

# Promotion guide

## Advertising opportunities

Enhance your brand & products recognition using our promotional items!

\* Tools and fees are subject to change.

### On-site Item

Items directly appeal to visitors at the venue

#### 1 On-site advertisement board ①②③④



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#### 2 Large LED screen commercial broadcast



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#### 3 Neck Strap Logo Advertisement



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#### 4 Square badge holder hanging advertisement



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#### 6 Advertisements at each entrance of the West & South Halls NEW



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#### 7 West & South Halls Concourse Aisle Pillar Ads NEW



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#### 8 Moving Walk Advertising Board NEW



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#### 9 Advertisement for West & South Halls connecting corridor NEW



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#### 10 West Hall Hanging Banner Ad NEW



P.11

#### 11 West Hall floor ads NEW



P.12

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

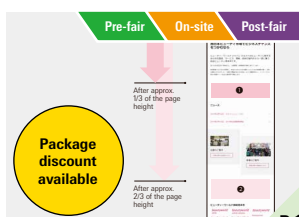


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### Online

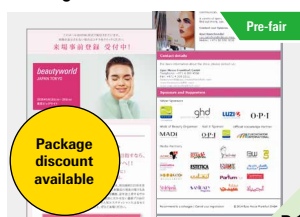
Items able to inform into wide range targets beyond the exhibition period

#### 13 Banner on the official fair website



P.14

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



P.15

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

## 1 On-site advertisement board ①

Pre-fair	On-site	Post-fair
Deadline	17 April 2026	
Data submission deadline	24 April 2026	

Advertising boards are placed near the entrance to the West Hall, where they are easily seen by visitors. This allows the products to appeal to a large number of visitors and efficiently direct them to the booth.

Type	Size (mm)	Price (tax excluded)
① Large	W1800 × H1120	JPY 200,000
② Small	W900 × H1120	JPY 100,000

\*Printing is on one side only.  
The location will be near the entrance/exit of the venue.



[Order](#) Submit the application form for advertising opportunities.

## 1 On-site advertisement board ②

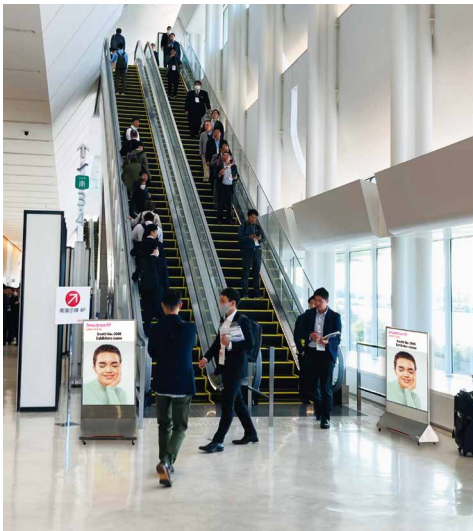
Pre-fair	On-site	Post-fair
Deadline	17 April 2026	
Data submission deadline	24 April 2026	

This special advertising board will be installed in front of the escalators in the South Hall. This tool is limited to four units, two in each of two locations.



Type	Size (mm)	Price (tax excluded)
② Small	W900 × H1120	JPY 150,000

\*Printing is on one side only.  
Applications are accepted on a first-come, first-served basis.



Image

[Order](#) Submit the application form for advertising opportunities.

# On-site Item

## 1 On-site advertisement board ③

Pre-fair	On-site	Post-fair
Deadline	17 April 2026	
Data submission deadline	24 April 2026	

Special advertising boards are available on the 4th floor connecting passageway of the South and West Halls. A limited number of tools will be available.



Type	Size (mm)	Price (tax excluded)
❶ Large	W1800 × H1120	JPY 200,000
❷ Small	W900 × H1120	JPY 100,000

\*Printing is on one side only.  
Applications are accepted on a first-come, first-served basis.

