

**19 – 21 July 2017**  
**Tokyo Big Sight East Hall 4**

[www.thermotec-expo.com](http://www.thermotec-expo.com)

### Join our advertising and sponsorship package !

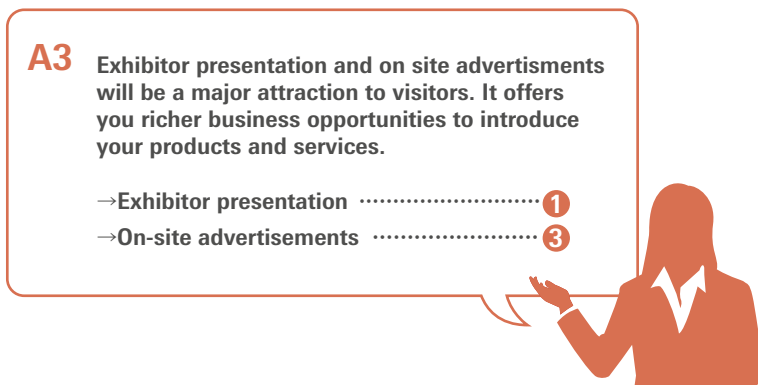
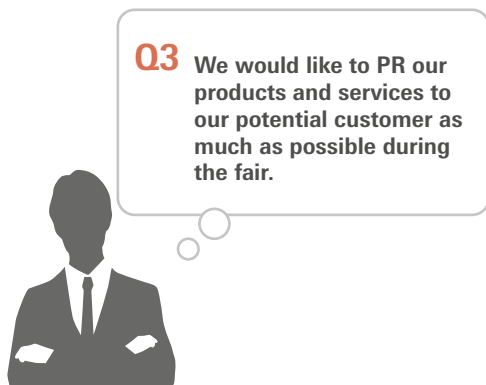
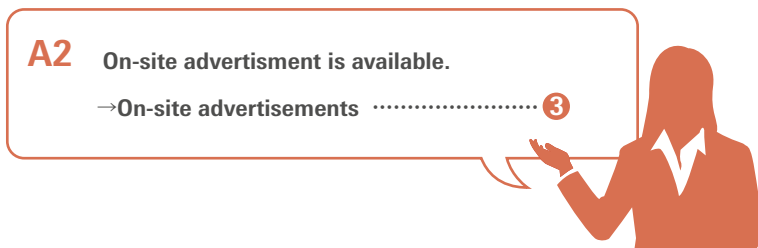
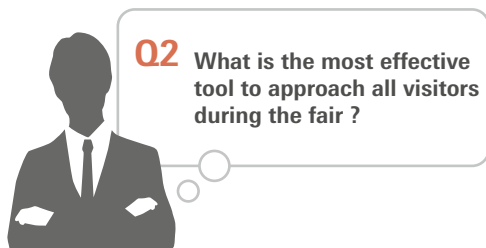
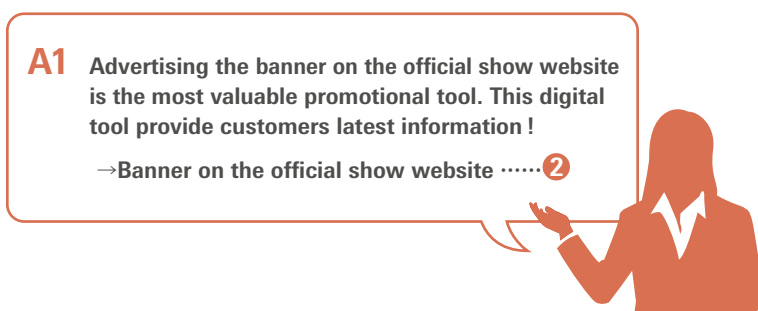
Effective promotional tools increase the attraction of your target audience.

Plan ahead to take advantage of participating at the trade fair!

There are many kinds of promotional tools we can offer upon your requests.

Please check the promotional guide and let us know which tool you are interested in.

For more details, please contact us at [promotion@japan.messefrankfurt.com](mailto:promotion@japan.messefrankfurt.com)



## Benefits of exhibiting at trade show

The unique feature of trade show is gathering a large numbers of prospects from all over the world, in one place, over a short time.

This allows exhibitors to conduct their business and marketing activities intensively and effectively.

## Achieve maximum results

### The key is target setting & thoughtful preparations

We encourage exhibitors to set clear targets to be achieved during the trade fair.

Examples: Receive orders at least ○○ USD/EUR.

Develop new prospects at least ○○ contacts

## Effective strategies for your success

### Before the trade show

#### ■ Visitor-friendly booth design

- ◇ Design your booth spacious and attractive to draw visitor's attention.
- ◇ Set your booth using your brand colors and visuals to leave impression on visitors.
- ◇ Have a table set for conversations with visitors.

