

Exclusive for exhibitors!

Advertisement Opportunities

— Maximise outcomes through effective advertising —

FaW TOKYO

FASHION WORLD TOKYO

Dates Mar. 26 (Wed) – 28 (Fri), 2025 **Venue** Tokyo Big Sight, Japan

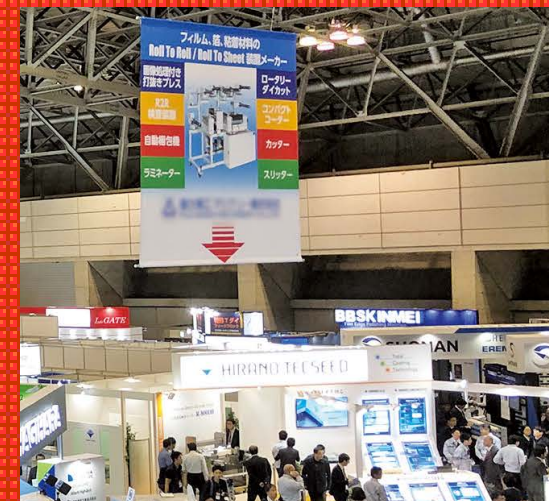
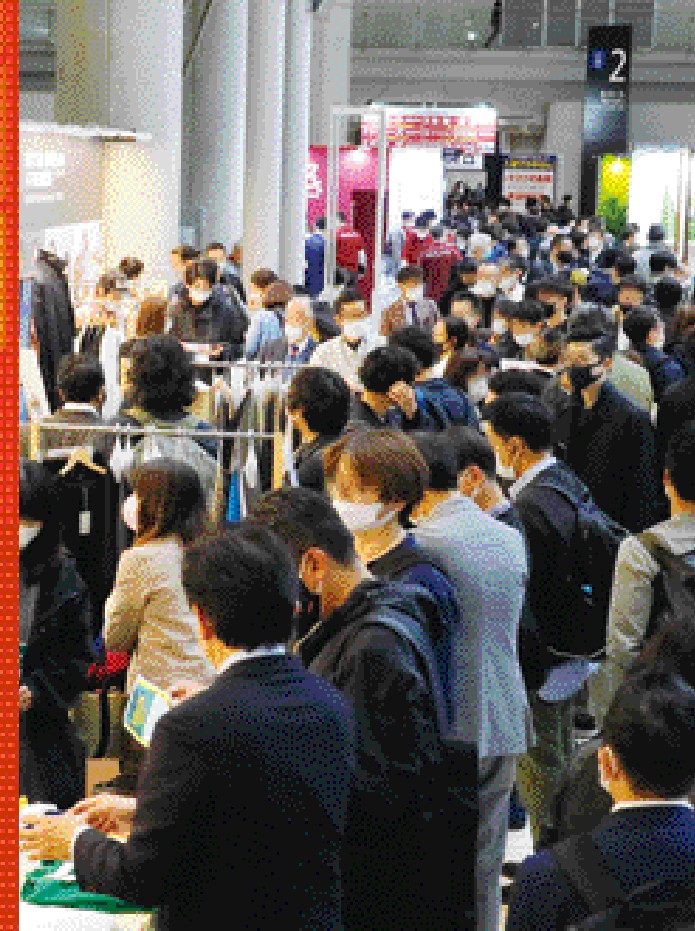
Dates Oct. 1 (Wed) – 3 (Fri), 2025 **Venue** Tokyo Big Sight, Japan

Organiser RX Japan Ltd.

built by



In the business of
building businesses



3 Types of Packaged Plans

We offer special packages with discounted advertising options to further enhance your exhibition results. You can choose from 3 plans tailored to meet your needs.

