

# interiorlifestyle

## TOKYO

17 – 19 July (Wed – Fri) 2019

Tokyo Big Sight, West hall

[www.interior-lifestyle.com](http://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 increase your level promotion.

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](mailto:promotion@japan.messefrankfurt.com)



messe frankfurt

# 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 they allow 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!

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## What is the trade fair?

1. Trade fair is one of the most cost-effective marketing tools available. It is good venues 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.

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## 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 prospects and make the most of promotional tools provided by the organiser!
4. Announce your attendance via websites and e-mail using digital tools (fair logo, e-card, and more).
5. Prepare giveaway samples, catalogues and price lists.
6. PR activities for the press / journalists.

### 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 the thank you letters, brochures and other materials.

# 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?



**2**  
Banners on the official fair website  
...P04

**3**  
Logo on visitor online registration  
...P05

Posting your brand / Company logo on visitor online registration and advertising 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?



**1**  
Advertisement on the official fair guide  
...P04

**5**  
Commercial video on LIFESTYLE SALON stage screen  
...P05

Apply for an advertisement page in the official fair guide! This is the only printed tool distributed during the fair. Also, the commercial video displayed on the LIFESTYLE SALON stage have a great impact on visitors.

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 send them to your important customers.

## 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

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

Package discount available **10% discount** if you select 2 items or more from ①・②・③・④

## » Pre-fair opportunities

### ① Advertisement on the official fair guide Package discount available RECOMMENDED!

Deadline: 26 April 2019  
Data submission deadline: 24 May 2019

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

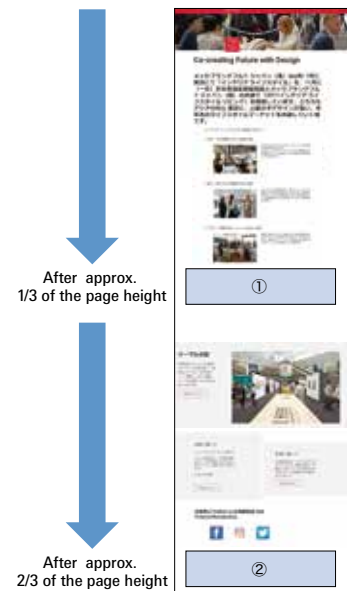
### ② Banners on the official fair website Package discount available RECOMMENDED! RENEWAL

Deadline: 26 April 2019  
Data submission deadline: 24 May 2019

The official fair website has been redesigned, with larger banner sizes to help better catch visitors' eye. Don't miss this opportunity to promote your participation using the banner ads to your potential clients.

- Your banner will be uploaded on the top page of the official website **from one month before the fair to the last day of 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



Image

### 3 Logo on visitor online registration at the official website

Deadline: 10 May 2019

Data submission deadline: 24 May 2019

Package discount available

RECOMMENDED!

Visitors can complete visitor online registration at the official fair website. Your brand or company logo appears on the confirmation page of the registration form to highlight your participation. Please make the best use of this service to promote yourself to potential clients.

- Price: JPY 50,000 (tax excluded)
- Posting schedule: Your logo will be uploaded on the confirmation page of the registration form from one month before the fair.

\*You need to scroll to the bottom of the page to see the logo.

- Contents: 1 logo along with other advertisement
- 2018 report: more than 15,000 visitors registered at the official website in 2018

\*Accept only the first 4 exhibitors



Image

## » On-site opportunities

### 4 On-site advertisement board

Package discount available

RECOMMENDED!

Deadline: 31 May 2019

Data submission deadline: 21 June 2019

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

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

\*Location assigned by organiser.



Image

### 5 Commercial video on LIFESTYLE SALON stage screen

Deadline: 7 June 2019

Data submission deadline: 21 June 2019

Don't miss this wonderful opportunity to promote your brand, booth and products using this effective platform. The talk show program "LIFESTYLE SALON" consistently gathers many visitors and is one of the most popular events during the fair. Take advantage of this integrated promotion scheme!

- Price: JPY 190,000 (tax excluded)
- Broadcasting before LIFESTYLE SALON program:  
1 minute video, 9 – 10 times on average

\*Accept only the first 5 exhibitors

For details, please contact:

Mr. Furukawa, Alpha Video  
Web. [www.alphavideo.co.jp](http://www.alphavideo.co.jp)  
E-mail. [info@alphavideo.co.jp](mailto:info@alphavideo.co.jp)



Images

## 6 Promotional video shooting during the fair

Deadline: 21 June 2019

Video filming services can be provided during the fair. To shoot footage for post-fair promotion on your website, YouTube or other channels...etc.  
Capture the atmosphere of the exhibition in a 1 minute video!

