

MEETING OUTLINE

Title: 15th DIA Japan Annual Meeting 2018
Dates: November 11 (Sun) – 13 (Tue), 2018
Venue: Tokyo Big Sight – Conference Tower
3-11-1 Ariake, Koto-ku, Tokyo 135-0063
Tel. +83-3-5530-1111

Program will be announced later

What's new in 2018

What's new in
2018

- ① Self-standing Advertising Stand
- ② Banner Advertising on DIA Exhibit Web Site



Exhibit Booth

Industry Booth (excluded tax)

- 1 Exhibit Space : **400,000** yen 6.125 m²
- 2 Exhibit Spaces: **700,000** yen 12.25 m²
- 3 Exhibit Spaces: **1,000,000** yen 18.375 m²
- 4 Exhibit Spaces: **1,250,000** yen 24.25 m²

64 available

Booth Specifications

Exhibit Space: 6.125m²
(W 2475 mm x D 2475 mm) *Space provision only.

Discount

You will get **10% discount** if you exhibit to other DIA Japan event in 2018.

Academia Booth (excluded tax)

- 1 Exhibit Space: **100,000** yen 6.125 m²

7 Available

Booth Specifications

Tabletop Exhibit
Exhibit Tabletop Space: 3.22 m²
(W 2300 mm x D 1400 mm)
Table (W 1800 mm x H 700 mm x D 450 mm) x 1
Chairs x 2

※ Electric power and Wi-Fi internet is available in the exhibit hall.

[Exhibit schedule]

November 11 (Sun) 12:00-19:00
12 (Mon) 9:00-19:00
13 (Tue) 9:00-16:00

* DIA will inform you of the booth set-up and dismantling schedule in the guidelines for exhibitors to be distributed after we accept your application.

Please note that the above exhibit times are subject to change according to a change of program.

[Option Plan]

Rental equipment and other additional materials can be requested.

* Detail information for consultation and application of booth option will be provided to exhibitors later by DIA Japan.

Application

How to Apply

Please read and take note of the contract details stated on the exhibit application form (English) before you submit your application. Please note that we may deny applications at our discretion if the proposed exhibit is not in line with the purpose of the meeting.

Exhibit and Support Payment

DIA will invoice you once we accept your application.
All bank transfer charges are the responsibility of the payer.
Credit card is available for your payment (Visa & Master).

Contract Changes or Cancellations by the Exhibitor

There is a prescribed cancellation free for changes or cancellations. Please see the application form for details.

Schedule leading up to the event

- (1) Booth Exhibit (Industry Booth Exhibit and Academia Tabletop Space Exhibit)
Once the booth location has been selected, we will send a manual (on or after October 1).
- (2) Other Programs, DIA Japan will send you the exhibit manual once application is approved.

Exhibit Home Page

Exhibit Home Page is available later in July. Please use it for your promotion, to introduce your company, products, strategy and services.

Reserve Your Exhibit Space and Secure your Support and Marketing Opportunities!

Please contact DIA Exhibition Consultant

Hideo Susa

+81-80-5697-6836 hideo.susa@diaglobal.org

Platinum Level Supporter

980,000 yen (excluded tax)

- **“Luncheon seminar”** in big conference room at 6F, 200 people maximum. It will be requested to apply through registration in advance. DIA will also see to it that you may directly inform registered attendees about the luncheon seminar.
- **Includes 3 full meeting registrations**
- Acknowledgements on DIA “Thank You” signage in attendee registration area and 2nd floor (outside and inside).
- Company advertisement (A4 size) represented in Final Program Book.
- Company name and logo on stamp rally card.
- Congress Bag insert plan A4 1 page.
- Available to upgrade lunch boxes in your charge.
- **2 Available**



Gold Level Supporter

680,000 yen (excluded tax)

- **“Luncheon seminar”** in the conference room at 1F or 6F for 100 people maximum. It will be requested to apply through registration in advance. DIA will also see to it that you may directly inform registered attendees about the luncheon seminar.
- **Includes 2 full meeting registrations.**
- Acknowledgements on DIA “Thank You” signage in attendee registration area and 2nd floor.
- Company advertisement (A5 size) represented in Final Program Book.
- Congress Bag insert plan A4 1 page
- Available to upgrade lunch boxes in your charge.
- **6 Available**



Silver Level Supporter

300,000 yen (excluded tax)

- **10 minutes presentation** opportunity in “Innovation Theater” in the Exhibit Hall at coffee break.
- **Includes 1 full meeting registration.**
- Acknowledgements on DIA “Thank You” signage in attendee registration area.
- Company advertisement (A5 size) represented in Final Program Book.
- Coffee, baked cookies and fruits on the coffee table.
- Reception table for exchanging business card is available.
- **5 Available**



Welcome Lunch Reception

700,000 yen (excluded tax)

- Guests will enjoy the lunch upon arrival as they are welcomed into the exhibit hall. Be a host of this lunch reception with your branding visible on signage on Sunday November 13th lunchtime (12:00-13:00).
- Food and drink is included.
- DIA Japan will announce your Welcome Lunch Reception event in advance.
- Reception table for exchanging business card is available.
- You may provide guests promotional items there.
- **1 Available**



Premium Drink Service

100,000 yen (excluded tax)

- You can serve special coffee like café late, English tea, fruits, juice and small cakes at your booth.
- One cup coffee costs 300 yen
- Coffee cups with your company logo costs 50,000 yen minimum if requested.

