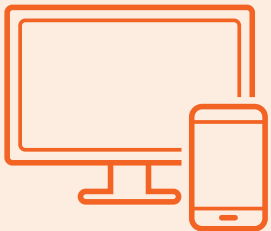


Digital platform to maximize your show result

# ExpoMaster

Maximize your result with Digital Technology

**Web Marketing**



**Customer Needs  
Analysation**



**Lead Generation**



**Results  
Visualisation**



**Easy Follow-up**

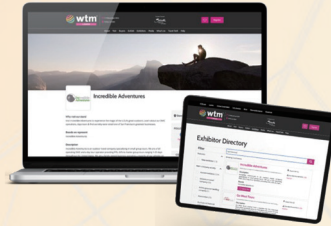


## Web Marketing

Pre-Show

### Promote your Exhibitor Profile in the Exhibitor Directory.

Your Exhibitor Profile will be listed on the Exhibitor Directory. This directory is extensively promoted to potential visitors before the show, ensuring that you have a significant number of visitors at your booth.



## Customer Needs Analysis

Pre-Show

### The traffic analysis shows the customers' needs.

You can access traffic analysis for your page on the Exhibitor Directory, including information on the number of page visits and which product details are viewed most frequently. Analysing customer interests in advance is beneficial for enhancing your pre-show promotion efforts and designing your booth decoration accordingly.



## Lead Generation

During the show

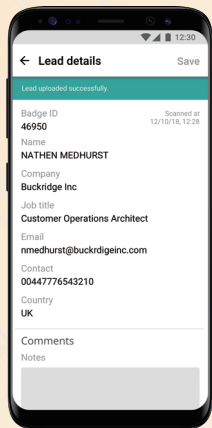
### Gather your client's details while you're in the booth.

By scanning the QR code on the visitor badge with 'Lead Capture Services -- Lead Manager (Emperia)', you can instantly view and save the visitors' information.



## Leads Visualisation

During the show



Check visitors' information scanned by Lead Capture Services -- Lead Manager (Emperia)



Add rating and memo

### You can leave your memo on business meeting.

You can leave memo or result on a 5-point scale on leads and business meetings in 'Lead Capture Services -- Lead Manager (Emperia)' app. This makes it convenient to track the number of leads you generate during the show and their respective evaluations. This makes it convenient to track the number of leads you generate during the show and their respective evaluations.

## Follow-Up Simplification

Post-Show

### Follow the lead straight after the show.

You can export all generated leads to an Excel or CSV file, enabling you to promptly initiate customer follow-ups after meetings.



# ExpoMaster Comparison of plans



## Choose Your Exhibit Profile plan

Plan	Basic	Standard	Premium <span style="border: 1px solid black; border-radius: 50%; padding: 2px;">limited to 6 companies</span>
<b>Price (tax excluded)</b>	One exhibitor only JPY 50,000 With co-exhibitor/s JPY 100,000	One exhibitor only JPY 150,000 With co-exhibitor/s JPY 200,000	One exhibitor only JPY 650,000 With co-exhibitor/s JPY 700,000
<b>Exhibitor Directory Listing</b>	<div style="background-color: #f8d7da; padding: 5px; text-align: center;">Normal Size Display</div>  <p style="text-align: center;"><b>Exhibitor Directory</b></p> <p><b>Normal Size Display</b></p>	<div style="background-color: #f8d7da; padding: 5px; text-align: center;">Large Size Display <span style="border: 1px solid black; border-radius: 50%; padding: 2px;">5.6X More PVs on average* than Basic Plan</span></div>  <p style="text-align: center;"><b>Exhibitor Directory</b></p> <p><b>Large Size Display</b></p> <p style="text-align: center;"><b>Increased visibility rotating in 3rd and 4th positions in the Exhibitor Directory.</b> (directly below Premium Profiles)</p> <p><b>Large Size Display</b></p> <ul style="list-style-type: none"> <li>&gt; For PC, two random companies will be displayed below Premium Profiles on both screens before and after search.</li> <li>&gt; For mobile, one random company will be displayed below Premium Profiles on both screens before and after search.</li> </ul>	<div style="background-color: #f8d7da; padding: 5px; text-align: center;">Promoted on Official Website Homepage + Large size + Top Placement <span style="border: 1px solid black; border-radius: 50%; padding: 2px;">12X More PVs on average* than Basic Plan</span></div>  <p style="text-align: center;"><b>Exhibitor Directory</b></p> <p><b>Promoted on Official Website Homepage + Large size + Top Placement</b></p> <p><b>Promoted as "Featured Exhibitors" on the Official Website Homepage</b></p> <p><b>Featured Exhibitors</b></p> <ul style="list-style-type: none"> <li>&gt; Exhibitor Profile is promoted in a carousel on the website homepage.</li> <li>&gt; The banner can be embedded with the URL of the Exhibitor Profile page.</li> </ul> <p><b>Top Listing</b></p> <ul style="list-style-type: none"> <li>&gt; For PC, two companies will be displayed at the top of the list at random on both screens before and after search.</li> <li>&gt; For mobile, one company will be displayed at random on the screen before and after search.</li> </ul>
	<b>Other included service</b>	<ul style="list-style-type: none"> <li>◆ Lead Capture Services -- Lead Manager (Emperia): Visitors Badge Scanning App (for one device only. Additional JPY 50,000 will be charged for using more than one device.)</li> <li>◆ Exhibitor Dashboard: Find out the number of views of your Exhibitor Profile on the Exhibitor Directory, the number of leads captured through Lead Manager (Emperia), lead classification, etc.</li> </ul>	

- 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.

- "Premium" and "Standard" only apply to a main exhibitor. \*Average number of 2023 shows organised by RX Japan.



# What you can check at Exhibitor Dashboard

### Dashboard

**Leads**

Total leads captured **163**

[View lead details](#)

**Classification of leads by**

Registration info   
  Rating

3 Registered leads

View by

- 20% | Primary, Secondary, High School, School Board
- 15% | University, College, Academy
- 15% | Private Tutoring School, Educational Institution
- 10% | Systems Integrator, Communication
- 40% | Other Wholesalers

[Edit Profile](#)

**Profile completion status** 2 days left for the show!

69% Profile completion status

For better digital engagement, complete your profile.

[Complete profile](#)

**Profile views**

**144**

[Exhibitor Directory Profile Views](#)

**Product views** [View drilldown](#)

**14** ↑1

[Product Directory Product Views](#)

**Redirected to your website**

**63** ↑23

[Brochure downloads](#)

**3**

**Visitors added you to show plan**

**23**

**Number of visitors who added you to show plan**

**Matchmaking**

**Number of times we recommended you**

**1318**

Channels through which we recommended you

Website: 1092

Visitor registration: 226

**Recommendations viewed**

**735**

**Recommendations clicked**

**4**

Lead captured with Lead Manager (Emperia)

Exhibitor Directory Profile Views

Edit Profile  
Profile completion status

2 days left for the show!

Product Directory Product Views

Number of visitors who redirected to your website

Classification of leads

Number of visitors who added you to show plan

Number of recommendations made by Show Management

Count of recommendations received and viewed by

Count of recommendations received and clicked by