



DSJ 2022

Digital Signage Japan

- The Leading Digital Signage Industry Event in Japan

Date | June 15th(Wed) ~ June 17th(Fri), 2022
Venue | Makuhari Messe
Organizer | Digital Signage Japan Steering Committee

Sales Proposal

Co-located Events

Interop[®]22
Tokyo JUNE 15-17
MAKUHARI MESSE, JAPAN

APPS JAPAN
アプリジャパン2022

Event Summary

Digital signage can be seen in many places in town, especially in transportation, local government, public facilities and large commercial facilities. Digital signage will evolve as the “Display of Things” around town, as the use of sensors and data that we hear about in the IoT world is also advancing in the signage industry.

In **Digital Signage Japan 2022** (DSJ), we would like to introduce the further evolution of digital signage around town through exhibitions and seminars.

We are looking forward to your active participation.

Date	June 15th(Wed) - June 17th(Fri), 2022
Exhibition Hours	15th(Wed) 10:00-18:00 / 16th(Thu) 10:00-18:00 / 17th(Fri) 10:00-17:00
Venue	Makuhari Messe
Number of Visitors	150,000* (expected) *including co-location events
Organizer	Digital Signage Japan Steering Committee
Operation	NANO OPT Media, Inc. / Digital Signage Consortium
Supporters	Ministry of Internal Affairs and Communications, Japan Advertising Agencies Association, and many other related industries
Co-located Event	Interop Tokyo 2022, APPS JAPAN 2022

Target Products · Services

■ Digital Signage / Sales Promotion / Related Products, Services

- Wearable device related application
- Robot
- Smart TV / Digital signage related application
- Development tool / Development support tool
- SDK(Software Development Kit)
/ API(Application Programming Interface) providing service
- Push notification ASP(Application Service Provider)
- UX · UI
- Application validation
- Multilingualization
- Ad network



Target Attendee

■ Business development / equipment installation division for facilities

- Finance, Public Facilities, Stores, Transportation, Hospitality, Construction, Education, Advertising, Entertainment, etc.

■ Prospect business partner

- Integrators, Trading companies, Resellers, Manufacturers, Productions, etc.

■ Advertisement delivery

- Advertiser companies / Advertising Agencies, etc.

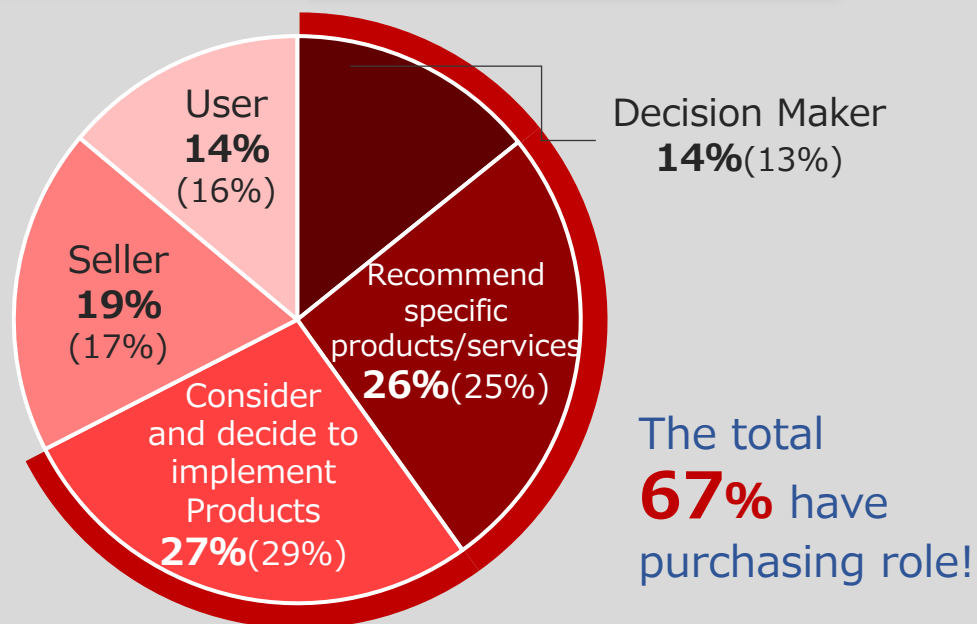
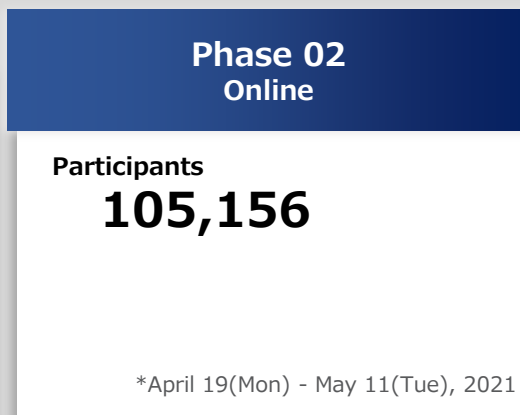
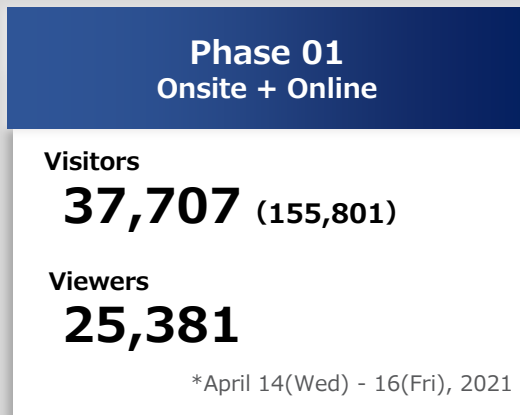
■ Managers, Marketing team, Sales team, Information system dev.

