



### MEETING OUTLINE

**Title:** The 21<sup>st</sup> DIA Japan Annual Meeting 2024  
**Dates:** October 27 (Sun) – 29 (Tue), 2024  
**Venue:** Tokyo Big Sight – Conference Tower  
 3-11-1 Ariake, Koto-ku, Tokyo 135-0063  
 Tel. +81-3-5530-1111



Please see the latest meeting program at the following URL  
<https://www.diajapan.org/meetings/24303/>

The amounts displayed in the sponsorship information include the Japanese consumption tax (10%).

### Exhibit Booth

#### Industry Booth

- 1 Exhibit Space : **484,000** yen 6.125 m<sup>2</sup>
- 2 Exhibit Spaces: **822,800** yen 12.3 m<sup>2</sup>
- 3 Exhibit Spaces: **1,161,600** yen 18.4 m<sup>2</sup>
- 4 Exhibit Spaces: **1,452,000** yen 24.5 m<sup>2</sup>

**60** available

#### Booth Specifications

Exhibit Space: 6.125m<sup>2</sup>  
 (W 2475 mm x D 2475 mm) \*Space provision only.

#### Discount

If exhibited at other events in 2014, a **10% discount** will be applied.

#### Academia Booth

- 1 Exhibit Space: **132,000** yen 2.4 m<sup>2</sup>

**2** 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.

#### [Exhibit schedule]

October 27 (Sun)	13:00-20:00
28 (Mon)	9:00-20:15
29 (Tue)	9:00-17:00

\* 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.

### Additional booth personnel

Additional registrations can be purchased. Please apply through the Additional Booth Personnel Registration Form.

Cost per person: **¥16,500** / Cost for two people: **¥33,000** / Cost for three people: **¥49,500**

### 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 September 1).
- (2) Other Programs, DIA Japan will send you the exhibit manual once application is approved.

#### Exhibit Home Page

Exhibit Home Page is available at <https://www.diajapan.org/meetings/24303/exhibit/index.html>

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

Please contact DIA Exhibition Consultant

**Hideo Susa**

+81-80-5697-6836

Hideo.Susa@diaglobal.org

The hosting of the luncheon seminar requires exhibiting at the booth

**Platinum Level Supporter**

**1,210,000 yen**

- ✓ **“Luncheon seminar”**
  - in the big conference room at 6F(605/606)
  - 40 minutes lunch break
  - 200 people maximum
  - Attendees will be required to register in advance for applications
  - For those intending to attend, arrangements will be made so that they can be directly guided by the hosting companies
  - Includes 3 full meeting registrations
- ✓ Company name and logo will be displayed as "Thank you to"
  - on the sign board behind the reception counter at 1<sup>st</sup> floor
  - at the entrance sign board of the Big Sight above ground
  - on the directional signs in the escalator hall
  - on the back of the stamp rally cards (as described later)
- ✓ Company name and logo will be featured once in the conference invitation email sent to participants
- ✓ Congress Bag Insert program (described later) is included
- ✓ Simultaneous interpretation are also possible. Equipment preparation is available  
Interpretation fees will be charged separately
- ✓ **2 Available**



**Sold out**

**Gold Level Supporter**

**935,000 yen**

- ✓ **“Luncheon seminar”**
  - in the big conference room at 1F(101,102) or 6F(606, 607)
  - 40 minutes lunch break
  - 100 people maximum
  - Attendees will be required to register in advance for applications
  - For those intending to attend, arrangements will be made so that they can be directly guided by the hosting companies
  - Includes 2 full meeting registrations
- ✓ Company name and logo will be displayed as "Thank you to"
  - on the sign board behind the reception counter at 1<sup>st</sup> Floor
  - on the back of the stamp rally cards (as described later)
- ✓ Congress Bag Insert program (described later) is included
- ✓ **8 Available**



**Silver Level Supporter**

**605,000 yen**

- ✓ **“Luncheon seminar”**
  - in the big conference room at 6F(609)
  - 40 minutes lunch break
  - 80 people maximum
  - Attendees will be required to register in advance for applications
  - For those intending to attend, arrangements will be made so that they can be directly guided by the hosting companies
  - Includes 1 full meeting registration
- ✓ Company name and logo will be displayed as "Thank you to"
  - on the sign board behind the reception counter at 1<sup>st</sup> Floor
  - on the back of the stamp rally cards (as described later)
- ✓ Congress Bag Insert program (described later) is included
- ✓ **2 Available**



**Sold out**

**Welcome Lunch Reception**

**660,000 yen**

On October 27<sup>th</sup>, you can host a “Welcome Lunch” during lunchtime. The meal will be served buffet-style and includes food and beverages. DIA will prepare for 100 guests. Advertising tables and panels can be Set up at the exhibition venue. Attendees of the DIA Annual Meeting will be informed in advance. A reception desk for business card exchanges will be provided.  
Time: 13:00-14:00  
Venue: Inside the exhibition hall



