

Promotion guide

— We offer you effective promotion tools —

Our promotion tools enable you to accomplish your target and purpose of your participation.

Make effective use of them to maximize your investment.

interiorlifestyle

TOKYO

18—20 June 2025

Tokyo Big Sight East Exhibition Halls

www.interior-lifestyle.com

On-site Items

Directly appeal
to visitors at the
venue

NEW

1 Participation in Interior Lifestyle Original Zine



P.2

2 Official fair guide advertisement



Package discount

P.3

3 Badge Holder Box Stand Ad



Package discount

P.3

4 On-site advertising board



P.3

5 Promotional video shooting



P.4

6 Photo shooting



P.4



Online items

Able to inform
into wide range
targets beyond the
exhibition period

7 Posting editorial/logo ads on visitor promotion e-mail



Package discount

P.5

8 Posting banner ad on the official website



Package discount

P.5

Other item

Direct appeal to
VIP visitors

9 Sending flyer to VIP buyers



P.6

Free items

Please use free
items to your
promotion

P.7

Package discount

10%
OFF

10% off is available if
you select 2 items or
more.

Advertising opportunities

Enhance your brand and product recognition using our promotional items!

Order | ②-④・⑥-⑨ → Submit the application form on the back page.
⑤ → Order directly to Alpha Video.

Discount for package 10% discount if you select 2 items or more from ②・③・⑦・⑧

① Participation in Interior Lifestyle Original Zine **NEW** **On-Site**

Deadline: 7 March 2025

Data submission deadline: 4 April 2025

For the first time, we will publish “Interior Lifestyle Original Zine” !

This will be an “art book” distributed to highly sensitive visitors and buyers at the fair! It will be a highly original content that easily reflects the creator's own thoughts and passion, which is difficult to fully convey in a booth alone.

[Outline]

The work will be more concentrated in a paper book than on a website or in a digital environment, and it is expected to spread to real communication in unexpected ways because it exists as a “thing” .

The content can be “image/photo-based,” “text-based,” or a mixture of images and text!

We encourage you to fully express what you want to express most within the page frame.

Price : JPY100,000 (tax excluded) / per frame (two-page spread per frame)

If you apply for more than 3 frames (6 pages), you will receive a 10% discount from the total amount.

Size: A5 (W148 × H210 mm)

Circulation: 6,000 copies

How to apply: Please send your company name, contact person's name, e-mail address, and telephone number to the e-mail address below, with “Original Zine Application” in the subject line.

Email: ken.tanishita@japan.messefrankfurt.com

★ The contents of the zine will also be posted on the official website for six months. The zine will also appeal to those who did not pick up the zine or did not come to the exhibition outside the exhibition period!

[Notes]

* The organizers will not be held responsible for the contents of the submitted manuscripts.

* The organizer will decide the page layout, overall design and binding of the book, etc. The applicant is limited to one proofreading.

* The organizer may ask you to prepare the text in accordance with the wording specified by the organizer. (We will inform you of the outline of the submission after the production is finalized.)

* If the number of applications does not reach the desired number by the application deadline, the production will be cancelled.



image

On-site Items

2 Official fair guide advertisement Discount for package On-Site

Deadline: 11 April 2025
Data submission deadline: 25 April 2025

The official fair guide is a powerful promotion tool that most of visitors grab at the venue. We also post it on the official website and the visitor promotion e-mail before the fair.

Format	Size (mm)	Price (tax excluded)
Back cover	W210 × H297	JPY 500,000
Inside back cover	W210 × H297	JPY 400,000
1 page	W210 × H297	JPY 300,000
1/2 page	W190 × H135	JPY 180,000
1/4 page	W190 × H64	JPY 100,000
Logo in the exhibitor list	W45 × H7 (Maximum)	JPY 30,000

*The data submission details will be e-mailed to applicants.



Back cover /
Inside back
cover /
1 page



1/2 page



1/4 page



Logo in the exhibitor list

3 Badge Holder Box Stand Ad Discount for package On-Site

Deadline: 9 May 2025
Data submission deadline: 23 May 2025

We are pleased to announce that your company's advertisement can now be placed on the badge holder boxes that will be placed near the registration desk at the exhibition center. Since badge holders are always in the hands of visitors when they enter the exhibition center, the visibility of your advertisement is extremely high, and this is an excellent opportunity to gain recognition from a large number of visitors!

- Price: JPY 250,000 (tax excluded)
- Size: W1,090 × H850 (mm)
- Location: Near the registration desk

*The number of this tool will be limited to two and will be allocated on a first-come, first-served basis.
*Please indicate "Exhibitor's name for public use" and "Booth number" in the ad space.
*Submission data: All data must be outline-formatted Illustrator files (CS5 or lower /W1,090 × H850 (mm) / 350dpi or higher).



Badge Holder Box Image

4 On-site advertising board On-Site

Deadline: 9 May 2025
Data submission deadline: 23 May 2025

On-site advertising board is a prominent tool that improves your presence and helps to bring visitors to your booth.

