

For
Exhibitors

Advertisement Opportunities

- Maximise outcomes through effective advertising -

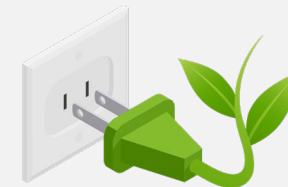
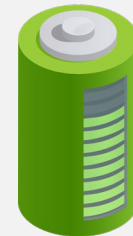
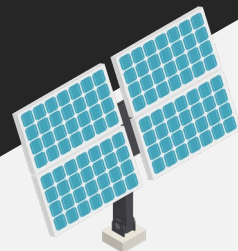
 World Meets Energy
22nd **SMART ENERGY WEEK** October

 Transforming Businesses, Building a Sustainable World
5th **GREEN TRANSFORMATION WEEK** October

Dates: October 2 [Wed] - 4 [Fri], 2024

Venue: Makuhari Messe, Japan

Organiser: RX Japan Ltd.



AUTUMN
EXHIBITION

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World Leading

Carbon Neutral & Renewable Energy Event



World Meets Energy

SMART ENERGY WEEK



Transforming Businesses, Building a Sustainable World

GREEN TRANSFORMATION WEEK

Exhibitors
500



Visitors
42,000



Countries / Regions
50



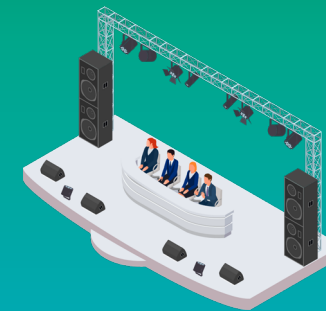
Journalists / Press
450



Media Outlets
100



Conference
100

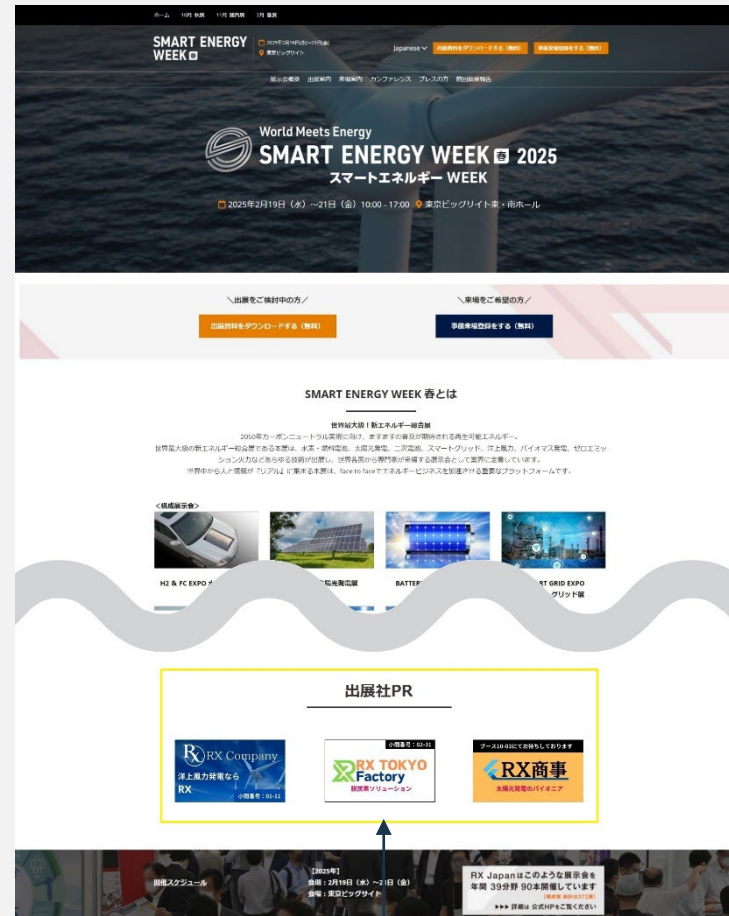


Conference Audience
8,000



01 Banner Ads on Official Show Web

Image



Official Show Website has a huge amount of traffic as the show is approaching!

You can inform your potential customers of your participation widely.

*The location of the banners is subject to change.

Limited to
6 Companies/
Exhibition

World Meets Energy
SMART ENERGY WEEK

Transforming Businesses, Building a Sustainable World
GREEN TRANSFORMATION WEEK

Price	JPY 200,000 (tax excluded)	Limited to	6 companies per exhibition (first come, first served)
Duration	From approx. 3 months prior to the show	Size/Format	W187px × H70px, JPEG or PNG

※This ad will be posted on both English & Japanese pages.

