

interiorlifestyle

TOKYO

3 – 5 June (Wed – Fri) 2020

Tokyo Big Sight, Aomi Exhibition Halls

www.interior-lifestyle.com

Join our advertising and
sponsorship package!

Promotion guide

Maximise your investment!

Interior Lifestyle Tokyo enables your company to get involved with the trade fair, as well as gain a high level of industry exposure and recognition.

The advertising and sponsorship package enables you to share your company profile with visitors prior to, during and after the fair to improve your promotion results.

In order to maximise your investment at Interior Lifestyle Tokyo, the advertising and sponsorship package should play an integral part in your pre- and post-fair marketing and communication strategy.

Our team is ready to work with you to achieve results!

Enquiry | promotion@japan.messefrankfurt.com

Benefit of exhibiting at trade fairs

Do you realise what an important purpose of participating in fairs is?

If so, do you share the news with your colleagues?

The unique feature of trade fairs is allowing participants to collect a large number of prospects from all over the world, in one location, over a short period of time.

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

What is the trade fair?

1. Trade fair is one of the most cost-effective marketing tools available. It is good venue for meeting many potential buyers, distributors, retailers and customers for your business all at once.
2. There are greater opportunities to enhance brand visibility, promote new and existing products, generate leads, and drive incremental sales. Exhibiting also enables you to stay on top of the latest industry trends, gain competitor insights, make key industry contacts and further solidify relationships with current customers.
3. Taking part in trade fair is a great way to get your business known to the target markets efficiently.

How to prepare for the fair?

Before the fair

1. Set a simple and clear target to share with team members.
2. Plan a visitor-friendly booth design to attract more business and customers.
3. Send invitations to your prospects and make the most of promotional tools the organiser provides.
4. Announce your attendance via websites and e-mail using free digital tools (fair logo, banner, e-invitation card, and more).
5. Prepare giveaway samples, catalogues, and price lists.

During the fair

1. Have experienced staff at your booth. Having decision makers at the booth is very effective.
2. Prepare an interpreter for the booths to ensure smooth communication.
3. Provide exclusive offers that are only available at the fair grounds. This technique is well received by buyers.
4. Hold events, presentations and small talk shows, to create more opportunities to communicate with visitors.

After the fair

1. Immediately follow up with customers. This is the key to success. Send thank you letters, brochures, and other materials for developing constructive relationship.

Promotion guide

Take advantage of our advertising and sponsorship package!

Tips & success

Effective promotional tools are sure to attract more of your target audience.

Plan ahead to take advantage of participating in the leading interior & design trade fair in Japan!

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



1

Banners on the official fair website

...P04

2

Editorial / logo ads on visitor promotion e-mail

...P04

Posting your company / brand's editorial ad or logo ad on visitor promotion e-mail the organiser distributes to approx. 120,000 subscribers and banner ad on the Interior lifestyle Tokyo website are some of your most valuable promotional tools! The digital tools provide potential customers new information 24/7.

What is the most effective way to approach all visitors at the fair?



3

Advertisement on the official fair guide

...P05

Apply for an advertisement page in the official fair guide!
This is the only printed tool distributed during the fair.

How can we approach key buyers who have a big influence on the Japanese interior and design market?



2

VIP invitation card

...P07

Make full use of the VIP invitation card, it is free of charge! You can invite your important customers to the fair.

Promotional package discount

To help ensure your business success and assist in your multifaceted promotional strategy for targeting visitors, we offer a

10% discount on multiple orders of promotional tools.

Select 2 items or more from our list of popular and proven tools to promote your presence in the most effective way.

Advertising opportunities

Enhance your brand and product recognition using our promotional items!

Order

- ①-③・⑤ → Submit the application form on the back page.
- ④ → Order directly to Alpha Video.

Package discount available **10% discount** if you select 2 items or more from ①・②・③

» Pre-fair opportunities

① Banners on the official fair website

Package discount available

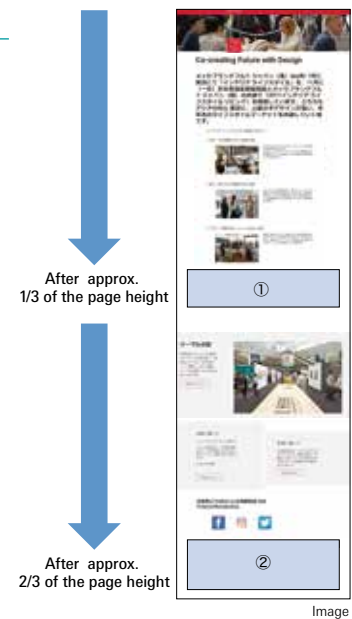
RECOMMENDED!

Deadline: 3 April 2020

Data submission deadline: 10 April 2020

Post your company / brand's banner advertisement with booth number on the front page of the official fair website that raises increasing attention from visitors toward the fair and lead potential buyers to your booth.