#### ■ Send invitations to your prospects

Every time, half of visitors answered their motivation to visit the show was invitations from exhibitors.

Send more free admission tickets to your customers.

#### ■ Announcement on Your Website & E-mail

Announce your participation on your website and e-mail.

#### ■ Giveaway samples & catalogues

Prepare giveaway promotional materials and product catalogues to communicate with visitors effectively.

Handout materials written in Japanese will be a great help for your business.

#### ■ Place advertisement on the venue and an official show website

#### ■ PR activities for the press

Exhibitors can distribute your press release to the press before the fair and in the press area during the fair.

### During the trade show

#### ■ Have experienced staff at your booth

We recommend that decision makers of your company always stay at your booth for negotiations with the visitors.

Employing an interpreter will be a great help to communicate with Japanese visitors.

#### ■ Provide exclusive offers

To encourage business during the fair, providing exclusive offers and incentives will be very effective.

Example: Offering special prices for orders made during the fair.

#### ■ Hold events at your booth

Presentations at your booth would lead many visitors.

Have occasions to communicate with visitors, and enhance your brand presence!

### After the trade show

#### ■ Immediate customer follow-up

Send thank-you letters and brochures, etc. as soon as possible to tighten your relationships with your new customers.

# Optional tools

## 1 Exhibitor presentation

Deadline: 10 March 2017  
Online registration deadline: 24 March 2017

\*Should there be available slots left after the deadline, late applications may be accepted.




Image: Exhibitor presentation in 2013

**Exhibitor presentation is a major attraction to visitors. It offers you richer business opportunities to introduce your products and services.**

Date: 19 – 21 July  
Price: **JPY 70,000** (tax excluded) per slot  
Location: Seminar room, Exhibition hall  
Capacity: 80 seats

### ■ Schedule

Schedule (50min)	July 19 (Wed.)	July 20 (Thu.)	July 21 (Fri.)
10:30–11:20	—	—	3A
11:40–12:30	—	—	
13:30–14:20			
14:40–15:30			
15:50–16:40		2E	3E

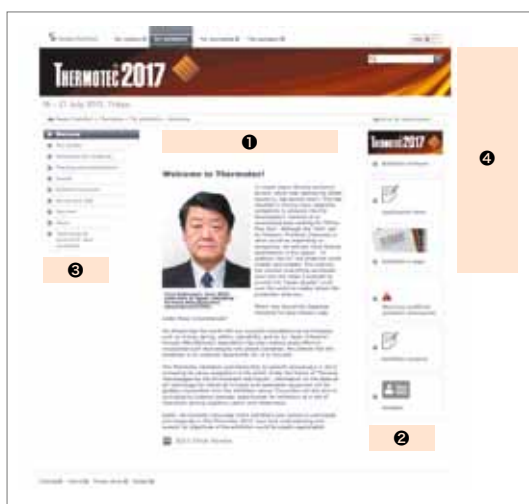
\*  = Reserved  
Equipment: Folding chairs / Speaker's platform / 1 Wired microphone / Audio system / Projector & screen / Laser pointer / 1 Reception table with 2 chairs (planned)

Order Submit the application form on the last page.

- \* 1 slot (50 min.) includes move-in and move-out time.
- \* It is possible to apply for several slots, several days.
- \* If you wish to cancel an order after submitting the application form, the full amount will be charged as the cancellation fee.
- \* The organiser's office will decide on the allotment of time schedule if your choices overlap with others.
- \* Interpreter service is not included. To maximize the result, ordering interpreter service is highly recommended.
- \* Exhibitors are responsible for the registration of audience members and managing the presentation.

## 2 Banner on the official show website

Deadline: 14 April 2017  
Data Submission Deadline: 21 April 2017



Image

**Lead more potential customers directly to your own website.**

Period: 1st May – 31 July

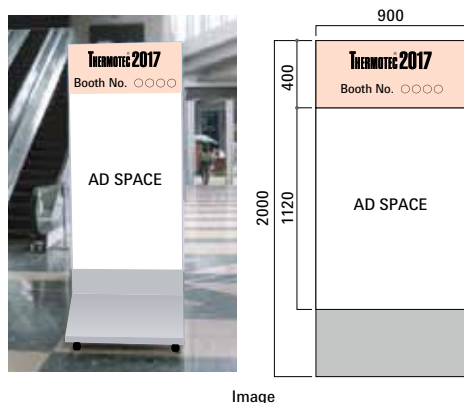
Type	Size (pixel)	Format	Price (tax excluded)
①	W468 × H60	Top page	JPY 150,000
② Right	W175 × H69		JPY 100,000
③ Left			
④	W160 × H600		JPY 200,000

- \* In case that the applicants are several, the banner will be rotated in order.
- \* It is possible to place your banner on the main page of the official show website to receive views by all visitors to the site.
- \* It is possible to select from various sizes.

