

Promotion guide

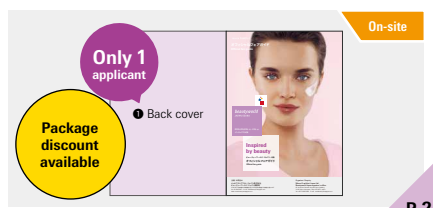
Advertising opportunities

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



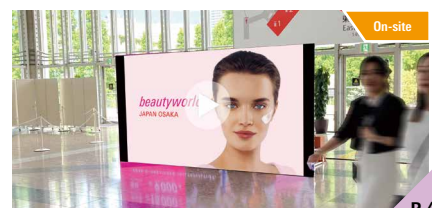
P.2

2 On-site advertisement board



P.3

3 Large LED screen commercial broadcast



P.4

4 Sky Plaza big signboard



P.5

5 Venue advertisement hanging banner



P.6

6 Commercial video on the stage seminar screen



P.7

7 Neck Strap Logo Advertisement



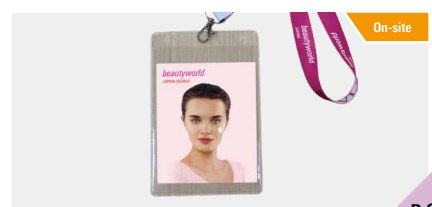
P.8

8 Square badge holder hanging advertisement



P.8

9 Backside advertisement in badge holder



P.9

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

P.11

On-site Item

1 Advertisement in the official fair guide

Package discount available

Pre-fair On-site Post-fair

Deadline 13 August 2025
Data submission deadline 12 September 2025

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	JPY 800,000
② Inside back cover	W148 × H210	JPY 600,000
③ 1 page	W148 × H210	JPY 400,000
④ 1/2 page (landscape)	W135 × H95	JPY 250,000
⑤ 1/4 page (landscape)	W135 × H45	JPY 150,000

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

*①②③ are only available for the first 1 applicant.

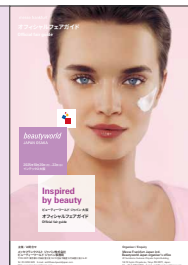
*The organiser will receive applications first-come-first-served basis.

*The organiser will assign the position of advertisement.

*Color proof will not be issued.

Only 1 applicant

① Back cover



④ 1/2 page

Only 1 applicant

③ 1 page

⑤ 1/4 page

Only 1 applicant

② Inside back cover



Order

Submit the application form for advertising opportunities.

2 On-site advertisement board

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)
On-site advertisement board	W848 × H1048	JPY 120,000

*Location will be assigned by the organiser.



Image



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.

Deadline	12 September 2025
Data submission deadline	19 September 2025

3 Large LED screen commercial broadcast

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!

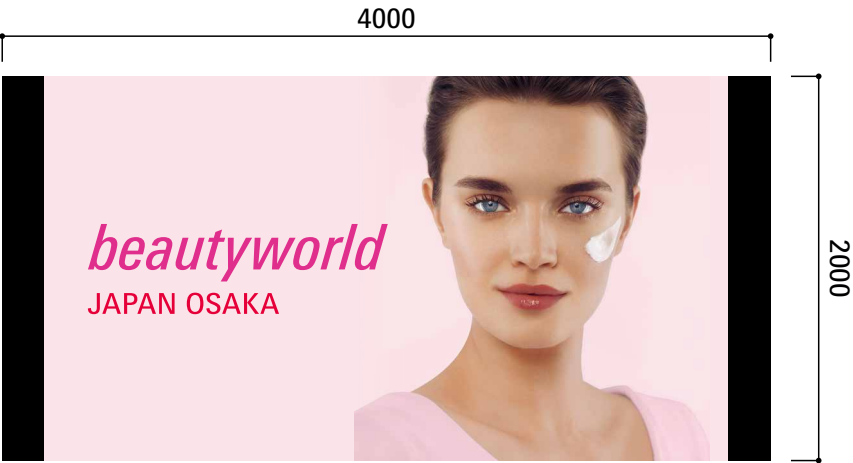
Type	Size (mm)	Price (tax excluded)
Large LED screen commercial broadcast	W4000 × H2000	JPY 800,000

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.

