

### Advertising opportunities

Enhance your brand & products recognition using our promotional items!



How can we promote our participation in the fair to potential clients as much as possible before the fair?

Advertisements on e-mail newsletter service and the Beautyworld Japan website are some of your most valuable promotional tools! The digital tools provide potential customers new information 24/7!

- 1 E-mail newsletter service ..... P.3
- 2 Banner on the official fair website ..... P.3



What is the most effective tool to approach all visitors during the fair?

Apply for an advertisement page in the official fair guide! This is the only printed tool which is distributed during the fair. Also, commercial video on the Esthetic / Hair & Nail stage screen has a great impact to the visitors!

- 3 Advertisement in the official fair guide ..... P.4
- 4 Commercial video on the Esthetic / Hair & Nail stage screen ..... P.4
- 5 On-site advertisement board ..... P.5



How can we promote ourselves over extended periods of time?

Use a combination of placing advertisements in the official fair guide & tailored pre- / post-fair e-mail shot service. The digital and printed tools cover a wide range of promotional activities.

- 2 Banner on the official fair website ..... P.3
- 3 Advertisement in the official fair guide ..... P.4
- 6 7 Tailored pre- / post-fair e-mail shot service ... P.5

**Beautyworld Japan will be held 4 times a year!**  
Wonderful opportunities all through Beautyworld Japan  
in Osaka, Fukuoka, Tokyo and Nagoya.  
Enquiry ► [promotion@japan.messefrankfurt.com](mailto:promotion@japan.messefrankfurt.com)



# Benefit of exhibiting at trade fairs

Do you realise what the main purpose of the participation at this trade fairs is?  
If so, do you share it with your staff members?

One of the unique feature of trade fair is collecting a large number of prospects from all over the world, in the one place, over a short time.

This allows you to conduct your business and marketing activities intensively and effectively!



## Successful preparation in trade fairs

### Before the fair

- 1 Set the simple and clear target and share them with your members.
- 2 Announce your participation on your website & E-mail using the digital tools (the fair logo).
- 3 Send the invitations to your prospects. Make the best use of promotional tools which the organiser provide!
- 4 Prepare giveaway samples, catalogues & the price list.
- 5 Visitor-friendly booth design will bring more business and customers to you.
- 6 Apply for promotion opportunities! Place advertisement on the official fair guide & website. Almost all the buyers will check them during the show.

### During the fair

- 1 Setting the decision maker and expert staff at your booth is very effective. Also, preparing a full time interpreter is very important.
- 2 Hold events, presentations, small talk show ...etc. It makes the opportunities to communicate with the visitors.
- 3 Provide the exclusive offers which is only at the fair ground. Buyers will love it!

### After the fair

- 1 Immediate customer follow-up will be the key to success. Send the thank you letters, brochures..etc.

**Package discount available**

**10%OFF**

To encourage your effective multi-angled promotional approach to targeting visitors, we offer **10% discount** for multiple orders of promotional tools. You can select 2 items or more from the tools marked as **Package discount available**. Let's promote your exhibit in the most effective way!

# Advertising opportunities

\*Consumption tax will be applied to the prices declared.

## 1 E-mail newsletter service / Logo ads on e-mail newsletter

Before the fair

Package discount available

Deadline	26 August 2022
Data submission deadline	9 September 2022

The organiser sends out an e-mail newsletter to a carefully selected database. This newsletter contains overall show information. You can promote your participation to the potential customers.

### E-mail newsletter service

Price	JPY 180,000 (tax excluded)
Contents	Text advertising (Japanese: up to 100 letters), 1 image (picture) and URL

### Logo ads on e-mail newsletter

Price	JPY 80,000 (tax excluded)
Contents	1 logo with other advertisers

Delivery schedule (3 times in total)	w/c 19 September 2022, w/c 3 October 2022, w/c 17 October 2022
Number of targets	Approx. 80,000 e-mail addresses in Japan
Targets	Industry participants, press, pre-registered visitors
Format	HTML

- \*An instruction will be provided by the organiser after receiving an application.
- \*Images in HTML e-mails may not load / display depending on the user's browser / e-mail application.
- \*This service is only available for the first 3 applicants.
- \*The e-mail states that it is from Beautyworld Japan organiser's office in the title and text.
- \*Text must be in Japanese. Translation service is available. Please contact the organiser for the details.

