

# Promotion guide

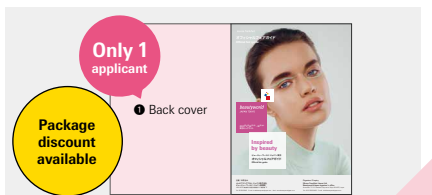
## Advertising opportunities

Enhance your brand & products recognition using our promotional items!

### On-site Item

Items directly appeal to visitors at the venue

#### 1 Advertisement in the official fair guide



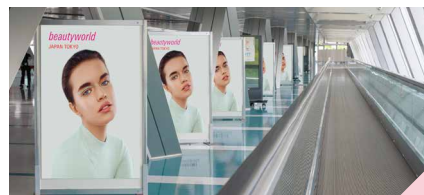
P.2

#### 2 On-site advertisement board



P.3

#### 3 Connecting passage bridge advertisement board



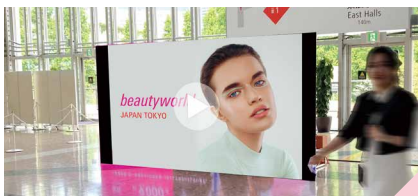
P.4

#### 4 Venue advertisement hanging banner



P.5

#### 5 Large LED screen commercial broadcast **NEW**



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#### 6 Commercial video on the stage seminar screen



P.7

#### 7 Neck Strap Logo Advertisement **NEW**



P.8

#### 8 Square badge holder hanging advertisement **NEW**



P.8

#### 9 Backside advertisement in badge holder **NEW**

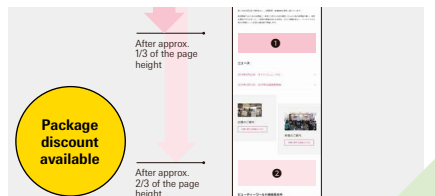


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### Online

Items able to inform into wide range targets beyond the exhibition period

#### 10 Banner on the official fair website



P.10

#### 11 E-mail newsletter service / Logo ads on e-mail newsletter



P.10

Package discount available **10% OFF**

To encourage your effective multi-angled promotional approach to targeting visitors, we offer **10% discount** for multiple orders of promotional tools. You can select 2 items or more from the tools marked as "Package discount available". Let's promote your exhibit in the most effective way!

### Free promotional opportunities

- 1 Banner & logo
- 2 Online exhibitor search

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# On-site Item

Pre-fair **On-site** Post-fair

Package discount available

Deadline 28 February 2025  
Data submission deadline 14 March 2025

## 1 Advertisement in the official fair guide

Enhance your presence even before, during and after the fair!  
Our official fair guide will be put on our official fair website before the fair and distributed to all visitors at the venue.

Format	Size (mm)	Price (tax excluded)
1 Back cover	W148 × H210	<b>JPY 1,200,000</b>
2 Inside back cover	W148 × H210	<b>JPY 1,000,000</b>
3 2 page	W296 × H210	<b>JPY 1,100,000</b>
4 1 page	W148 × H210	<b>JPY 600,000</b>
5 1/2 page (landscape)	W135 × H95	<b>JPY 400,000</b>
6 1/4 page (landscape)	W135 × H45	<b>JPY 200,000</b>