Premium Plan <small>Limited to 3 Companies</small> Premium Plan gives you maximum exposure both before and during the show period.	Business Activation Plan Business Activation Plan helps you attract high quality visitors to your booth.	Starter Plan II Starter Plan helps you have more exposure and more visitors at your booth.
<div>Banner Ads on Official Show Website</div> <div>Banner Ads on Conference Webpage</div> <div>Ads in Visitor Promotion E-mail</div> <div>Digital Incentive Coupons</div> <div>Floor Map Ads</div> <div>Digital Signage Ads on the Hallway</div> <div>Show Entrance Floor Ads</div> <div>Hanging Banner Ad above Your Booth</div>	<div>Banner Ads on Official Show Website</div> <div>Banner Ads on Conference Webpage</div> <div>Ads in Visitor Promotion E-mail</div> <div>Digital Incentive Coupons</div> <div>Floor Map Ads</div> <div>Digital Signage Ads on the Hallway</div>	<div>Ads in Visitor Promotion E-mail</div> <div>Digital Incentive Coupons</div> <div>Floor Map Ads</div>
<div>Original price JPY 4,100,000 ▶ Special price JPY 3,700,000 (tax excluded)</div>	<div>Original price JPY 2,600,000 ▶ Special price JPY 2,200,000 (tax excluded)</div>	<div>Original price JPY 1,400,000 ▼ Special price JPY 1,150,000 (tax excluded)</div>

You can also apply each advertisement service individually

For details, please check the following pages

List of Advertisement Opportunities

Web/E-mail Advertisement

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Onsite Advertisement

- | | | | | | |
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Web/E-mail Advertisement

FaW TOKYO
FASHION WORLD TOKYO

No. of Page Views
at the Previous Show **670,072** (2024/2/9
|
2024/4/19)

Our Website



<Official Show Website>
No. of PVs: **64,497**



<Conference Webpage>
No. of PVs: **52,955**

01 Banner Ads on Official Show Website

Limited to
6 Companies/Exhibition

Image



Official Show Website has a huge amount of traffic as the show is approaching!

You can **inform your potential customers** of your participation widely.

*The location of the banners is subject to change.

Official Website

No. of PVs at the previous show : **64,497**

Price	JPY 200,000 (tax excluded)	Limited to	6 companies per exhibition (first come, first served)
Advertising Duration	From approx. 2 months prior to the show	Banner Size/Format	W265px × H150px, JPG or PNG format

This ad will be posted on both English & Japanese pages.

02 Banner Ads on Conference Webpage

Limited to
3 Companies

Image



Conference Webpage covers the programme of 20 seminars by industry leaders!

A wide variety of audience check the website prior to the show. You can attract high-quality and serious visitors to your booth.

*The location of the banners is subject to change. *The number of seminars is expected.

Conference Webpage

No. of PVs at the previous show : **52,955**

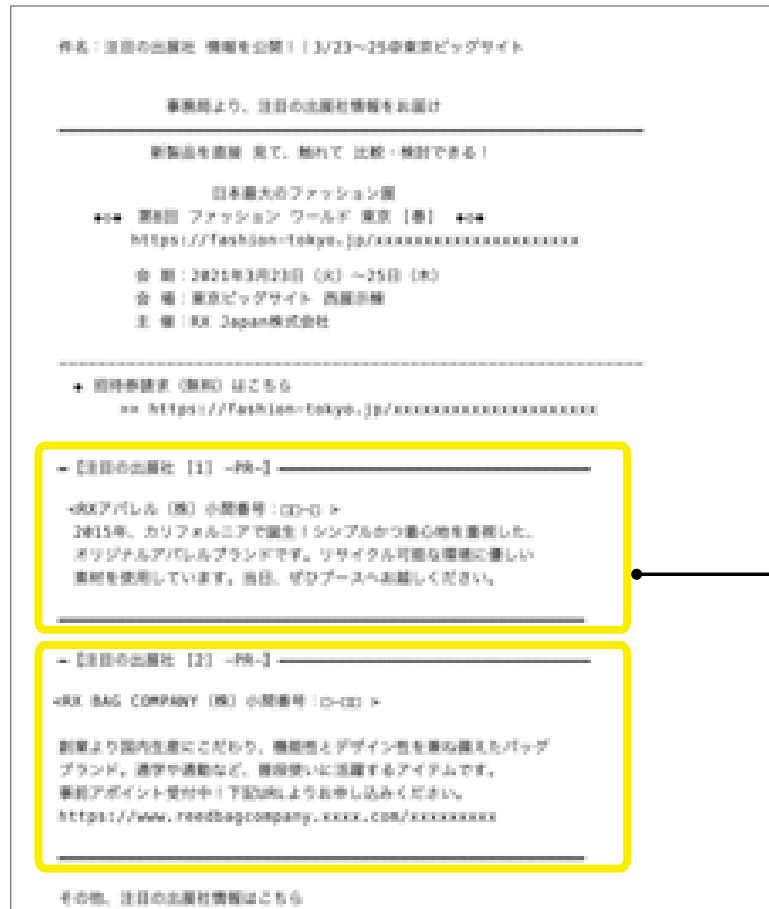
Price	JPY 200,000 (tax excluded)	Limited to	3 companies (first come, first served)
Advertising Duration	From approx. 2 months prior to the show	Banner Size	W187px × H70px