Order Submit the application form on the last page.

### 3 On-site advertisements

Deadline: 9 June 2017  
Data Submission Deadline: 23 June 2017



Image

#### A Around entrance of the hall

**Improve your presence and lead more visitors to your booth.**

Price: **JPY 100,000** (tax excluded) / single-sided

Size: W848xH1048(mm)

Location will be assigned by the organizer's office.

Order

Submit the application form on the last page.



Image

#### B Floor advertisement around your booth

**Place your advertisement around your booth and lead more exhibitor to your booth directly!**

Price: **JPY 150,000** (tax excluded) / 1 place

Place and size: Please consult with the Thermotec2017 show management office for more detail.

Order

Submit the application form on the last page.



Image

#### C Water cooler advertisement

**Place your company advertisement on the water ad space and effectively attract visitors to your booth.**

Price: **JPY 100,000** (tax excluded) / 1 place

Size: W600xH600(mm)

Order

Submit the application form on the last page.

#### Notice for On-site advertisements

An instruction will be provided by the organiser after receiving an application.

\*The organiser will receive applications first-come-first-served basis.

\*The organiser will assign the position of advertisement.

\*Please submit outlined – data with Color proof (Color proof will not be issued by the organiser's office).

### 4 Official envelope

Deadline: 24 March 2017



Image

**Why not send the free admission ticket in this eye-catching envelope to invite your clients?**

Price: **JPY 3,500** (tax excluded) / 100 pieces per set

Order

Submit the application form on the last page.

# Free tools

## 1 Free admission ticket & sticker

Deadline: 24 March 2017



Image: Free admission ticket (Japanese Ver.)



Image: Free admission ticket (English Ver.)



Image: Sticker

Free admission tickets and stickers will be sent upon your request.

\* These are limited to stock on hand.

\* Shipping fee will not be charged.

Order

Online Exhibitor's Page

## 2 Official banner & logo



Logo



banner (257x60 pixel)

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

Download

Online Exhibitor's Page

## 3 Online exhibitor search

Deadline: 21 April 2017



Official website image

In the early May, the online exhibitor search will open on the official show website.

Register your product information for potential visitors.

Translation: English→Japanese JPY 3,000 (tax included)

Registration

Online Exhibitor's Page

## 4 PR activity for the press

Announce your participation and introduce your products to the press.

■During the fair

Submission

18 July, 13:00-17:00

Exhibitors can display information material in the press room during the show. Please bring 30 sets to the press room in the venue.

\* Please inform staff beforehand if you wish to receive back the materials before hand. The materials would be disposed if not needed.

## PR tool application form

Date: / Month: / Year:

Exhibitor name

Contact ( Mr./Ms.)

Address

Country

Tel.

Fax.

E-mail.

Subject to change, as of February 2017

### [ 1 Exhibitor presentation]

Please indicate below choices of your preferred time slot(s) from the presentation schedule on page 3.

\* Organiser will decide on the allotment of time schedule if your choices overlap with others.

	1st choice	2nd choice	Presentation plan *please tick where appropriate	Deadline: 10 March
1st Presentation			<input type="checkbox"/> can move to a different block on the same day	
2nd Presentation			<input type="checkbox"/> can move to any block if my application is secured	

Total JPY 70,000 × slot = JPY

### [Promotion tools]

Check	Item	Price (tax included)	
<b>[ 2 Banner on the official fair website</b>		<b>Deadline: 14 April</b>	
<input type="checkbox"/>	<b>①</b>	JPY 150,000 ×	= JPY
<input type="checkbox"/>	<b>② Right</b>	JPY 100,000 ×	= JPY
<input type="checkbox"/>	<b>③ Left</b>	JPY 100,000 ×	= JPY
<input type="checkbox"/>	<b>④</b>	JPY 200,000 ×	= JPY
<b>[ 3 On-site advertisement board</b>		<b>Deadline: 9 June</b>	
<input type="checkbox"/>	<b>[A] Around entrance of the hall</b>	JPY 100,000 ×	= JPY
<input type="checkbox"/>	<b>[B] Floor advertisement around your booth</b>	JPY 150,000 ×	= JPY
<input type="checkbox"/>	<b>[C] Water cooler advertisement</b>	JPY 100,000 ×	= JPY
<b>[ 4 Official envelope</b>		<b>Deadline: 24 March</b>	
<input type="checkbox"/>	100 pieces per set	JPY 3,500 ×	= JPY

Total JPY

\* The Promotion tools are available only for exhibitors of Thermotec 2017.

\* 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.

**Thermotec show management office**

**Mesago Messe Frankfurt Corp.**

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

Tel. +81-3-3262-8446 E-mail. promotion@japan.messefrankfurt.com

**Fax. +81-3-3262-8442**