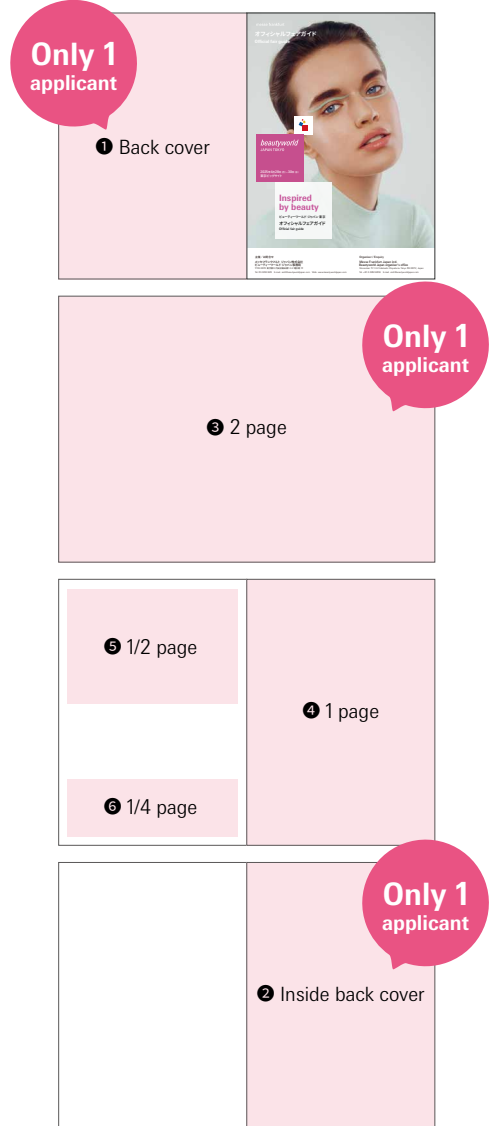
\*An instruction will be provided by the organiser after receiving an application.

\*1 2 3 are only available for the first 1 applicant.

\*The organiser will receive applications first-come-first-served basis.

\*The organiser will assign the position of advertisement.

\*Color proof will not be issued.



**Order** Submit the application form for advertising opportunities.

## 2 On-site advertisement board

Deadline 28 March 2025  
Data submission deadline 4 April 2025

Improve your presence and lead more visitors to your booths!  
Visually approach to a number of your potential customers and get immediate promotional effect onsite.

Type	Size (mm)	Price (tax excluded)
① Large	W1800 × H1120	<b>JPY 150,000</b>
② Small	W900 × H1120	<b>JPY 100,000</b>

\*Location will be assigned by the organiser.



② Small

① Large



### POINT !

- ① Ad board is set in the space which has heavy visitor flow!
- ② Showing your booth number will lead visitors to your booth!
- ③ Products photo gives visitors more impact!



Display your booth number to attract visitors to your booth



Business opportunity with the visitors

**Order** Submit the application form for advertising opportunities.

## 3 Connecting passage bridge advertisement board

Deadline 28 March 2025  
Data submission deadline 4 April 2025

Located on the visitor route from the station, it has a great visual effect!  
After visiting the exhibition, your company's PR potential will be expanded from the exhibition hall to the way back to the station.  
From this term, it is also possible to place it in the middle of the aisle!  
You can choose either "next to the escalator" or "in the middle of the aisle".

Type	Size (mm)	Price (tax excluded)
Small	W900 × H1120	<b>JPY 250,000</b>

\*Installation locations are on a first-come, first-served basis.

\*Next to the walking escalator: approx. 13 cars on each side of the outbound and inbound routes / in the middle of the aisle: approx. 10 cars.

