



# 19th DIA Japan Annual Meeting 2022 MARKETING & INDUSTRY SUPPORT OPPORTUNITIES

## MEETING OUTLINE

Title: 19th DIA Japan Annual Meeting 2022  
Dates: October 9 (Sun) – 11 (Tue), 2022  
Venue: Hybrid | Tokyo Big Sight & Virtual  
3-11-1 Ariake, Koto-ku, Tokyo 135-0063  
Tel. +81-3-5530-1111

Program:  
<https://www.diaglobal.org/productfiles/10087036/22303.pdf>

## Exhibit Booth

### **【Exhibit schedule】**

October 9 (Sun) 12:15-19:45  
10 (Mon) 9:00-19:45  
11 (Tue) 9:00-14:45

\* 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.

### **Industry Booth** (included tax)

- 1 Exhibit Space : **550,000** yen 6.125 m<sup>2</sup>
- 2 Exhibit Spaces: **880,000** yen 12.25 m<sup>2</sup>
- 3 Exhibit Spaces: **1,210,000** yen 18.375 m<sup>2</sup>
- 4 Exhibit Spaces: **1,485,000** yen 24.25 m<sup>2</sup>

**64** available

### **Booth Specifications**

Exhibit Space: 6.125m<sup>2</sup>

(W 2475 mm x D 2475 mm) \*Space provision only.

### **Number of registered staff**

Up to 3 exhibitors can be registered as 1 session pass and 2 booth staff.

### **Discount**

Companies exhibited at the 2022 event other than the Annual meeting will receive a **10% discount**.

### **Academia Booth** (included tax)

- 1 Exhibit Space in the exhibit hall: **275,000** yen 3.22 m<sup>2</sup>
- 1 Exhibit Space in the foyer : **165,000** yen 3.22 m<sup>2</sup>

**10** Available

### **Booth Specifications**

Tabletop Exhibit

Exhibit Tabletop Space: 3.22 m<sup>2</sup>

(W 2300 mm x D 1400 mm)

Table (W 1800 mm x H 700 mm x D 450 mm) x 1

Chairs x 2

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

## 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

Advantage Inc. 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 & JCB).

## 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)  
Fill in the application form up to the third choice. In principle, the order of application will be applied. Once the booth location has been selected, we will send a manual (on or after September 1).  
(2) Other Programs  
DIA Japan will send you the exhibit manual once application is approved.

## Addition of Exhibition Booth Staff

Each booth space purchased includes one (1) Full Meeting Registration and two (2) Exhibit Booth Personnel Registrations. Additional Exhibit Booth Personnel may be purchased (up to 3 per booth space) for ¥13,200 using the Additional Exhibit Booth Personnel Registration Form.

- One (1) Additional EBP Registration : **13,200** yen
- Two (2) Additional EBP Registrations : **26,400** yen
- Three (3) Additional EBP Registrations : **39,600** yen

## Exhibit Home Page

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

**Reserve Your Exhibit Space and Secure your Support and Marketing Opportunities!**

Please contact DIA Exhibition Consultant

**Ayaka Hirai / Nozomi Yoshino**

+81 3.6453.7199      DIAexhibit@advantage-inc.jp

### Gold Level Sponsor

**1,100,000 yen** (included tax, included 180 upgraded lunch boxes)

**SOLD OUT**

- **"Luncheon seminar"** (40 minutes) in the big conference room at 6F (605+606), 288 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**
- Your company name and logo will be displayed as "Thank you to" on the signboard at the reception on the 1st floor and the escalator hall.
- On the signboard at the entrance to the ground of Tokyo Big Sight, the information about the DIA Yearly Meeting and your company name and logo will be displayed as "Thank you to".
- Your company name and logo will be posted once in the conference invitation email to the participants.
- Company name and logo on stamp rally card.
- Congress Bag insert plan A4 1 page.
- You can use Interpretation at the luncheon seminar. (Interpretation fee will be charged separately)
- Web participants will be sent the Starbucks e-Ticket (500 yen) at a later date. (Cost will be charged separately)
- **4 Available**



### Silver Level Sponsor

**660,000 yen** (included tax, included 90 upgraded lunch boxes)

- **"Luncheon seminar"** (40 minutes) in the conference room at 1F or 6F for 144 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.**
- Your company name and logo will be displayed as "Thank you to" on the signboard at the reception on the 1st floor.
- Congress Bag insert plan A4 1 page
- Luncheon seminar with an interpreter are available only in the 608 meeting room on a 1st-come-first-served basis. (Interpretation costs not included)
- Web participants will be sent the Starbucks e-Ticket (500 yen) at a later date. (Cost will be charged separately)
- **10 Available**