Pre-fair

On-site

Post-fair

Package discount available

Deadline

5 September 2025

Data submission deadline

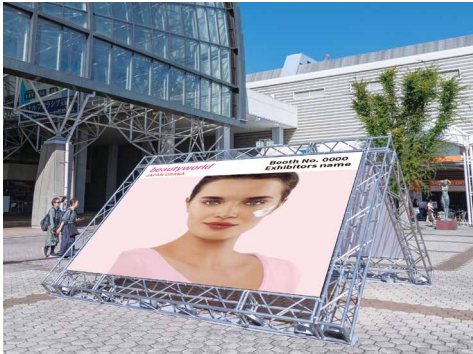
12 September 2025

4 Sky Plaza big signboard

A large billboard will be installed in "Sky Plaza," a roofless plaza with a sense of freedom, during the exhibition period. The size of the sign, which will be over 4 meters wide, will have a great impact and catch the attention of many visitors. Please take advantage of it to efficiently guide visitors to your company's booth. We recommend a design that includes the location of your company's booth.

Type	Size (mm)	Price (tax excluded)
Sky Plaza big signboard	W4200 × H2400	JPY 600,000

*Printing is on one side only.
*The booths will be placed at two locations, one on the INTEX Plaza side and the other on the Building 3 side.
*The number of spaces is limited to four on a first-come, first-served basis.



Image



Order

 Submit the application form for advertising opportunities.

5 Venue advertisement hanging banner

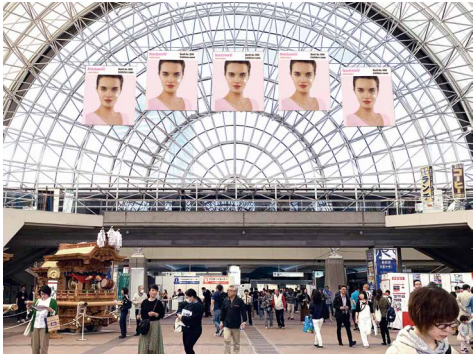
Deadline5 September 2025

Data submission deadline12 September 2025

You can promote your company's exhibit with an unexpected and highly visible hanging banner advertisement to visitors heading into the exhibition hall. The size is a voluminous rectangle measuring 4,500 mm (H) x 3,600 mm (W). Multiple banners can be hung in succession, your company's advertisement with great impact.

Type	Size (mm)	Price (tax excluded)
Venue advertisement hanging banner	W3600 × H4500	JPY 600,000

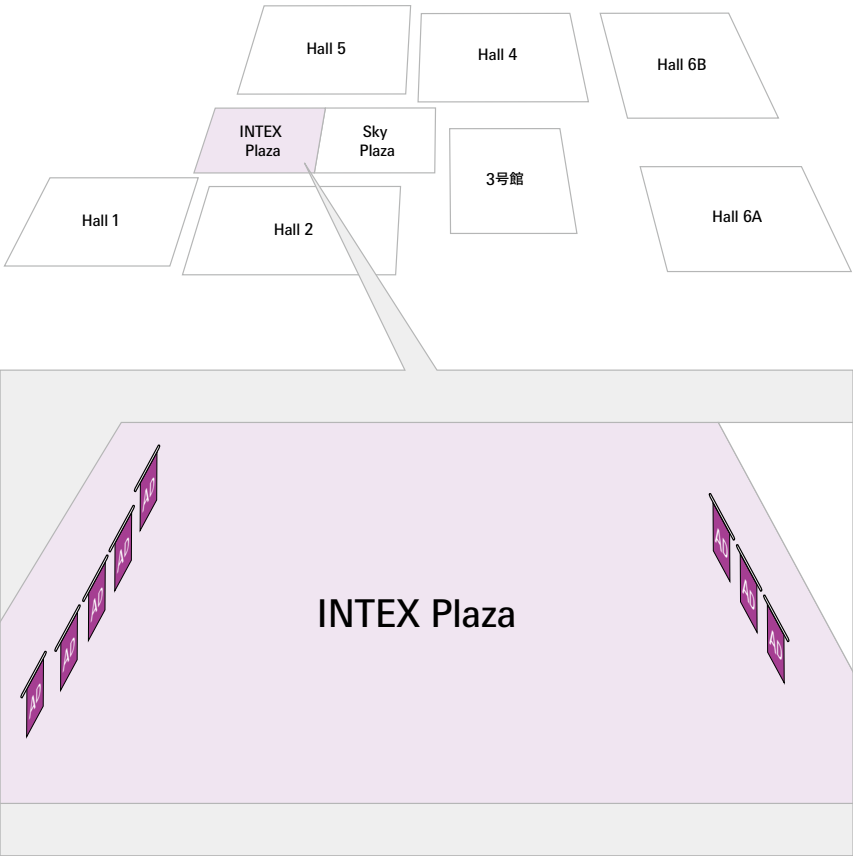
*Printing is on one side only.
*The maximum number of sheets will be 5 on the "West Gate Entrance" side and 3 on the "Sky Plaza" side.
*First-come-first-served basis.



Image

Discount for multiple applications

purchase 3 or more slots and receive a 10% discount on the total fee)



Order

 Submit the application form for advertising opportunities.

