

Exclusive for exhibitors!

Advertisement Opportunities

– Maximise outcomes through effective advertising –



Dates May 13 (Wed) – 15 (Fri), 2026

Venue Tokyo Big Sight

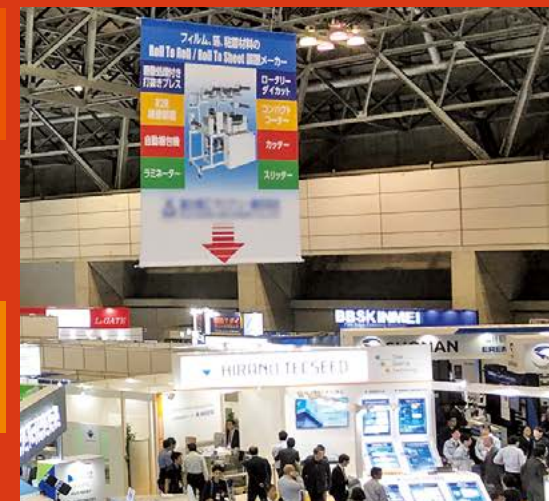
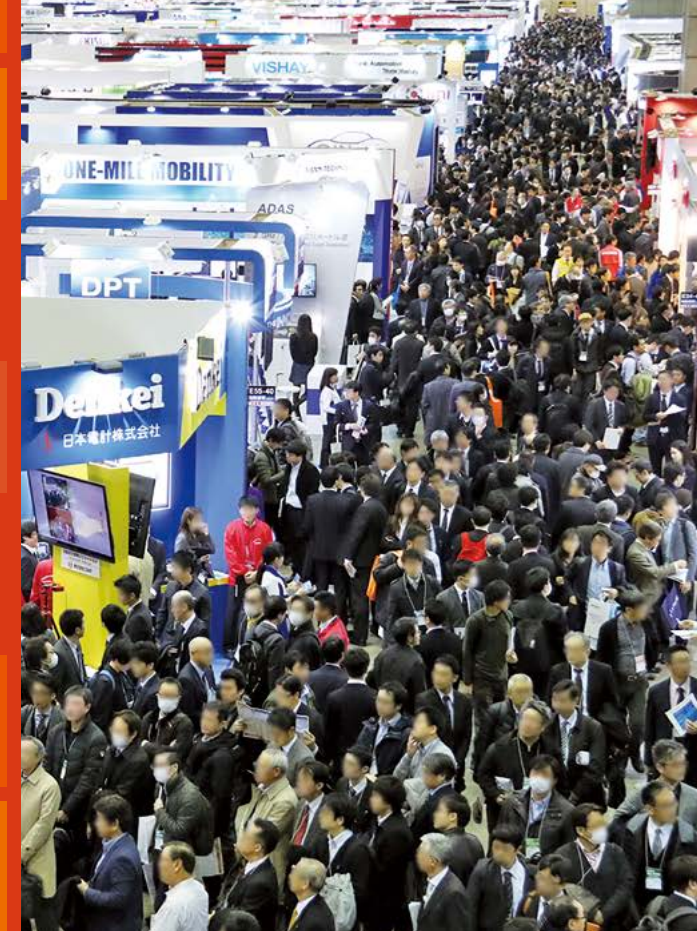
Dates June 24 (Wed) – 26 (Fri), 2026

Venue INTEX Osaka

Organised by EDIX Executive Committee

Managed by RX Japan Ltd.

Built by
RX 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.