- Price: JPY 150,000 (tax excluded) / single-sided
- Size: W848 × H1048 (mm)

*Data for submission: 1 Adobe Illustrator file (text outlined / version under CS5 / W848 x H1048 (mm) / more than 350dpi)
*Fair logo and your booth number will be printed on the outer frame by the organiser.
*Location assigned by organiser.

Fair logo→



Image

On-site Items

5 Promotional video shooting **Post-fair**

Deadline: 9 May 2025

Promotional video shooting is available in the fair.
Our professional cameraman from Alpha Video shoots your booth and creates the video for your post promotion.

- Price: JPY **80,000** (tax excluded)
- Detail: 1 minute movie with BGM
- Shooting time: Around 45 minutes
- Optional service: Interview shooting / JPY **30,000** (tax excluded) ~
Additional editing / JPY **20,000** (tax excluded) ~

*Please ask for a movie more than 1 minute.
*It will take around 3 weeks to deliver the movie.

For details and application, please contact:
Mr. Murakawa, Alpha Video
E-mail. info@alphavideo.co.jp



image



Past works

6 Photo shooting **Post-fair**

Deadline: 23 May 2025

The professional photography company Nacasa & Partners Inc. that has extensive career experience in the interior and design industry shoots photos of your booth.

Nacasa & Partners Inc.
Web. www.nacasa.co.jp/e/index.html

- Price: JPY **50,000** (tax excluded) / 5 photos
- Date: 18 – 20 June 2025
- Shooting angle: the whole booth, a part of booth, and products display
- Time schedule:

Shooting date		Slot Time	Slot Time	Slot Time	Slot Time
18 June (Wed)	Before the fair	1A 8:00–8:30	1B 8:30–9:00	1C 9:00–9:30	1D 9:30–10:00
	After the fair	2E 18:00–18:30	2F 18:30–19:00	2G 19:00–19:30	2H 19:30–20:00
19 June (Thu)	Before the fair	2A 8:00–8:30	2B 8:30–9:00	2C 9:00–9:30	2D 9:30–10:00
	After the fair	2E 18:00–18:30	2F 18:30–19:00	2G 19:00–19:30	2H 19:30–20:00
20 June (Fri)	Before the fair	3A 8:00–8:30	3B 8:30–9:00	3C 9:00–9:30	3D 9:30–10:00
	After the fair	3E 18:00–18:30	3F 18:30–19:00	3G 19:00–19:30	3H 19:30–20:00

*The organiser will coordinate a time schedule if your choices overlap with others.
*Photo data will be delivered via e-mail or online storage.



image

Online items

7 Posting editorial/logo ads on visitor promotion e-mail Discount for package Pre-fair

Deadline: 11 April 2025
Data submission deadline: 18 April 2025

We distribute e-mail newsletters four times in the last month before the fair to past and pre-registered visitors.
In addition to announcing the fair events and highlights, we introduce your product / company brand's product to about 110,000 subscribers.

① Editorial advertisement

- Price: JPY 150,000 (tax excluded)
- Content (and data for submission): 1 picture (JPEG, GIF or PNG) / Article within 100 Japanese letters / Website URL linked to the picture

*Accept first 3 exhibitors.

② Logo advertisement

- Price: JPY 50,000 (tax excluded)
- Content (and data for submission): 1 logo (JPEG, GIF or PNG)

*Accept first 3 exhibitors.

- E-mail distribution: 4 times in the last month before the fair (Weekly)
- Subscriber: About 110,000
- Target: Past and pre-registered visitors
- Format: HTML



image

8 Posting banner ad on the official website Discount for package Pre-fair • On-site • Post-fair

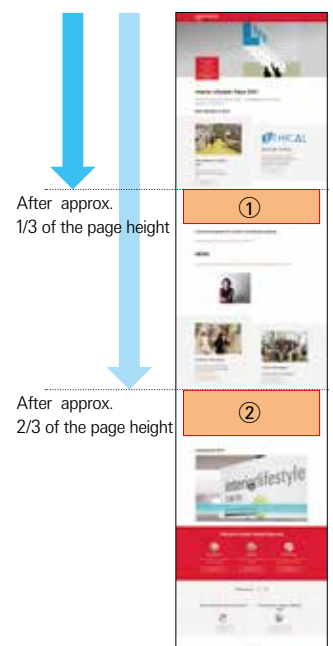
Deadline: 28 March 2025
Data submission deadline: 11 April 2025

Posting your banner ad on the official website is a very effective tool for promoting your product and company to potential clients before and after the fair.