■ Image

02 Banner Ads on Conference Web

Limited to
3 Companies



Conference Webpage covers the programme of 100 seminars by industry leaders!

A wide variety of audience check the website prior to the show. You can attract high-quality and serious visitors to your booth.

*The location of the banners is subject to change.

*The number of seminars is expected.

Price	JPY 200,000 (tax excluded)	Limited to	3 companies (first come, first served)
Duration	From approx. 3 months prior to the show	Size	W187px × H70px

*This ad will be posted on both English & Japanese pages.

■ Image

03 Exhibitor Directory Upgrade

Basic	Standard	Premium limited to 6 companies
<p>One exhibitor only JPY 50,000 With co-exhibitor/s JPY 100,000</p>	<p>One exhibitor only JPY 150,000 With co-exhibitor/s JPY 200,000</p>	<p>One exhibitor only JPY 650,000 With co-exhibitor/s JPY 700,000</p>
<p style="background-color: #f4a460; color: white; padding: 5px; text-align: center;">Normal Size Display</p>	<p style="background-color: #f4a460; color: white; padding: 5px; text-align: center;">Large Size Display 5.6X More PVs on average* than Basic Plan</p>	<p style="background-color: #f4a460; color: white; padding: 5px; text-align: center;">Promoted on Official Website Homepage + Large size + Top Placement 12X More PVs on average* than Basic Plan</p>
	<p style="text-align: center; color: #f4a460; font-weight: bold;">Increased visibility rotating in 3rd and 4th positions in the Exhibitor Directory. (directly below Premium Profiles)</p> <p>Large Size Display</p> <ul style="list-style-type: none"> > For PC, two random companies will be displayed below Premium Profiles on both screens before and after search. > For mobile, one random company will be displayed below Premium Profiles on both screens before and after search. 	<p style="text-align: center; color: #f4a460; font-weight: bold;">Promoted as "Featured Exhibitors" on the Official Website Homepage</p> <p>Featured Exhibitors</p> <ul style="list-style-type: none"> > Exhibitor Profile is promoted in a carousel on the website homepage. > The banner can be embedded with the URL of the Exhibitor Profile page. <p>Top Listing</p> <ul style="list-style-type: none"> > For PC, two companies will be displayed at the top of the list at random on both screens before and after search. > For mobile, one company will be displayed at random on the screen before and after search.

<p>No. of PV (Previous show)</p>	<p style="text-align: center; font-size: 24px;">395,092 PV</p>	<p>Limited to</p>	<p>Standard : No Limitation Premium : 6 Companies</p>
<p>Duration</p>	<p style="text-align: center;">From approx. 3 months prior to the show</p>	<p>Additional Display Items</p>	<p>PR points (200 characters), 3 product photos displayed all time Website link , E-mail link , Tel</p>

If you have one or more co-exhibitor/s, the fee will be charged as "With co-exhibitor/s" regardless of the number of co-exhibitors.
Enlarged view and Top view doesn't apply to co-exhibitors.

■ Image



Effective way to promote your company to industry players/visitors!

Visitor promotion e-mails are sent to approx. 200,000 industry professionals including visitors at the past shows.

■ Sending to

200,000 contacts per E-mail

Price

JPY 300,000 (tax excluded)

