyo

Hashtag: #interiorlifestyletokyo



Facebook

www.facebook.com/interiorlifestyletokyo/



Twitter

www.twitter.com/iltokyo/

Account: @iltokyo

Hashtag: #interiorlifestyletokyo

We share exhibitors' latest information and news on our official Instagram and Facebook pages!

For introducing your products and information, we may ask you to provide the information and image of your exhibit.

*This service does not guarantee the definite media appearance.

*Please use the hashtag above on your SNS to promote your exhibition.

Date: / /

Exhibitor name

Contact (Mr. / Ms.)

Address

Country / Region

Tel

E-mail

Discount for package 10% off is available if you select 2 items or more.

For details, please read this guide or contact: promotion@japan.messefrankfurt.com

	Check	Item	Price (tax excluded)
1 Original flyer with VIP invitation Discount for package Deadline: 18 March 2022	<input type="checkbox"/>	A4 size folding into three / one-side printing in full-color	JPY 150,000 × = JPY
2 Banner on the official fair website Discount for package Deadline: 25 March 2022	<input type="checkbox"/>	① W1,140 × H285	JPY 250,000 × = JPY
	<input type="checkbox"/>	② W1,140 × H380	JPY 300,000 × = JPY
3 Editorial / logo ads on visitor promotion e-mail Discount for package Deadline: 1 April 2022	<input type="checkbox"/>	① Editorial ads	JPY 150,000 × = JPY
	<input type="checkbox"/>	② Logo ads	JPY 50,000 × = JPY
4 Advertisement on the official fair guide Discount for package Deadline: 1 April 2022	<input type="checkbox"/>	① Back cover	JPY 500,000 × = JPY
	<input type="checkbox"/>	② Inside back cover	JPY 400,000 × = JPY
	<input type="checkbox"/>	③ 1 page	JPY 300,000 × = JPY
	<input type="checkbox"/>	④ 1/2 page	JPY 180,000 × = JPY
	<input type="checkbox"/>	⑤ 1/4 page	JPY 100,000 × = JPY
	<input type="checkbox"/>	⑥ Logo in the exhibitor list	JPY 30,000 × = JPY
5 On-site advertisement board Discount for package Deadline: 22 April 2022	<input type="checkbox"/>	Single-sided	JPY 150,000 × = JPY
7 Professional photography service Deadline: 13 May 2022	<input type="checkbox"/>	1st choice Slot: 2nd choice Slot: 3rd choice Slot: Slot: Slot: Slot:	JPY 50,000 × = JPY
			Total: JPY

*A consumption tax of 10% is applicable to the price.

*The promotional tools are provided to the exhibitors only.

*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.

Enquiry / submit to:

Interior Lifestyle Tokyo organiser's office

Messe Frankfurt Japan Ltd

Shosankan 7F 1-3-2 Iidabashi Chiyoda-ku Tokyo 102-0072, Japan

Tel +81-3-3262-8446

E-mail promotion@japan.messefrankfurt.com