~Japan's leading exhibition for system development, operation and maintenance~

Held inside **Japan IT Week**

AI-DRIVEN DEVELOPMENT EXPO
EMBEDDED & EDGE AI EXPO
AI Infrastructure & Data Center Expo
IoT SYSTEMS DEVELOPMENT EXPO
SysAdmin Empowerment EXPO
INFORMATION SECURITY EXPO
IT TALENT RESOURCING EXPO

Sponsors: Japan Data Center Council*
Hokkaido Nutopia Data Center Study Group*

*Sponsoring only Data Center EXPO

Tokyo Spring	Nagoya	Tokyo Autumn	Osaka
Dates Apr 7[Wed]~9[Fri], 2027	Dates July 21[Wed]~23[Fri], 2027	Dates Sep 8[Wed]~10[Fri], 2027	Dates Nov 17[Wed]~19[Fri], 2027
Venue Tokyo Big Sight, Japan	Venue Port Messe Nagoya, Japan	Venue Makuhari Messe, Japan	Venue INTEX Osaka, Japan

Organiser: RX Japan GK

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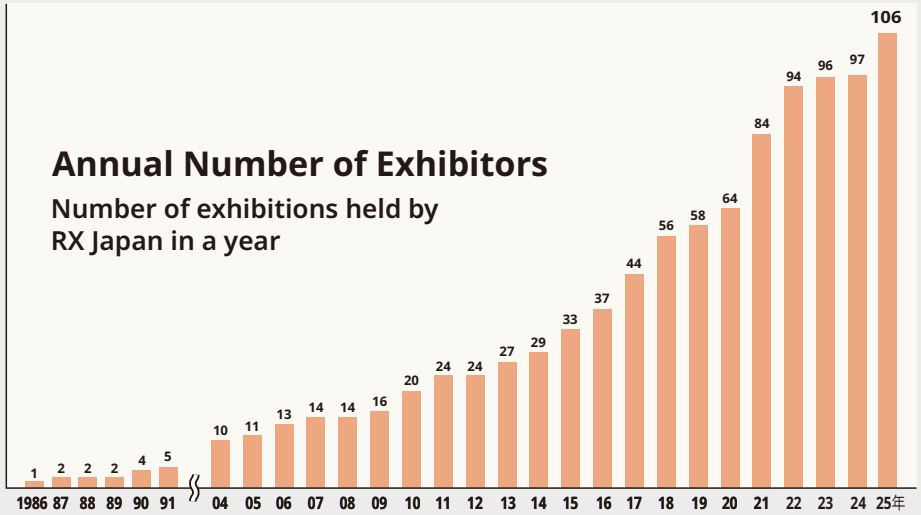
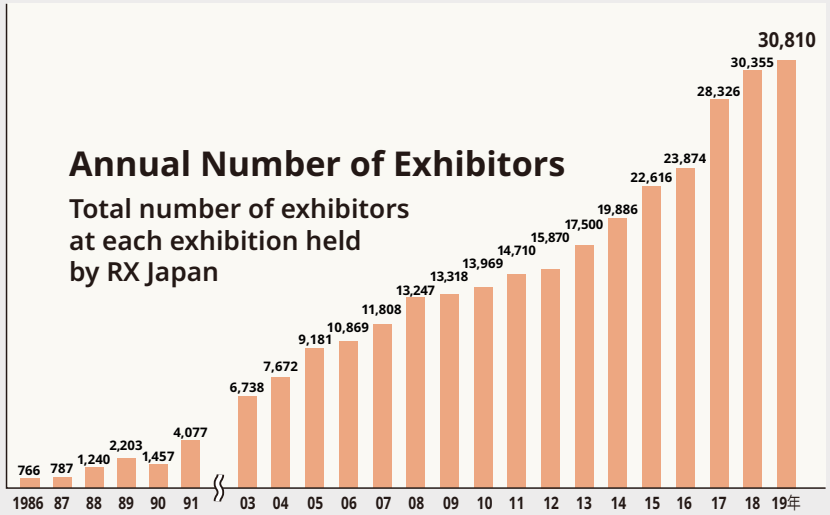
RX Japan is the Largest Exhibition Organiser in Japan

Holding 106 exhibitions in 38 Industries (Composed of 415 sub-exhibitions)

RX Japan organises 106 exhibitions a year at large exhibition halls such as Tokyo Big Sight, Makuhari Messe and INTEX Osaka across a wide variety of 38 fields including jewelry, fashion, gift items, electronics, energy, IT, cosmetics and medical. RX Japan will contribute to the expansion of your company's sales by applying the know-how we have accumulated over the years and to create profitable exhibitions for exhibitors.



The exhibition is characterized by the fact that held every year at the same time and held for decades. The number of exhibitions held at RX Japan has reached 106 in 2025.



Not only has the number of exhibitions increased, but the number of exhibitors at almost all exhibitions has continued to grow as RX Japan's exhibitions have become highly regarded in their respective industries, resulting in a total of 30,810 exhibitors in 2019.

Exhibitions organised by RX Japan

NEPCON JAPAN



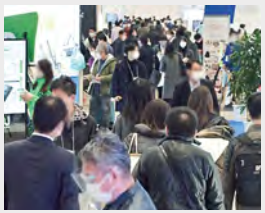
Asia's largest-sacle electronics development and packaging exhibition.

Consisiting shows:

- INTERNEPCON JAPAN
- ELECTRO TEST JAPAN
- PWE EXPO
- ELECTRONIC COMPONENTS & MATERIALS EXPO

etc.

Manufacturing World



Largest-scale manufacturing trade fairs in Japan

Consisiting shows:

- Design Manufacturing Solutions Expo
- Mechanical Components & Technology Expo
- Measure/Test/Sensor Expo
- Factory Facilities & Equipment Expo

etc.

International Jewellery Tokyo (IJT)



Japan's largest jewellery show

Consisiting zones:

- Diamond World
- Girls Jewellery Zone
- Luxury Zone
- Gemstones Zone

etc.

Features of Japan IT Week

4 shows held at the same time

By holding related shows at the same time, a wide range of visitors can be approached.

Japan IT Week

~Japan's leading exhibition for system development, operation and maintenance~

Consisted Shows

- AI-Driven Development Expo
- Information Security Expo
- Embedded & Edge AI Expo
- IoT Systems Development Expo
- AI Infrastructure & Data Center Expo
- IT Talent Resourcing Expo
- SysAdmin Empowerment Expo

Visitor Profile

- Information System
- Data Center Provider
- Software Development
- Embedded system design and development

etc.

Japan DX & AX Week

~Japan's leading exhibition for Digital Transformation (DX)~

Consisted Shows

- AI and Business Automation Expo
- Office-work DX Expo
- Management Transformation Expo in the AI Era
- Deskless Work DX Expo
- B2B E-Commerce & Order Management Expo
- DX & AX System Development Expo

Visitor Profile

- DX Promotion
- Management
- Corporate Planning
- HR/General Affaris/Accounting
- Manufacturing/Production

etc.