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



Image

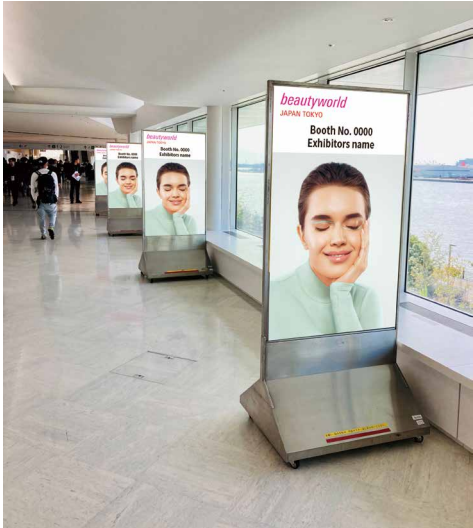
## 1 On-site advertisement board ④

Pre-fair	On-site	Post-fair
Deadline	17 April 2026	
Data submission deadline	24 April 2026	

In the South Hall, advertising boards can be placed where possible on the aisles and near the benches. This will help to spread awareness of the event to visitors who are on their way to the venue or resting on the benches.

Type	Size (mm)	Price (tax excluded)
❷ Small	W900 × H1120	JPY 100,000

\*Printing is on one side only.  
Applications are accepted on a first-come, first-served basis.



Image

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

2 Large LED screen commercial broadcast

Package discount available

Pre-fair	On-site	Post-fair
Deadline	3 April 2026	
Data submission deadline	10 April 2026	

Your company's commercial can 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!

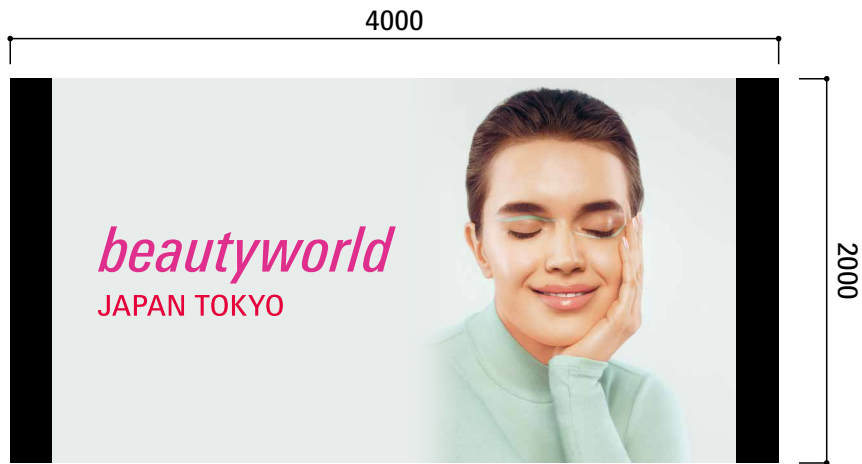
Type	Size (mm)	Price (tax excluded)
Large LED screen commercial broadcast	W4000 × H2000	JPY 1,000,000

Number of times aired	Broadcast frequency: approx. 60 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.



3 Neck Strap Logo Advertisement

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	JPY 6,500,000

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>
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\*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

