

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

10—12 June 2026

Tokyo Big Sight West Exhibition Halls

www.interior-lifestyle.com

On-site Items

Directly appeal to visitors at the venue

1 Participation in Interior Lifestyle Original ZINE



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2 Booth introduction rights by RoomStylist Hidemaru



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3 Badge Holder Box Ad



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Online items

Able to inform into wide range targets beyond the exhibition period

8 Exhibitor Introduction on Instagram



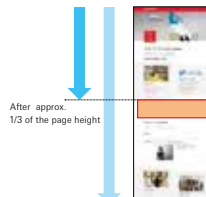
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9 Posting editorial / logo ads on visitor promotion e-mail



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11 Exhibitor Search (Media Package Manager)

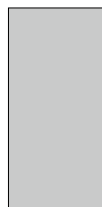


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Other item

Direct appeal to
VIP visitors

12 Sending flyer to VIP buyers



P.11

Free items

Please use free
items to your
promotion

P.12

Package
discount

10%
OFF

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

On-site Items

1 Participation in Interior Lifestyle Original "ZINE" On-site Post-fair

Deadline : 6 March 2026

Data submission deadline : 24 April 2026

The first issue of "Interior Lifestyle ZINE" was published at the last Interior Lifestyle show, and will be published again this year. This is an art book that responds to exhibitor's requests to convey messages with a greater sense of temperature to visitors to the show.

What is "Interior Lifestyle Tokyo Original ZINE"?

The purpose of this zine is to deliver messages and worldviews that cannot be conveyed through digital media such as booth displays and SNS. We aim to create new encounters and empathy between exhibitors and readers (visitors) by conveying the stories and thoughts of exhibitors through an automatic and tactile analog medium.

Benefit

1) The story of the brand can be conveyed accurately

The background and philosophy of the product will be explained in depth and the value of the brand will be impressed upon the visitors.

2) It will lead to the expansion of sales channels and the acquisition of inquiries after the exhibition.

Because it will remain with you in the form of a zine, continuous contact and business opportunities will be created even after the exhibition period.

3) It will appeal to a sensitive audience as only paper media can.



Previous Zine (PDF data)



Introduction Video

Content/requirements

You are invited to contribute an exhibitor's column to be published in the zine, on one of the following five themes. Please provide us with relevant images and photos to go along with the text.

1) Reasons for choosing this job and the starting point

Please tell us how you started your current job and the starting point of your brand.

2) Background of the product:

Please tell us what kind of thoughts and awareness of issues inspired the product you are exhibiting here.

3)What is "design" in manufacturing? Please introduce the viewpoints that your company values the most.

4) Perspectives on the current state of consumption and distribution

What is your awareness of the current state of the market and what is your company's most important attitude towards it?

5) "Observing" and "Creating"

Tell us about a moment when your daily observations and experiences lead you to create.

☐ Price: JPY 100,000 (tax excluded) ※Each space is 2 pages spread over 2 pages

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

☐ Size: A5 (W48×H210mm) ※A4 size for the entire two-page display

☐ Number printed: 6000 copies

☐ How to apply: Please send [your company name, contact person's name, e-mail address, and phone number] to the e-mail address below, with "Application for participation in original zine" in the subject line.

ken.tanishita@japan.messefrankfurt.com

Notes

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

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

* The organiser may ask you to prepare the text in accordance with the wording specified by the organiser. (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.

On-site Items

2 Booth introduction rights by RoomStylist Hidemaru **NEW** **On-site** **Post-fair**

Deadline : 24 April 2026

Data submission deadline : 1 May 2026

Hidemichi Ando, a well-known RoomStylist, storage and organization advisor in Japan and an official ambassador of Interior Lifestyle Tokyo, will live-stream the introduction of your booth on his Instagram during the exhibition! After the live streaming, you will have the opportunity to view it even after the exhibition, as it will be posted on Hidemaru's account. Please join us for this special opportunity during the exhibition!

☐ Price: JPY 100,000 (tax excluded)

LIVE Streaming Date : To be determined from the date and time requested during the exhibition.

LIVE Streaming Time : 3 ~ 5 min (approximately)

*We will screen your application to see if we can accommodate your request. Please understand that we may not be able to accept your application in some cases.