being interested in **Sales promotion / Marketing with Digital Signage**



【Number of Participants in 2021】

* () is the result of 2019
*2020 was held online



【 Exhibition 】

Exhibit Space Plan

Pavilion Booth Plan

- Exhibitors applying for the Exhibition Plan can participate in the Best of Show Award

DSJ Booth Award



【 Seminar 】

Sponsor Keynote Session

Seminar at the Exhibition Hall

- Any exhibitor/sponsor applying for the Exhibition or Seminar Plan can participate in ShowNet.



Early Bird Discount Deadline : November 30th(Tue),2021
Final Deadline : February 28th(Mon),2022

Exhibit Space Plan

Basic exhibit plan
with plenty of space

■ 1booth **JPY 420,000**(w/o tax)

《 Exhibit Fee includes 》

- Exhibit Space (3m×3m=9m²)
- One Barcode Reader *application required
*Data extraction fee will be charged separately at 60 yen for each data.
- Your company profile on Official Website
- Provide Event Brochures

*For booth construction, you need to place an order with a separate construction company.

*ShowNet(Internet Line) cost is not included, application required.



LED ZONE

Exhibit Space Plan

【2 Booths】 Special Plan

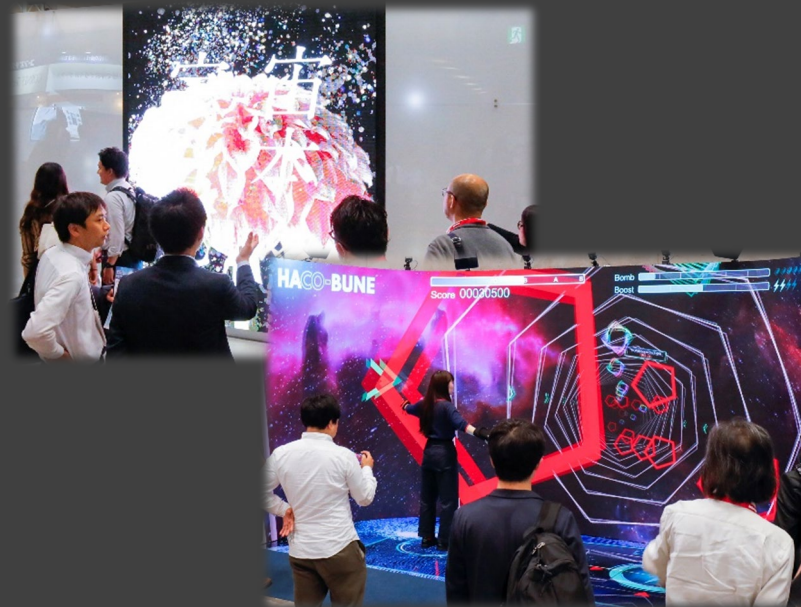
2 booths (3m×6m) JPY 840,000

→ **JPY 600,000**(w/o tax)

*See previous page for specifications.

*If you choose this plan, your booth location will be designated by the organizer.

*Each company can purchase maximum 2 booths.



【 Target products / services 】

- LED Vision
- Projector
- LED display controller
- 4K/8K etc.

*About the 【2 booths】 Specialized Zone,

• If the number of participating companies does not reach a certain number, the project may be cancelled.