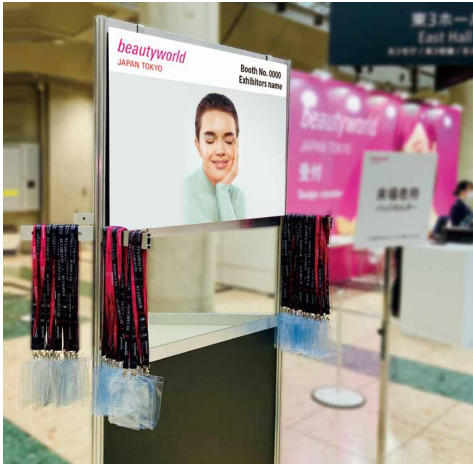
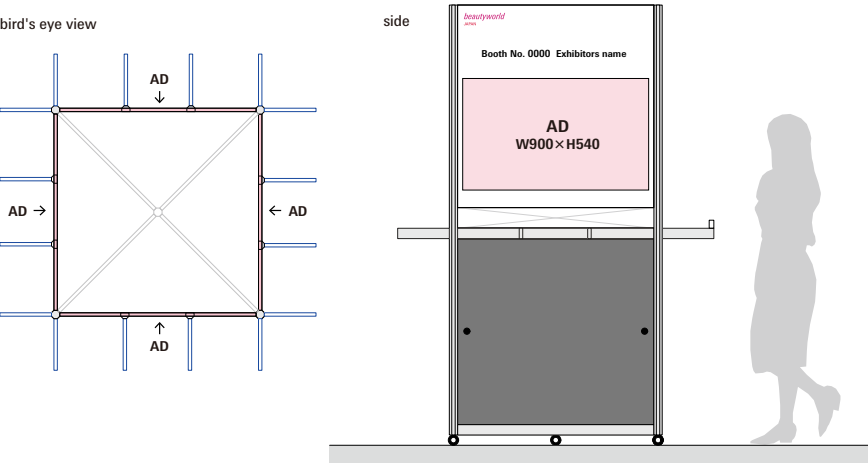
[Order](#) Submit the application form for advertising opportunities.

4 Square badge holder hanging advertisement

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	JPY 150,000

\*Printing is on one side only.  
\*The location of the signage will be near the entrance of each hall.



Image

Order Submit the application form for advertising opportunities.

5 Backside advertisement in badge holder

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	JPY 1,200,000

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.

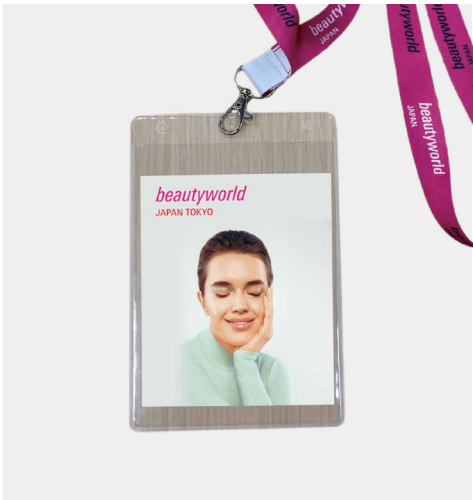


Image of Backside advertisement in badge holder

Order Submit the application form for advertising opportunities.

6

Advertisements at each entrance of the West & South Halls

NEW

Advertising space will be provided on signage stands at the hall entrances to the venue. The visibility of the advertisements will be extremely high and it is a great opportunity to get your advertisement recognized by many people!



Type	Size (mm)	Price (tax excluded)
Advertisements at each entrance of the West & South Halls	W1240 × H1100	JPY 300,000

- \*Applications are accepted on a first-come, first-served basis.
- \*Ad size is subject to change.
- \*Please note that the price may vary due to the cost of materials.
- \*Please be aware that your ad may be placed at entrances other than the exhibit hall.

Order

Submit the application form for advertising opportunities.



Image



7 West & South Halls Concourse Aisle Pillar Ads NEW

Package discount available

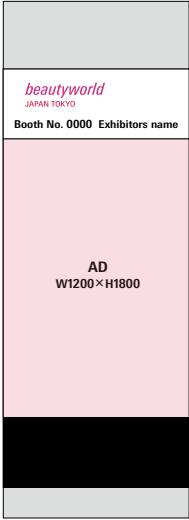
Pre-fair	On-site	Post-fair
Deadline	17 April 2026	
Data submission deadline	24 April 2026	

Large size advertisements can be placed on the columns in the concourse corridors of the West and South Halls! This will be the first tool to let visitors to the venue know about the event.

Limited tools !!

Type	Size (mm)	Price (tax excluded)
West & South Halls Concourse Aisle Pillar Ads	W1200 × H1800	JPY 300,000

\*Applications will be accepted on a first-come, first-served basis.  
\*The location of the installation will be arranged prior to the exhibition period.  
\*Please note that the fee is subject to change due to the cost of materials.