**Order** Submit the application form for advertising opportunities.



Image

Image of logo ads

## 2 Banner on the official fair website

Before & after & during the fair

Package discount available

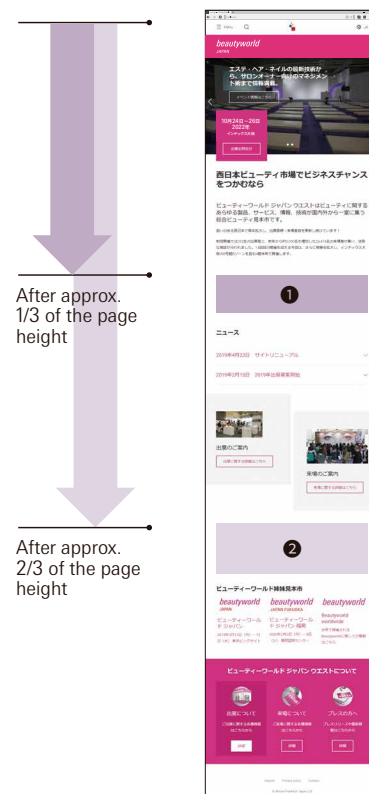
Deadline	12 August 2022
Data submission deadline	26 August 2022

Don't miss this opportunity to promote your participation to your potential customers by using the banner ads.

Type of banner	Placement of banner	Size	Price (tax excluded)
① First	After approx. 1/3 of the page height	W1,140 × H285	JPY 200,000
② Second	After approx. 2/3 of the page height	W1,140 × H380	JPY 250,000

- \*Digital banner runtime: start 4 weeks before the show and end 4 weeks after the show.
- \*Your banners can also be viewed on mobile devices.
- \*Our algorithms ensure that your banner is displayed **before, during and after the trade fair** depending on the campaign period, no matter how many ad impressions you book.

**Order** Submit the application form for advertising opportunities.



Image

## 3 Advertisement in the official fair guide

During the fair Package discount available

Enhance your presence even before, during and after the fair!

Our official fair guide will be put on our official fair website before the fair and distributed to all visitors at the venue.

Format	Size (mm)	Price (tax excluded)
① Back cover	W148 × H210	<b>JPY 800,000</b>
② Inside back cover	W148 × H210	<b>JPY 600,000</b>
③ 1 page	W148 × H210	<b>JPY 400,000</b>
④ 1/2 page (landscape)	W135 × H95	<b>JPY 250,000</b>
⑤ 1/4 page (landscape)	W135 × H45	<b>JPY 150,000</b>

How to distribute	at the fair / official fair website / e-mail newsletter.
Providing	original data (Recommended for record your hall number, booth number and contact information.)

\*An instruction will be provided by the organiser after receiving an application.

\*①②③ are only available for the first 1 applicant.

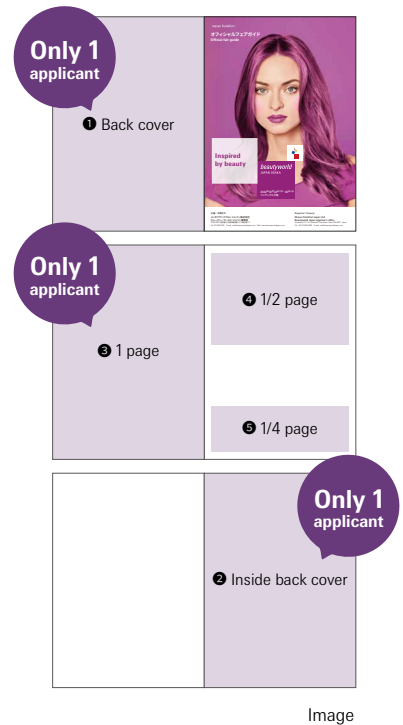
\*The organiser will receive applications first-come-first-served basis.

\*The organiser will assign the position of advertisement.

\*Color proof will not be issued.

**Order** Submit the application form for advertising opportunities.

Deadline 19 August 2022  
Data submission deadline 16 September 2022



Image

## 4 Commercial video on the Esthetic / Hair & Nail stage screen

During the fair

Don't miss this wonderful opportunity! Promote your brand, booth and products using this effective platform. Our seminar program at Esthetic / Hair & Nail stage consistently gathers many visitors and is one of the most popular events during the fair.

Take advantage of this integrated promotion scheme!