*Details such as the time of the visit and questions to be asked will be announced later in the submission outline.

*Due to the limited number of LIVE broadcasts, applications will be accepted on a first-come, first-served basis.

*After the live streaming, the video will be archived in the submission section and can be viewed at any time.

*Overseas exhibitors must be able to speak Japanese.



Image

On-site Items

3 Badge Holder Box Ad Discount for package On-site

Deadline : 27 March 2026

Data submission deadline : 3 April 2026

We are pleased to inform you that your advertisement can now be displayed on the badge holder boxes placed near the visitor registration area at the venue. Since every visitor is required to pick up a badge holder upon entry, the visibility of your advertisement will be extremely high—making this an excellent opportunity to maximize recognition among a wide audience!

- ☐ **Price: JPY 250,000** (tax excluded)
- ☐ **Size: W1,090 × H850 mm** (Single-sided)
- ☐ **Display location: By the visitor registration area**

*Limited to 2 units only; applications will be accepted on a first-come, first-served basis.

*Please include your "Official Exhibitor Name" and "Booth Number" within the advertisement space.

*Submission data: Illustrator file (CS5 or earlier), all fonts outlined, size W1,090 × H850 mm, resolution 350 dpi or higher.



4 Backside advertisement in badge holder NEW On-site

Deadline : 17 April 2026

Data submission deadline : 24 April 2026

You now have the opportunity to enclose your advertisement inside the Visitor Badge Holder, which every attendee is required to carry! Since the printed badges are inserted into the soft cases, your ad will be seen by all visitors—making it an exceptionally effective way to maximize exposure. This is a special promotional tool available to only one exhibitor.

- ☐ **Price: JPY 500,000** (tax excluded)
- ☐ **Size: W95 × H120 mm**
- ☐ **Print quantity : 20,000 copies** (corresponding to approx. 15,263 visitors in 2025)

*Limited to one exhibitor only.

*Complete data submission is required.

*Please note that the advertisement will not be visible once the badge is worn by the visitor.



Introduction video

On-site Items

5 Ethical Recommended Products Corner NEW On-site

Deadline : 1 May 2026

Data submission deadline : 15 May 2026

A special exhibition space will be set up near the entrance of the hall.

There will be a video introduction screen on the side of the space, which will allow you to broadcast your prepared video on a loop.

This will be a great opportunity to promote your products in a separate area from your booth, and to guide visitors to your booth.

A special page on the official website of Interior Lifestyle Tokyo will also be created prior to the show to announce the products to be exhibited.

We will also be broadcasting live on Instagram during the show to introduce your products to our followers at, even if they are not at the show!

If you want to increase the number of visitors to your booth as well as the number of people outside of the venue, please utilize our services.

☐ **Price: JPY 100,000** (tax excluded)

☐ **Included in the cost:**

-Display space W1200 x D600 mm. The height of display H900 mm.

※ Please contact the organiser if the size of products to be displayed is larger than the above.

※ Video clips can be shown on the side of the exhibition space.

Please submit your desired video in MP4 format.

-Product explanation pop-up

Please submit product images and introduction text in advance.

-QR code placement

-Instagram LIVE streaming

We will contact you for details such as the distribution schedule. Please provide a Japanese speaker.



Special page image



Image



※ Pop-up image of product description
(QR code will also be posted)



On-site Items

6 On-site advertisement board **On-site**

Deadline : 15 May 2026

Data submission deadline : 22 May 2026

On-site Advertising Boards will be installed at the venue during the exhibition. These large signboards, prominently displayed inside the hall, allow you to showcase your products and services visually to visitors. As they are placed along high-traffic pathways, including your booth number and location on the board will directly help drive visitor traffic to your stand.

□ Price: JPY 150,000 (tax excluded) / per side

□ Size : W848 × H1048 mm (Single-sided)

*Submission data : Illustrator file (CS5 or earlier), all fonts outlined, W848 × H1048 mm, 350 dpi or higher.

*The official trade fair logo and your booth number will be prepared and added separately by the organiser.

*The installation location will be determined by the organiser.