Sales & Digital Marketing Week

Consisted Shows

- Sales Digital Transformation Expo
- Digital Marketing Expo*

*Held within Japan DX Week at Osaka and Nagoya shows.

Visitor Profile

- Sales Planning/Promotion
- Marketing
- Public relations/advertisement
- Sales Promotion
- Sales

etc.

E-commerce & Store Week

*Held only in Spring and Autumn show

Consisted Shows

- E-Commerce Operations & Logistics Expo
- Store Workforce Solutions Expo
- Store Management and Operation Expo
- E-commerce Development Expo

Visitor Profile

Management, E-commerce, Marketing, Store management/ development/logistics from:

- Retail
- Mail order/online shop
- Distribution/ Logistics
- Restaurant/service
- Hotel/leisure
- Manufacturer

etc.

Japan Startup Summit

*Only held at the Spring and the Autumn show

Visitors and Exhibitors of the Shows

AI-Driven Development Expo

Exhibitor

Companies dealing in:

- AI Coding / AI Development Agents
- AI Code Review / AI Test Generation
- DevOps / CI/CD / Development Platforms & Environments
- Project Management Tools
- Test Automation / QA & Quality Assurance
- DevSecOps / SBOM / Open Source Software (OSS) Management ...etc.

Visitor

Professionals from:

- Software Engineers
- AI / Machine Learning Engineers
- CTOs / VPs of Engineering / Heads of Development
- Project Managers / Tech Leads
- QA / Software Testing / Quality Assurance Professionals
- Corporate IT / Information Systems ...etc.

Information Security Expo

Exhibitor

Companies dealing in:

- Cyber Attack Prevention
- Targeted Attacks, Zero-Day Attacks, DoS Attacks, Virus Attacks Prevention
- Zero Trust Security
- Information Leakage,
- Internal Unauthorized Access Prevention
- IT Asset, SaaS Management
- Endpoint Security
- Generative AI-enabled Security ...etc.

Visitor

Professionals from:

- Information System
- Management
- Corporate Planning
- System Development
- Application Development
- DX Promotion

...etc.

Embedded & Edge AI Expo/IoT Systems Development Expo

Exhibitor

Companies dealing in:

- IoT Platforms
- IoT Gateway, Router
- Communication Modules, Sensors
- Edge AI
- Embedded Development Tools
- Development
- Outsourcing/Consulting
- Security Measures
- Industrial PCs, Board Computers ...etc.

Visitor

Development, Planning ,System, Manufacturing department from:

- Manufactuers
- Social Infrastructure
  - Electricity
  - Gas
  - Water
  - Transportation,Road
  - Architecture
  - Civil Engineering National and Local Governments
- Distribution/Services
- Telecommunications/ SI

...etc.

AI Infrastructure & Data Center Expo

Exhibitor

- Data Center Facilities
  - Cooling Equipment
  - UPS,Power Supply
  - Air Conditioning System
  - Server, Storage
  - Rack
  - Router, Switch
- DCIM(Data Center Infrastructure Management)
- Security
- Processors for Generative AI
  - GPU,NPU,HBM
- Photonics-Electronics Convergence Technology
- Data Center Operators ...etc.

Visitor

Data Center Provider's, Construction Companies'

- Operation Management
- IT Infrastructure Construction
- Security
- Equipment Design
- Construction, Civil Engineering Design

From Other Industries's

- Data Center Operation
- Information System, DX Promotion ...etc.

IT TALENT RESOURCING EXPO

Exhibitor

Companies dealing in:

- IT Temp Agency
- IT Talent Recruitment Support
- IT Talent Training, Education Service
- Programming Platform
- Freelance Matching

...etc.

Visitor

Professionals from:

- Software Development
- System Development
- Application Development
- Information System
- HR
- DX Promotion, Corporate Planning

...etc.

SysAdmin Empowerment Expo

Exhibitor

Companies dealing in:

- Help Desk Support, Inquiry Management System, Chatbot
- Kitting Efficiency, Configuration Management System, Job Scheduling System
- RPA,RBA
- System Construction Support
- IT Outsourcing, one-person Information System Support
- IT Asset Management
- IT Literacy Education ...etc.

Visitor

Professionals from:

- Information System
- one-person Information System
- General Affairs, Administration
- CIO, CTO, Management

...etc.

By exhibiting at all 4 editions, you can expand business throughout Japan.

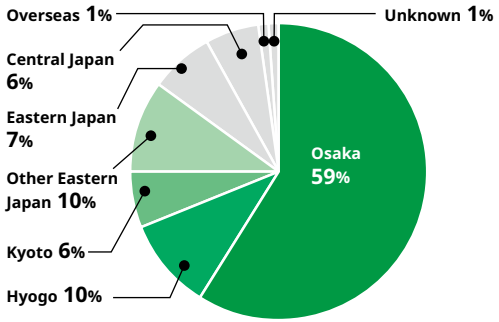
Held in 4 times a year in Tokyo (Spring & Autumn), Nagoya, and Osaka

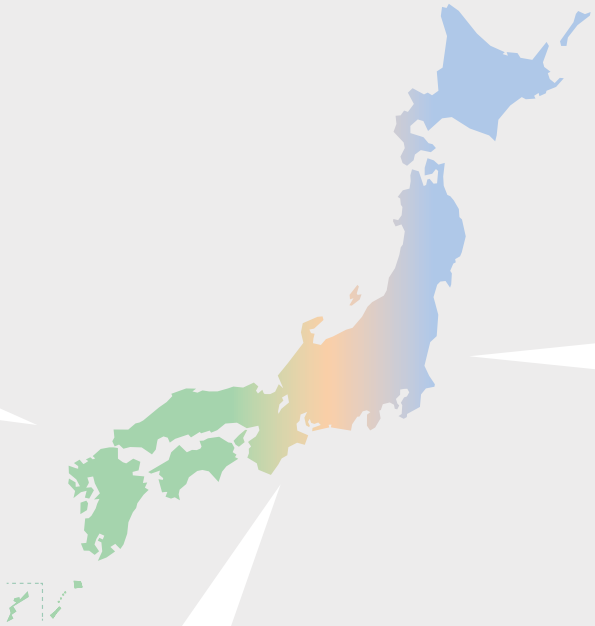
Osaka

Get opportunities to approach users in Western Japan

Distribution of visitors by region

85% of visitors came from Western Japan



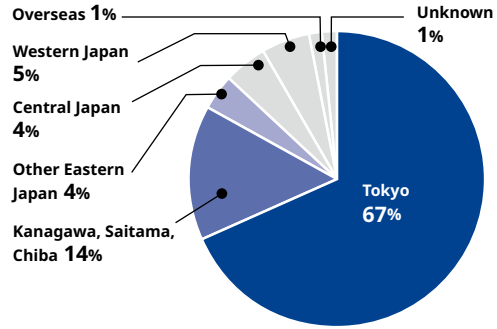


Tokyo (spring & autumn)

Get opportunities to approach users in Eastern Japan

Distribution of visitors by region

85% of visitors came from Eastern Japan

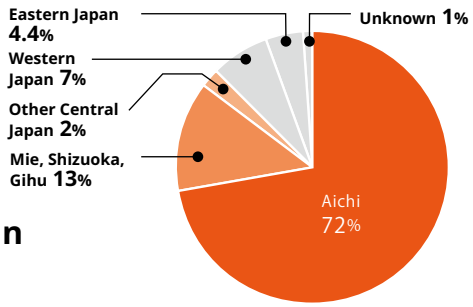


Nagoya

Get opportunities to approach users in Central Japan.