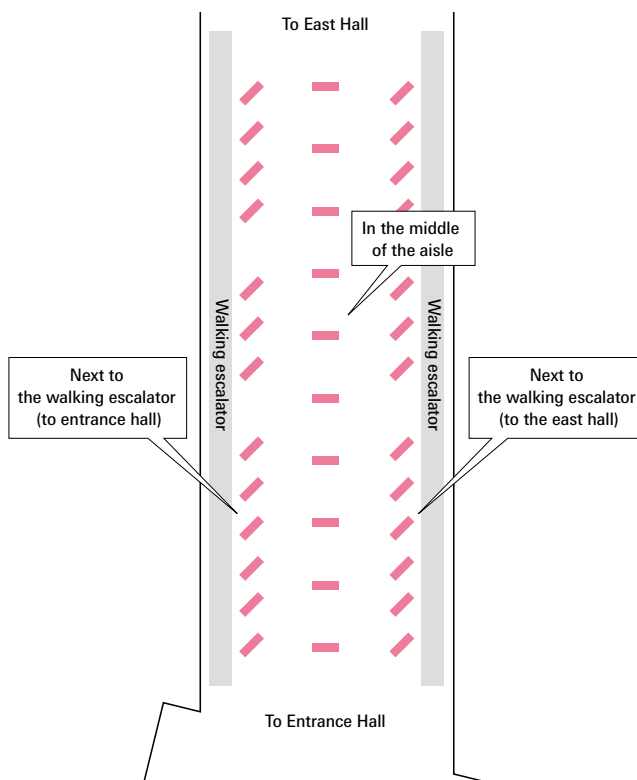


Image of advertising board next to walking escalator



Image of advertising board in the middle of the aisle

**Order** Submit the application form for advertising opportunities.



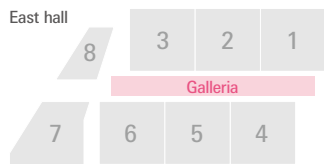


Deadline	7 March 2025
Data submission deadline	14 March 2025

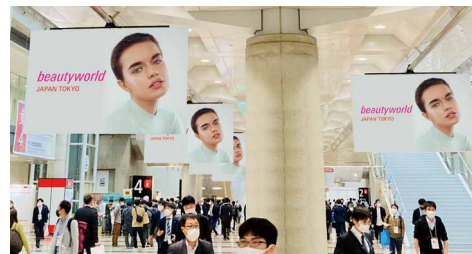
## 4 Venue advertisement hanging banner

We have prepared advertising banners that can be installed in the open space at the entrance of the venue during the exhibition period.

Because it is installed at a high position in the entrance open space, it has higher visibility. Perfect for guiding people to your booth! Its large size makes it a powerful appealing tool.



\*Galleria is the open space at the entrance.



venue advertisement hanging banner image

Type	Size (mm)	Price (tax excluded)
Both sides	W2400 × H1500	<b>JPY 300,000</b>

**Order** Submit the application form for advertising opportunities.

Pre-fair **On-site** Post-fair

## 5 Large LED screen commercial broadcast **NEW**

Deadline 14 March 2025  
Data submission deadline 21 March 2025

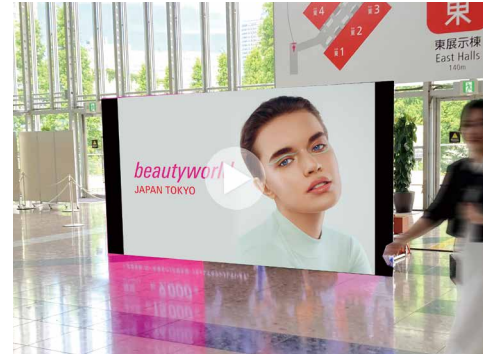
We are pleased to announce that your company's commercial can now be broadcast on the large LED screens that will be installed along the main visitor paths at the exhibition venue. The large LED screen will show information about the entire trade show, making your advertisement highly visible. This is an excellent opportunity to gain recognition from a large number of visitors!

Type	Size (mm)	Price (tax excluded)
Large LED screen commercial broadcast	W4000 × H2000	<b>JPY 1,000,000</b>

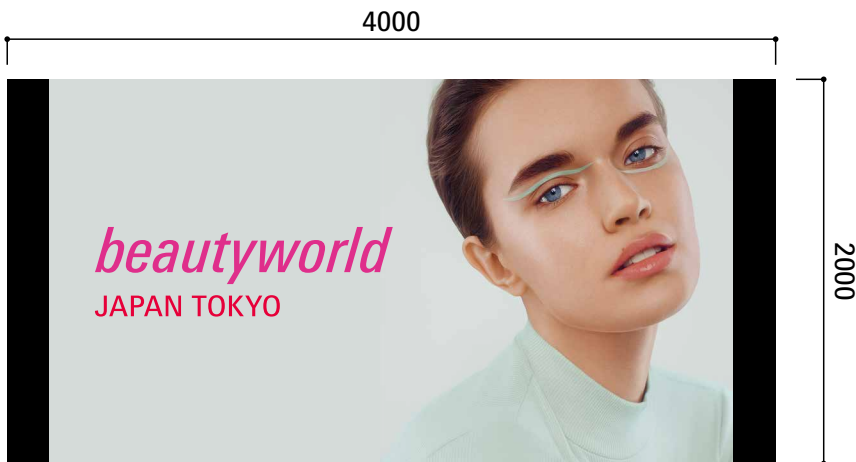
Number of times aired	Broadcast frequency: approx. 20 times/day, duration: 30 seconds/time
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\*Applications are limited to the first three companies that apply.