### Bronze Level Sponsor

**330,000 yen** (included tax, included 100 sweets and drinks)

- **"After noon seminar"** (15 minutes) in the conference room at 1F or 6F for 144 people maximum.
- **Includes 1 full meeting registration.**
- Your company name and logo will be displayed as "Thank you to" on the signboard at the reception on the 1st floor.
- Congress Bag insert plan A4 1 page
- After noon seminar with an interpreter are available only in the 608 meeting room on a 1st-come-first-served basis. (Interpretation costs not included)
- Web participants will be sent the Starbucks e-Ticket (500 yen) at a later date. (Cost will be charged separately)
- **10 Available**



### Promotional on-demand webinar

**330,000 yen** (included tax, included Web exhibit)

1. **Includes 1 full meeting registrations**
2. Broadcast a pre-recorded presentation (30 minutes)  
( Provided on demand for about one months from October 9th )
3. Dedicated page for the DIA Japan Annual Meeting site (included Q&A box)
4. Deliver promotional on-demand emails to all event attendees(x1)  
We will introduce multiple participating companies in the same email.
5. We will provide a list of opt-in participants.



### Web Exhibit for the DIA Japan Annual Meeting site

**220,000 yen** (included tax) Academia **165,000 yen** (included tax)

1. Period : 2022/9/9~2022/11/30
2. Post the company booth on the DIA Japan Annual Meeting site.(Created by the company)
3. Booth specifications: Logo, Company / Service introduction, Contact information, Unlimited links, Promotional video uploads, Document uploads
4. 1 : 1 Web meeting
5. Discussion board and Voting function
6. Booth visitor list (Opt-in customers only)

※Companies exhibiting at the company exhibition booth at the venue can participate in this project free of charge.

### Banner advertisement and link in the registration confirmation email

**330,000 yen** (included tax)

1. **SOLD OUT** Banner advertisement and logo in the email we send to participants  
www.dia.or.jp registration.
2. This is a one-company limited offer.

### Logo on Stamp Rally card

**22,000 yen** (included 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 by DIA like Mobile PC or DIA Free membership fee in 2019.  
DIA will deliver it to you after drawing lots.
- Prize for participation is available.
- **20 Available**

※ Gold sponsors may participate in this promotion free of charge.



2019 year's awards



※Card sample of 2019 year's

## Self-standing Advertising Stand

**110,000 yen** for one (included tax)

**165,000 yen** for two (included tax)

- Setup advertising stand on the floor near the exhibit entrance
- Place at foyer, 1<sup>st</sup> floor or 6F if you order two stands
- Free design by exhibitor
- Show stand in the exhibit period
- DIA will prints and set up the stand created by the exhibitor.



※Self stand sample of 2019 year's

## Congress Bag Insert

**33,000 yen** (included 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 1,000 bags.
- Distribute on the opening day, at the registration counter

※Gold & Silver & Bronze sponsors 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

## Premium Drink Service

- You can serve special coffee like café late, English tea, fruits, juice and small cakes at your booth.
- All marketing opportunities fee is not included exhibit booth space fee

1. Espresso machine (included service staff) 198,000 yen (included tax)

- Equipment rental, Delivery and installation, Staff labor costs (3 days)
- A cup of coffee is charged for 270 yen (included tax, including paper cups, milk, sugar, etc.)



2. Fully automatic espresso machine only (self-service) 99,000 yen (included tax)

- Equipment rental, Delivery and installation (different from the model of 1)
- A cup of coffee is charged for 220 yen (included tax, including paper cups, milk, sugar, etc.)



3. Danish plate 11,000 yen (included tax, 30 pieces)





# Exhibit Booth 2022



¥196,500 (Included Tax)



¥146,500 (Included Tax)



※ Booth sample of 2019 year's



With light

¥146,500 (Included Tax)

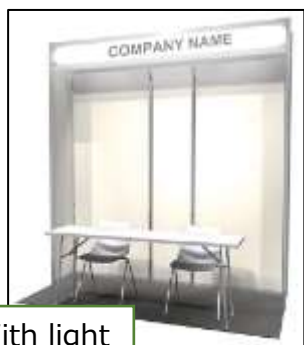


¥123,500 (Included Tax)



※ Booth sample of 2019 year's

Academia Booth (Table Top)



With light

¥45,500 (Included Tax)



¥17,000 (Included Tax)



※ Booth sample of 2019 year's

## Custom-built booth



※ Booth sample of 2019 year's

Please order your booth construction to e-mail : [DIAexhibit@advantage-inc.jp](mailto:DIAexhibit@advantage-inc.jp)

DIA

ADVANTAGE Inc.

19th DIA Japan Annual Meeting 2022 Official Service Provider

**Advantage Inc.**

<https://www.advantage-inc.jp/index.html>

The person in charge of Branco Inc. will contact you directly regarding the Custom-built booth.

 Branco Inc.