

Guide to Advertisement Planning for Image Sensing Show 2021

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Overview of Web Advertisements

- Capable of publicizing your company to a wide range of potential customers through the web site.
More potential customers could be attracted by publicizing your company before and after the exhibition.
- The visitors make use of the web site to check the details of exhibited products and lead to the pre-registration form.
Allows efficient publicity to the visitors, or your potential customers.
- The number of accesses to the web site increases rapidly as opening of the exhibition draws closer.
Guides the users to the advertiser's desired link by making use of highly exposed banner advertisement and e-mail advertisement.
- Capable of measuring the effects by making use of an access report.
We will send a report indicating an advertising banner display count and click count after the exhibition.

Rectangular Banner Advertisements and Text Advertisements – Display Locations

Rectangular banner advertisements

Randomly displayed on all pages of the web sites. (3 locations)

Size: 300 x 250 px



Rectangular Banner Advertisements and Text Advertisements – Display Locations

Text advertisements

Randomly displayed on all pages of the web sites by rotation.
Number of characters: Up to 40 double-byte characters.



E-mail News Advertisements – Display Locations

- E-mail news of Exhibition will be delivered to a wide range of targets (about 30,000 persons) such as our past visitors and who have made a pre-registration.

Header advertising slot

本メールは国際画像機器展、画像センシング展へご来場/ご出展いただいた方、お問い合わせされた方へお届しております。

07国際画像機器展 過去最大規模で開催！
画像処理、マシンビジョン関連機器 世界最大級の展示会！
2007年12月5日(水)-7日(金) パシフィコ横浜

■ AD
アルゴではマシンビジョン、医療、バイオ分野に連した産業用カメラ、画像取込ボード、レーザー、ハイパースペクトラルセンサー、特殊光学部品、伝送機器等を豊富な選択肢でご用意しています。国際画像機器展では1100万画素US B2.0カメラ超小型Gigeカメラ、IEEE1394bカメラ、モノクロ500万画素CMOSカメラを展示予定です。是非、弊社ブースNo.21にお越しください。<http://www.argo-corp.com>

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- 【4】関連情報「画像機器総覧」
- 【5】Coming Soon !

07国際画像機器展 出展製品情報

- ・会期: 12月5日(水)-7日(金) 10:00-17:00(7日は16:00まで)
- ・会場: パシフィコ横浜 ・入場無料。
- ・規模: 242社553小間。11/26現在。過去最大!!
- ・地図: <http://www.pacifico.co.jp/visitor/accessmap.html>

- ▼「画像機器総覧」にてどこよりも早く、今回の出展製品が▼
ご覧いただけます。 <http://www.jp-image.com/>
新製品をチェックしてからのご来場をおすすめします。
1300点を超える製品情報が掲載されております。
・ご来場特典として来場者全員に無料配布するガイドブックの全記事が
詳細な項目から検索、閲覧可能です。
※会員登録(無料)いただく「キーワード解説」などのコンテンツを
ご覧いただけます。
▼会員登録はコチラ→ <http://www.jp-image.com/login.html>

Footer advertising slot

【同時開催】第25回 三次元工学シンポジウム
http://www.adcom-media.co.jp/ite/sanjigen/?ml_20151130
宇宙航空産業、土木産業、医療をはじめとするさまざまな分野での光計測と検査技術の最新動向、応用事例を解説するシンポジウムです。

【PR】
◆◇ 20年にわたる3Dマシンビジョンのバイオニア、SICKから新製品 ◆◇
直感的操作のTriSpector 体積、位置、ラベル検出など受光強度データ検出
画像センシング展示場にてセミナー開催 10月8日(水) 15:30~16:20
講演タイトル 3D測定がここまで簡単に!? 最新のイノベーションと事例紹介
◆資料⇒ http://www.adcom-media.co.jp/tc/ad_1006062.html
シック株式会社 TEL 03-5309-2115 support@sick.jp

※登録の解除は※
今後、メールの受信を希望されない方は、お手数ですが、以下にアクセスして登録の解除を行ってください。
<http://www.adcom-media.co.jp/mailstop/>