Image

Order Submit the application form for advertising opportunities.



Deadline	17 April 2026
Data submission deadline	24 April 2026

8Moving Walk Advertising BoardNEW

Advertising boards can be placed in the area before and across from the “Moving Walk” ride in the South Hall. Since there are three locations before the venue, the tool is limited to six units.



Type	Size (mm)	Price (tax excluded)
Moving Walk Advertising Board	W900 × H1120	JPY 200,000

\*Limited to 6 units on a first-come, first-served basis.  
\*Printing is on one side only.  
\*We will adjust the installation position after consulting with you.



Image

Order

 Submit the application form for advertising opportunities.

9

Advertisement for West & South Halls connecting corridor

NEW

Deadline	17 April 2026
Data submission deadline	24 April 2026

Your company's advertisement can be placed on the information columns on the 4th floor connecting the South and West Exhibition Halls!

This is a special tool with a limited number of 4 spaces.

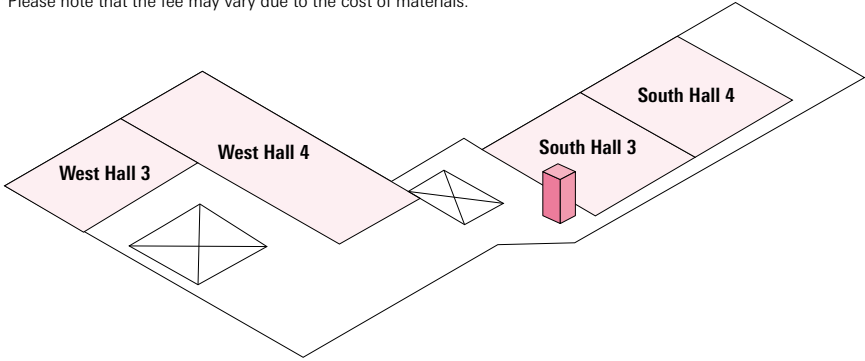


Type	Size (mm)	Price (tax excluded)
Advertisement for West & South Halls connecting corridor	W500 × H500	JPY 200,000

\*In the case of multiple applications, the recipient will be selected after screening.

\*Applications will be accepted on a first-come, first-served basis.

\*Please note that the fee may vary due to the cost of materials.



Image

Order

Submit the application form for advertising opportunities.

10 West Hall Escalator Hanging Banner Ad NEW

Package discount available

Pre-fair	On-site	Post-fair
Deadline	17 April 2026	
Data submission deadline	24 April 2026	

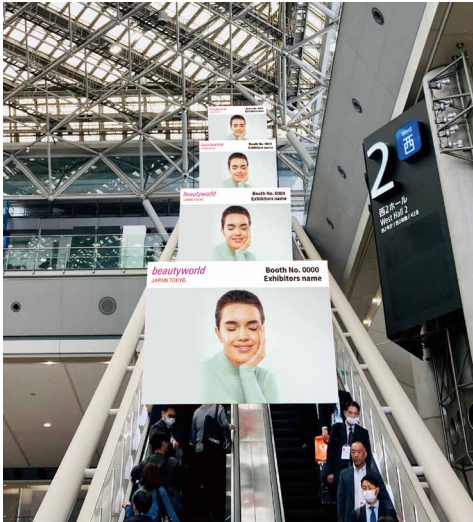
"Hanging banner ads" can be placed on the escalators in the West Exhibition Hall Atrium! The advertisement will be double-sided, so it will appeal to both those going up and those going down.  
This tool is limited to 4 spaces.

Limited tools !!

Type	Size (mm)	Price (tax excluded)
West Hall Escalator Hanging Banner Ad	W2000 × H1200	JPY 300,000

\*In the case of multiple applications, the recipient will be selected after screening.  
\*Applications will be accepted on a first-come, first-served basis.  
\*Please note that the fee may vary due to the cost of materials.