\*Complete data submission is required.



Image



### Aspect ratio 16:9

When the supplied video is to be played without cutting off the top and bottom, the empty space on the left and right (areas with no video) will be black.

**Order** Submit the application form for advertising opportunities.

Deadline	7 March 2025
Data submission deadline	28 March 2025

## 6 Commercial video on the stage seminar screen

Don't miss this wonderful opportunity! Promote your brand, booth and products using this effective platform. Our seminar programs consistently attract many visitors and are among the most popular events during the fair. Take advantage of this integrated promotion scheme! Please choose a stage to be broadcasted.



Display your booth number to attract visitors to your booth



Business opportunity with the visitors



Image


### POINT !

- 1 Appealing to the high motivated visitors!
- 2 Direct approach to 50-200 attendees!
- 3 Effective Contents by showing movie!






Number of broadcasts	Broadcasting before stage seminars: 30 second video for 3 days = 9 – 10 times on average
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\*This service is only available for the first 6 applicants.

### Standard plan

Price (tax excluded)	Contents
JPY 150,000	 + <b>broadcasting on the screen</b> <small>video data (exhibitor provided)</small>

### High-grade plan

Price (tax excluded)	Contents
JPY 300,000	 +  +  +  +  + <b>broadcasting on the screen</b> <small>meeting video shooting photo shooting narration editing (incl. subtitles)</small>

**Order** Submit the application form for advertising opportunities.

# On-site Item

Pre-fair On-site Post-fair

## 7 Neck Strap Logo Advertisement **NEW**

Deadline 7 March 2025  
Data submission deadline 14 March 2025

Your company logo ad can be placed on the neck strap of the badge holder that all visitors will wear around their necks. These are highly visible and widely recognizable items. Since visitors can take the badge home with them, it can also be used to spread awareness of your company outside of the show.

Type	Size (mm)	Price (tax excluded)
Neck Strap Logo Advertisement	Strap width: 15mm Total length: 900mm	<b>JPY 6,500,000</b>

Contents	
	<ul style="list-style-type: none"> <li>• Comes with soft case</li> <li>• Connecting parts: with 2 Levana scans</li> <li>• Production Q'ty : 79,000 pieces (Number of visitors in 2024: 77,282)</li> </ul>

\*This tool is limited to one company only.

\*This tool is limited to exhibitors who have applied for 10 or more booth spaces.

\*In the case of applications from multiple companies, recipients will be selected after screening.



Image

**Order** Submit the application form for advertising opportunities.

Pre-fair On-site Post-fair

## 8 Square badge holder hanging advertisement **NEW**

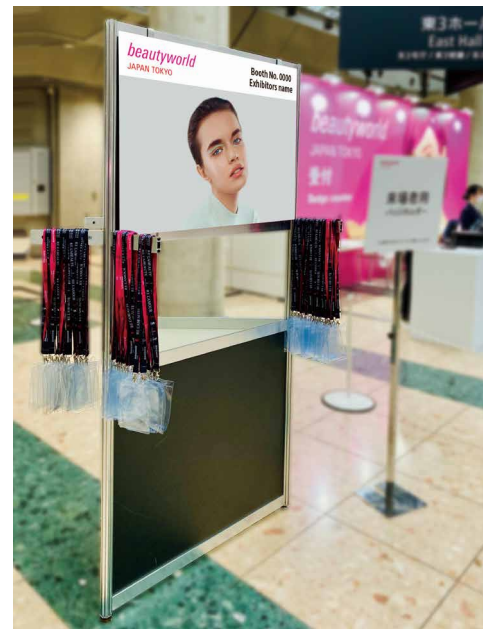
Deadline 7 March 2025  
Data submission deadline 14 March 2025

Your advertisement can be placed on badge holder hangers near the entrance of each hall. This is a prominently visible advertising tool where many visitors stop by to pick up their badge holders. We recommend using your advertisement in combination with a neck strap logo advertisement.