お問い合わせ先
国際画像機器展2015 事務局 アドコム・メディア(株)
担当 喜多 野乃子(きたののこ) / 山根 雄三(やまね ゆうぞう)
〒169-0073 東京都新宿区百人町2-21-27 TEL 03-3367-0571 FAX 03-3368-1519
mailto:exhibit@adcom-media.co.jp
プライバシーポリシー: <http://www.adcom-media.co.jp/privacy/>

Advertisements are displayed at the locations surrounded by red broken lines, guiding those interested in your company to your advertisement page (URL).
Advertisement size: 38 double-byte characters x 6 lines (URL included)

Special E-mail Advertisements

- Special e-mail advertisement refers to e-mail advertisement delivered to our e-mail news subscribers on the basis of one company a day. Compared with regular e-mail news advertisement, more information can be displayed.

○○○○様

本メールは画像センシング展、国際画像機器展へご来場／ご出展いただいた方、
お問い合わせされた方へお届けしております。

Display area

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※登録の解除は※
今後、メールの受信を希望されない方は、お手数ですが、以下にアクセスして登録の
解除を行ってください。
<http://www.adcom-media.co.jp/mailstop/>

■お問い合わせ先
国際画像機器展2015 事務局 アドコム・メディア(株)
担当 喜多 野乃子(きた ののこ) / 山根 雄三(やまね ゆうそう)
〒169-0073 東京都新宿区百人町2-21-27 TEL 03-3367-0571 FAX 03-3368-1519
mailto: exhibit@adcom-media.co.jp
プライバシーポリシー: <http://www.adcom-media.co.jp/privacy/>

Only the header and footer use our specified working. The rest of the advertisement is all displayed with the sentences prepared by an advertiser. There is no limit to the number of characters, number of lines and linked URLs. Lines are changed by every 38 double-byte characters per line.



■ Capable of effectively guiding the visitors to your booth.

A venue map and a seminar schedule brochure are distributed at the entrance of the exhibition.

Advertising in the venue map enhances the visibility of your booth and draws more visitors to your booth. (Limited to 4 companies)



<Benefit for advertising in the venue map>

- Your company name is printed larger.

Colorful characters also help catch the attention of more visitors.

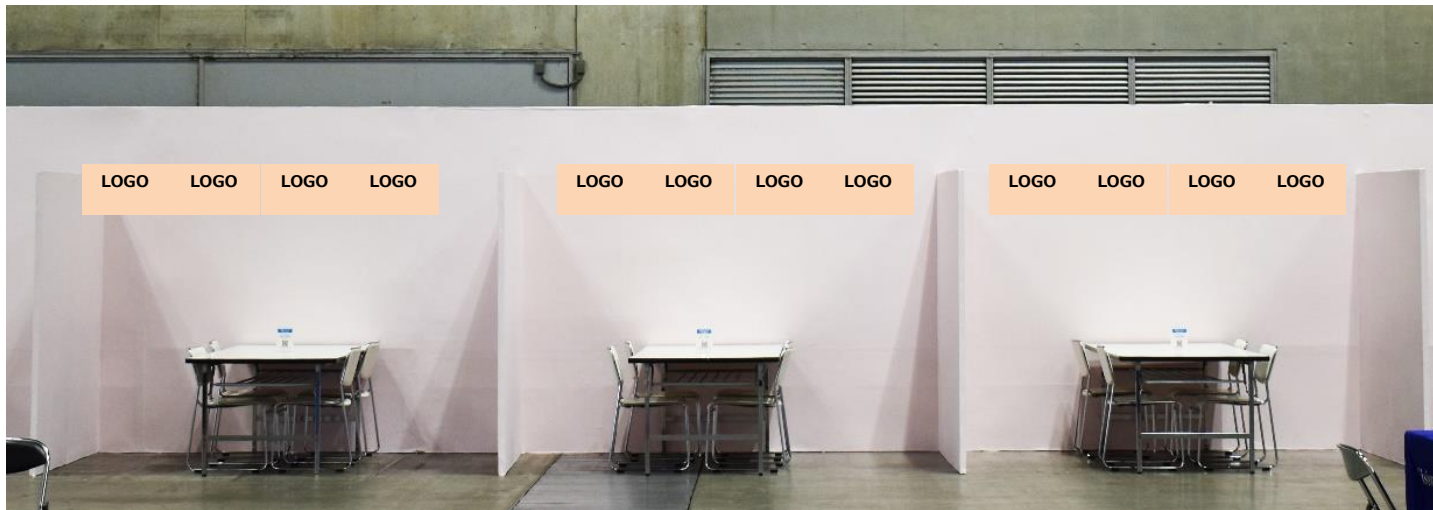
<Benefit for advertising in the seminar brochure>

- This advertisement is supposed to be placed by a company lecturing at the seminar. Your seminar title and company name are printed larger.