<b>beautyworld</b> JAPAN TOKYO	Booth No. 0000 Exhibitors name
AD W2000×H1200	



Image

Order Submit the application form for advertising opportunities.

11 West Hall floor ads NEW

Deadline	17 April 2026
Data submission deadline	24 April 2026

You can promote your company's exhibit with unexpected and highly visible floor advertisements to visitors heading into the exhibition hall.

The maximum number of spaces is 4. You can apply for up to 4 square ads of 2000mm x 2000mm in size.

Multiple ads can be linked together to create a variety of high-impact advertisements for your company.



Type	Size (mm)	Price (tax excluded)
West Hall floor ads	W2000 × H2000	JPY 300,000

\*Details of the location will be discussed and adjusted upon request.

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

\*Applications will be accepted on a first-come, first-served basis.

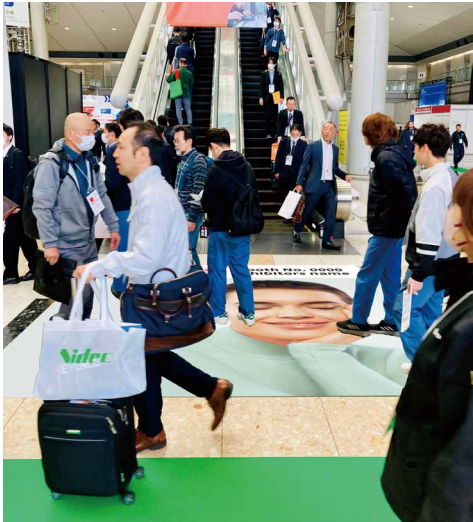
\*The fee may vary due to the cost of materials.

beautyworld

JAPAN TOKYO

Booth No. 0000  
Exhibitors name

AD  
W2000×H2000



Image

Order Submit the application form for advertising opportunities.



Pre-fair	On-site	Post-fair
Deadline		27 March 2026
Data submission deadline		17 April 2026

12 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

- 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.

Price (tax excluded)	Contents
JPY 150,000	 + broadcasting on the screen video data (exhibitor provided)



Image

Order

Submit the application form for advertising opportunities.

## 13 Banner on the official fair website

Package discount available

Pre-fair On-site Post-fair

Deadline 19 March 2026  
Data submission deadline 3 April 2026

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.

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

After approx.  
1/3 of the page  
height

After approx.  
2/3 of the page  
height



Image

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

Package discount available

Pre-fair On-site Post-fair

Deadline

6 March 2026

Data submission deadline

27 March 2026

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.



Logo



Image

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

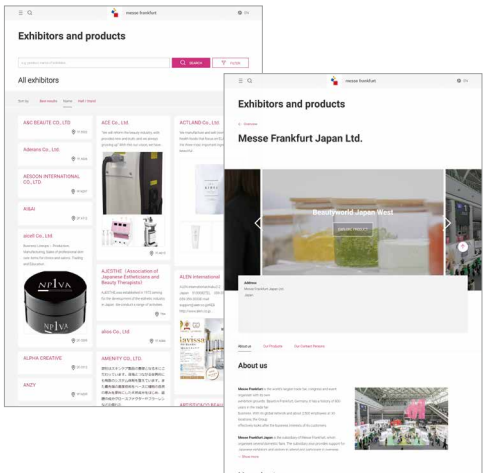


Pre-fair On-site Post-fair

## 2 Online exhibitor search

Deadline 6 March 2026

Online exhibitor search page will be available on the official website. This is a tool for effectively communicating your company's information to potential customers worldwide. Each exhibitor will be provided with a dedicated page, which can be actively used for pre/post promotion of your products. Please register your information and take full advantage of this site.