• Companies participating in this special project will have their company names listed on the special feature page on the official website.

• We will not set up a special zone, and companies that apply for each zone will be asked to exhibit in booth locations close to each other. On the map for visitors, each zone will be colored to make it stand out.

Content Production Marketing Zone

The digital signage market is diversifying between “the group that seeks high added value such as cooperation with smartphones and data utilization” and “the group that wants to be introduced inexpensively” while the user base is expanding and the spread / expansion continues. Content marketing related services will be one of the largest expansions in the digital signage market due to multidevice display devices, demand as multi-faceted marketing measures, demand for 4K / 8K video delivery, inbound demand, etc. This zone will provide a place for new business creation.

Exhibit Space Plan

【2 Booths】 Special Plan

2 booths (3m×6m) JPY 840,000

→ **JPY 600,000**(w/o tax)

- *See previous page for specifications.
- *If you choose this plan, your booth location will be designated by the organizer.
- *Each company can purchase maximum 2 booths.



【Target products / services】

- Content creation · distribution related services, products
- Digital marketing related services, products
- Digital promotional related services / products
- Multilingual support related services / products

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Pavilion Booth Plan

No need for building costs!
Counter booth with minimum
necessary functions

■ 1 Unit **JPY 240,000**(w/o tax)

*Each company can purchase maximum 2 units.

《 Exhibit Fee includes 》

- Booth Space (W1500 × D1000 × H2700)
- + Company name sign (W1.459mxH0.22m)
- + Power Outlet x 1 (100V / 0.5kw / A2 spec plug [2])
- + Spotlight
- + System wall and display desk
- One Barcode Reader *application required
- *Data extraction fee will be charged separately at 60 yen (w/o tax) for each data.
- Your company profile on Official Website
- Provide Event Brochures

*ShowNet(Internet Line) cost is not included, application required.



Image : 1 UNIT



Sponsor Keynote Session

■ 1Slot **JPY 3,000,000**_(w/o tax)

《 Overview 》

- Capacity : 500 (Provide data : Up to 1500)
- Session Duration : 40 min
- Venue : International Conference Hall
- Facility : Projector, Screen, PC and MIC set

《 Servicing 》

- Provide pre-registrants and on the day audience data
- Questionnaires / Distribution of Materials
- Your company LOGO on Official Website / DM



Seminar at the Exhibition Hall

■ 1Slot **JPY 800,000**(w/o tax)

《 Overview 》

- Capacity : 80 (Provide data : Up to 240)
- Session Duration : 40 min
- Venue : Interop Exhibition Hall
- Facility : Projector, Screen, PC and MIC set

《 Servicing 》

- Provide pre-registrants and on the day audience data
- Questionnaires / Distribution of Materials



Marketing and Promotional Opportunities(MPO)

*All prices are w/o tax

Meeting Space



■ Type A
Reception Type
JPY 300,000



■ Type B
Meeting Type
JPY 280,000

Attachments to use

- System
- Door (Including Key)
- Plate on company's name
- Spotlight
- Electric plug(100V 0.5Kw 3 holes)

《 Optional Items 》

- Additional Electricity Supply
- Catering Service

Please refer to the exhibitor's manual and apply separately.

Paper Bag Sponsor



Up to 5 Companies
1 Slot: Distribution of 30,000

JPY 1,000,000

*Production cost is not included.

Please be sure to put the event logo and booth number on the bag you bring.

*If requesting production, the production cost will be incurred separately.

Press Bag Sponsor



Limited to 1 Company

JPY 1,000,000

Tote bag [800 sets]

Signs can be brought in the press room

Catalog can be set up in VIP lounge (Catalog rack is prepared)

*Includes the bag production costs

Official Badge Sponsor



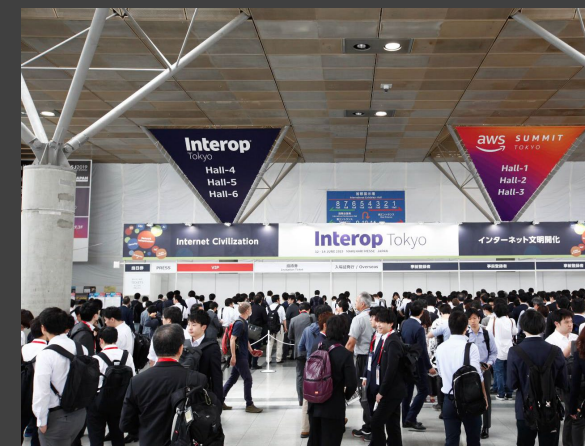
Up to 5 Companies
1 Slot: Distribution of 30,000

JPY 1,000,000

*Production cost is not included.