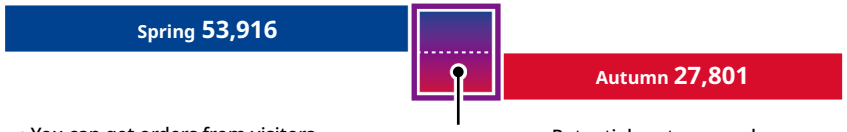
Distribution of visitors by region

87% of visitors came from Central Japan



At the Tokyo editions, you can propose to new clients for the first half of the year (Spring) and the second half of the year (Autumn) to meet their budget periods.

Ratio of duplicate visitors to the Spring and Autumn editions



- You can get orders from visitors with a budget for the current year.
- Approach key personnel assigned in the new year in April.

Visitors of both editions 10%

- Potential customers who are considering the use of the current year's budget will visit.
- You can approach potential customers who are considering how to use the next year's budget.

Japan's largest* IT / Digital Transformation (DX) show

"Largest" in reference to the exhibitor number of trade shows with the same concept

4月 Spring

Dates: **Apr. 7[Wed]~9[Fri], 2027** Venue: **Tokyo Big Sight**

No. of Exhibitors: **1,100** No. of Visitors: **57,000** (Expected)

Result of the previous show

No. of Exhibitors: **920** No. of Visitors: **51,370**

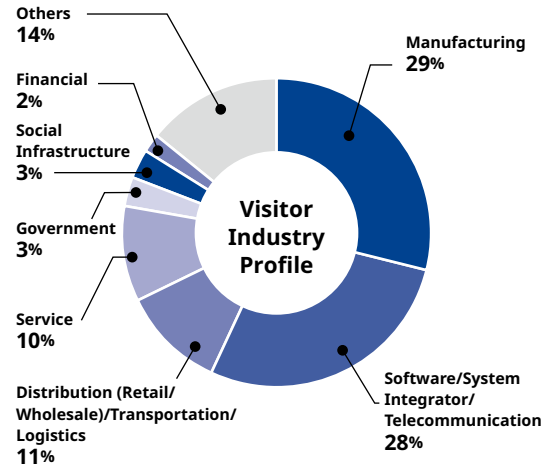
▶ See the exhibiting companies from previous show

- **You can get orders from visitors with a budget for the current year.**
- **Approach key personnel assigned in the new year in April.**

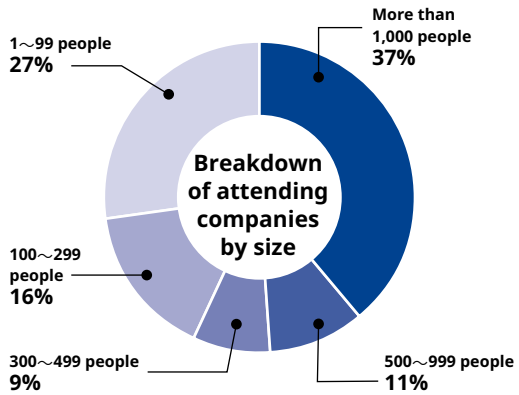
Visitor department profiles of Spring 2026



Visitor Industry profiles of Spring 2026



Visitor Company Size Breakdown of Spring 2026



Central Japan's largest* IT / Digital Transformation (DX) show

"Largest" in reference to the exhibitor number of trade shows with the same concept

2月 Nagoya

Dates: **July 21[Wed]~23[Fri], 2027** Venue: **Port Messe Nagoya**

No. of Exhibitors: **140** No. of Visitors: **12,000** (Expected)

Result of the previous show

No. of Exhibitors: **130** No. of Visitors: **11,140**

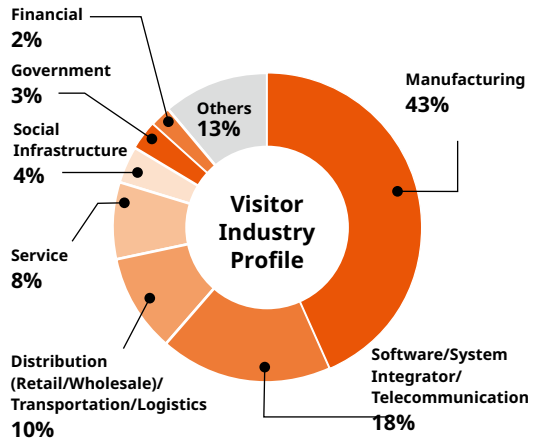
▶ See the exhibiting companies from previous show

- **87% of visitors came from Central Japan.**
- **Free speaking session will be provided.**
- **8,1 sqm booth is available.**

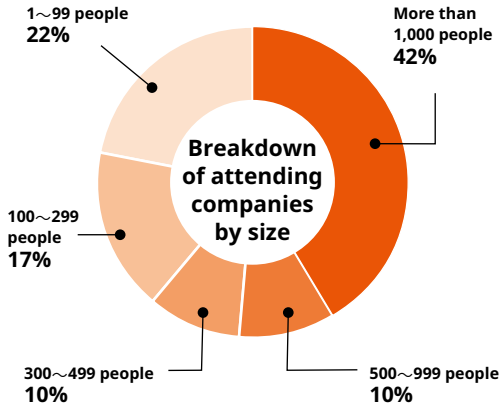
Visitor department profiles of Nagoya 2026



Visitor Industry profiles of Nagoya 2026



Visitor Company Size Breakdown of Nagoya 2026



Japan's Leading IT / Digital Transformation (DX) show

"Largest" in reference to the exhibitor number of trade shows with the same concept

10月 Autumn

Dates: **Sep. 8[Wed]~10[Fri], 2027** Venue: **Makuhari Messe**

No. of Exhibitors: **700** No. of Visitors: **30,000** (Expected)