This ad will be posted on both English & Japanese pages.

03 Ads in Visitor Promotion E-mail

Limited to
3 Companies/One e-mail

■ Image



**Effective way to promote your company
to industry players/visitors!**

Visitor promotion e-mails are sent to **approx. 110,000 industry professionals** including visitors at the past shows. You can promote your participation and lead them to your website to gain **direct inquiries**.

■ Sending to :

110,000 addresses per e-mail

Price	JPY 300,000 (tax excluded)/one e-mail	Limited to	3 companies/one e-mail (first come, first served)
Advertising Duration	6 to 2 weeks prior to the show	Outline	38 two-byte characters (Japanese characters) × 5 lines (Company name/exhibition name/booth number will be listed separately)

Order of placement is decided by the order of application.

04 Digital Incentive Coupons

Limited to
20 Companies

Image



We will deliver your coupons with special onsite privileges to visitors on behalf of you prior to the show!

You can **attract visitors to your booth** by issuing digital coupons. You can also **acquire the contact details** of those who download your coupon.

Examples of privileges you provide:

- Free samples
- Giveaway of original items
- 10% discount
- Free consulting service etc.

Average number of downloads: 568*
(= average number of leads generated)

How to Deliver Coupons

E-mails from Show Management

*Average number of 2022 & 2023 shows organised by RX Japan

Price	JPY 600,000 (tax excluded)	Limited to	20 companies (first come, first served)
Advertising Duration	From approx. 1 month prior to the show	Banner Size	90px × 160px

This service is available only in Japanese, and e-mails will be distributed solely to visitors who view the content in Japanese. If there are fewer than 5 companies registered for the service one and a half months prior to the show, it will not be conducted, and refunds will be issued.

Onsite Advertisement

FaW TOKYO
FASHION WORLD TOKYO

23,000 visitors (expected)
Recorded 22,910 in April 2024

List of Pre-registered Visiting Companies (excerpted)

Select Shop/Retailers

- URBAN RESEARCH Co.,Ltd.
- ABAHOUSE INTERNATIONAL Co.
- SAZABY LEAGUE, Ltd.
- SHIPS LTD.
- JUN CO.,LTD.
- DAYTONA INTERNATIONAL
- PAL CO.,LTD
- BEAMS Co., Ltd.
- BAYCREW'S CO., LTD.
- UNITED ARROWS LTD.
- SHIMAMURA Co., Ltd.
- NISHIMATSUYA CHAIN Co.,Ltd.
- Nitori Co., Ltd.
- QVCJapan, Inc.
- WORKMAN CO.,LTD.