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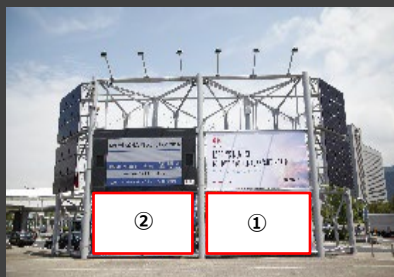
☆Company Name / Logo / URL etc. can be posted on this Badge.



Marketing and Promotional Opportunities(MPO)

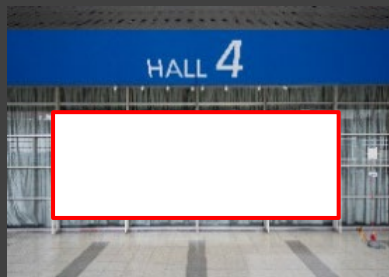
*All prices are w/o tax

Plaza Billboard



Up to 2 Companies
JPY 1,800,000

Glass Wall Banner



Up to 4 Companies
JPY 1,800,000

Official Web Site Banner



Up to 3 Companies
for each event
JPY 800,000

«specification(planned)»
Size : W320px*H80px
File Size : ~40KB
Anime : ~15 Seconds
(Infinite Loop is OK)

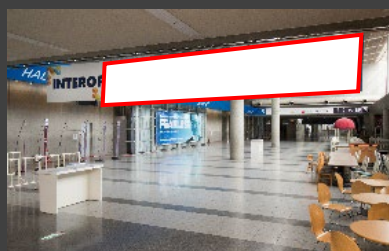
 is the Banner Space.

AD Banner Set



Up to 4 Companies
JPY 1,200,000

Aisle Sign



Up to 5 Companies
JPY 900,000

Official Web Site Banner



Up to 4 Companies
JPY 1,000,000

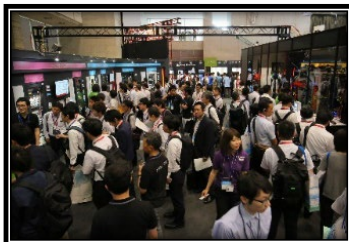
«AD Size»
H105mm x W105mm
(data submission required)

*If you are interested in any other item, please see the detail of MPO or ask our sales team.



“ShowNet” has always been a comprehensive internet technology demonstration of Interop Tokyo since the beginning of the show back in 1994. This network is deployed all over the show floor with the cutting-edge technology and serve stable internet connectivity to exhibit booth and attendees.

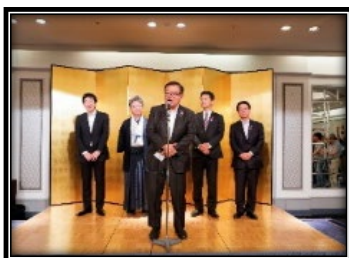
*2021 ShowNet participants: About 66 companies



Interop Summit

*Not held in 2021

VIP party held every year on the first night of Interop Tokyo. We provide a place to interact with the top government officials, exhibitors, academic organizations and research institutes.



Special Zone : InStore Tech

A special corner focused on hot themes every year
Achieve effective PR through exhibitions, seminars and joint demonstrations



Exhibitors in 2021

Asratec CO-NECT SOLAIRO
Nexway Blogwatcher Payme

Theme Sponsor for 2021



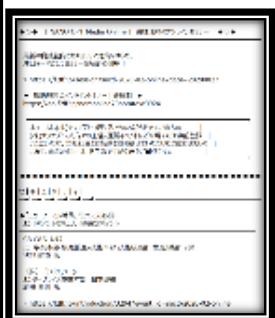
Official Website

Official website with a large number of PV throughout the year. It provides up-to-date information on exhibitors, seminars, and organizers' projects to motivate visitors to come to the show.



Cross media promotion tailored to targets

EDM



We will segment the event attendees from our own database of about 300,000 and distribute EDM on a regular basis. In addition, it will be distributed in both text and HTML formats, and will announce each company's booth and session information.

SNS



Information will be disseminated through social media tool such as the official Facebook/Twitter pages. During the exhibition, we will provide information on each company in real time.



Media tie-up



We will release our event information on external media that matches the event theme and announce it with a WEB banner.

In addition, we will deliver emails to the database owned by the media to reach new target groups.

Media Sponsors (in 2021)



DSJ2022

Digital Signage Japan



Contact us

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