\*Broadcasting before stage seminars: 30 second video for 3 days = 9 - 10 times on average

\*The price includes: commercial broadcasting fee and the production fee.

\*This service is only available for the first 6 applicants.

\*Copyright of the video belongs to the applicant.

### Standard plan

Price (tax excluded)	Contents
<b>JPY 150,000</b> (tax excluded)	+  +  +  + <b>broadcasting on the screen</b> video data (exhibitor provided) photo data (exhibitor provided) narration editing (incl. subtitles)

### High-grade plan

Price (tax excluded)	Contents
<b>JPY 300,000</b> (tax excluded)	+  +  +  +  + <b>broadcasting on the screen</b> meeting video shooting photo shooting narration editing (incl. subtitles)

**Order** Submit the application form for advertising opportunities.

Deadline 9 September 2022  
Data submission deadline 16 September 2022



Image

## 5 On-site advertisement board

During the fair Package discount available

Improve your presence and lead more visitors to your booths!  
Visually approach to a number of your potential customers and get immediate promotional effect onsite.

Type	Size (mm)	Price (tax excluded)
Advertisement board	W848 x H1,048	<b>JPY 100,000</b>

\*Location will be assigned by the organiser.

**Order** Submit the application form for advertising opportunities.

Deadline	16 September 2022
Data submission deadline	30 September 2022



Board image

## 6 Tailored pre-fair e-mail shot service Before the fair

## 7 Tailored post-fair e-mail shot service After the fair

The organiser will distribute an tailored e-mail, dedicated to your own promotion to our visitors four weeks before the fair or after the fair. You can chose the delivery target either all or focused visitors in selected business category.

Price	<b>JPY 150,000</b> (basic charge) + <b>JPY 10</b> × no. of recipients (volume charge)
Delivery schedule	Before the fair: 4 weeks before the fair After the fair: 3 weeks after the fair
Delivery target	Before the fair: Beautyworld Japan West 2021 visitors, online pre-registered visitors for 2022 edition After the fair: Beautyworld Japan Osaka 2022 visitors, Press
Format / contents	Text 38 letters to 100 lines (Japanese text >> Japanese visitors / English text >> Overseas visitors), images

**Order** Submit the application form for advertising opportunities.

Deadline	26 August 2022
Data submission deadline	2 September 2022

Deadline	28 October 2022
Data submission deadline	4 November 2022



Image

### Data submission deadline

Please kindly note that the advertisement could be not inserted on the materials in case the data for printing was submitted after the deadline.

We would appreciate your serious attention to the data submission deadline.

For enquiry

Messe Frankfurt Japan Ltd. Beautyworld Japan organiser's office  
Shosankan 7F, 1-3-2 Iidabashi Chiyoda-ku, Tokyo 102-0072, Japan  
Tel +81-3-3262-8446 E-mail [promotion@japan.messefrankfurt.com](mailto:promotion@japan.messefrankfurt.com)

# Free promotional opportunities

Don't miss making full use of our promotional items!

## 1 Banner & logo

Announce your participation on your website, SNS and your e-mail signature.

*beautyworld*  
JAPAN OSAKA

Logo

[Download](#) Online exhibitors' page



Image

## 2 Online exhibitor search

Exhibitors & products page has been renewed and the registration method has changed!!

The exhibitors & products page has been reformed to be more user-friendly and information can be accessed much easier.

Not only overall design and appearance, but also the contents are enhanced so that exhibitors can promote their company and products more effectively. As the organiser, we will introduce this page to a wide range of visitors prior to the fair. Please register your information and take full advantage of this site.

For more information, please also refer to the link below.

<https://beautyworld-japan.jp.messefrankfurt.com/osaka/en/exhibitor-services/MPM.html>

Translation: English → Japanese **JPY 27 / 1 word** (tax excluded)

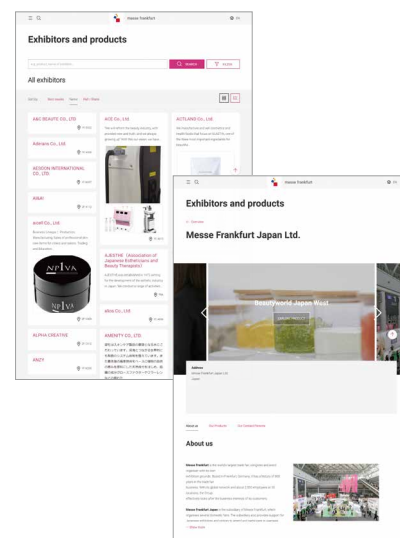
\* We have set a minimum charge.