Introduction video



Image of ad board

high visibility



Positioned in a prime, high-traffic location for maximum visibility

Increase booth traffic



Display your booth number to attract visitors to your booth

Boost recognition



Feature your brand and product imagery to enhance visibility and awareness with visitors!



Business opportunity with the visitors



7 Photo shooting Post-fair

Deadline : 15 May 2026

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: 10 – 12 June 2026
- ☐ Shooting angle: the whole booth, a part of booth, and products display
- ☐ Time schedule:

Shooting date		Slot Time		Slot Time		Slot Time		Slot Time	
10 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
11 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
12 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

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



image

Online items

8 Exhibitor introduction on Instagram

NEW

Pre-fair

On-site

Post-fair

Deadline : 19 March 2026

Data submission deadline : 3 April 2026

We will post an introduction of your company on the official Interior Lifestyle Instagram before the exhibition. Please use it to notify prospective visitors and attract visitors to your booth (*limited to 10 companies).

- ☐ Images & Text: Complete data to be submitted by exhibitors
- ☐ Submission Method: Feed post
- ☐ Posting Schedule: From 2 months before the event, on a rolling basis (subject to consultation as it's first-come, first-served)
- ☐ Number of Slots: First 10 companies

Description	Price (tax excluded)
① 2 to 10 pages of information per post	JPY 80,000
② Information on only one screen per post	JPY 20,000

[Atten]

*All submitted entries will be reviewed prior to publication.

*The organizer assumes no responsibility for any issues that may arise after submission.

*The number of slots is limited; applications will be accepted on a first-come, first-served basis.



Image
Instagram Top Page



Image
Example of 5-page information

Online items

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

Discount for package

Pre-fair

Deadline: 3 April 2026

Data submission deadline: 10 April 2026

Our e-newsletter will be distributed four times during the one-month period leading up to the exhibition, targeting past visitors as well as pre-registered attendees for 2026. Alongside event highlights and key information, this tool allows you to promote your company's exhibits and products directly to the audience.

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

Editorial ad→

Logo ad→



image

10 Posting banner ad on the official website

Discount for package

Pre-fair

On-site

Post-fair

Deadline : 1 May 2026

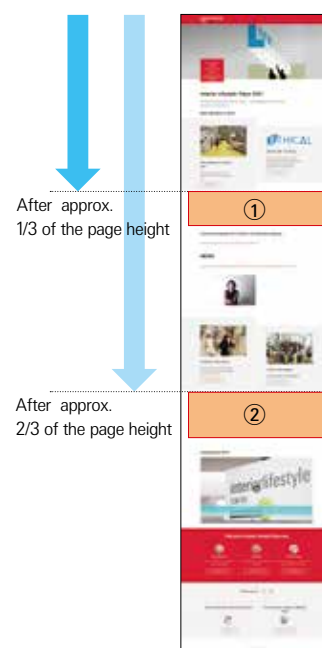
Data submission deadline : 15 May 2026

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

11 Online Exhibitor Search Page (Media Package Manager) **Pre-fair** **On-site** **Post-fair**

Deadline: 3 April 2026

From mid-April 2026, the Exhibitor Search page will be available on the official trade fair website. This is an effective tool to promote your company information to prospective customers worldwide. A dedicated page will be provided for each exhibitor, so we encourage you to actively use it for both pre- and post-show promotion of your products.

- ☐ **Registration** : Please refer to the Media Package Manager (Instructions for submitting content to the Exhibitor Search Page) on the web.
<https://interiorlifestyle-tokyo.jp.messefrankfurt.com/tokyo/en/exhibitor-services/MPM.html>

We also offer paid tools that enable you to promote your exhibitor page even more effectively —be sure to take advantage of them!

From options designed to expand customer reach to those that strengthen your brand, a variety of promotional tools are available. Below are some of the most popular choices.

*Available for approximately two months, from the opening of the Exhibitor Search Page until the last day of the fair (based on 2025 results).

Front Page Box

An advertisement linked directly to your company information page will be displayed on the top page of the official trade fair website.

Price: JPY 150,000 (tax excluded)

Link to Online Shop

By adding a link to your online shop on your company profile page, you can easily drive visitors directly to your store.

Price: JPY 8,000 (tax excluded)

Link to Product Website

By adding a website link to your exhibitor product page, visitors can directly access and view your products on your own site.