## Logo on Stamp Rally card

**33,000 yen**

DIA will distribute stamp rally cards to all DIA Japan Annual Meeting participants. Using these cards, attendees can visit each exhibiting company, exchange information, and receive a stamp from them. Prizes, including popular IT-related items, will be provided by DIA. The logos and company names of the exhibiting companies will be featured on the card. Those who collect stamps from each four booths will receive one raffle ticket (one raffle ticket per four booths). For those who receive losing tickets, gimmicks will be provided those are provided by exhibiting companies. The raffle can be entered at the @DIA booth at any time, and prizes can be collected on-site. **Only sponsoring exhibiting companies will have their logos and company names displayed on the cards.**



DIA Japan  
AM Free  
Pass Ticket



※Card sample of last year's

## Self-standing Advertising Stand

**165,000 yen** for one  
**275,000 yen** for two  
**385,000 yen** for three

- ✓ Setup advertising stand on the floor near the exhibit entrance
- ✓ Place at foyer, 1<sup>st</sup> floor or 6F if you order two or three stands
- ✓ Free design by exhibitor
- ✓ Show stand in the exhibit period
- ✓ After the event concludes, you can take it with you



※Stand sample of last year's

## Congress Bag (Attendee Bag)

**1. Provision of promotional brochures in the bags**  
**38,500 yen**

- ✓ 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
- ✓ DIA Japan will contact you later regarding the delivery of materials for distribution.



Image of the bag

**2. Display the logos of exhibiting companies on the bags**  
**110,000 yen**

## Premium Drink Service

**110,000 yen**

- ✓ At your booth, you can provide premium coffee, as well as other drinks and light snacks to visitors.
- ✓ For inquiries regarding coffee machines and catering, please contact Branco Co., Ltd.
- ✓ Upon request, Branco can also provide coffee cups with your logo. Please contact at [dia-japan@branco.jp](mailto:dia-japan@branco.jp)



## Banner advertising on Exhibit site

22,000 yen

- Show your company logo on the exhibit web screen
- Link with exhibitor's home page or promotional site

## DIA Japan Annual Meeting Signboard

55,000 yen

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

Platinum supporters may participate in this promotion free of charge.

4 available

## Advertising placement in DIA booklet

### Content

DIA will distribute booklets to all participants of the Japan Annual Meeting.

The booklet will feature introductions of exhibiting companies.

The contents of the booklet are as follows:

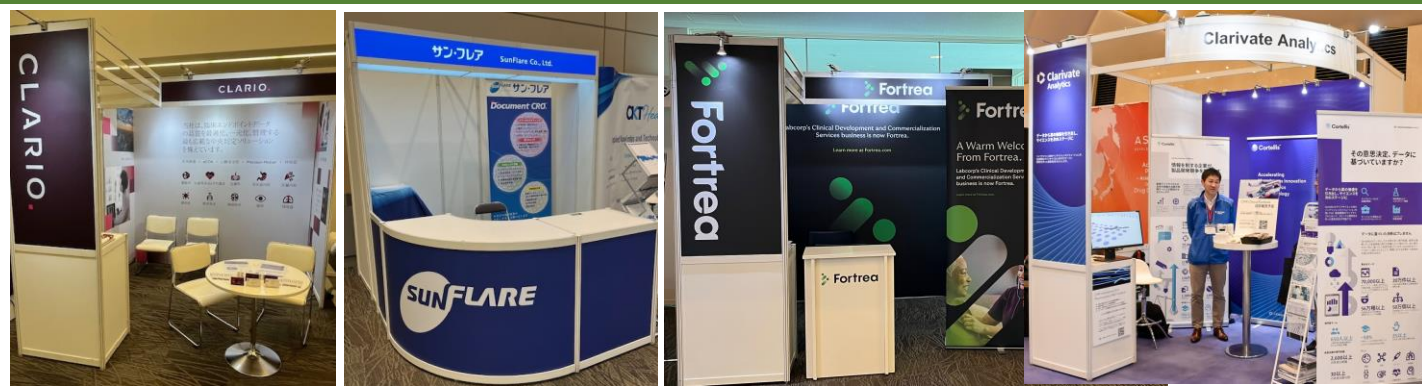
At a Glance/Venue Facility Guide/Notes on the Annual Meeting/Greetings from the President and Vice President/Networking Event/Introduction to Special/Chats/Award/ Recipients/ Introduction/ Introduction of Corporate Exhibition Sponsors

The sponsorship fee is as shown in the table on the right. (Platinum supporters will receive a 50% discount, and Gold & Silver will be 30% off.)



Advertising placement fee				
Placement location	Size	Colour	Number of recruits	Price (Inc. tax)
Cover 2	A4	4C	1	¥132,000
Cover 3	A4	4C	1	¥110,000
Inside the article	1/2 A4	4C	No limits	¥33,000
Inside the article	A4 1 page	4C	No limits	¥55,000

## Example of booth package



## Example of custom-made exhibition booth



## Booth construction applications and contact information

Please order your booth construction to **Branco Inc.** [e-mail:[dia-japan@branco.jp](mailto:dia-japan@branco.jp)]

Branco Inc. is the 21<sup>st</sup> DIA Japan Annual Meeting 2024 Official Service Provider.

<http://branco.jp/>