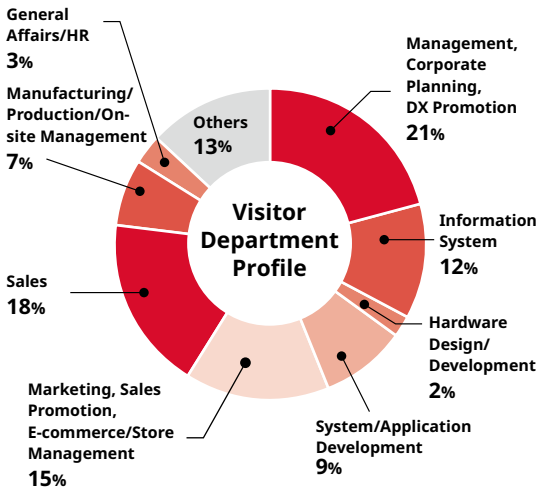
Result of the previous show

No. of Exhibitors: **695** No. of Visitors: **26,604**

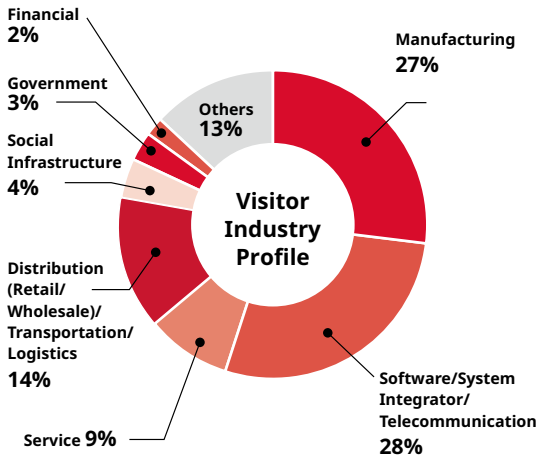
▶ See the exhibiting companies from previous show

- **Potential customers who are considering the use of the current year's budget will visit.**
- **You can approach potential customers who are considering how to use the next year's budget.**

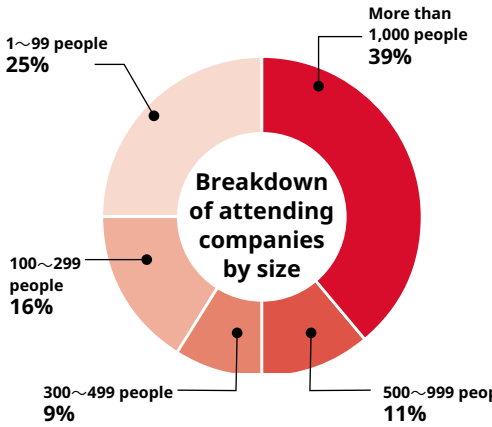
Visitor department profiles of Autumn 2025



Visitor Industry profiles of Autumn 2025



Visitor Company Size Breakdown of Autumn 2025



Western Japan's Largest* IT show

"Largest" in reference to the exhibitor number of trade shows with the same concept

11月 Osaka

Dates: **Nov. 17[Wed]~19[Fri], 2027** Venue: **INTEX Osaka, Japan**

No. of Exhibitors: **250** No. of Visitors: **16,000** (Expected)

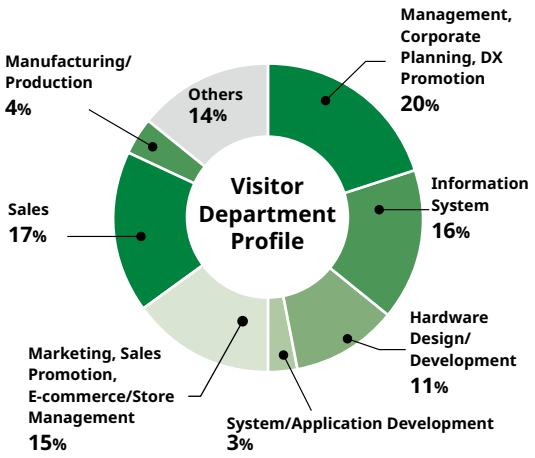
Result of the previous show

No. of Exhibitors: **206** No. of Visitors: **10,513**

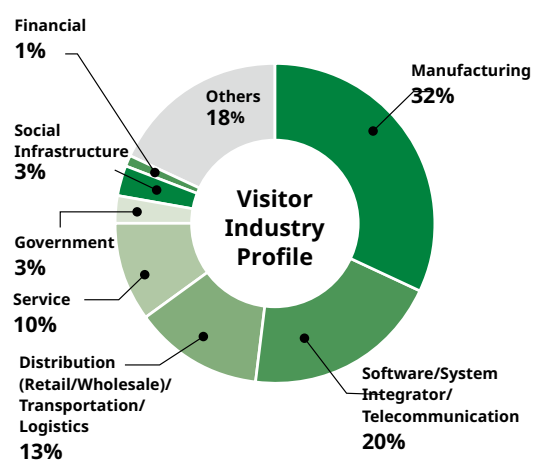
▶ See the exhibiting companies from previous show

- **85% of visitors come from Japan's Western region.**
- **Concurrently held with General Affairs, HR & Accounting Week, Marketing Week, and New Business Development Week.**

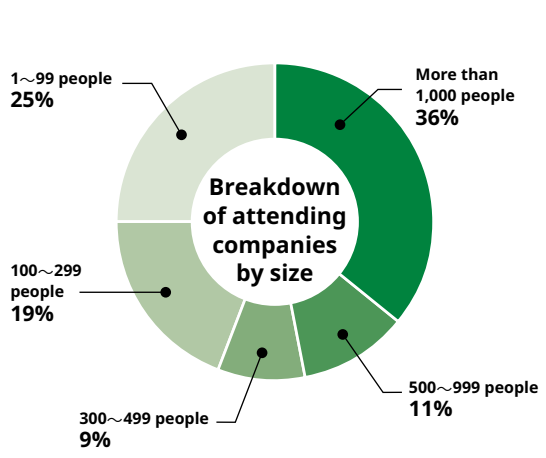
Visitor department profiles of Osaka 2025



Visitor Industry profiles of Osaka 2025



Visitor Company Size Breakdown of Osaka 2025



Visitor Promotion Activities

1 Hosting a Large Number of Seminars by Renowned Speakers

(Partial list. Titles and affiliations are current at the time of speaking. Honorifics omitted, names listed in no particular order.)

Seminars are held on topics such as management strategies and organizational theory, led by well-known business leaders and thought leaders.



Microsoft

Founder

Bill Gates



Google Cloud Japan G.K.
Executive Officer,
Head of AI Business Division

Tsuyoshi Hashiguchi



Nissin Foods Holdings Co., Ltd.

Executive Officer, CIO,
Group Chief Information Officer

Toshihiro Narita



Meta

Head of Japan Business
Reality Labs B2B

Malakad Galel



DENSO Corporation
Senior Executive,
Head of Cloud Service Development Dept.,
Takeshi Narusako



Microsoft Japan Co., Ltd.

Executive Officer,
Evangelist

Motohiro Nishiwaki



Trend Micro Incorporated

Executive Vice President

Akihiko Omikawa



Ministry of Economy, Trade and Industry (METI)
Director, Architecture Strategy Office,
Information Economy Division,
Commerce and Information Policy Bureau
Noriaki Izumi



Bosch Corporation

President and
Representative Director

Klaus Meder



Intel K.K.
Executive Officer
Head of New Business Development Division and
Corporate Strategy Office
Makoto Ohno

2 Sending Direct Mail and Emails to Attract Decision-Makers and Users with High Implementation Intent

We extract groups with high interest in each theme from the participants of our exhibitions, which attract 1.3 million visitors annually, and gather customers through direct mail and emails.