Department Stores

- Entetsu department store
- Odakyu Department Store Co.,Ltd.
- KINTETSU department store
- Keio Department Store Co.,Ltd.
- Sogo & Seibu Co.,Ltd.
- Daimaru Matsuzakaya Department Stores Co.Ltd.
- Takashimaya Co.,Ltd.
- TOKYO DEPARTMENT STORE CO.,LTD
- Tobu department Store Co., Ltd.
- PARCO CO.,LTD.
- HANKYU HANSHIN DEPARTMENT STORES
- MARUI CO., LTD.
- Isetan Mitsukoshi Ltd.
- LAFORET HARAJUKU
- LUMINE CO.,LTD.

Makers

- Adastria Co., Ltd.
- Itokin Co.,Ltd.
- ONWARD KASHIYAMA Co.,Ltd.
- CAITAC FAMILY, INC.
- GUNZE LIMITED
- GOLDWIN INC.
- STRIPE INTERNATIONAL INC.
- TSI HOLDINGS CO., LTD.
- WORLD CO., LTD.
- Wacoal Corp.
- SANYO SHOKAI LTD.
- Baroque Japan Limited.
- BIGI. Co.,Ltd.
- FAST RETAILING CO., LTD.
- Mizuno Corporation

Others

- The Walt Disney Company (Japan) Ltd.
- KADOKAWA CORPORATION
- SAPPORO BREWERIES LTD.
- SHUEISHA Inc.
- TOMY Company, Ltd.
- Tower Records Japan Inc.
- TOEI COMPANY, LTD.
- The Pokémon Company
- Hokkaido Nippon-Ham Fighters
- YOKOHAMA DeNA BAYSTARS BASEBALL CLUB, INC.
- SANRIO CO., LTD.
- GRAND NIKKO TOKYO BAY MAIHAMA
- Shiseido Company, Limited
- Starbucks Coffee Japan, Ltd.
- TSUTAYA BOOKS

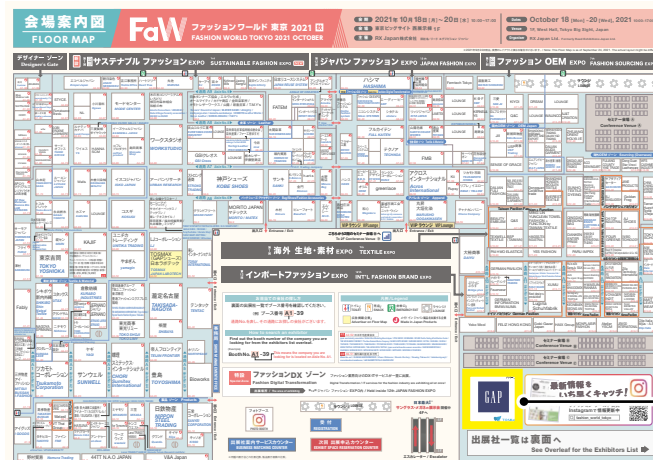
05 Floor Map Ads (On Digital & Printed Versions)

Limited to
10 Companies

All visitors will take a floor map at the entrance of each exhibition hall. You can boost your company/brand recognition by placing your company's advertisement. On the digital floor map, your banner ad will be linked to your exhibit information page in the show exhibitor search page.

Every single one of our visitors takes the floor map

Image



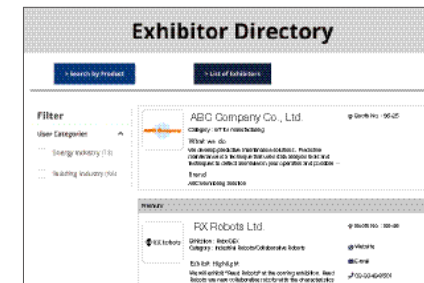
Banner Ads

Banner ads on the floor map.



Link to your information page in exhibitor search page

Digital map will lead to your company information on exhibitor search page.