<h2>Premium Plan <small>Limited to 3 Companies</small></h2> <p>Premium Plan gives you maximum exposure both before and during the show period.</p>	<h2>Business Activation Plan</h2> <p>Business Activation Plan helps you attract high quality visitors to your booth.</p>	<h2>Starter Plan II</h2> <p>Starter Plan helps you have more exposure and more visitors at your booth.</p>																	
<table border="1"> <tr> <td>Banner Ads on Official Show Website</td> <td>Banner Ads on Conference Webpage</td> </tr> <tr> <td>Ads in Visitor Promotion E-mail</td> <td>Lead Booster</td> </tr> <tr> <td>Floor Map Ads</td> <td>Digital Signage Ads on the Hallway</td> </tr> <tr> <td>Show Entrance Floor Ads</td> <td>Hanging Banner Ad above Your Booth</td> </tr> </table> <p>Original price JPY 4,100,000 ▶ Special price JPY 3,700,000 <small>(tax excluded)</small></p>	Banner Ads on Official Show Website	Banner Ads on Conference Webpage	Ads in Visitor Promotion E-mail	Lead Booster	Floor Map Ads	Digital Signage Ads on the Hallway	Show Entrance Floor Ads	Hanging Banner Ad above Your Booth	<table border="1"> <tr> <td>Banner Ads on Official Show Website</td> <td>Banner Ads on Conference Webpage</td> </tr> <tr> <td>Ads in Visitor Promotion E-mail</td> <td>Lead Booster</td> </tr> <tr> <td>Floor Map Ads</td> <td>Digital Signage Ads on the Hallway</td> </tr> </table> <p>Original price JPY 2,600,000 ▶ Special price JPY 2,200,000 <small>(tax excluded)</small></p>	Banner Ads on Official Show Website	Banner Ads on Conference Webpage	Ads in Visitor Promotion E-mail	Lead Booster	Floor Map Ads	Digital Signage Ads on the Hallway	<table border="1"> <tr> <td>Ads in Visitor Promotion E-mail</td> </tr> <tr> <td>Lead Booster</td> </tr> <tr> <td>Floor Map Ads</td> </tr> </table> <p>Original price JPY 1,400,000 ▼ Special price JPY 1,150,000 <small>(tax excluded)</small></p>	Ads in Visitor Promotion E-mail	Lead Booster	Floor Map Ads
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Floor Map Ads																			

You can also apply each advertisement service individually

For details, please check the following pages

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01

"Future of Education Creation Stage" by Exhibitors

Utilise the seminar venue to promote your products and services to a high-quality audience. Your information will be featured on official seminar website, and show management will conduct extensive announcements and attract attendees.

Image of the Seminar Venue



Benefit 01

Extensive Promotion of Your Seminar by Show Management

- Your seminar information will be featured on the official show website.
- Email blasts will be sent using the data maintained by the show management.

Benefit 02

You Can Make a Strong Impression on Many People Face-to-Face Simultaneously.

- You can approach many people at once.
- Since it is on a pre-registration basis, you can attract visitors who have a high interest in your products to the venue on the show day.

Benefit 03

After the Seminar, You Can Immediately Follow up on Hot Leads

- You can exchange business cards with attendees and follow up promptly.
- In line with the seminar flow, you can immediately conduct business negotiations at your booth.

Benefit 04

You Can Also Conduct Demos and Mock Classes.

- Through activities such as mock classes, you can convey the envisioned use of your products.

Price	JPY 400,000 (tax excluded)	Venue Capacity	100 seats
Presentation Time	40 mins.	Note	Up to 1 slot per company per day (max. of 3 slots during the show).

Web/E-mail Advertisement



2024 Tokyo No. of Page Views

112,888 (2024/02/08
|
2024/05/10)

2024 Osaka No. of Page Views

14,141 (2024/06/02
|
2024/09/04)