Colorful characters also help catch the attention of more visitors.

Post the logo on the wall of the negotiation corner

- We will post your company logo on the wall of Business negotiation corner.



※ If the number of applications are less than 4 companies, we will not carry out

Banner Stand

- We place banner stand ads in break areas.

You can effectively promote your products naturally by visitors during the break.



Tie-up Advertisements in May and June Issues of Technical Information Magazine “OplusE”

■ Placing an advertorial in the technical information magazine “OplusE” as the special topic of the exhibition.

Since its first issue in 1979, OplusE, the technical information magazine published by Advanced Communication Media, has been highly evaluated in the optical electronics and image engineering fields. It allows you to publicize your product directly to the academic and corporate engineers and researchers. This time, the magazine features the “notable products of the Image Sensing Show 2021” as a tie-up plan with the exhibition.

< Benefit >

- When listing the “companies participating in the exhibition” in the magazine, your company is conspicuously printed in boldface.
- Your special page is created at OplusE’s web site and also accessible from the top page of the j-imaging.com.
- Induction to the special page are posted in OplusE e-mail news (5/25) and Exhibition e-mail news (6/7).

< Overview of the magazine OplusE >

- Date of issue : May 25, 2021 (Tue.)
- Format: Deformed A4 size
- Major readership
- Business categories: Optics, precision devices, electronic parts, electric devices
- Job categories: Research, development, design, education



(OplusE)



(Tie-up advertisement)



(Special page at web site)

(Publication period: 5/25 to 6/30)

- Putting up your corporate logo at many spots in the exhibition hall to improve your corporate image and boost a degree of attention.

< Your corporate logo is put up on plural outstanding place >

- Guide board to the exhibition hall

The guide boards to the exhibition hall, which are to be installed at different spots in PACIFICO Yokohama.

- Site information board

a site information board installed at the entrance of the exhibition hall.

- Reception counter for visitors

the reception counter for visitors at the entrance of the exhibition hall.

- Product search corner

a product search section installed in the exhibition hall.

< Benefit for sponsor advertisement >

- E-mail News Advertisements

One advertisement slot (6/7) is provided for you.



- Putting up your corporate logo at many spots in the exhibition hall to improve your corporate image and boost a degree of attention.

< Your corporate logo is put up on plural outstanding place >

- Guide board to the exhibition hall

The guide boards to the exhibition hall, which are to be installed at different spots in PACIFICO Yokohama.

- Reception counter for visitors

the reception counter for visitors at the entrance of the exhibition hall.

- Venue Map and Seminar Brochure

- Site information board

a site information board installed at the entrance of the exhibition hall.

- Product search corner

a product search section installed in the exhibition hall.

- Seminar venue entrance

< Benefit for sponsor advertisement >

- E-mail News Advertisements

One advertisement slot (6/7) is provided for you.

< Your corporate logo is posted on multiple websites >

- J-imaging.com website all pages
period 5/25~8/30.