Number of emails sent: approx. 14.7 million **Number of direct mails sent: approx. 50,000** ※FY2024 results

Visitor Promotion Activities

3 Implementation of Web Advertising

Through outreach to potential audiences, we attract business executives with decision-making authority as well as new prospective customers.

Number of impressions: approx. 152 million impressions ※FY2024 results

4 Advertising in Industry Media

By reaching readers and members interested in the relevant fields, we attract visitors with a stronger purpose and intent to attend.

List of media outlets used ※FY2024 results

Japan IT Week

- Business + IT
- Jōshisu no Jikan (SysAdmin Time)
- Jōshisu Rescue Team
- Jōshisuman by USEN GATE 02
- Monthly Event Marketing

Japan DX Week

- Business + IT
- Chubu Keizai Shimbun (Chubu Economic Newspaper)
- Monthly Event Marketing
- Asahi Shimbun Digital
- Nikkei Electronic Edition

Sales & Digital Marketing Week

- Sendenkaigi (AdverTimes.)
- Web Tantōsha Forum (Web Manager Forum)
- Asahi Shimbun Digital
- Nikkei Electronic Edition
- Chubu Keizai Shimbun (Chubu Economic Newspaper)

E-commerce & Store Week

- EC no Mikata
- Tsūhan Tsūshin ECMO (Mail-order Communication ECMO)
- Net Shop Tantōsha Forum (Online Shop Manager Forum)
- Chubu Keizai Shimbun
- Diamond Retail Media

Attendee Profiles by Show (Partial List)

Past Attendees of AI-Driven Development Expo

Selected Participating Companies at Tokyo Spring & Autumn Shows (Partial List, in No Particular Order)

- Ajinomoto Co., Inc.
- Canon Imaging Systems Inc.
- Cybozu, Inc.
- Dai Nippon Printing Co., Ltd.
- Daifuku Co., Ltd.
- Daihatsu Motor Co., Ltd.
- DENSO Corporation
- Dynam Co., Ltd.
- East Japan Railway Company (JR East)
- Epson Avasis Inc.
- FamilyMart Co., Ltd.
- FANCL Corporation
- Hitachi Academy Co., Ltd.
- IBM Japan Ltd.
- I-PEX Co., Ltd.
- JFE Shoji Corporation
- JR East Mechatronics Co., Ltd.
- KDDI Corporation
- L'Occitane Japon K.K.
- LINE Yahoo K.K.
- Mitsubishi Electric Corporation
- Nikon Corporation
- Nitori Holdings Co., Ltd.
- Nomura Research Institute, Ltd.
- Nippon Life Insurance Company
- Otsuka Corporation
- Ricoh Japan Corporation
- S&B Foods Inc.
- Shachihata Inc.
- Sharp Corporation
- Shimachu Co., Ltd.
- Shimamura Musical Instruments Co., Ltd.
- Shoko Chukin Bank, Ltd.
- SoftBank Corp.
- Toshiba Development Engineering Corporation
- TOPPAN Digital Corporation
- Toyota Industries Corporation
- Toyota Motor Corporation
- Tokyo Metropolitan Small and Medium Enterprise Support Center (Public Interest Incorporated Foundation)
- Yokohama Rubber Co., Ltd.

Selected Companies Attending Nagoya Show (Partial List, in No Particular Order)

- Aiphone Co., Ltd.
- Aisin Corporation
- Aisin Software Co., Ltd.
- Aisin Takaoka Engineering Co., Ltd.
- Denso Ten Limited
- Fujitsu Limited
- JR Tokai Information Systems Co., Ltd.
- Menicon Co., Ltd.
- Mitsubishi Electric Corporation
- Mitsubishi Electric Engineering Company, Limited
- Mitsubishi Electric Software Corporation
- Nagoya Railroad Co., Ltd.
- Omron Corporation
- Panasonic Industry Co., Ltd.
- Rinnai Corporation
- Toyota Industries Corporation
- Toyota Industries IT Solutions Corporation
- Toyota Information Systems Aichi Co., Ltd.
- Toyota Iron Works Co., Ltd.
- Toyota Technical Development Corporation

Selected Companies Attending Osaka Show (Partial List, in No Particular Order)

- Central Nippon Expressway Engineering Nagoya Co., Ltd.
- Daihen Corporation
- Duplo Corporation
- Fuji Seiki Co., Ltd.
- H2O Retailing Corporation
- Hanshin Expressway Company, Limited
- Kanden Energy Solutions Co., Ltd.
- Konoike Construction Co., Ltd.
- Kurimoto Iron Works Co., Ltd.
- Marudai Food Co., Ltd.
- Mitsubishi Electric Plant Engineering Corporation
- Mitsubishi Logistics Corporation
- NEC Solution Innovators, Ltd.
- Nesta Resort Kobe Co., Ltd.
- Nike, Inc.
- Panasonic Connect Co., Ltd.
- Panasonic Housing Solutions Co., Ltd.
- Ricoh Japan Corporation
- Takara Standard Co., Ltd.
- Toppan Printing Co., Ltd.
- Toyota Industries IT Solutions Corporation
- Toyota Systems Corporation
- Yanmar Holdings Co., Ltd.

※This list is compiled from the registration information of attendees.

Attendee Profiles by Show (Partial List)

Past Attendees of Information Security Expo

Selected Participating Companies at Tokyo Spring & Autumn Shows (Partial List, in No Particular Order)

- AEON Marketing Co., Ltd.
- Azbil Kimmon Co., Ltd.
- Canon IT Solutions Inc.
- Daido Life Insurance Company
- Dai Nippon Printing Co., Ltd.
- Daiwabo Information System Co., Ltd.
- DENSO Corporation
- Fujitsu Limited
- Hitachi, Ltd.
- Hokkaido Electric Power Network, Inc.
- Hokuriku Coca-Cola Bottling Co., Ltd.
- House Foods Group Inc.
- Kansai Electric Power Co., Inc.
- KDDI Corporation
- Kioxia Corporation
- Kyushu Electric Power Company, Inc.
- Meiji Yasuda Life Insurance Company
- Mitsubishi Electric Corporation
- MUFG Bank, Ltd.
- National Police Academy - Cybersecurity Training Center
- NEC Corporation
- NHK Technologies, Inc.
- Nitori Holdings Co., Ltd.
- Nomura Research Institute, Ltd.
- NTT DATA Advanced Technology Corporation
- NTT East Corporation
- PayPay Bank Corporation
- Recruit Co., Ltd.
- Resona Holdings, Inc.
- Ricoh Japan Corporation
- Shinkumi Information Service, Inc.
- Sompo Risk Management Inc.
- Subaru Corporation
- Toppan Inc.

