

1 – 3 June 2022
Tokyo Big Sight South Hall

www.thermotec-expo.com

Promotion Guide

With our advertising and sponsorship package, make the most of your exhibiting at Thermotec 2022 !

Effective promotional tools increase the attraction of your target audience. Plan ahead to take advantage of participating at the trade fair!

◆ **We would like to promote our participation to potential customers as much as possible before the fair.**

- **Banner on the official show website ...P02**

We recommend placing a banner ad on the official website, which gets a lot of traffic! You can advertise to a wide range of visitors even before the exhibition.

◆ **We would like to PR our products and services, as much as possible during the fair.**

- **On-site advertisement ...P02**

Improve your presence and lead more visitors to your booth!

◆ **Other advertisement opportunities?**

- **Official banner & logo ...P02**
- **Online exhibitor search ...P03**
- **PR activities for the press ...P03**

For inquiry

Messe Frankfurt Japan Ltd. Thermotec show management office
Shosankan 7F, 1-3-2 Iidabashi Chiyoda-ku, Tokyo 102-0072, Japan
E-mail promotion@japan.messefrankfurt.com Tel +81-3-3262-8410

◆ Advertising opportunities

Banner on the official fair website

Banner ads on the official website are a very effective tool for publicizing your company's exhibition, as visitors will visit the site many times before and after their visit.

【Period】 1 May – 31 July

Banner will be placed on the top page of the official fair website from 4 weeks before the fair and until 4 weeks after the fair.

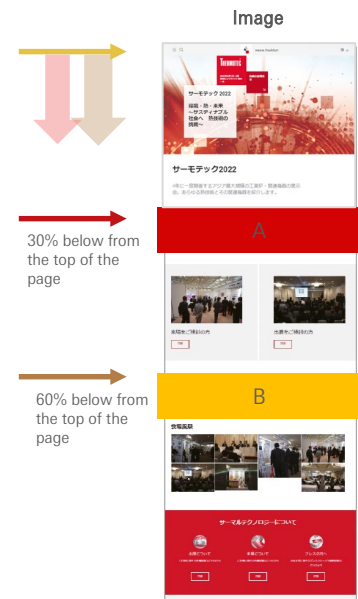
【Size & price】

Type	Placement of the banner (on the top page)	Size in pixel	Price (tax excluded)
A	30% below from the top of the page	W1,140 × H285	¥150,000
B	60% below from the top of the page	W1,140 × H380	¥200,000

【Note】

- Ad designs will be reviewed in advance.
- Due to the limited number of spaces available, applications will be accepted on a first-come, first-served basis.

Deadline 25 March
Data submission deadline 1 April



On-site advertisement board

On-site advertisements with your booth number will increase your company's presence and accurately direct visitors to your booth.

【Period】 1 – 3 June 2022

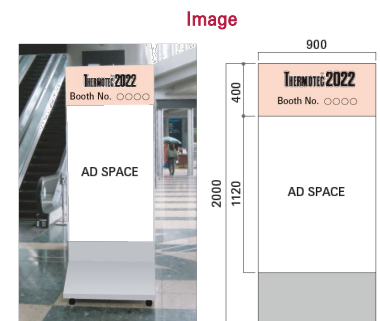
【Price & Size】

Price (tax excluded)	
¥100,000 / 1 side	Insertion point: Decided in the order of application Size: W848×H1048 (mm) Data should be fully outlined.

【Note】

- Ad designs will be reviewed in advance.
- The location of the board cannot be specified.

Deadline 15 April
Data submission deadline 22 April



◆ Free promotional opportunities

Official banner & logo

Official banner and logo data are available. Announce your participation at Thermotec 2022 on your website, SNS and your e-mail signature.

【Download】 Online exhibitor's page



◆ Free promotional opportunities

Online exhibitor search – Renewed!

**Exhibitor & product search page has been renewed!
Now, it is easier to view and search.**

The exhibitor & product search page has been reformed to be more user-friendly. Not only over-all design and appearance, but also the contents are enhanced, so that exhibitors can promote their company and products more effectively. We, as an organiser, will introduce the renewed search page to a wide range of visitors prior to the fair. Please register your information and have full advantage of it!

【Registration】

Register information on the dedicated website.

【Note】

- Detailed information will be announced on the Exhibitor's manual which is available from February 2022.
- Detailed instruction on How-to login to the website will also be provided separately.

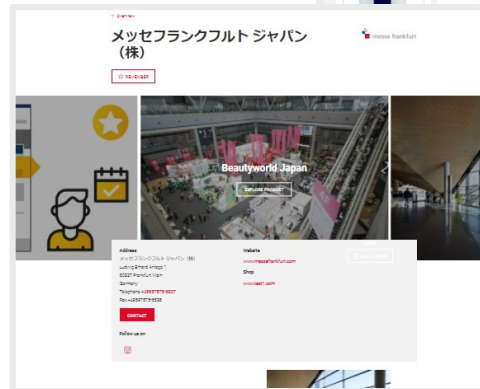


【Add-on options】

In addition to the free content, we also offer paid Add-on tools that maximise your presence.

- Additional product information
- Product group
- Keywords
- Document download
- SNS link
- Exhibitor events and so on

【Note】 Detailed information will be provided separately.



Promotion activities for the press

A press area will be set up in the venue during the exhibition. By placing press release, please take advantage of this great opportunity to directly promote your company's product and service to the industry press.

【Registration】

Please bring your press release to the press area at 15:00 – 17:00 on 31 May

【Material form】

Press release A4 (W210 x H297 cm) size, 30 copies

【Note】

- If you wish to receive back the materials after the show, please inform the staff before hand.
- Otherwise, the remained press releases will be disposed.

The organiser's office will proactively distribute information on exhibitors. In addition to press release, we may ask you to provide information about the exhibition products and services. We appreciate your kind cooperation.

Application form for advertising opportunities

Date: / /

Exhibitor name

Contact person

Address

Country

Tel

E-mail

Banner on the official fair website

Deadline 25 March

	Type	Placement of the banner (on the top page)	Size in pixel	Price (tax excluded)
<input type="checkbox"/>	A	30% below from the top of the page	W1,140 × H285	¥150,000
<input type="checkbox"/>	B	60% below from the top of the page	W1,140 × H380	¥200,000

On-site advertisement board

Deadline 15 April

<input type="checkbox"/>	¥100,000
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Total price

¥

[Note]

- Consumption tax will be applied to the prices declared.
- The promotional tools are provided to the exhibitors of Thermotec 2022 only.
- Upon receiving you application form, the detailed information on how to submit the ad data will be sent to you.
- 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.

Submit to

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