Online exhibitor search

**Registration** Online exhibitors search registration page



# Beautyworld Japan Tokyo 2026 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 On-site advertisement board</b>			Deadline	17 April	Data submission deadline	24 April
<input type="checkbox"/>	<input type="checkbox"/>	On-site advertisement board ①	① Large	JPY 200,000	×	= JPY
<input type="checkbox"/>	<input type="checkbox"/>		② Small	JPY 100,000	×	= JPY
<input type="checkbox"/>	<input type="checkbox"/>	On-site advertisement board ②	② Small	JPY 150,000	×	= JPY
<input type="checkbox"/>	<input type="checkbox"/>	On-site advertisement board ③	① Large	JPY 200,000	×	= JPY
<input type="checkbox"/>	<input type="checkbox"/>		② Small	JPY 100,000	×	= JPY
<input type="checkbox"/>	<input type="checkbox"/>	On-site advertisement board ④	② Small	JPY 100,000	×	= JPY
<b>2 Large LED screen commercial broadcast</b> <b>Package discount available</b>			Deadline	3 April	Data submission deadline	10 April
<input type="checkbox"/>	<input type="checkbox"/>	Large LED screen commercial broadcast		JPY 1,000,000	×	= JPY
<b>3 Neck Strap Logo Advertisement</b>			Deadline	27 February	Data submission deadline	6 March
<input type="checkbox"/>	<input type="checkbox"/>	Neck Strap Logo Advertisement		JPY 6,500,000	×	= JPY
<b>4 Square badge holder hanging advertisement</b>			Deadline	27 March	Data submission deadline	3 April
<input type="checkbox"/>	<input type="checkbox"/>	Square badge holder hanging advertisement		JPY 150,000	×	= JPY
<b>5 Backside advertisement in badge holder</b>			Deadline	27 February	Data submission deadline	6 March
<input type="checkbox"/>	<input type="checkbox"/>	Backside advertisement in badge holder		JPY 1,200,000	×	= JPY
<b>6 Advertisements at each entrance of the West &amp; South Halls</b>			Deadline	17 April	Data submission deadline	24 April
<input type="checkbox"/>	<input type="checkbox"/>	Advertisements at each entrance of the West & South Halls		JPY 300,000	×	= JPY
<b>7 West &amp; South Halls Concourse Aisle Pillar Ads</b> <b>Package discount available</b>			Deadline	17 April	Data submission deadline	24 April
<input type="checkbox"/>	<input type="checkbox"/>	West & South Halls Concourse Aisle Pillar Ads		JPY 300,000	×	= JPY
<b>8 Moving Walk Advertising Board</b>			Deadline	17 April	Data submission deadline	24 April
<input type="checkbox"/>	<input type="checkbox"/>	Moving Walk Advertising Board		JPY 200,000	×	= JPY
<b>9 Advertisement for West &amp; South Halls connecting corridor</b>			Deadline	17 April	Data submission deadline	24 April
<input type="checkbox"/>	<input type="checkbox"/>	Advertisement for West & South Halls connecting corridor		JPY 200,000	×	= JPY
<b>10 West Hall Escalator Hanging Banner Ad</b> <b>Package discount available</b>			Deadline	17 April	Data submission deadline	24 April
<input type="checkbox"/>	<input type="checkbox"/>	West Hall Escalator Hanging Banner Ad		JPY 300,000	×	= JPY
<b>11 West Hall floor ads</b>			Deadline	17 April	Data submission deadline	24 April
<input type="checkbox"/>	<input type="checkbox"/>	West Hall floor ads		JPY 300,000	×	= JPY
<b>12 Commercial video on the stage seminar screen</b>			Deadline	27 March	Data submission deadline	17 April
<input type="checkbox"/>	<input type="checkbox"/>	Commercial video on the stage seminar screen		JPY 150,000	×	= JPY
<b>13 Banner on the official fair website</b> <b>Package discount available</b>			Deadline	19 March	Data submission deadline	3 April
<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>14 E-mail newsletter service / Logo ads on e-mail newsletter</b> <b>Package discount available</b>			Deadline	6 March	Data submission deadline	27 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 2026 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**