

Exhibiting Information 2026

Japan's Leading Industry Show for the Educational Field!



EDIX

EDUCATION EXPO JAPAN



17th **EDIX TOKYO**

Dates: May 13(Wed)~15(Fri), 2026

Venue: Tokyo Big Sight



9th **EDIX OSAKA**

Dates: Oct 13 (Tue) to 15 (Thu), 2026

Venue: Grand Cube Osaka



1. Show Outline

1-1 EDIX Brand	... P 3
1-2 Show Outline	... P 4
1-3 Scenes from the previous show	... P 5
1-4 Visitors	... P 7
1-5 Exhibitors and Visitor Data	... P 8
1-6 Exhibiting Area	... P 11
1-7 Activities to attract visitors	... P 12
1-8 Conference and Concurrent Event	... P 14
1-9 What you can do at EDIX	... P 16

2. Exhibiting Plan and Schedule

2-1 Exhibiting Plan	... P 17
2-2 Expo Master	... P 18
2-3 Rental Display System	... P 20
2-4 Advertisement Packages	... P 21
2-5 Schedule leading up to the show	... P 22

"Weaving the Future of Education, A Starting Point for New Possibilities"

EDIX (Education Expo Japan) is now in its 17th year.

**At EDIX, people who want to "make education better" gather.
It is an opportunity to think about education, to take a step forward,
We want to be a place like a starting point for this kind of thing.**

**Through EDIX, we will build links with exhibitors, visitors, and society,
We will contribute to the "development of the education industry" towards
realising a society where no one is left behind and education is available to all.**

**We want to think about the future of education together with everyone in
the education industry.**

EDIX Show Management



1-2. Show Outline



Dates: May 13(Wed)~15(Fri), 2026
Venue: Tokyo Big Sight

No. of Exhibitors **410***
No. of Visitors **28,000***



Dates: Oct 13 (Tue) to 15 (Thu), 2026
Venue: Grand Cube Osaka

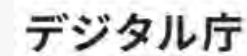
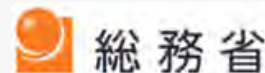
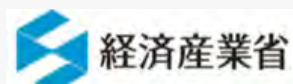
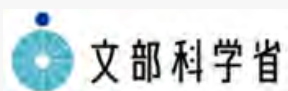
No. of Exhibitors **150***
No. of Visitors **7,500***

*Forecast.

Organised by EDIX Executive Committee (Managed by RX Japan Ltd.)

Special Support

(Previous achievements)

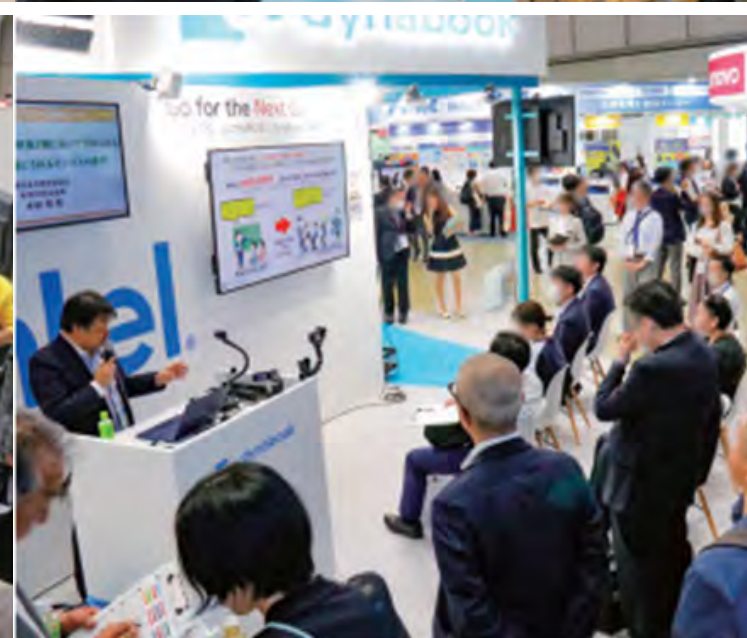


(Only EDIX Tokyo)

1-3. Scenes from the previous show (EDIX TOKYO 2024)



1-3. Scenes from the previous show (EDIX TOKYO 2024)



1-4. Visitors

For all those involved in education

Trading Company/Agent

Distributor for School

University/College

Primary/Junior High School

High School

Board of Education

Local Government

Relevant Ministry

Nursery school/Kindergarten

Vocational School

Cramming/Prep School

Various School

Proprietor

Human Resources Division

Corporate Training Sector

... etc.