Price	JPY 500,000 (tax excluded)	Distributed to	Visitors and exhibitors (free distribution)
Limited to	10 companies (first come, first served), Limited to 1 ad/company	Ads Size	H4cm × W4cm (colour)

The location and size of the ad are subject to change. This ad will be posted on both English & Japanese versions.

06 Digital Signage Ads on the Hallway

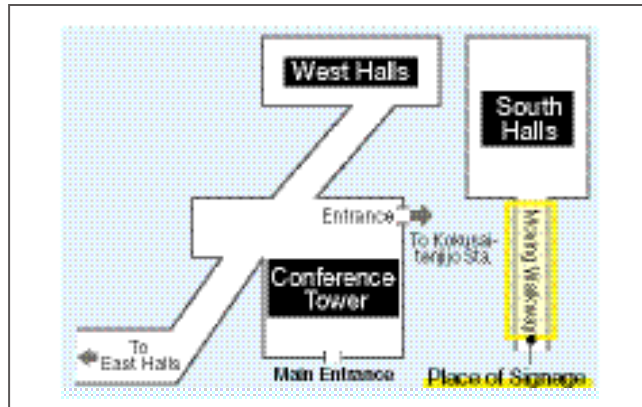
Limited to **4 Companies** (March)
7 Companies (October)

Digital signages will be placed on the hallway where there is huge traffic of visitors.

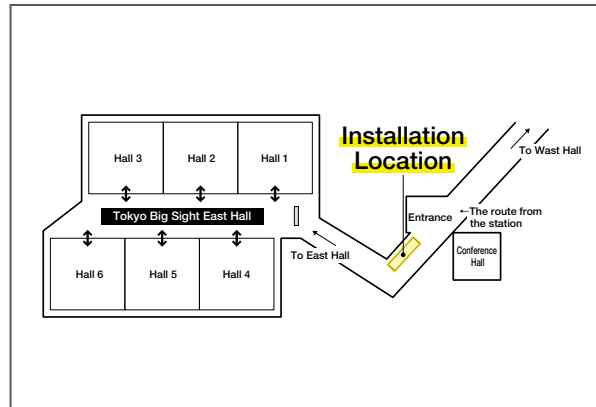
Attract visitors to your booth by displaying your company name, booth location and product information.

Digital signages on hallway with huge traffic

■ 【March】 South Hall, Tokyo Big Sight Installation



■ 【October】 East Hall, Tokyo Big Sight Installation Location



■ Installation Image



Price	JPY 800,000 (tax excluded)	Limited to	【March】4 companies 【October】7 companies
No. of Signages	3 signages/company	Size of Signage	Equivalent to 52 inches

Only one company logo can be included in a signage. To place logos of more than two companies, the additional fee of JPY 10,000 (tax excluded) per logo will be charged. Ads must include your booth number. Show Management may ask exhibitors to change the content in case Show Management deems it is not appropriate.

07 Show Entrance Floor Ads

Limited to
1 Company/Entrance

Your graphic design will be placed on the floor of the exhibition hall entrance during the show. Every visitor will see your Floor Ad when entering the hall. You can lead visitors effectively to your booth. Naturally, more people will visit your booth.

You can promote your presence at the entrance!

■ Image



Price	JPY 500,000 (tax excluded)	Limited to	One company per entrance (first come, first served)
Location	Entrance of each exhibition hall	Ads Size	H1.5m × W2.0m

08 Hanging Banner Ad above Your Booth

Limited to
5 Companies/Hall

This ad will enable visitors to find your booth very easily, even from a distance.

Make your booth location stand out in a large venue!

■ Hanging Image



■ Enlarged Image



Price	JPY 1,000,000 (single-sided printing, tax excluded)	Limited to	5 companies/hall (first come, first served)
The number of banner	One banner/company	Banner size	H4.0m × W4.0m

Double-sided printing is available for an additional JPY150,000. Depending on your booth location, your application may not be accepted or your ad may not be placed right above your booth. Exhibitors in South Hall 1 & 2 cannot apply for this service due to architectural reasons.