- ISS website all pages
period 5/1~

Other Advertisement Fees

Advertisement	Slots	Price (w/o tax)	Application deadline	Manuscript deadline	Manuscript submitted
Venue map (front)	4	¥70,000	4/26	5/14	<ul style="list-style-type: none"> • Finish dimensions: 45 mm vertically, 148 mm crosswise • Cutting dimensions: 51 mm vertically, 154 mm crosswise • Illustrator or JPEG format
Seminar brochure (back)	4	¥50,000			
logo on the wall	4~	¥80,000	5/14	5/20	<ul style="list-style-type: none"> • Logo data: Illustrator format
Banner Stand	8	¥100,000	5/14	5/20	<ul style="list-style-type: none"> • Complete data : Illustrator format
Silver Sponsor	3	¥100,000	5/10	5/14	<ul style="list-style-type: none"> • Logo data: Illustrator format
Gold Sponsor	2	¥500,000	4/20	4/26	<ul style="list-style-type: none"> • Logo data: Illustrator format
OplusE tie-up	8	¥50,000	4/26	4/30	<ul style="list-style-type: none"> • Product title, text data on the product (up to 1,000 characters), and 1 to 3 photos (Image resolution: Approx. 300 dpi)

[Note] A block copy preparation fee is excluded. Applications for each advertisement may be closed as soon as their slots are filled.

Rectangular Banner Advertisements and Text Advertisements – Fees

Advertisement	Display mode	Display period	Price(tax excluded)	Size	Banner display location	Expected imps
Rectangular banner	Rotation (up to 8 frames)	4/1 to 6/30 (3months)	¥ 150,000	300 px (W) and 250 px(H)	Web sites of the Image Sensing Show	130,000 Imps
Text	Rotation (up to 4 frames)	4/1 to 6/30 (3months)	¥ 100,000	Up to 40 double-byte chars.	Web sites of the Image Sensing Show	160,000 Imps

[Reference]

- * Imps refers to an advertisement display count.
- * Advertisements are displayed at different locations on some pages.

E-mail News Advertisements – Fees

In the case of ordering an e-mail advertisement in combination with either rectangular banner or text advertisement (see Page 5), the set prices are applied (20% lower than the regular prices).

Advertisement	Delivered on	Slots	Display location	Price (w/o tax)	Advertisement size	delivery count
E-mail news	1st 3/23 (Tue) 2nd 5/11 (Tue) 3rd 5/21 (Fri)	Limited to 2 slots	Head	Regular ¥ 100,000 *set ¥ 80,000	38 double-byte chars. x 6 lines (URL included)	Approx. 30,000
	4th 6/1 (Tue) 5th 6/7 (Mon)	No limit	Foot	Regular ¥ 50,000 *set ¥ 40,000		
Special e-mail	Specified date	One company a day	Text	¥ 250,000 *set ¥ 200,000	No limit to the number of chars., number of lines and linked URLs. Lines are changed by every 38 double-byte chars..	Approx. 30,000

Regulations for Submitting Manuscript for Rectangular Banner, Text and E-mail News Advertisements

Advertisement	Specifications for manuscript	Manuscript deadline	Submit to
Rectangular banner	<p>Banner and the linked URL. Banner size: 300 x 250 px GIF and JPEG formats: Up to 150 KB</p> <p>* The manuscript may be replaced as many times as you want within the period.</p>	Until 5 business days before display	sales@adcom-media.co.jp
Text	<p>Text up to 40 double-byte characters and the linked URL.</p> <p>* The manuscript may be replaced as many times as you want within the period.</p>		
E-mail news	<p>Text up to 38 double-byte characters x 6 lines (URL included).</p>		
Special e-mail	<p>There is no limit to the number of characters, number of lines and linked URLs. Lines are changed by every 38 double-byte characters per line.</p>		

Application Form for Advertisement

Date: _____

Advertisement			
	Rectangular banner		
	Text		
	E-mail news, header	Circle your desired delivery date	3/23 ▪ 5/11 ▪ 5/21 ▪ 6/1 ▪ 6/7
	E-mail news, footer		3/23 ▪ 5/11 ▪ 5/21 ▪ 6/1 ▪ 6/7
	Special e-mail	Desired delivery date	

	Advertisement	slots
<input type="checkbox"/>	Venue map	
<input type="checkbox"/>	Logo on the wall	
<input type="checkbox"/>	Banner Stand	
<input type="checkbox"/>	Silver Sponsor	
<input type="checkbox"/>	Gold Sponsor	
<input type="checkbox"/>	OplusE tie-up	

- Put a check next to your desired advertisement, write the number of slots you want, fill in the following blanks, and fax or e-mail the form to the above address for application.

Company: _____

Department: _____

Name: _____

Phone: _____

E-mail: _____