Limited to

3 Companies per E-mail (first come, first served)

Duration

From approx. 3 months prior to the show

Size/Format

38 two-byte characters x 5 lines

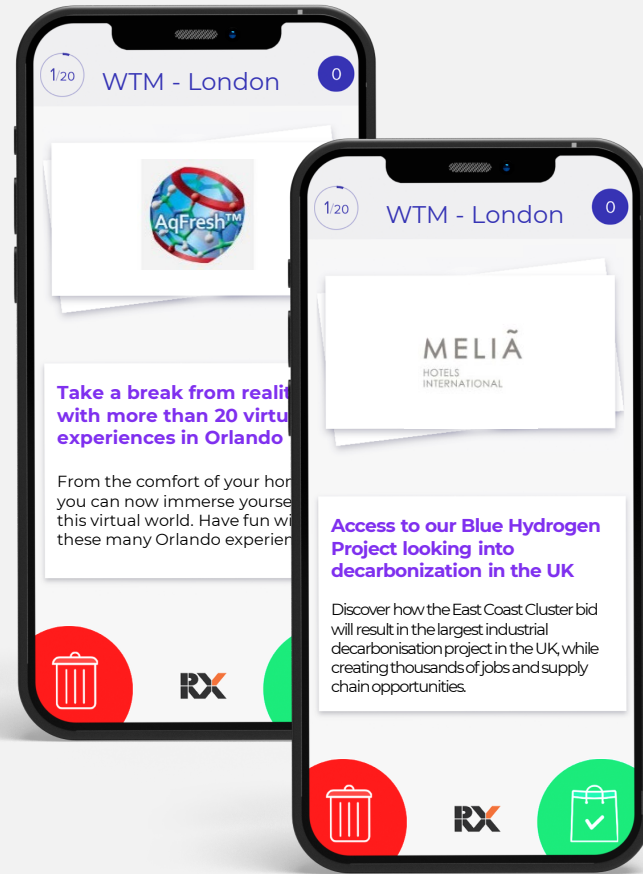
04
Ads in Visitor
Promotion E-mail

Limited to
3 Companies

05 Digital Incentive Coupons

Limited to 20 Companies

Image



We will deliver your coupons with special onsite privileges to visitors on behalf of you prior to the show!

You can attract visitors to your booth by issuing digital coupons. You can also acquire the contact details of those who download your coupon.

Examples of privileges you provide:

- Free samples
- Giveaway of original items
- 10% discount
- Free consulting service
- etc.

Average number of downloads: 568*
(= average number of leads generated)

How to Deliver Coupons

E-mails from Show Management

*Average number of 2022 & 2023 shows organised by RX Japan

Price	JPY 600,000 (tax excluded)	Limited to	20 companies (first come, first served)
Duration	From approx. 1 month prior to the show	Banner Size	90px × 160px

This service is available only in Japanese, and e-mails will be distributed solely to visitors who view the content in Japanese. If there are fewer than 5 companies registered for the service one and a half months prior to the show, it will not be conducted, and refunds will be issued.

Onsite Advertisement

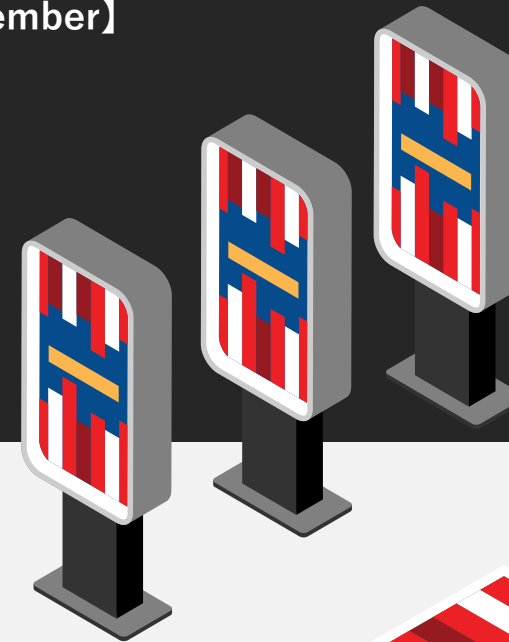
Previous (held in September 2023)

20th SMART ENERGY WEEK 【September】 / 3rd GREEN TRANSFORMATION WEEK 【September】

Recorded 38,277 visitors

Number of
Visitors in 2024:
(expected)

42,000



All visitors will take a floor map at the entrance of each exhibition hall. You can boost your company/brand recognition by placing your company's advertisement. On the digital floor map, your banner ad will be linked to your exhibit information page in the show exhibitor search page.

06 Floor Map Ads (On Digital & Printed Versions)

Limited to
10 Companies

Every single one of our visitors takes the floor map

Image



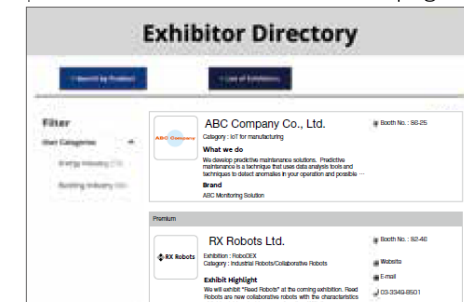
Banner Ads

Placed on the floor map.



Link to your information page in Exhibitor Directory

Digital map will lead to your company information on exhibitor search page.



Price

JPY 500,000 (tax excluded)

Distributed to

Visitors and Exhibitors

Limited to

10 companies
(first come, first served)

Ads Size

H4cm × W4cm

*The location and size of the ad are subject to change. This ad will be posted on both English & Japanese versions.

*Limited to 1 ad/company

07 Digital Signage Ads on the Hallway

Digital signages will be placed on the hallway where there is huge traffic of visitors.
Attract visitors to your booth by displaying your company name, booth location and product information.