Type	Size (mm)	Price (tax excluded)
Square badge holder hanging advertisement	W900 × H540	<b>JPY 150,000</b>

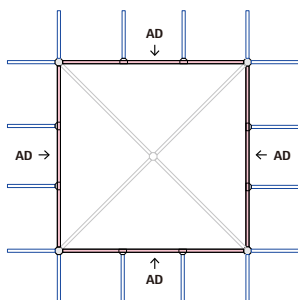
\*Printing is on one side only.

\*The location of the signage will be near the entrance of each hall.

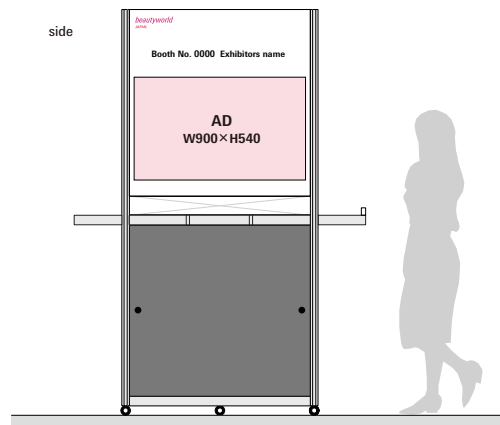


Image

bird's eye view



side



**Order** Submit the application form for advertising opportunities.



## 9 Backside advertisement in badge holder **NEW**

Deadline	7 March 2025
Data submission deadline	14 March 2025

Your advertisement can be enclosed in a “visitor badge holder” that visitors are sure to pick up! When the printed badge is placed in the soft case, it becomes easily visible to all visitors. This is a special tool for a limited number of companies.

Type	Size (mm)	Price (tax excluded)
Backside advertisement in badge holder	W100 × H135	<b>JPY 1,200,000</b>

Number of sheets printed	79,000sheets (Number of visitors in 2024: 77,282)
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\*Applications are limited to one company.

\*Complete data submission is required.

\*Please note that this offer is only available when a neck strap logo advertisement is applied for.

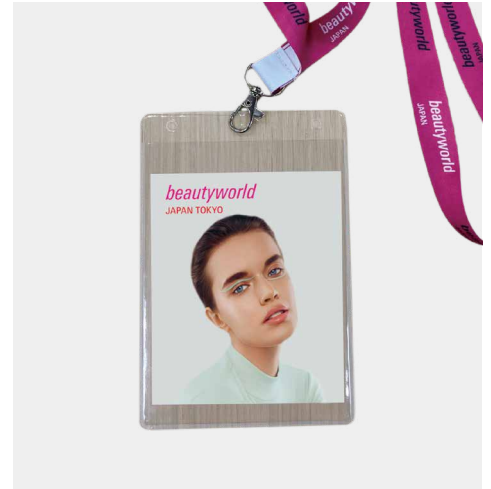


Image of Backside advertisement in badge holder

**Order** Submit the application form for advertising opportunities.

## 10 Banner on the official fair website

Package discount available

Pre-fair On-site Post-fair

Deadline 28 February 2025  
Data submission deadline 14 March 2025

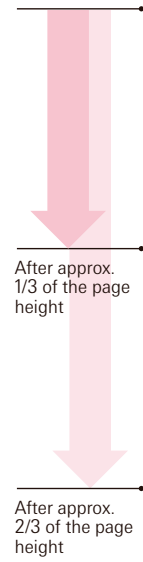
Don't miss this opportunity to promote your participation to your potential customers by using the banner ads.