Selected Companies Attending Nagoya Show (Partial List, in No Particular Order)

- Aichi Cancer Center
- Aichi Prefectural Police Headquarters
- Aichi Steel Corporation
- Aisin Corporation
- Aisin Takaoka Co., Ltd.
- Central Japan International Airport Technical Connect Co., Ltd.
- Central Nippon Expressway Company Limited
- Chubu Electric Power Grid Co., Inc.
- Chubu Regional Police Bureau, Info & Communications Division
- Chubu Telecommunications Co., Inc.
- DENSO Corporation
- Japanese Red Cross Society
- JR Tokai Consultants Company
- JR Tokai Information Systems Company
- JTEKT Corporation
- Meitetsucom Co., Ltd.
- Mitsubishi Heavy Industries, Ltd.
- NICHIHA Corporation
- NIDEC Corporation
- NITTO KOGYO CORPORATION
- NEC Nexsolutions, Ltd.
- OKUMA Corporation
- Resorttrust, Inc.
- Shiga Prefectural Government
- Tokai Television Broadcasting Co., Ltd.
- Toyota Shinkin Bank
- Toyota Transport Co., Ltd.
- VAIO Corporation
- Yamaha Motor Solutions Co., Ltd.

Selected Companies Attending Osaka Show (Partial List, in No Particular Order)

- Air Water Inc.
- Art Corporation
- Carnext Co., Ltd.
- Central Nippon Expressway Company Limited
- DAIHEN Corporation
- Daifuku Co., Ltd.
- Duskin Co., Ltd.
- Funai Consulting Group Inc.
- Hankyu Bus Co., Ltd.
- House Foods Group Inc.
- IKYU Corporation
- Kanden Energy Solution Co., Inc.
- Kyocera Corporation
- Marudai Food Co., Ltd.
- Mitsubishi Electric Corporation
- Mitsubishi Logistics Corporation
- Nara Prefectural Police Headquarters
- NTT DOCOMO, INC.
- Osaka Metro Co., Ltd.
- Ryobi Systems Co., Ltd.
- Sakai Moving Service Co., Ltd.
- Sojitz Corporation
- Tokugawa Rubber Co., Ltd.
- Toyo Aluminium Ekco Products Co., Ltd.
- U-NEXT HOLDINGS Co., Ltd.

※This list is compiled from the registration information of attendees.

Attendee Profiles by Show (Partial List)

Past Attendees of Embedded & Edge AI Expo, IoT Systems Development Expo

Selected Participating Companies at Tokyo Spring & Autumn Shows (Partial List, in No Particular Order)

- Bridgestone Corporation
- Canon Inc.
- Casio Computer Co., Ltd.
- CITIZEN WATCH CO., LTD.
- Daikin Industries, Ltd.
- Daihatsu Motor Co., Ltd.
- DENSO Corporation
- Hitachi, Ltd.
- Honda Motor Co., Ltd.
- Honda R&D Co., Ltd.
- IHI Corporation
- Isuzu Motors Limited
- JVCKENWOOD Corporation
- Kawasaki Heavy Industries, Ltd.
- Komatsu Ltd.
- Mazda Motor Corporation
- Mitsubishi Heavy Industries, Ltd.
- Mitsubishi Motors Corporation
- Nissan Motor Co., Ltd.
- Olympus Medical Systems Corp.
- Panasonic Automotive Systems Co., Ltd.
- Pioneer Corporation
- Sharp Corporation
- Sony Corporation
- Subaru Corporation
- Terumo Corporation
- Toyota Motor Corporation
- TSUBAKIMOTO CHAIN CO.
- Yamaha Corporation
- Yamaha Motor Co., Ltd.
- Yanmar Co., Ltd.
- Yazaki Corporation
- YKK AP Inc.

Selected Companies Attending Nagoya Show (Partial List, in No Particular Order)

- Aichi Steel Corporation
- Aichi Tokei Denki Co., Ltd.
- Aiphone Co., Ltd.
- Aisin Corporation
- Aisin Mizunami Co., Ltd.
- Brother Industries, Ltd.
- Chubu Electric Power Power Grid
- Chubu Telecommunications Co., Ltd.
- Daifuku Co., Ltd.
- Daihatsu Motor Co., Ltd.
- DENSO Corporation
- Honda R&D Co., Ltd.
- Kojima Press Industry Co., Ltd.
- Konica Minolta, Inc.
- NGK Insulators, Ltd.
- Nidek Co., Ltd.
- Panasonic Corporation
- Seiko Epson Corporation
- Starcat Co., Ltd.
- Subaru Corporation
- Sumitomo Electric Wiring Systems, Ltd.
- Suzuki Motor Corporation
- Tokai Rika Co., Ltd.
- Toyota Auto Body Co., Ltd.
- Toyota Boshoku Corporation
- Toyota Industries Corporation
- Toyota Iron Works Co., Ltd.
- Toyota Motor Corporation
- Yazaki Corporation

Selected Companies Attending Osaka Show (Partial List, in No Particular Order)

- Coca-Cola Bottlers Japan Inc.
- Cosmo Energy Holdings Co., Ltd.
- Daikin Industries, Ltd.
- Daihatsu Motor Co., Ltd.
- GS Yuasa Corporation
- Hankyu Hanshin Holdings, Inc.
- JR West Japan Communications, Inc.
- Kansai Electric Power Co., Inc.
- Kawasaki Heavy Industries, Ltd.
- Kobe Steel, Ltd.
- Kubota Corporation
- Kyocera Corporation
- Mitsubishi Electric Corporation
- Mitsubishi Electric Mobility Corporation
- Mitsubishi Heavy Industries, Ltd.
- Murata Manufacturing Co., Ltd.
- Omron Corporation
- Osaka Gas Chemical Co., Ltd.
- Panasonic Connect Co., Ltd.
- Panasonic Energy Co., Ltd.
- Panasonic EW Engineering Co., Ltd.
- Sharp Corporation
- Shimadzu Corporation
- Sumitomo Rubber Industries, Ltd.
- Toray Industries, Inc.
- Toyota Motor Corporation
- Toyota Motor Kyushu, Inc.

※This list is compiled from the registration information of attendees.

Attendee Profiles by Show (Partial List)

Past Attendees of AI Infrastructure & Data Center Expo

Selected Participating Companies at Tokyo Spring & Autumn Shows
(Partial List, in No Particular Order)

- Asahi Kasei Networks Corporation
- Axio Corporation
- Broadband Tower, Inc.
- IDC Frontier Inc.
- Inet Corporation
- Internet Initiative Japan Inc.
- Kimoto Co., Ltd.
- LINE Yahoo Corporation
- MC Digital Realty Corporation
- Miyagin Digital Solutions Co., Ltd.
- NEC Corporation
- NEC Corporation (duplicate)
- Nomura Research Institute, Ltd.
- NTT Bizlink, Inc.
- NTT East Corporation
- NTT Facilities, Inc.
- NTT Limited Japan Corporation
- NTT SmartConnect Corporation
- QTnet, Inc.
- Ryomo Systems Co., Ltd.
- Sakura CS Co., Ltd.
- SCSK Corporation
- STNet Corporation
- Taisei Corporation
- TIS Inc.
- Toyama Data Center Co., Ltd.