Our Website



<Official Show Website>

2024 Tokyo No. of PVs: **112,888**
2024 Osaka No. of PVs: **14,141**



<Conference Webpage>

2024 Tokyo No. of PVs: **58,833**
2024 Osaka No. of PVs: **9,798**

02 Banner Ads on Official Show Website

Limited to
6 Companies

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

2024 Tokyo No. of PVs : **112,888**

2024 Osaka No. of PVs : **14,141**

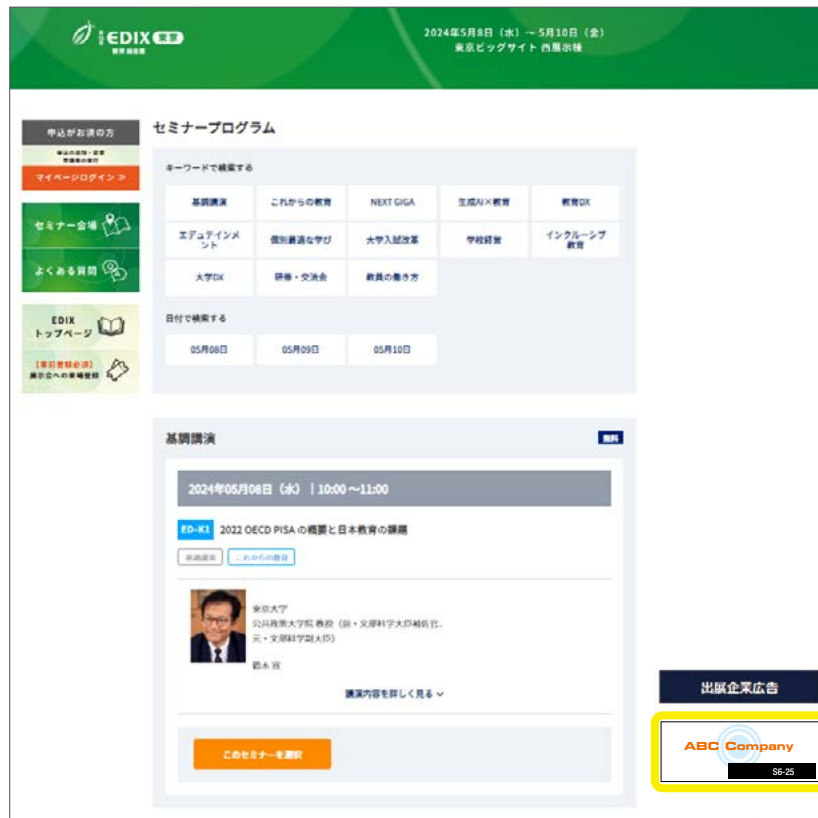
Price	JPY 200,000 (tax excluded)	Limited to	6 companies per exhibition (first come, first served)
Advertising Duration	From approx. 2 months prior to the show	Banner Size/Format	W265px × H150px, JPG or PNG format

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

03 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

2024 Tokyo No. of PVs : **58,833**

2024 Osaka No. of PVs : **9,798**

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 Japanese pages only.

04 Ads in Visitor Promotion E-mail

Limited to
3 Companies/One e-mail

Image

件名: 【注目の出展社 情報を公開!】 第5回 [関西]教育ITソリューション EXPO

事務局より、注目の出展社情報をお届け。関係部署・取引先にも転送ください

教育分野 日本最大の専門展
◆◆◆ 第5回 [関西]教育ITソリューション EXPO ◆◆◆

<https://edix-expo/XXXXXXXXXXXXXXXXXXXXXXXXXXXX>

会 期: 2022年 6月15日[水]~ 17日[金]
会 場: インテックス大阪
主 催: RX Japan株式会社 田社名 リード エグジビション ジャパン

.....

※同時開催展を含む、同種の展示会との出展社数と製品展示面積の比較

.....

★ 招待券請求【無料】はこちらから ★ ⇒ <https://edix-expo/XXXXXXXXXXXXXXXXXXXXXXXXXXXX>

—[注目 出展社1]—

株式会社 MCZシステムズ(教育ITソリューション EXPO □-□□)

<http://www.XXX.com>

「プログラミング教材」の新商品を出展致します!
ブースにてデモを行いますので、ぜひご体験下さい。

-----PR

—[注目 出展社2]—

リードソフト (教育ITソリューション EXPO △△-△△)

小・中・高校向けのトータル校務システム
校内のあらゆる生徒情報を一元化することができます。
事前アポイント受付中! 下記URLよりお申込みください。
<https://www.reedsoft.XXX.com>

-----PR

その他注目の出展社情報はこちら
<https://edix-expo/XXXXXXXXXXXXXXXXXXXXXXXXXXXX>

.....

招待券申込【無料】はこちらから⇒<https://edix-expo/XXXXXXXXXXXXXXXXXXXXXXXXXXXX>

.....

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

Visitor promotion e-mails are sent to **approx. 88,000 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 :

88,000 address 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	Tokyo: March to May, Osaka: April to June	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.

05 Lead Booster

Limited to
20 Companies

Image



We will deliver your coupons with special onsite privileges to pre-registered 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 pre-registered visitors who view the content in Japanese.

Onsite Advertisement



28,000* Visitors

Recorded 26,482 in 2024

(*Expected)

9,000* Visitors

Recorded 5,596 in 2024

(*Expected)

06 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



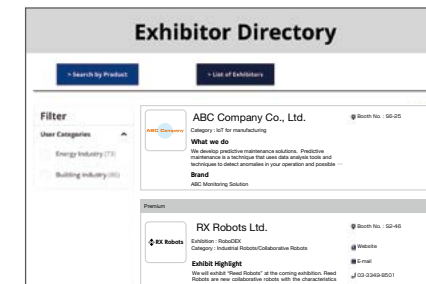
Banner Ads

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.