※ All marketing opportunities fee is not included exhibit booth space fee



Logo on Stamp Rally card

20,000 yen (excluded tax)

Company logo and name on the stamp rally card.

- Every attendees will be provided the cards.
- Get the stamp at the exhibitor's booth.
- Wonderful giveaway is available by DIA like Mobile PC or DIA Free membership fee in 2019. DIA will deliver it to you after drawing lots.
- Prize for participation is available.



Last year's awards

Represent ADVERTISING in Final Program Book

Represent your advertisement in the final Program Book.

- Number of copies of the cards : 1,200
- File format : illustrator file

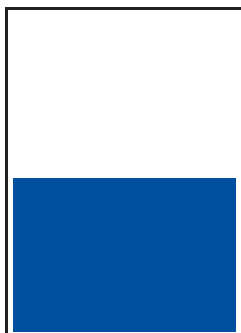
DIA Japan will contact you regarding the submission of the advertisement file. If you cannot submit the data with the designated format, DIA may charge you an additional data processing fee.



A4

Advertising Fees (Exhibiting Company Rates)				
Page at	Size	Color	Available	Cost
Cover 2	A4	4C	1	120,000 yen
Cover 3	A4	4C	1	100,000 yen
Island position	A5(A4 1/2page)	4C	No limit	30,000 yen
Island position	A4 1 page	4C	No limit	50,000 yen
Advertising Fees (Non-exhibiting Company Rates)				
Location	Size	Color	Available	Cost
Island position	A5(A4 1/2page)	4C	No limit	50,000 yen
Island position	A4 1 page	4C	No limit	100,000 yen

A5 is half size of A4



A5

Self-standing Advertising Stand

100,000 yen for one (excluded tax)
150,000 yen for two (excluded tax)

- Setup advertising stand on the floor
- Place at foyer, 1st floor or 6th floor
- Free design by exhibitor
- Show stand in the exhibit period

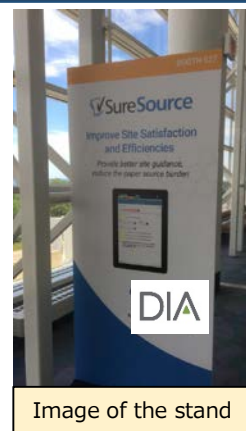


Image of the stand

Attendee Bag Insert

30,000 yen (excluded tax)

- Insert one of the following item in the attendee bags to be distributed to all attendees: *advertisement, booth guide, coupon for novelty goods.*
- Approximately 1,200 bags.
- Distribute on the opening day, at the registration counter
- Platinum & Gold supporters may participate in this promotion free of charge. DIA Japan will contact you at a later date regarding the delivery of materials for distribution.



Image of the bag

Banner advertising on Exhibit site

20,000 yen (excluded tax)

- Show your company logo on the exhibit web screen
- Link with exhibitors home page or promotional site.



Logo with link to your Homepage

Recharge Lounge

200,000 yen (excluded tax)

- Company logo on the Wi-Fi stand.
- Located outside of the Exhibit Hall (This lounge is equipped with a mix of seating and power strips for attendees to plug in mobile devices or laptops.)
- Your promotional graphics will be placed on the tables
- You have the option to display promotional materials and giveaways. (Promotional materials and giveaways must be approved by DIA,
- Your company name and log have a link with your company Home page on the Wi-Fi top page.

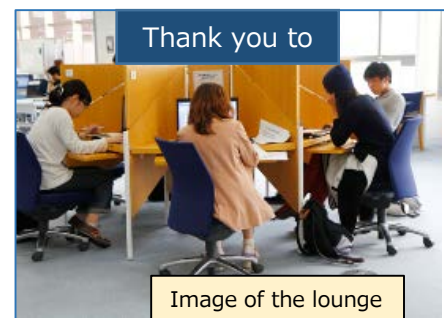


Image of the lounge

DIA Japan Annual Meeting Signboard

50,000 yen (excluded tax)

Acknowledgements on DIA "Thank You" signage on the signboard at the ground level.

4 available



Last year's picture



135,000 (税込み)



100,000 (税込み)



Company name with Light

100,000 (税込み)



80,000 (税込み)

Academia Booth (Table Top)



Light is available

33,000 (税込み)

Academia Booth (Table Top)



11,000 (税込み)

Please order your booth construction to e-mail : diajapan2018@branco.jp

15th DIA Japan Annual Meeting 2018 Official Service Provider
Branco Inc. Tokyo Head Office
www.branco.jp



Important Notes on Your Exhibit Booth Decoration

● Booth Design & Planning

1. Booth Floor Space

[1] Booth unit floor space is sized at 2475mmW x 2475mmD.

The package type E and F (ex-academia booth) is sized at 2475mmW x 1200mmD.

2. Booth Height

Height restriction is at 2700mmH in this exhibit hall.

3. Flooring

The exhibition show floor is carpeted, not in concrete floor. Therefore Carpet finish is not applicable to the Package Booth provided by the show management.

4. General Rules & Regulations

All construction institutions must not damage the facilities in the exhibition hall. They are not allowed to drive nails, punch holes, paste adhesives, apply paints or post advertisements within the exhibition hall, on the exterior floor or wall surfaces.

● New Rules & Regulations for DIA JAPAN 2018

1. Finish Materials

By the venue regulations, Wall Paper Finishing On-site is strictly prohibited.

● Electricity

1. Power Outlet

The show management provides with [1] power outlet 500W/100V to each [1] Booth Unit. See attached outlet photo.