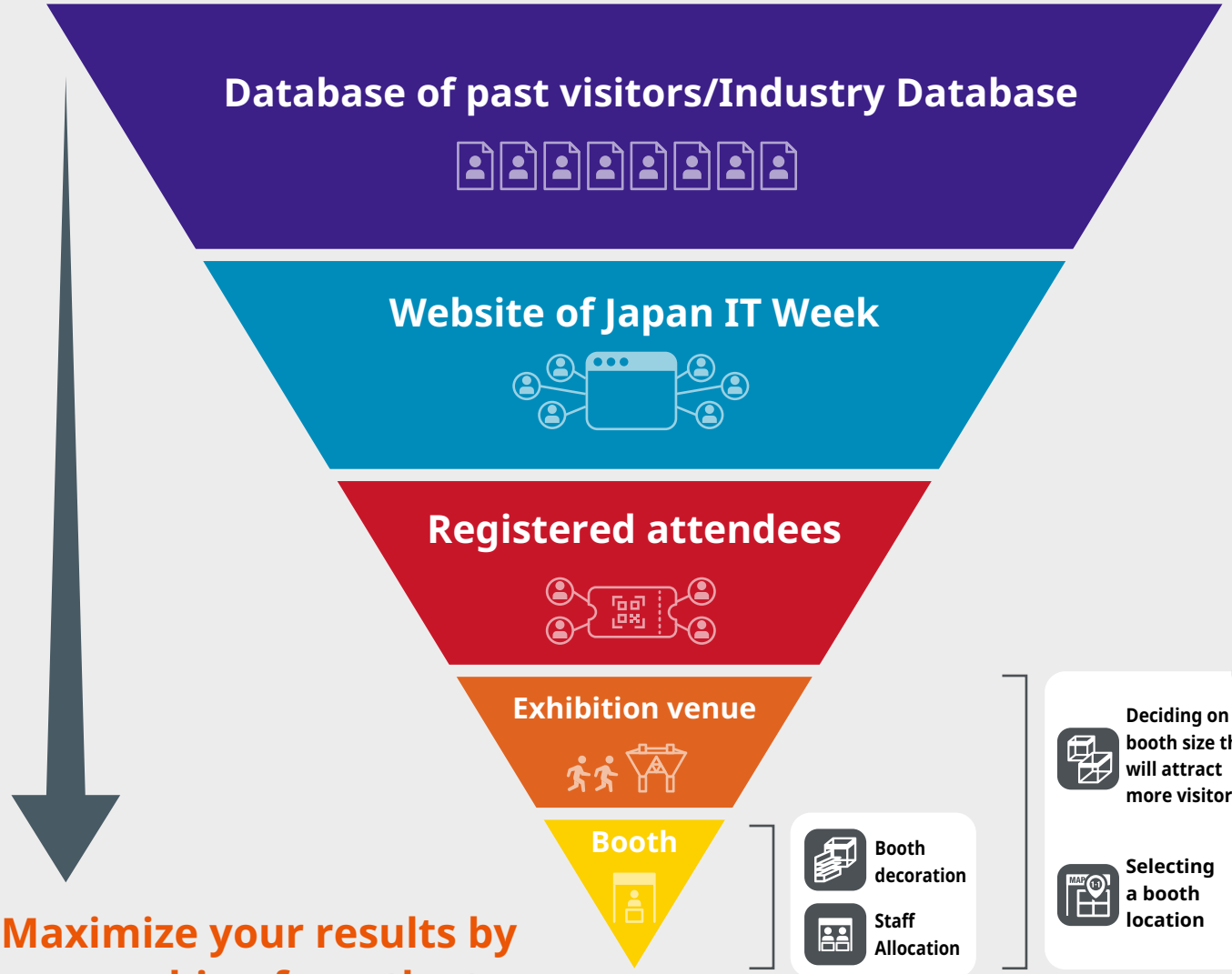
Selected Companies Attending Osaka Show (Partial List, in No Particular Order)

- DACS Co., Ltd.
- Kagoya Japan Co., Ltd.
- Kajima Corporation
- Kanden Realty & Development Co., Ltd.
- Kansai Electric Power Co., Inc.
- KDDI Corporation
- KDDI Engineering Corporation
- Kimoto Co., Ltd.
- Mirait One Corporation
- Mitsubishi Electric Information Network Corporation
- Nomura Real Estate Partners
- NTT West Corporation
- Optage Inc.
- Sakura CS Corporation
- Schneider Electric Holdings, Inc.
- Takenaka Corporation
- TIS Inc.

※This list is compiled from the registration information of attendees.

3 Preparations to maximize awareness & lead generation

Prepare appropriately for each type of visitors



Maximize your results by approaching from the top

- Booth decoration
- Staff Allocation

1
- Deciding on a booth size that will attract more visitors
- Selecting a booth location

3
- Lead Booster
- Digital Signage Ads
- Floor Map Ads

3
- Ads in Visitor Promotion E-mail

2
- Expo Master

3
- Banner Ads on Show Website
- Speaking Plan at Keynote

1 Select the appropriate location and size

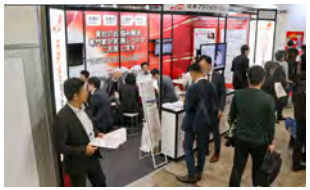
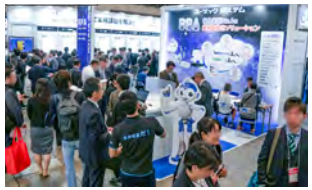
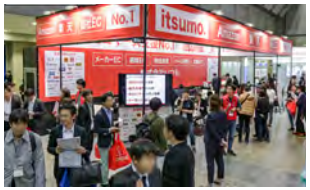
You can choose your location





Booth Price

*Space only. ExpoMaster fee, decoration and a corner fee are not included.
*The size of the booth may vary depending on the location.

1booth (6m×2.7m)	2booth (6m×5.4m)	3booth (9m×5.4m)	4booth (12m×5.4m)	5booth (10m×8.1m)	6booth (12m×8.1m)
					
¥1,250,000 (~tax excluded)	¥2,500,000 (~tax excluded)	¥3,750,000 (~tax excluded)	¥5,000,000 (~tax excluded)	¥6,250,000 (~tax excluded)	¥7,500,000 (~tax excluded)

*The price for 1 booth(6m x 2.7m) for 2027 Nagoya show is ¥1,200,000.

Rental Display System

You can choose from 5 types
according to your exhibiting purpose and budget

Type A
1 booth:
¥620,000

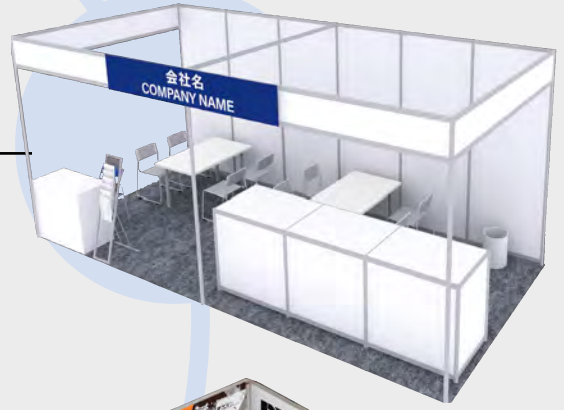




*Plan A is used in the image above.