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

\*Digital banner runtime: start 4 weeks before the show and end 4 weeks after the show.

\*Your banners can also be viewed on mobile devices.

\*Our algorithms ensure that your banner is displayed before, during and after the trade fair depending on the campaign period, no matter how many ad impressions you book.



Image

**Order** Submit the application form for advertising opportunities.

## 11 E-mail newsletter service / Logo ads on e-mail newsletter

Package discount available

Pre-fair On-site Post-fair

Deadline 14 February 2025  
Data submission deadline 7 March 2025

The organiser sends out an e-mail newsletter to a carefully selected database. This newsletter contains overall show information. You can promote your participation to the potential customers.

### E-mail newsletter service

Price (tax excluded)	JPY 250,000
Contents	Text advertising (Japanese: up to 100 letters), 1 image (picture) and URL

### Logo ads on e-mail newsletter

Price (tax excluded)	JPY 100,000
Contents	1 logo with other advertisers

**Order** Submit the application form for advertising opportunities.



Image of logo ads



Image

Pre-fair On-site Post-fair

## 1 Banner & logo

Announce your participation on your website,  
SNS and your e-mail signature.

*beautyworld*  
JAPAN TOKYO

Logo



Image

Pre-fair On-site Post-fair

## 2 Online exhibitor search

Deadline 14 February 2025

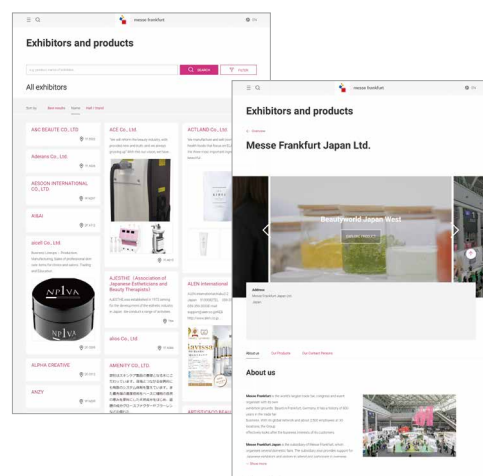
### Exhibitors & products page has been renewed and the registration method has changed!!

The exhibitors & products page has been reformed to be more user-friendly and  
information can be accessed much easier.

Not only overall design and appearance, but also the contents are enhanced so  
that exhibitors can promote their company and products more effectively. As the  
organiser, we will introduce this page to a wide range of visitors prior to the fair.  
Please register your information and take full advantage of this site.

● For more information, please also refer to the link below.

<https://beautyworld-japan.jp.messefrankfurt.com/tokyo/en/exhibitor-services/MPM.html>




Online exhibitor search

Download Online exhibitors' page  
<https://mfjp-exhibitor-service.com/login>



Registration Online exhibitors search registration page

# Beautyworld Japan Tokyo 2025 Application form for advertising opportunities

**Submit to**  Beautyworld Japan Organiser's office / Messe Frankfurt Japan Ltd  
E-mail Ken.Tanishita@japan.messefrankfurt.com

Date: / /

Exhibitor name

Contact person (Mr./Ms.)

E-mail

## Notes on creating advertising data

When creating advertisements, flyers, brochures, signboards, posters, etc. for displaying at the fair, please be sure to comply with items regarding advertisement displays and expressions.

## Data submission deadline

Please kindly note that the advertisement could be not inserted on the materials in case the data for printing was submitted after the deadline. We would appreciate your serious attention to the data submission deadline.