Deadline	5 September 2025
Data submission deadline	12 September 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 program stage seminar consistently gathers many visitors and is one of 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 60-300 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)

Order Submit the application form for advertising opportunities.

Pre-fair On-site Post-fair

Deadline

Data submission deadline

25 July 2025
1 August 2025

7 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 highly 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 4,500,000

Contents	<ul style="list-style-type: none">• Comes with soft case• Connecting parts: with 2 Levana scans• Production Q'ty : 43,000 pieces (Number of visitors in 2024: 36,484)
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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.

Order Submit the application form for advertising opportunities.



Image

Pre-fair On-site Post-fair

Deadline

Data submission deadline

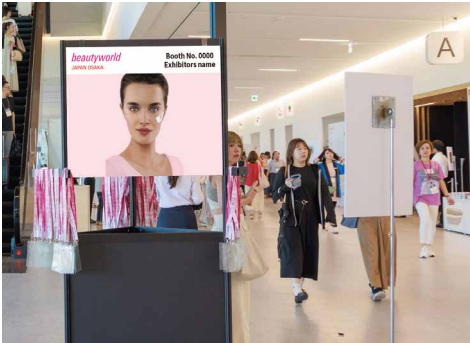
12 September 2025
26 September 2025

8 Square badge holder hanging advertisement

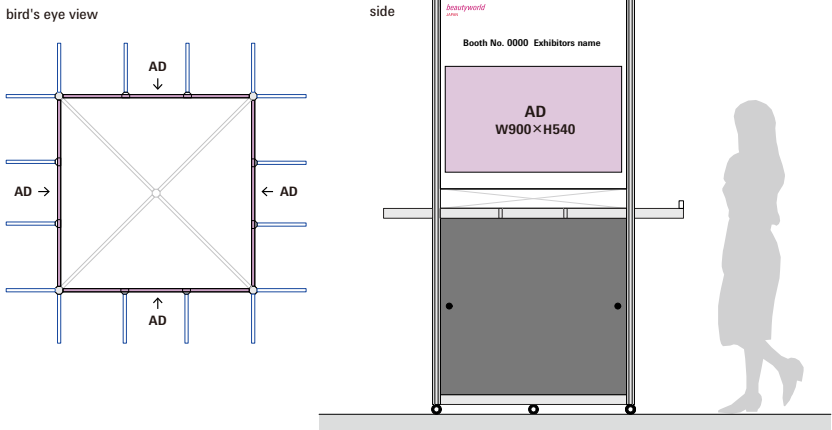
Your advertisement can be placed on badge holder hangers near the entrance of each hall. This is a highly visible advertising tool where many visitors stop by to pick up their badge holders. We recommend using your advertisement in combination with a neck strap logo advertisement.

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.

Deadline
Data submission deadline

25 July 2025
1 August 2025

9 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, all visitors will see the badge, making it highly publicized. 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 1,000,000
Number of sheets printed	Production Q'ty: 43,000 pieces (Number of visitors in 2024: 36,484)	

*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.

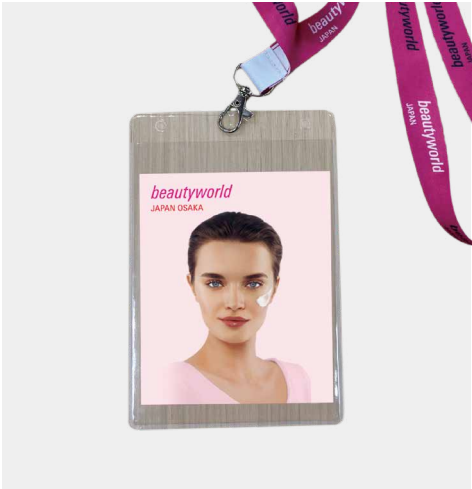


Image of Backside advertisement in badge holder

[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

29 August 2025

Data submission deadline

12 September 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)
❶ First	After approx. 1/3 of the page height	W1,140 × H285	JPY 250,000
❷ Second	After approx. 2/3 of the page height	W1,140 × H380	

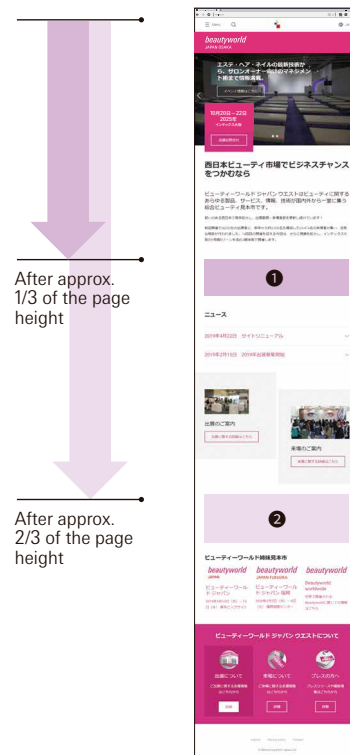
*Digital banner runtime: start 4 weeks before the show and end 4 weeks after the show.