1-5. Exhibitor and Visitor Data

Percentage of visitors by geographic region

9th EDIX OSAKA

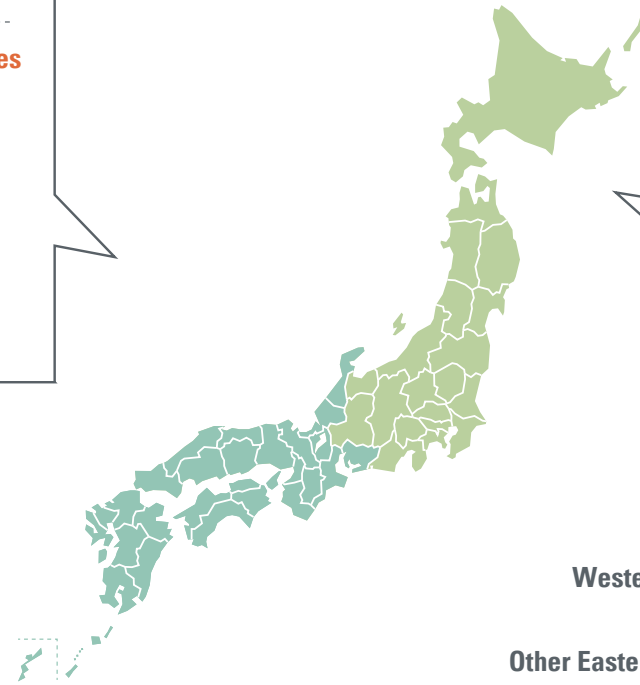
Education Professionals from Western Japan

Boards of Education	...	703 municipalities
Elementary Schools	...	8,158 schools
Junior High Schools	...	4,518 schools
Vocational Schools	...	1,241 schools
High Schools	...	1,957 schools
Universities & Colleges	...	435 institutions
Kindergartens	...	7,248 schools
Other Schools	...	1,071 schools

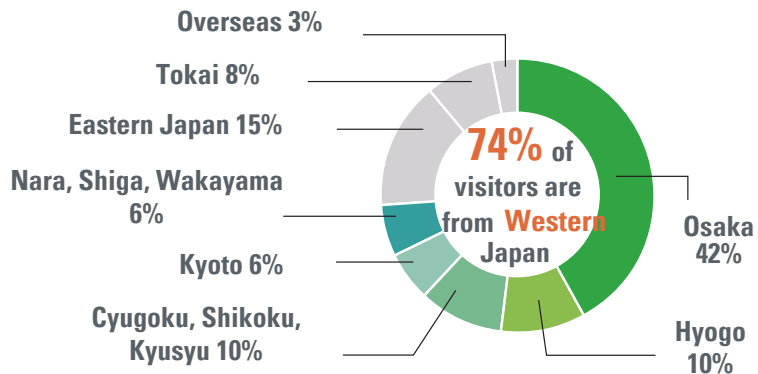
17th EDIX TOKYO

Education Professionals from Eastern Japan

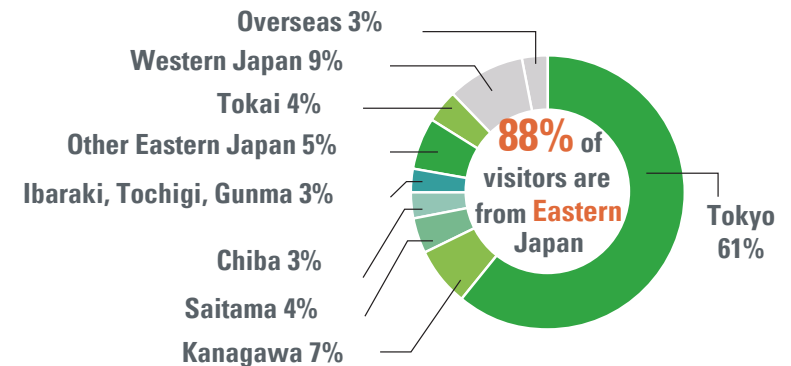
Boards of Education	...	1,021 municipalities
Elementary Schools	...	10,822 schools
Junior High Schools	...	5,786 schools
Vocational Schools	...	1,779 schools
High Schools	...	2,834 schools
Universities & Colleges	...	678 institutions
Kindergartens	...	8,571 schools
Other Schools	...	1,444 schools