**Package discount available** 10%OFF is available! For details, check the Promotion guide or contact: Ken.Tanishita@japan.messefrankfurt.com

Package discount	Non-package	Items	Price (tax excluded)			
<b>1 Advertisement in the official fair guide</b> <b>Package discount available</b>			Deadline	28 February	Data submission deadline	14 March
<input type="checkbox"/>	<input type="checkbox"/>	① Back cover	JPY	1,200,000 ×	=	JPY
<input type="checkbox"/>	<input type="checkbox"/>	② Inside back cover	JPY	1,000,000 ×	=	JPY
<input type="checkbox"/>	<input type="checkbox"/>	③ 2 page	JPY	1,100,000 ×	=	JPY
<input type="checkbox"/>	<input type="checkbox"/>	④ 1 page	JPY	600,000 ×	=	JPY
<input type="checkbox"/>	<input type="checkbox"/>	⑤ 1/2 page (landscape)	JPY	400,000 ×	=	JPY
<input type="checkbox"/>	<input type="checkbox"/>	⑥ 1/4 page (landscape)	JPY	200,000 ×	=	JPY
<b>2 On-site advertisement board</b>			Deadline	28 March	Data submission deadline	4 April
<input type="checkbox"/>	<input type="checkbox"/>	① Large	JPY	150,000 ×	=	JPY
<input type="checkbox"/>	<input type="checkbox"/>	② Small	JPY	100,000 ×	=	JPY
<b>3 Connecting passage bridge advertisement board</b>			Deadline	28 March	Data submission deadline	4 April
<input type="checkbox"/>	<input type="checkbox"/>	Small	JPY	250,000 ×	=	JPY
<b>4 Venue advertisement hanging banner</b>			Deadline	7 March	Data submission deadline	14 March
<input type="checkbox"/>	<input type="checkbox"/>	Both sides	JPY	300,000 ×	=	JPY
<b>5 Large LED screen commercial broadcast</b>			Deadline	14 March	Data submission deadline	21 March
<input type="checkbox"/>	<input type="checkbox"/>	Large LED screen commercial broadcast	JPY	1,000,000 ×	=	JPY
<b>6 Commercial video on the stage seminar screen</b>			Deadline	7 March	Data submission deadline	28 March
<input type="checkbox"/>	<input type="checkbox"/>	Standard plan	JPY	150,000 ×	=	JPY
<input type="checkbox"/>	<input type="checkbox"/>	High-grade plan	JPY	300,000 ×	=	JPY
<b>7 Neck Strap Logo Advertisement</b>			Deadline	7 March	Data submission deadline	14 March
<input type="checkbox"/>	<input type="checkbox"/>	Neck Strap Logo Advertisement	JPY	6,500,000 ×	=	JPY
<b>8 Square badge holder hanging advertisement</b>			Deadline	7 March	Data submission deadline	14 March
<input type="checkbox"/>	<input type="checkbox"/>	Square badge holder hanging advertisement	JPY	150,000 ×	=	JPY
<b>9 Backside advertisement in badge holder</b>			Deadline	7 March	Data submission deadline	14 March
<input type="checkbox"/>	<input type="checkbox"/>	Backside advertisement in badge holder	JPY	1,200,000 ×	=	JPY
<b>10 Banner on the official fair website</b> <b>Package discount available</b>			Deadline	28 February	Data submission deadline	14 March
<input type="checkbox"/>	<input type="checkbox"/>	① After approx. 1/3 of the page height	JPY	250,000 ×	=	JPY
<input type="checkbox"/>	<input type="checkbox"/>	② After approx. 2/3 of the page height	JPY	250,000 ×	=	JPY
<b>11 E-mail newsletter service / Logo ads on e-mail newsletter</b> <b>Package discount available</b>			Deadline	14 February	Data submission deadline	7 March
<input type="checkbox"/>	<input type="checkbox"/>	E-mail newsletter service	JPY	250,000 ×	=	JPY
<input type="checkbox"/>	<input type="checkbox"/>	Logo ads on e-mail newsletter	JPY	100,000 ×	=	JPY

\*Consumption tax will be applied to the prices declared.

\*The promotional tools are provided to the exhibitors of Beautyworld Japan Tokyo 2025 only.

\*Upon receiving your 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.

\*In the case of cancellation or postponement of the fair due to unavoidable circumstances, a full refund will be given.

\*If you wish to cancel an order after submitting the application form, the full amount will be charged as the cancellation fee.

\*Advertisement designs will be reviewed in advance.

**Total: JPY**