\* If the number of translated characters / words is less than the minimum charge, please note that the minimum charge (see the minimum charge below) will be applied.

[Minimum charge] JPY 5,994 (tax excluded) / 222 words

[Registration](#) Online exhibitors search registration page (Media Package Manager)

[Deadline](#) 26 August 2022



Online exhibitor search



# BWO2022 Application form for advertising opportunities

**Submit to** Beautyworld Japan Organiser's office / Messe Frankfurt Japan Ltd.  
E-mail promotion@japan.messefrankfurt.com

Date: / /

Exhibitor name

Contact person (Mr./Ms.)

Address

Country

E-mail

Tel

Fax

**Package discount available** 10%OFF is available! For details, check the Promotion guide or contact: promotion@japan.messefrankfurt.com

Package discount	Non-package	Items	Price (tax excluded)			
<b>1 E-mail newsletter service / Logo ads on e-mail newsletter</b> <b>Package discount available</b> <b>Deadline</b> 26 August <b>Data submission deadline</b> 9 September						
<input type="checkbox"/>	<input type="checkbox"/>	E-mail newsletter service	JPY	180,000	×	= JPY
<input type="checkbox"/>	<input type="checkbox"/>	Logo ads on e-mail newsletter	JPY	80,000	×	= JPY
<b>2 Banner on the official fair website</b> <b>Package discount available</b> <b>Deadline</b> 12 August <b>Data submission deadline</b> 26 August						
<input type="checkbox"/>	<input type="checkbox"/>	① After approx. 1/3 of the page height	JPY	200,000	×	= JPY
<input type="checkbox"/>	<input type="checkbox"/>	② After approx. 2/3 of the page height	JPY	250,000	×	= JPY
<b>3 Advertisement in the official fair guide</b> <b>Package discount available</b> <b>Deadline</b> 19 August <b>Data submission deadline</b> 16 September						
<input type="checkbox"/>	<input type="checkbox"/>	① Back cover	JPY	800,000	×	= JPY
<input type="checkbox"/>	<input type="checkbox"/>	② Inside back cover	JPY	600,000	×	= JPY
<input type="checkbox"/>	<input type="checkbox"/>	③ 1 page	JPY	400,000	×	= JPY
<input type="checkbox"/>	<input type="checkbox"/>	④ 1/2 page (landscape)	JPY	250,000	×	= JPY
<input type="checkbox"/>	<input type="checkbox"/>	⑤ 1/4 page (landscape)	JPY	150,000	×	= JPY
<b>4 Commercial video on the Esthetic / Hair &amp; Nail stage screen</b> <b>Deadline</b> 9 September <b>Data submission deadline</b> 16 September						
<input type="checkbox"/>	<input type="checkbox"/>	Standard plan	JPY	150,000	×	= JPY
<input type="checkbox"/>	<input type="checkbox"/>	High-grade plan	JPY	300,000	×	= JPY
<b>5 On-site advertisement board</b> <b>Package discount available</b> <b>Deadline</b> 16 September <b>Data submission deadline</b> 30 September						
<input type="checkbox"/>	<input type="checkbox"/>	Advertisement board	JPY	100,000	×	= JPY
<b>6 Tailored pre-fair e-mail shot service</b> <b>Deadline</b> 26 August <b>Data submission deadline</b> 2 September						
<input type="checkbox"/>	<input type="checkbox"/>	Before the fair	JPY 150,000 (basic charge) + JPY 10 × no. of recipient = JPY * Volume and category charges will be charged separately.			
<b>7 Tailored post-fair e-mail shot service</b> <b>Deadline</b> 28 October <b>Data submission deadline</b> 4 November						
<input type="checkbox"/>	<input type="checkbox"/>	After the fair	JPY 150,000 (basic charge) + JPY 10 × no. of recipient = JPY * Volume and category charges will be charged separately.			

**Total: JPY**

\*Consumption tax will be applied to the prices declared.

\*The promotional tools are provided to the exhibitors of Beautyworld Japan Osaka 2022 only.

\*Upon receiving your application form, the detailed information on how to submit the ad data will be sent to you.

\*The invoice will be sent to the address written on this application form.

\*If you wish to cancel an order after submitting the application form, the full amount will be charged as the cancellation fee.