EDIX OSAKA 2024



EDIX TOKYO 2024



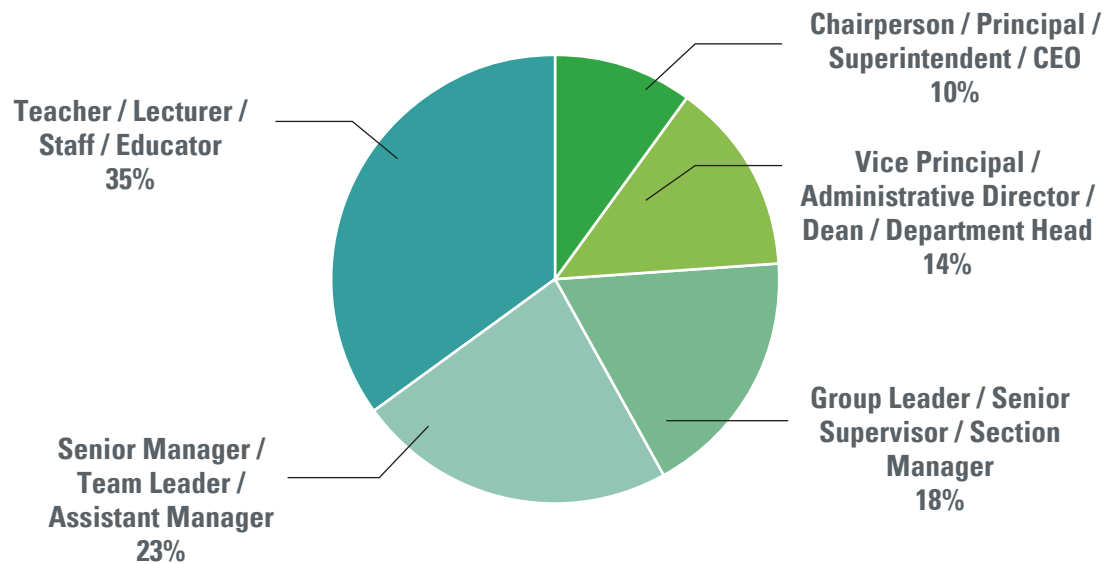
Source: e-Stat, "General Contact for Government Statistics," and "Basic School Survey," Ministry of Education, Culture, Sports, Science and Technology. Western Japan is west of the Kinki region, Eastern Japan is east of the Chubu region. Including "compulsory education schools," "secondary education schools," "special support schools," "various types of schools," and "colleges of technology. Includes national, private, and public schools.

1-5. Exhibitor and Visitor Data

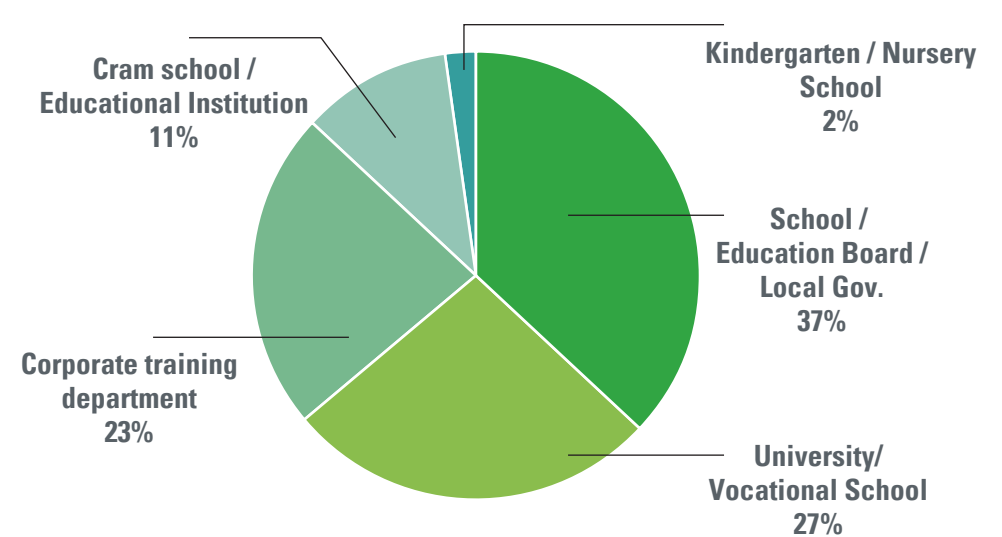
Exhibitor and Visitor Data for EDIX Tokyo 2024