Price: JPY 8,000 (tax excluded)



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

Deadline: 6 March 2026

Data submission deadline: 13 March 2026

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** (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 350 dpi)

*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.

Buyer profile

Department Stores	Volume sellers	Design offices, Housing/real estate related	Hotels
Daimaru Matsuzakaya	Aeon Retail	Daito Trust Construction	Gero Kanko Hotel
Hankyu Hanshin	Cainz	Mitsubishi Jisho Residences	Oriental Land
Isetan Mitsukoshi	Ito-Yokado	Mitsui Designtec	Hoshino Resorts
Keio	Ryohin Keikaku	Mitsui Fudosan	Imperial Hotel
Matsuya	Shimachu	Mori Building	Toyoko Inn
Odakyu	StylingLife Holdings	Nikken Sekkei	Park Hyatt Tokyo
Sogo & Seibu	The Loft	Nomura	Mori Trust Hotels & Resorts
Takashimaya	Tokyo Interior	Nomura Real Estate Development	Nomura Real Estate Hotels
Tobu	Hands	ORIX Real Estate Corporation	Sotetsu Hotel Development
Tokyu	YAMADA-DENKI	Sekisui House	Milial Resort Hotels

1Banner & logo

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

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

interiorlifestyle
TOKYO

Logo



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)	
<div>NEW</div> <div>② Booth introduction rights by RoomStylist Hidemaru</div> <div>Deadline : 24 April 2026</div>	<input type="checkbox"/>	LIVE Streaming Time : 3 ~ 5 min (approximately)			JPY 100,000 ×	= ¥
<div>③ Badge Holder Box Ad</div> <div>Discount for package</div> <div>Deadline : 27 March 2026</div>	<input type="checkbox"/>	W1,090 × H850 mm (Single-sided)			JPY 250,000 ×	= ¥
<div>NEW</div> <div>④ Backside advertisement in badge holder</div> <div>Deadline : 17 April 2026</div>	<input type="checkbox"/>	Size: W95 × H120 mm			JPY 500,000 ×	= ¥
<div>NEW</div> <div>⑤ Ethical Recommended Products Corner</div> <div>Deadline : 1 May 2026</div>	<input type="checkbox"/>	Display space : W1,200 × D600 mm Height : H900 mm			JPY 100,000 ×	= ¥
<div>⑥ On-site advertisement board</div> <div>Deadline : 15 May 2026</div>	<input type="checkbox"/>	W848 × H1,048 mm (Single-sided)			JPY 150,000 ×	= ¥
<div>⑦ Photo shooting</div> <div>Deadline: 15 May 2026</div>	<input type="checkbox"/>	1st choice Slot:	2nd choice Slot:	3rd choice Slot:	JPY 50,000 ×	= ¥
<div>NEW</div> <div>⑧ Exhibitor Introduction on Instagram</div> <div>Deadline: 19 March 2026</div>	<input type="checkbox"/>	① 2 to 10 pages of information per post			JPY 80,000 ×	= ¥
	<input type="checkbox"/>	② Information on only one screen per post			JPY 20,000 ×	= ¥
<div>⑨ Posting editorial / logo ads on visitor promotion e-mail</div> <div>Discount for package</div> <div>Deadline: 3 April 2026</div>	<input type="checkbox"/>	① Editorial ads			JPY 150,000 ×	= ¥
	<input type="checkbox"/>	② Logo ads			JPY 50,000 ×	= ¥
<div>⑩ Posting banner ad on the official website</div> <div>Discount for package</div> <div>Deadline: 1 May 2026</div>	<input type="checkbox"/>	① W1,140 × H285 pixel			JPY 250,000 ×	= ¥
	<input type="checkbox"/>	② W1,140 × H380 pixel			JPY 250,000 ×	= ¥
<div>⑫ Sending flyer to VIP buyers</div> <div>Deadline: 6 March 2026</div>	<input type="checkbox"/>	A4 size / 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.

*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 "⑫ 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.

Request to Strictly Observe the Data Submission Deadline

Please note that if the print-ready data is submitted after the deadline, it may not be possible to include it. We kindly ask you to ensure submission by the specified deadline.

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