- Price: JPY 60,000 (tax excluded)
- Detail: 1 minute movie (approximately 45 minutes for shooting)
- Optional service: JPY 20,000 (tax excluded)  
for uploading video on YouTube on the same day.

For details and application, please contact:

Mr. Furukawa, Alpha Video  
Web. [www.alphavideo.co.jp](http://www.alphavideo.co.jp)  
E-mail. [info@alphavideo.co.jp](mailto:info@alphavideo.co.jp)



Image

## 7 Professional photography service

Deadline: 28 June 2019

Do you want a professional photographer with extensive career experience in the interior and design industry to shoot photos for you?  
The organiser and 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](http://www.nacasa.co.jp/e/index.html)

- Price: JPY 50,000 (tax excluded) / 5 photos
- Date: 17 – 19 July 2019
- Shooting angle: the whole booth, a part of booth, products display
- Time schedule:

Shooting date		Slot Time	Slot Time	Slot Time	Slot Time
17 July (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
18 July (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
19 July (Fri)	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	3E 18:00–18:30	3F 18:30–19:00	3G 19:00–19:30	3H 19:30–20:00

\*The organiser will decide on the allotment of 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 promotional items!

## 1 Free admission tickets & stickers

Application deadline: 26 April 2019

Free admission tickets and stickers are available upon request.

\*Free shipping

Order: Online exhibitors' page



Images

## 2 VIP invitation card

Application deadline: 26 April 2019

Invite your most important clients using this exclusive card!

\*VIP card is available maximum 20 cards per exhibitor.

\*Free shipping

Order: Online exhibitors' page



Images

## 3 Banner & logo

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

Download: Online exhibitors' page



Logo



Banner  
size: W234 × H60 (pixel)

## 4 E-card

Use e-card for easy and effective e-mail marketing!

Download: Online exhibitors' page



E-card  
W600 × H420 (pixel)

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## 5 Online exhibitor search

Deadline: 26 April 2019

Starting in May 2019, the online exhibitor search will be available on the official fair website. Register your product and company information so potential clients can find you more easily before and after the fair.

- Translation service: JPY3,000 (tax included)
- Registration: Online exhibitors' page



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## 6 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 in prior to the fair, please submit information and image of your exhibit. The submission guideline will be emailed to exhibitors.

\*This service does not guarantee the definite media appearance.

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## 7 Twitter / Facebook



### Twitter

<http://twitter.com/iltokyo>  
Account: @iltokyo  
Hashdag: #iltokyo



### Facebook

[www.facebook.com/interior.lifestyle](http://www.facebook.com/interior.lifestyle)

Share your latest information and news on our official Twitter and Facebook pages!  
We introduce exhibitors' products and information. Please send us your latest information!  
Guideline and the form will be sent later.



Date: / /

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

**Promotional package discount 10% OFF is available!**

For details, please read this guide or contact: [promotion@japan.messefrankfurt.com](mailto:promotion@japan.messefrankfurt.com)

	Check	Item	Price (tax excluded)
<b>1 Advertisement on the official fair guide</b> Package discount available Deadline: 26 April 2019	<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
<b>2 Banners on the official fair website</b> Package discount available Deadline: 26 April 2019	<input type="checkbox"/>	① W1,140 × H285	JPY 250,000 × = JPY
	<input type="checkbox"/>	② W1,140 × H380	JPY 300,000 × = JPY
<b>3 Logo on visitor online registration</b> Package discount available Deadline: 10 May 2019	<input type="checkbox"/>		JPY 50,000
<b>4 On-site advertisement board</b> Package discount available Deadline: 31 May 2019	<input type="checkbox"/>	Single-sided	JPY 150,000 × = JPY
<b>5 Commercial video on LIFESTYLE SALON stage screen</b> Deadline: 7 June 2019	<input type="checkbox"/>	1 minute movie, 9 – 10 times on average	JPY 190,000 × = JPY
<b>7 Professional photography service</b> Deadline: 28 June 2019	<input type="checkbox"/>	1st choice Slot:      2nd choice Slot:      3rd choice Slot:	JPY 50,000 × = JPY
			<b>Total: JPY</b>

\*Consumption tax rate will be applied to the prices declared.  
 \*The promotional tools are provided to the exhibitors of Interior Lifestyle Tokyo 2019 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 Fax. +81-3-3262-8442  
 E-mail. [promotion@japan.messefrankfurt.com](mailto:promotion@japan.messefrankfurt.com)