- Your banner will be uploaded on the top page of the official website **between one month before and one month after the fair.**

Type of banner	Placement of banner	Size	Price (tax excluded)
①	After approx. 1/3 of the page height	W1,140 × H285	JPY 250,000
②	After approx. 2/3 of the page height	W1,140 × H380	

*Data for submission: 1 banner image (JPEG, GIF or PNG) / Website URL



Image

9 Sending flyer to VIP buyers **Pre-fair**

Deadline: 14 March 2025

Data submission deadline: 21 March 2025

Organiser sends a VIP invitation card to approximately 3,000 key buyers who have a big influence in Japanese interior and design market. Enclosing your flyer is an effective tool to advertise your company and product to the VIP buyers with purchasing decision authority.

- Price: JPY 150,000** (tax excluded)
- Size: A4 folded in three (printed single-sided in full color)**
- Send to: Approximately 3,000 key buyers in the middle of May**

*Accept first 3 exhibitors.

*The official printing company will print the flyer.

*Data for submission: 1 pdfx-4 file or 1 Adobe Illustrator file (text outlined / version from CS6 to CC2020 / more than 350dpi)

*Please include your exhibitor name and have a blank space for printing your booth number on the flyer data (The official printing company will print the booth number, so please designate the appropriate font, size and color).

*Including a privilege for visitors is recommended.

*This service will be considered complete when the DM has been sent. Therefore, even if the exhibition is postponed or canceled after the DM has been sent, the fee for this service will not be refunded.

VIP buyers list (excerpted)

ACTUS / AEON RETAIL / AMAZON Japan / Cainz / Cassina IXC. / Conran Shop Japan / Culture Convenience Club / Hankyu Hanshin / Hoshino Resorts / Isetan Mitsukoshi / Ito-Yokado / Kurashicom / MoMA / Nomura / Oriental Land / Ryohin Keikaku / Takashimaya / THE LOFT / Tokyo Midtown / Hands / TOKYO Interior / URBAN RESEARCH / WELCOME / Yahoo Japan

Free items

① Banner & logo

Announce your participation on website, social media, and e-mail.

- Download from "Other materials" in your Online exhibitor's page.

interiorlifestyle
TOKYO

Logo

interiorlifestyle *Come & Visit Us!*
TOKYO
18 – 20 June 2025 Tokyo Big Sight, East Exhibition Halls

Banner
size: W234 × H60 (pixel)



Date: / /

Exhibitor name

Contact (Mr. / Ms.)

Address

Country / Region

Tel

E-mail

Discount for package 10% off is available if you select 2 items or more.

For details, please read this guide or contact: ken.tanishita@japan.messefrankfurt.com

	Check	Item	Price (tax excluded)	
2 Official fair guide advertisement Discount for package Deadline: 11 April 2025	<input type="checkbox"/>	① Back cover	JPY 500,000	× = ¥
	<input type="checkbox"/>	② Inside back cover	JPY 400,000	× = ¥
	<input type="checkbox"/>	③ 1 page	JPY 300,000	× = ¥
	<input type="checkbox"/>	④ 1/2 page	JPY 180,000	× = ¥
	<input type="checkbox"/>	⑤ 1/4 page	JPY 100,000	× = ¥
	<input type="checkbox"/>	⑥ Logo in the exhibitor list	JPY 30,000	× = ¥
3 Badge Holder Box Stand Ad Discount for package Deadline: 9 May 2025	<input type="checkbox"/>	Single-sided	JPY 250,000	× = ¥
4 On-site advertising board Deadline: 9 May 2025	<input type="checkbox"/>	Single-sided	JPY 150,000	× = ¥
6 Photo shooting Deadline: 23 May 2025	<input type="checkbox"/>	1st choice Slot: 2nd choice Slot: 3rd choice Slot:	JPY 50,000	× = ¥
7 Posting editorial/logo ads on visitor promotion e-mail Discount for package Deadline: 28 March 2025	<input type="checkbox"/>	① Editorial ads	JPY 150,000	× = ¥
	<input type="checkbox"/>	② Logo ads	JPY 50,000	× = ¥
8 Posting banner ad on th official website Discount for package Deadline: 28 March 2025	<input type="checkbox"/>	① W1,140×H285	JPY 250,000	× = ¥
	<input type="checkbox"/>	② W1,140×H380	JPY 250,000	× = ¥
9 Sending flyer to VIP buyers Deadline: 14 March 2025	<input type="checkbox"/>	A4 size folding into three / one-side printing in full-color	JPY 150,000	× = ¥
			Total:	JPY

*A consumption tax of 10% is applicable to the price.

*The promotional tools are provided to the exhibitors only.

*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.

*Regarding "9 Sending flyer to VIP buyers", the service will be considered complete when the DM has been sent. Therefore, even if the exhibition is postponed or canceled after the DM has been sent, the fee for this service will not be refunded.

Enquiry / submit to:

Interior Lifestyle Tokyo organiser's office

Messe Frankfurt Japan Ltd

4F Sumitomo Fudosan Chiyoda Fujimi Building 1-8-19 Fujimi Chiyoda-ku Tokyo 102-0071, Japan

Tel +81-3-3262-8446

E-mail ken.tanishita@japan.messefrankfurt.com