

Guide to Advertisement Planning for International Technical Exhibition on Image Technology and Equipment 2020

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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 opening the exhibition.
- The visitors make use of the web site to check the details of exhibited products and apply for an invitation letter.
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

The screenshot shows the homepage of the International Image Equipment Exhibition 2019. Three red dashed boxes highlight specific banner advertisements:

- Top Right:** A banner for COHERENT laser technology, titled "マシンビジョンに最強のレーザ" (Strongest Laser for Machine Vision). It features an image of a laser device and lists specifications like "卓越な光強度分布: ±5% 以下" and "ユーザによる焦点調整が簡単".
- Bottom Left:** A banner for SICK sensor technology, titled "SICK Sensor Intelligence". It features an image of a blue sensor device.
- Bottom Center:** A banner for a book titled "デジタル画像処理" (Digital Image Processing), published by CG-ARTS. It features an image of the book cover and text indicating it is a 10th anniversary edition.

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.



国際画像機器展 2019
2019.12.4(水) 6(金) A.M.10:00 ~ P.M.5:00
PACIFICO YOKOHAMA

新規顧客の獲得
×
ビジネスパートナーとの出会い
×
市場ニーズの把握

「ものづくり」を支え続ける画像処理技術は今、さらなる展開を求められています。近年、各所でインフラ整備の需要も高まり、その流れを受けて、2014年より「インフラ整備」を特別コーナーとして新たに設置し、注目のアプリケーションを全面に出した展示を行います。さらに海外、各分野の市場動向やIndustry 4.0など新たなキーワードに基づく、招待セミナーなどを予定しています。また、同時開催のビジュアルメディアExpoと連携し、アミューズメントや映像制作関連の方の来場もお待ちしております。

出展社メニュー

- 出展要項
- 出展スケジュール
- 小冊・出展料金
- 広告案内
- ガイドブック執筆要項
- セミナー講演企業募集
- 技術相談コーナー
- 登録フォーム

ダウンロード

よくあるお問い合わせを掲載します
展示会 FAQ

E-mail News Advertisements – Display Locations

- E-mail news of Exhibition will be delivered to a wide range of targets (about 33,000 persons) such as our past visitors and who have requested for an invitation letter.

Header advertising slot

Footer 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>

■ Contents ■

【1】07国際画像機器展 出展製品情報
【2】同時開催展示会
【3】同時開催セミナー
【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点を越す製品情報が掲載されています。
・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>

【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 ce-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.



Advertisements in Venue Map and Seminar Brochure

■ 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)



<Bonus for advertising in the venue map>

- Your company name is printed larger.

Colorful characters also help catch the attention of more visitors.

<Bonus 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.

Digital Signage Advertisement

■ Capable of sending your message to all the visitors

Projecting a corporate advertisement on a huge screen, digital signage advertisement is an optimum advertising medium for corporate branding.

The huge screen is installed at a spot easily visible to the visitors.

Only one company is advertised in each screen, responding to animation.

* Incorporate the voice in the animation as needed.

<Showing method>

Showing each screen (advertisement) at intervals of 10 seconds, up to 20 screens are repeatedly shown as one set. * Up to 126 sets are shown a day.

<Screen installation site>

The huge screen is installed at a spot easily visible to the visitors in the exhibition hall.



Tie-up Advertisements in Nov. and Dec. 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 International Technical Exhibition on Image Technology and Equipment 2019” as a tie-up plan with the exhibition.

<Bonuses>

- When listing the “companies participating in the exhibition” in the magazine, your company is conspicuously printed in boldface.
- A special page is created at OplusE’s web site and linked to OplusE’s web site and the top page of the j-imaging.com.
- Induction to the special page are posted in OplusE e-mail news (11/25) and Exhibition e-mail news (11/24).

<Overview of the magazine OplusE>

- Date of issue: Nov. 25, 2020 (Wed.)
- Format: Deformed A4 size
- Major readership
- Business categories: Optics, precision devices, electronic parts, electric devices
- Job categories: Research, development, design, education



Silver Sponsor Advertisement

- 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.

< Bonuses for sponsor advertisement >

- Digital signage advertisement

One advertisement slot is provided for you, which is projected on the huge screen installed in the exhibition hall.



Gold Sponsor Advertisement

- 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.

- 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

< Bonuses for sponsor advertisement >

- Digital signage advertisement

One advertisement slot is provided for you, which is projected on the huge screen installed in the exhibition hall.

- E-mail News Advertisements

One advertisement slot (11/30 is provided for you.

< Your corporate logo is posted on multiple websites >

- J-imaging.com website all pages
period 11/25~2/28.

- ITE website all pages
period 10/1~

Other Advertisement Fees

Advertisement	Slots	Price (w/o tax)		Copies	Application deadline	Manuscript deadline	Manuscript submitted	
Venue map (front)	4	¥70,000		25,000	10/26	11/2	<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 	4 colors
Seminar brochure (back)	4	¥50,000						2 colors (cyan, India ink)
Digital signage	20	¥ 50,000		/	11/9	11/20	<ul style="list-style-type: none"> • Still image: Image file such as BMP and TIFF Animation: mpg, h.264 and wmv files * Incorporate the voice in the animation. Common specifications: Aspect ratio 16:9 Resolution: 1,920 x 1,080 pixels or more 	
		3slots	¥ 100,000					
Silver Sponsor	3	¥100,000		/	10/26	10/30	• Logo data: Illustrator format	
Gold Sponsor	2	¥500,000		/	9/25	9/30	• Logo data: Illustrator format	
OplusE tie-up	8	¥50,000		11,000	10/26	10/30	<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)	10/1 to 12/31 (3months)	¥ 150,000	300 px (W) and 250 px(H)	Web sites of the International Technical Exhibition on Image Technology and Equipment and the Visual Media Expo	160,000 Imps
Text	Rotation (up to 4 frames)	10/1 to 12/31 (3months)	¥ 100,000	Up to 40 double-byte chars.	Web sites of the International Technical Exhibition on Image Technology and Equipment and the Visual Media Expo	220,000 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 9/23 (Wed)	Limited to 2 slots	Head	Regular ¥ 100,000 *set ¥ 80,000	38 double-byte chars. x 6 lines (URL included)	Approx. 33,000
	2nd 11/4 (Wed)					
	3rd 11/13 (Fri)	No limit	Foot	Regular ¥ 50,000 *set ¥ 40,000		
	4th 11/24 (Tue)					
	5th 11/30 (Mon)					
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. 33,000

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	9/ 23 ▪ 11/4 ▪	11/13 ▪ 11/24 ▪ 11/30
E-mail news, footer		9/ 23 ▪ 11/4 ▪	
Special e-mail	Desired delivery date		

	Advertisement	slots
<input type="checkbox"/>	Venue map	
<input type="checkbox"/>	Seminar brochure	
<input type="checkbox"/>	Digital signage	
<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: _____