Digital signages on hallway with huge traffic

■ Image



■ Enlarged Image



Price	JPY 800,000 (tax excluded)	Limited to	6 companies (first come, first served)
No. of Signages	3 signages per company	Signage Size	Equivalent to 52 inches

Only one company logo can be included in a signage. To place logos of more than two companies, the additional fee of JPY 10,000 (tax excluded) per logo will be charged.
Ads must include your booth number.
Show Management may ask exhibitors to change the content in case Show Management deems it is not appropriate.

08 Show Entrance Floor Ads

Limited to
1 Company/
Entrance

Your graphic design will be placed on the floor of the exhibition hall entrance during the show. Every visitor will see your Floor Ad when entering the hall. You can lead visitors effectively to your booth. Naturally, more people will visit your booth.

You can promote your presence at the entrance!

■ Image



Price	JPY 500,000 (tax excluded)	Limited to	One company per entrance (first come, first served)
Placement	Entrance of each exhibition hall	Ads size	H1.5m × W2m

This ad will enable visitors to find your booth very easily, even from a distance.

09 Hanging Banner Ad above Booth

Limited to
5 Companies/
Hall

Make your booth location stand out in a large venue!

■ Image



■ Image



Price	JPY 1,000,000 (single-sided printing, tax excluded)	Limited to	5 companies per hall (first come, first served)
No. of Banner	One banner per company	Banner Size	H4.0m × W4.0m

Double-sided printing is available for an additional JPY 150,000.

Depending on your booth location, your application may not be accepted or your ad may not be placed right above your booth. Exhibitors in South Hall 1 & 2 cannot apply for this service due to architectural reasons.

Please fill in and submit the form via e-mail to Show Management.

① Please tick the show you exhibit at

- | | |
|--|---|
| <input type="checkbox"/> 22nd H2&FC EXPO | <input type="checkbox"/> 19th PV EXPO |
| <input type="checkbox"/> 17th BATTERY JAPAN | <input type="checkbox"/> 16th SMART GRID EXPO |
| <input type="checkbox"/> 14th WIND EXPO | <input type="checkbox"/> 5th DECARBONIZATION EXPO |
| <input type="checkbox"/> 3rd CIRCULAR ECONOMY EXPO | <input type="checkbox"/> Special Exhibit Fair |

② Please fill out your contact information

Company :	Contact :
TEL:	Department :
E-mai :	Job Title :

③ Please tick the ad you would like to apply. (10% consumption tax will be added to the total price)

Tick	Advertisement Type	Limited to	Price	Send data by
<input type="checkbox"/>	01 Banner Ads on Official Show Website	6 Companies/Exhibition	JPY 200,000	1 month prior to the show
<input type="checkbox"/>	02 Banner Ads on Conference Webpage	3 Companies	JPY 200,000	2 month prior to the show
<input type="checkbox"/>	03 Exhibitor Directory Upgrade (Standard/Premium)	Standard = No Limitation Premium = 6 Companies	Standard/JPY 100,000 Premium/JPY 600,000	-
<input type="checkbox"/>	04 Ads in Visitor Promotion E-mail	3 Companies per e-mail	JPY 300,000	1.5 month prior to the show
<input type="checkbox"/>	05 Digital Incentive Coupons	20 Companies	JPY 600,000	1.5 month prior to the show
<input type="checkbox"/>	06 Floor Map Ads (On Digital & Printed Versions)	10 Companies	JPY 500,000	1.5 month prior to the show
<input type="checkbox"/>	07 Digital Signage Ads on the Hallway	6 Companies	JPY 800,000	1 month prior to the show
<input type="checkbox"/>	08 Show Entrance Floor Ads	1 Company/Entrance	JPY 500,000	1.5 month prior to the show
<input type="checkbox"/>	09 Hanging Banner Ad above Your Booth	5 Companies/Hall	JPY 1,000,000	1.5 month prior to the show

*Ads space is served on a first-come, first-served basis. *Your purchase order in connection with the advertising plan through this Application Form constitutes part of the separately concluded Contract for Exhibition Space, and the Exhibition Rules and Regulations of said Contract for Exhibition Space will apply. Invoice will be issued after application. Complete the payment by the indicated deadline on the invoice.

*In principle, no cancellation nor any changes will be accepted after your purchase order of the ads is made

■ Guidelines for Data Submission

- Guidelines for each data submission will be informed by Show Management after your application.
- Including your booth number on the advertisement is recommended.
- Show Management may ask you to revise your content if it is deemed not appropriate for the show.
- Please note that we are unable to provide colour proofs due to schedule

For application/inquiries

RX Japan Ltd.

E-mail : sew_support_en.jp@rxglobal.com