Exhibitors	Overseas Exhibitors	Visitors	Conference	Conference attendees
331	34	26,482	37	10,957

Job Title of Visitors



Attributes of Educator Visitors

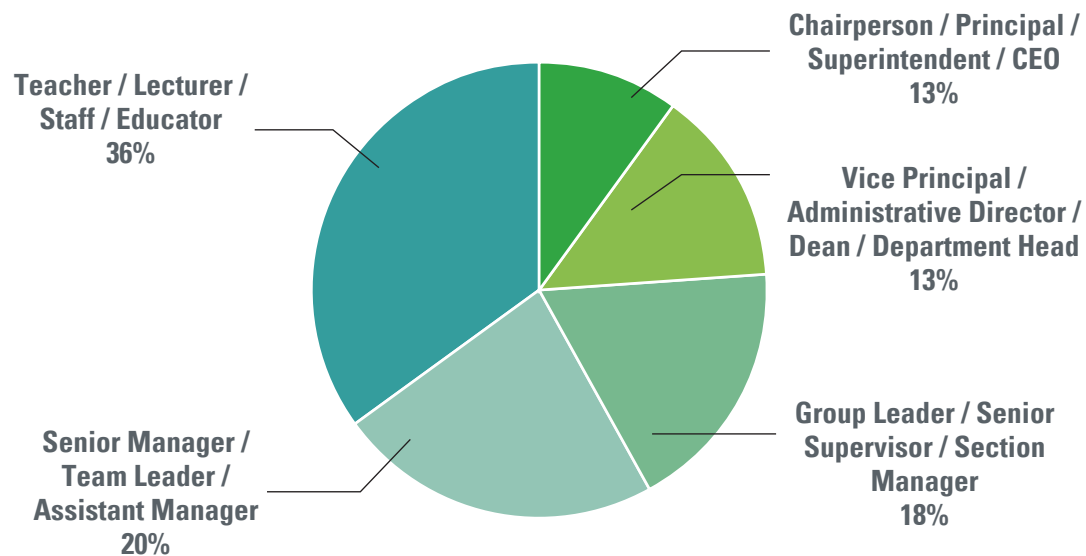


1-5. Exhibitor and Visitor Data

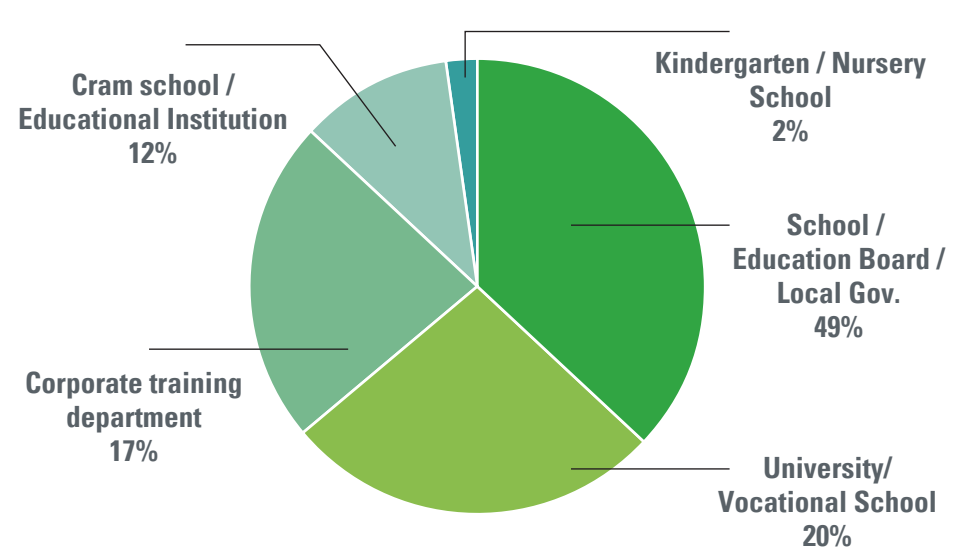
Exhibitor and Visitor Data for EDIX Osaka 2024