Design Type
1 booth:
¥620,000

Type B
1 booth:
¥480,000



Pavilion Booth Type
1 booth:
¥480,000



Panel Display Type
*available only for 2 or larger booths

2 booths:
¥880,000



2 Choose a plan of ExpoMaster

You have three plans to choose.

Premium Plan (limited to 6 companies)

Price One exhibitor only:¥650,000
With co-exhibitor/s:¥700,000

Ad at Top Page of Website + Top Listing + Large Size

- Ad at Top Page of official website
- Displayed randomly in the top two slots

*For smartphone, it will be top 1 randomly.





Average engagement number.
166,100*

Standard Plan

Price One exhibitor only:¥150,000
With co-exhibitor/s:¥200,000

Large Display

- Displayed randomly in the top 4 slots after premium companies.

*For smart phone, displayed randomly at the top 3.



Average engagement number.
10,300*

Basic Plan

Price One exhibitor only:¥50,000
With co-exhibitor/s:¥100,000

Basic Display



Average engagement number.
6,500*

*Engagement Number --- The number of clicks on the exhibitor profile page and number of views more than 3 seconds.
*all the prices shown are tax excluded. *If you have one or more co-exhibitor/s, the fee will be charged as "With co-exhibitor/s" regardless of the number of co-exhibitors. * The display of co-exhibitors will be basic display.

2 Choose a plan of ExpoMaster

Maximize the result with DX before and after the exhibition

WEB Marketing — *Pre-Show*

PR on dedicated page on your company

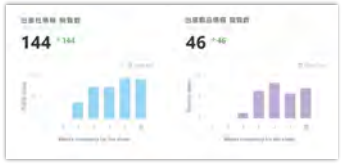
We will create a dedicated page for your company, and promote all information before the exhibition.



Understand the needs — *Pre-Show*

Customer Needs Analysis

By checking the number of visits to your page, you can utilize it to attract visitors and prepare your booth decoration in advance.



Lead generation — *Pre-Show*

Lead Generation

By simply scanning the badge of visitors, you can digitize visitor information by Lead Manager.



Visualize the results — *During the show*



You can see the profile of the visitors



Evaluate and input your impressions

Results Visualization

You can enter the response details and set up your own survey questions. You can immediately see the number of leads obtain and their ratings.

Follow up easily — *Post Show*

Follow-Up Simplification

You can download the information obtained immediately by Excel/CSV format, and follow up from the day after the exhibition.



*The app must be downloaded. Basic Plan includes a single download for one device. If you want to use the app on more than one device, there will be an additional charge of JPY 50,000.

3 Utilize Exhibitor Conference & Sponsored Plan

- **Show Management will use the official website and e-mail magazines to make announcements and attract customers.**
- **Many people who are interested in your company's products will gather.**
- **Show Management will provide applicant information approximately one week after the show.**

Outline of the event

Price: **JPY 7,000 per a applicant** (tax excluded)
Capacity: **100 people or more** *depends on your request.
Usage time: **45 minutes**
Facilities: **chairs, microphones, screen, projector, reception staff, etc.**
Privileges:
- **Show Management will conduct promotion to gather audience.**
- **Provide the contact information of the applicants within a week after the session.**
- **Deliver participant questionnaire.**

- Price may change due to inevitable reasons.
- One company can apply only one session.
- We need to ask you to provide your company's privacy policy.



If you would like to apply, please contact our sales representatives.

3 Utilize Exhibitor Conference & Sponsored Plan

These are same of the advertising service available before and during the exhibition. Please take advantage of these service to increase visitor traffic to your booth.

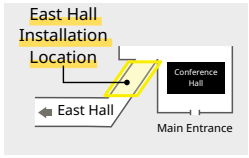
1 Digital Signage Ads on the Hallway

Price ¥800,000 (tax excluded)

Attract visitors to your booth by displaying your company name, booth location, and product info.

Digital signages on hallway with huge traffic

■ Tokyo Big Sight Installation Location



■ Installation Image



■ Enlarged Image



2 Floor Map Ads (On Digital & Printed Versions)

Price ¥650,000 (tax excluded)

Every single visitor will take this floor map at the venue. On digital, your ad banner will be linked to your exhibit information page.

Every single one of our visitors takes the floor map

■ Image



Company logo and booth number



Link to your information page in exhibitor search page



3 Lead Booster

Price ¥600,000 (tax excluded)



You can attract visitors to your booth by issuing digital coupons. You can also acquire the contact details of those who downloaded your coupon.

Examples of priviledges you provide:
- Free samples - 10% Discount
- Giveaway of original items - Free consulting, etc.

How to deliver coupons:
E-mail from Show Management

Average of number of downloads: **568**
(=average number of leads generated)

4 Banner Ads on Official Show Website

Price ¥300,000 (tax excluded)



Official Show Website has a huge amount of traffic as the show is approaching.

■ **Banner Advertising Magnification**



We have more advertisement plans. Please check the details from here!

Process to apply for exhibiting

STEP 01

Required **Choose booth location & plan of ExpoMaster**

Check Floor Plan & Price

ExpoMaster check the detail of plans at Page 22

STEP 02

Optional **Choose Sponsored Seminar & Advertisement Service**

Check Sponsored Plan & Advertisement Service

STEP 03

Contact Show Management

Contact:
cj.jp@rxglobal.com

STEP 04

Sign the contract which will be sent to you by Show Management representative.

Schedule to the Show

STEP 01 契約時



Fix booth location and contracting

Locations will be assigned in order of application.

STEP 02 3 months to the show



Open Exhibitor Website

Please start registering your company & product information.
All the information will be updated at a time.

STEP 03 2 months to the show



Open Exhibition Guidelines & Rules

We will announce the details of the preparations and rules.

STEP 04 2 months to the show



Fix your booth decoration

Please fix your booth decoration.
You can also use our Rental Display System.

STEP 05 1 month to the show



Announcement of your exhibiting

Please announce that you will be in the show by e-mail, website, SNS, press releases to your customers.

STEP 06 3 weeks to the show



Take appointments with customers

Please take appointments to conduct business meetings efficiently.

STEP 07 2 weeks to the show



Remind the appointments & exhibiting

Please remind your customers of the appointments, and of your exhibiting at the show.

During the show



Please display a signboard at your booth that clearly shows the features of your products. Be proactive in attracting visitors on the day of the event.

Please contact us for apply or any inquiries!

Exhibit space is limited.
Please apply as soon as you can!

Organiser
RX Japan GK
Japan IT Week Show Management

1F Tokyo Midtown Yaesu, 2-2-1 Yaesu, Chuo-ku, Tokyo 104-0028, Japan
A division of Reed Business Registered in England, Number 678540

E-mail: cj.jp@rxglobal.com

Tel: +81-3-6739-4104

Web: www.japan-it.jp/hub/en-gb.html

