



MEETING OUTLINE

Title: 14th Annual Meeting DIA Japan 2017
Dates: November 12 (Sun) – 14 (Tue), 2017
Venue: Tokyo Big Sight – Conference Tower
3-11-1 Ariake, Koto-ku, Tokyo 135-0063
Tel. +83-3-5530-1111
Program will be announced later

What's new in 2017

What's new in 2017

- ① Coffee Break presentation in the Innovation Theater for Silver Level Supporter.
- ② Additional Luncheon seminar room for Gold Level Supporter at 6F.

Exhibit Booth

Industry Booth (excluded tax)
• 1 Exhibit Space : **400,000** yen 6.125 m²
• 2 Exhibit Spaces: **700,000** yen 12.25 m²
• 3 Exhibit Spaces: **1,000,000** yen 18.375 m²
• 4 Exhibit Spaces: **1,250,000** yen 24.25 m²
63 available
Booth Specifications
Exhibit Space: 6.125m²
(W 2475 mm x D 2475 mm) *Space provision only.
Discount
You will get **10% discount** if you exhibit to other DIA Japan event in 2017.

Academia Booth (excluded tax)
• 1 Exhibit Space: **100,000** yen 6.125m²
7 Available
Booth Specifications
Tabletop Exhibit
Exhibit Tabletop Space: 3.22 m²
(W 2300 mm x D 1400 mm)
Table (W 1800 mm x H 700 mm x D 450 mm) x 1
Chairs x 2

[Exhibit schedule]
November 12 (Sun) 12:00-19:00
13 (Mon) 9:00-19:00
14 (Tue) 9:00-16:00

* DIA will inform you of the booth set-up and dismantling schedule in the guidelines for exhibitors to be distributed after we accept your application.
Please note that the above exhibit times are subject to change according to a change of program.

[Option Plan]
Rental equipment and other additional materials can be requested.
* Detail information for consultation and application of booth option will be provided to exhibitors later by DIA Japan.

※ Electric power and Wi-Fi internet is available in the exhibit hall.

Application

How to Apply
Please read and take note of the contract details stated on the exhibit application form (English) before you submit your application. Please note that we may deny applications at our discretion if the proposed exhibit is not in line with the purpose of the meeting.
Exhibit and Support Payment
DIA will invoice you once we accept your application.
All bank transfer charges are the responsibility of the payer.
Credit card is available for your payment (Visa & Master).
Contract Changes or Cancellations by the Exhibitor
There is a prescribed cancellation free for changes or cancellations. Please see the application form for details.
Schedule leading up to the event
(1) Booth Exhibit (Industry Booth Exhibit and Academia Tabletop Space Exhibit)
Once the booth location has been selected, we will send a manual (on or after October 1).
(2) Other Programs, DIA Japan will send you the exhibit manual once application is approved.

Exhibit Home Page
Exhibit Home Page is available later in July. Please use it for your promotion, to introduce your company, products, strategy and services.

Support Opportunities for Marketing & Industry -1

Platinum Level Supporter

980,000 yen (excluded tax)

- “**Luncheon seminar**” in big conference room at 6F, 200 people maximum. It will be requested to apply through registration in advance. DIA will also see to it that you may directly inform registered attendees about the luncheon seminar.
- **Includes 3 full meeting registrations**
- Acknowledgements on DIA “Thank You” signage in attendee registration area and 2nd floor (outside and inside).
- Company advertisement (A4 size) represented in Final Program Book.
- Company name and logo on stamp rally card.
- Congress Bag insert plan A4 1 page
- Available to upgrade lunch boxes in your charge.



Gold Level Supporter

680,000 yen (excluded tax)

- “**Luncheon seminar**” in the conference room at 1F or 6F for 100 people maximum. It will be requested to apply through registration in advance. DIA will also see to it that you may directly inform registered attendees about the luncheon seminar.
- **Includes 2 full meeting registrations.**
- Acknowledgements on DIA “Thank You” signage in attendee registration area and 2nd floor.
- Company advertisement (A5 size) represented in Final Program Book.
- Congress Bag insert plan A4 1 page
- Available to upgrade lunch boxes in your charge.