*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.



Image

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

Package discount available

Pre-fair

On-site

Post-fair

Deadline

22 August 2025

Data submission deadline

5 September 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 OSAKA

Logo



Image

Pre-fair On-site Post-fair

2 Online exhibitor search

Deadline 15 August 2025

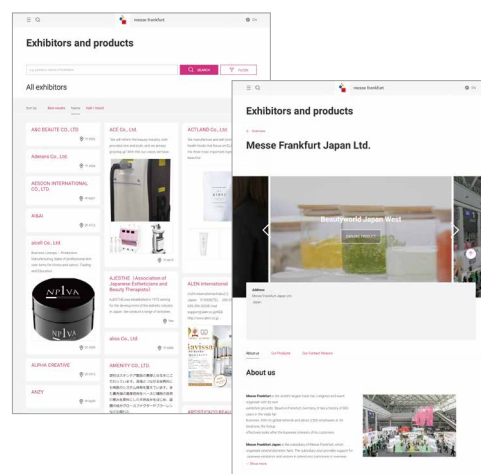
Exhibitors & products page has been renewed and the registration method has changed!!

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

Registration

Online exhibitors search registration page
(Media Package Manager)
<https://mediapackage.messefrankfurt.com/select-event?language=en-GB>



Beautyworld Japan Osaka 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: promotion@japan.messefrankfurt.com

Package discount	Non-package	Items	Price (tax excluded)			
1 Advertisement in the official fair guide Package discount available			Deadline	13 August	Data submission deadline	12 September
<input type="checkbox"/>	<input type="checkbox"/>	① Back cover	JPY	800,000	×	= JPY
<input type="checkbox"/>	<input type="checkbox"/>	② Inside back cover	JPY	600,000	×	= JPY
<input type="checkbox"/>	<input type="checkbox"/>	③ 1 page	JPY	400,000	×	= JPY
<input type="checkbox"/>	<input type="checkbox"/>	④ 1/2 page (landscape)	JPY	250,000	×	= JPY
<input type="checkbox"/>	<input type="checkbox"/>	⑤ 1/4 page (landscape)	JPY	150,000	×	= JPY
2 On-site advertisement board			Deadline	12 September	Data submission deadline	26 September
<input type="checkbox"/>	<input type="checkbox"/>	On-site advertisement board	JPY	120,000	×	= JPY
3 Large LED screen commercial broadcast			Deadline	12 September	Data submission deadline	19 September
<input type="checkbox"/>	<input type="checkbox"/>	Large LED screen commercial broadcast	JPY	800,000	×	= JPY
4 Sky Plaza big signboard Package discount available			Deadline	5 September	Data submission deadline	12 September
<input type="checkbox"/>	<input type="checkbox"/>	Sky Plaza big signboard	JPY	600,000	×	= JPY
5 Venue advertisement hanging banner			Deadline	5 September	Data submission deadline	12 September
<input type="checkbox"/>	<input type="checkbox"/>	Venue advertisement hanging banner	JPY	600,000	×	= JPY
6 Commercial video on the stage seminar screen			Deadline	5 September	Data submission deadline	12 September
<input type="checkbox"/>	<input type="checkbox"/>	Commercial video on the stage seminar screen	JPY	150,000	×	= JPY
7 Neck Strap Logo Advertisement			Deadline	25 July	Data submission deadline	1 August
<input type="checkbox"/>	<input type="checkbox"/>	Neck Strap Logo Advertisement	JPY	4,500,000	×	= JPY
8 Square badge holder hanging advertisement			Deadline	12 September	Data submission deadline	26 September
<input type="checkbox"/>	<input type="checkbox"/>	Square badge holder hanging advertisement	JPY	150,000	×	= JPY
9 Backside advertisement in badge holder			Deadline	25 July	Data submission deadline	1 August
<input type="checkbox"/>	<input type="checkbox"/>	Backside advertisement in badge holder	JPY	1,000,000	×	= JPY
10 Banner on the official fair website Package discount available			Deadline	29 August	Data submission deadline	12 September
<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
11 E-mail newsletter service / Logo ads on e-mail newsletter Package discount available			Deadline	22 August	Data submission deadline	5 September
<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

Total: JPY

*Consumption tax will be applied to the prices declared.

*The promotional tools are provided to the exhibitors of Beautyworld Japan Osaka 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.