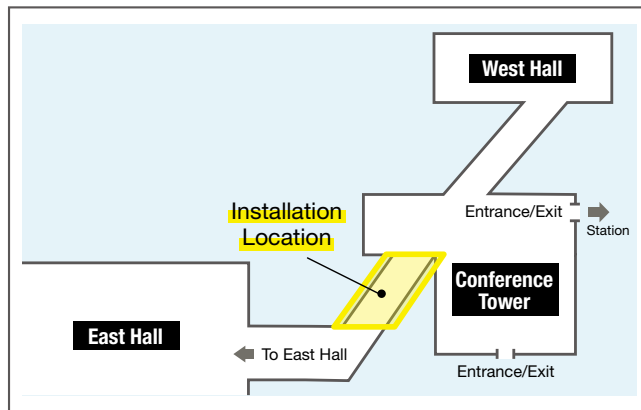
07 Digital Signage Ads on the Hallway

Limited to
3 Companies

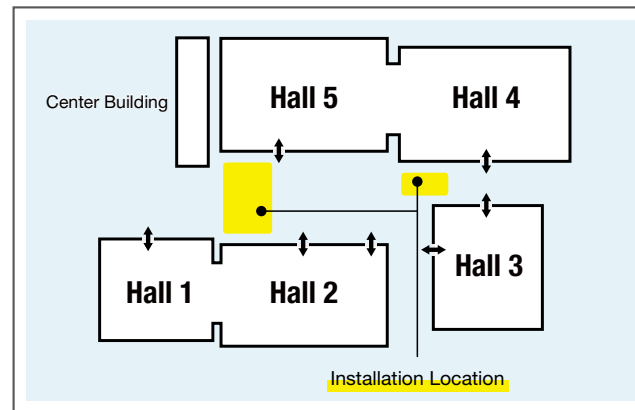
Digital signages will be placed on the hallway where there is huge traffic of visitors.
Attract visitors to your booth by displaying your company name, booth location and product information.

Digital signages on hallway with huge traffic

■ Tokyo Big Sight Installation Location



■ INTEX Osaka Installation Location



■ Installation Image



Price	JPY 800,000 (tax excluded)	Limited to	3 companies (first come, first served)
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.

08 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

09 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 JPY 150,000.

Depending on your booth location, your application may not be accepted or your ad may not be placed right above your booth.

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:

- 17th EDIX TOKYO
 9th EDIX OSAKA

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** **Business Activation Plan** **Starter Plan II**
 JPY 3,700,000 (original price JPY 4,100,000) JPY 2,200,000 (original price JPY 2,600,000) 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 "Future of Education Creation Stage" by Exhibitors	18 Companies/Exhibition	JPY 400,000	6 wks. before the show
<input type="checkbox"/>	02 Banner Ads on Official Show Website	6 Companies/Exhibition	JPY 200,000	ASAP
<input type="checkbox"/>	03 Banner Ads on Conference Webpage	3 Companies	JPY 200,000	ASAP
<input type="checkbox"/>	04 Ads in Visitor Promotion E-mail	3 Companies/One e-mail	JPY 300,000	6 wks. before the show
<input type="checkbox"/>	05 Lead Booster	20 Companies	JPY 600,000	6 wks. before the show
<input type="checkbox"/>	06 Floor Map Ads (On Digital & Printed Versions)	10 Companies	JPY 500,000	6 wks. before the show
<input type="checkbox"/>	07 Digital Signage Ads on the Hallway	3 Companies	JPY 800,000	6 wks. before the show
<input type="checkbox"/>	08 Show Entrance Floor Ads	1 Company/Entrance	JPY 500,000	6 wks. before the show
<input type="checkbox"/>	09 Hanging Banner Ad above Your Booth	5 Companies/Hall	JPY 1,000,000 <small>(Contact Show Management if you wish to apply double sided printing)</small>	6 wks. before the show

■ 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

RX Japan Ltd.

E-mail: edix-eng.jp@rxglobal.com

Contact: Mr. Kim