Silver Level Supporter

300,000 yen (excluded tax)

- **10 minutes presentation** opportunity in “Innovation Theater” in the Exhibit Hall at coffee break.
- **Includes 1 full meeting registration.**
- Acknowledgements on DIA “Thank You” signage in attendee registration area.
- Company advertisement (A5 size) represented in Final Program Book.
- Coffee, baked cookies and fruits on the coffee table.
- Reception table for exchanging business card is available.



Welcome Lunch Reception

700,000 yen (excluded tax)

- Guests will enjoy the lunch upon arrival as they are welcomed into the exhibit hall. Be a host of this lunch reception with your branding visible on signage on Sunday November 13th lunchtime (12:00-13:00).
- Food and drink is included.
- DIA Japan will announce your Welcome Lunch Reception event in advance.
- Reception table for exchanging business card is available.
- You may provide guests promotional items there.



Premium Drink Service

100,000 yen (excluded tax)

- You can serve special coffee like café late, English tea, fruits, juice and small cakes at your booth.
- One cup coffee costs 300 yen
- Coffee cups with your company logo costs 50,000 yen minimum if requested.



※ All marketing opportunities fee is not included exhibit booth space fee

Stamp Rally

20,000 yen (excluded tax)

Company logo and name on the stamp rally card.

- Every attendees will be provided the cards.
- Get the stamp at the exhibitor's booth.
- Wonderful giveaway is available like Mobile PC or DIA Free membership fee in 2016.
DIA will deliver it to you after drawing lots.
- Prize for participation is available.



Last year's awards



※Card sample of last year's

Represent ADVERTISING in Final Program Book

Represent your advertisement in the final Program Book.

- Number of copies of the cards :1,200
- File format : illustrator file

DIA Japan will contact you regarding the submission of the advertisement file.

If you cannot submit the data with the designated format, DIA may charge you an additional data processing fee.



A5 is half size of A4



1/2 Page = H128mmxW185mm

Attendee Bag Insert

30,000 yen (excluded tax)

- Insert one of the following item in the attendee bags to be distributed to all attendees: *advertisement, booth guide, coupon for novelty goods.*
- Approximately 1,200 bags.
- Distribute on the opening day, at the registration counter
- Platinum supporters may participate in this promotion free of charge.
DIA Japan will contact you at a later date regarding the delivery of materials for distribution.



Image of the bag

Cyber Lounge

200,000 yen (excluded tax)

Company logo on the Wi-Fi stand.

- Your promotion materials can be placed on the tables.
* Content of the materials is subject to prior approval of DIA Japan.
- Your company name and log have a link with your company Home page on the Wi-Fi top page.



Image of the lounge

DIA Japan Annual Meeting Signboard

50,000 yen (excluded tax)

Acknowledgements on DIA "Thank You" signage on the signboard at the ground level.

4 available





Items Included In this package stand;
 • Floor carpet
 • Side panels
 • Fascia panel & Company name sign board
 • Transparency colored plexi glass with company name
 • Counter table
 • Meeting table

Octanorm System Booth w2475 x d2475 x h2700

JPY 150,000

Please select from the following five colors

- 赤 RED
- 橙 ORANGE
- 黄 YELLOW
- 緑 GREEN
- 青 BLUE
- グレー GRAY



Items Included In this package stand;
 • Side panels
 • Fascia panel & Company name sign board
 • Color plexi glass with company name
 • Counter table

Octanorm System Booth w2475 x d2475 x h2700

JPY 100,000



Items Included In this package stand;
 • Side panels
 • Light box & Company name sign
 • Counter table

Octanorm System Booth w2475 x d2475 x h2700

JPY 100,000



Items Included In this package stand;
 • Side panels
 • Fascia panel & Company name sign board
 • Counter table

Octanorm System Booth w2475 x d2475 x h2700

JPY 80,000

Academia Booth



Items Included In this package stand;
 • Side panels
 • Light box & Company name sign

Octanorm System Booth w2475 x d1200 x h2700

JPY 30.000-

Academia Booth



Items Included In this package stand;
 • Side panels
 • Fascia panel & Company name sign board

Octanorm System Booth w2475 x d1200 x h2700

JPY 10.000-

Please order your booth construction to e-mail : diajapan2017@branco.jp

14th DIA Japan 2017 Official Service Provider
Branco Inc. Tokyo Head Office
www.branco.jp

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 INNOVATE
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