Advertising Rules and Regulations

- Advertising space will be reserved on a first-come, first-served basis. Please apply early.
- The advertising plan you apply for will be considered an integral part of the separately concluded contract for exhibition space, and the terms of that exhibition booth contract (the "Official Catalogue and Exhibitor Directory" section of the exhibition rules and regulations) will apply.
- An invoice will be issued upon application. Please make the payment to the designated account by the due date.
- Please note that, in principle, applications cannot be changed or canceled after they have been submitted.
- Exhibitors guarantee that, with regard to advertising,
 1. The exhibitors hold ownership of intellectual property rights such as their company names (trade names), logos, artworks, and copyrights for the advertising appeal content, and that they comply with all applicable laws, regulations, and display regulations for the content of the advertisement.
 2. The content of the advertisement must not infringe on the intellectual property rights, privacy rights, or other rights of a third party, and must not contain defamation, libel, obscene, pornographic, discriminatory language, or other inappropriate or illegal content.
- If the Organiser reasonably determines, at its discretion, that the content of an exhibitor's advertisement is inappropriate, it has the right to request modification of the advertisement or to refuse the advertisement.

Application Form

■ Please fill in and submit the form via e-mail to Show Management.

① Please tick the show you exhibit at:

- ☐ 12th FaW TOKYO -FASHION WORLD TOKYO - 【MARCH】
- ☐ 16th FaW TOKYO -FASHION WORLD TOKYO - 【OCTOBER】

② Please fill out your contact information

Company :	Contact (Mr./Ms.) :
TEL :	Department :
E-mail :	Job Title :

③ Please tick the plan or each ad you would like to apply. (10% consumption tax will be added to the total price)

- ☐ **Premium Plan** **Limited to 3 Companies** JPY 3,700,000 (original price JPY 4,100,000)
- ☐ **Business Activation Plan** JPY 2,200,000 (original price JPY 2,600,000)
- ☐ **Starter Plan II** JPY 1,150,000 (original price JPY 1,400,000)
- ☐ I'd like to order each advertising individually.

Tick	Advertisement Type	Limited to	Price	Send data by
<input type="checkbox"/>	01 Banner Ads on Official Show Website	6 Companies/Exhibition	JPY 200,000	1 month before the show
<input type="checkbox"/>	02 Banner Ads on Conference Webpage	3 Companies	JPY 200,000	1 month before the show
<input type="checkbox"/>	03 Ads in Visitor Promotion E-mail	3 Companies/One e-mail	JPY 300,000	1 month before the show
<input type="checkbox"/>	04 Digital Incentive Coupons	20 Companies	JPY 600,000	1 month before the show
<input type="checkbox"/>	05 Floor Map Ads (On Digital & Printed Versions)	10 Companies	JPY 500,000	1 month before the show
<input type="checkbox"/>	06 Digital Signage Ads on the Hallway	4 Companies (March) 7 Companies (October)	JPY 800,000	1 month before the show
<input type="checkbox"/>	07 Show Entrance Floor Ads	1 Company/Entrance	JPY 500,000	1 month before the show
<input type="checkbox"/>	08 Hanging Banner Ad above Your Booth	5 Companies/Hall	JPY 1,000,000 (Contact Show Management if you wish to apply double sided printing.)	1 month before the show

- ☐ **Exhibitor Presentation**
- ☐ **1 Session JPY 400,000**
- ☐ **2 Sessions JPY 800,000**

■ Guidelines for Data Submission

- Guidelines for each data submission will be informed by Show Management after your application.
- Including your booth number on the advertisement is recommended.
- Show Management may ask you to revise your content if it is deemed not appropriate for the show.
- Please note that we are unable to provide colour proofs due to schedule.

For application/inquiries

FaW TOKYO Show Management

E-mail: fw-online-en.jp@rxgglobal.com

TEL: +81-3-6739-4108 Contact: Ms. Yuan, Hui