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



Image

② Editorial / logo ads on visitor promotion e-mail

Deadline: 3 April 2020

Data submission deadline: 10 April 2020

Package discount available

RECOMMENDED!

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 200,000 (tax excluded)
- Contents: 1 picture / Article within 100 Japanese letters / URL link

*Accept only the first 3 exhibitors

② Logo advertisement

- Price: JPY 100,000 (tax excluded)
- Contents: 1 logo

*Accept only the 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

3 Advertisement on the official fair guide

Package discount available

RECOMMENDED!

Deadline: 13 March 2020

Data submission deadline: 10 April 2020

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.

Format	Size (mm)	Price (tax excluded)
Back cover	W262 × H392	JPY 500,000
Inside back cover	W262 × H392	JPY 400,000
1 page	W262 × H392	JPY 300,000
1/2 page	W245 × H175	JPY 180,000
1/4 page	W245 × H85	JPY 100,000
Logo in the exhibitor list	W60 × H10 (Maximum)	JPY 30,000



Back cover



1/2 page



1/4 page



Logo in the exhibitor list

4 Promotional video shooting during the fair

Deadline: 1 May 2020

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: Around 45 minutes
- Optional service: Filming interview / JPY 30,000 (tax excluded)~
Additional edit / 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

Email: info@alphavideo.co.jp



Image



Past works

5 Professional photography service

Deadline: 15 May 2020

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: 3 – 5 June 2020
- Shooting angle: the whole booth, a part of booth, products display
- Time schedule:

Shooting date		Slot Time	Slot Time	Slot Time	Slot Time
3 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
4 June (Thu)	Before the fair	2A 8:00–8:30	2B 8:30–9:00	2C 9:00–9:30	2D 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
5 June (Fri)	Before the fair	3A 8:00–8:30	3B 8:30–9:00	3C 9:00–9:30	3D 9:30–10:00

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



Images

Free promotional opportunities

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

1 E-invitation card

Distribute e-invitation card to your clients by e-mail.

- Download: Order forms page in your online account



Image

2 VIP invitation card

Application deadline: 13 March 2020

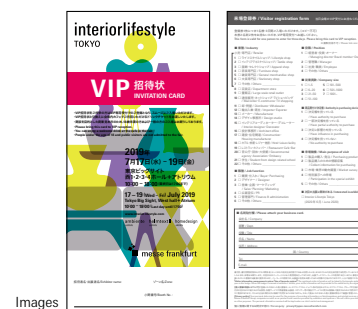
Invite your most important clients using this exclusive card!

*Up to 20 cards are available for each exhibitor.

*Free shipping

*VIPs will be able to register at VIP counter and receive a small gift.

- Order: Online Admission ticket page in your online account



Images

3 Banner & logo

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

- Download: Order forms page in your online account

interiorlifestyle
TOKYO

Logo

interiorlifestyle **Come & visit us!**
TOKYO
3 - 5 June 2020 Tokyo Big Sight, Aomi Exhibition Halls

Banner
size: W234 × H60 (pixel)

4 Online exhibitor search

Deadline: 13 March 2020

Starting in March 2020, 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 after the fair.

- Translation service: JPY 3,600 (tax included)
- Registration: Exhibitors & products registration page in your online account



Image

5 PR activities for the press / journalists

Publicity campaign of exhibitors' participation and products to the 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.

*This service does not guarantee the definite media appearance.

6 Instagram / Facebook



Instagram

www.instagram.com/interiorlifestyletokyo
Account: interiorlifestyletokyo
Hashdag: #interiorlifestyletokyo



Facebook

www.facebook.com/interior.lifestyle

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.

Date: / /

Exhibitor name:	Contact (Mr. / Ms.):
Address:	Country / Region:
Tel:	E-mail:

Promotional package discount 10% OFF is available!

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

	Check	Item	Price (tax excluded)
1 Banners on the official fair website Package discount available Deadline: 3 April 2020	<input type="checkbox"/>	① W1,140 × H285	JPY 250,000 × = JPY
	<input type="checkbox"/>	② W1,140 × H380	JPY 300,000 × = JPY
2 Visitor promotion e-mail Package discount available Deadline: 3 April 2020	<input type="checkbox"/>	① Editorial advertisement	JPY 200,000
	<input type="checkbox"/>	② Logo advertisement	JPY 100,000
3 Advertisement on the official fair guide Package discount available Deadline: 13 March 2020	<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 Professional photography service Deadline: 15 May 2020	<input type="checkbox"/>	1st choice Slot: 2nd choice Slot: 3rd choice Slot:	JPY 50,000 × = JPY
			Total: JPY

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

*The promotional tools are provided to the exhibitors of Interior Lifestyle Tokyo 2020 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