Exhibitors	Overseas Exhibitors	Visitors	Conference	Conference attendees
100	8	5,596	38	4,216

Job Title of Visitors



Attributes of Educator Visitors



1-6. Exhibiting Area

Consists of 3 areas. You can promote directly to Schools, Educational Institutions, Corporate HR Departments, etc.



Operational Support & DX Area

- Education Cloud
- Administrative Support
- Security System
- AI business Innovation
- Digital Grading
- Monitoring System
- Chatbots
- RPA
- CBT
- Online Class Delivery
- Video Creation Content



Learning Environment Development Area

- PC/Tablet
- Electronic Blackboard
- Projector
- Speaker
- Camera
- School LAN
- Disaster Prevention Equipment
- Edutainment
- Air Conditioning
- Campus Event
- School Cafeteria



Educational Content Area

- Educational Materials
- Educational Toys
- Language Learning
- Digital Educational Materials
- Educational Apps
- Programming Material
- Robot/Drone
- VR/AR
- Gamification
- LMS
- Reskilling
- Recurrent Education

1-7. Activities to attract visitors

1. Email Promotion to 290,000 Contacts

Sent to relevant contacts from RX Japan's database, including past EDIX attendees.

2. Mailing of 23,000 DM Invitations

Analysing data on industry, occupation, location, etc., to target visitors connected to exhibitors' clientele.

3. Attracting pull-type visitors through Digital Marketing

Using listing ads, retargeting, social media ads, etc., to expand awareness and reach targeted visitors.

Approx. **45** million Imp.

*Estimated value at EDIX Tokyo

<Media>



1-7. Activities to attract visitors

4. Requests for Cooperation from the Ministry of Education and Supporting Organisations

Collaborating with the Ministry of Education, the Ministry of Economy, Trade and Industry, the Ministry of Internal Affairs and Communications, universities, primary and secondary schools, and corporate training organisations to attract visitors to EDIX.



5. Direct Visits

Directly visiting key visitor organisations, mainly boards of education, to promote EDIX attendance.



1-8. Conference

The latest seminars by leading industry experts will be held at the same time



University of Tokyo
University
Professor
Hiroshi Suzuki



Ministry of Education
Elementary and Secondary
Education Bureau
School Digitalisation Project
Team Leader
Shiro Terashima



Ministry of Education
Education Policy Bureau
Counsellor / Education DX
Promotion Office Director
Keiko Kimura



Ministry of Education
Director, Curriculum Division,
Elementary and Secondary
Education Bureau
Hisayoshi Muto



Ministry of Internal Affairs
and Communications
Information Utilisation
Support Office
Kumiko Nishi



Educational Advisor
Yuichi Kudo



Digital Hollywood University
Professor,
Assistant to the President
Masahiro Sato



Google LLC
Google for Education
Senior Director
jennifer holland



Microsoft Japan Co., Ltd.
Executive Officer
Managing Director
Ryota Sato



Apple Inc.
Worldwide Education
Marketing Director
Liz Anderson



Kaga City Board of Education
Superintendent of Education
Chiharu Shimatani



Tokyo Gakugei University
Graduate School
Professor
Tatsuya Hotta



Mayor of Shibuya Ku
Ken Hasebe



General Incorporated
Association UNIVA
Director
Kona Noguchi



Showa Women's University
Visiting Professor
Rie Hirakawa



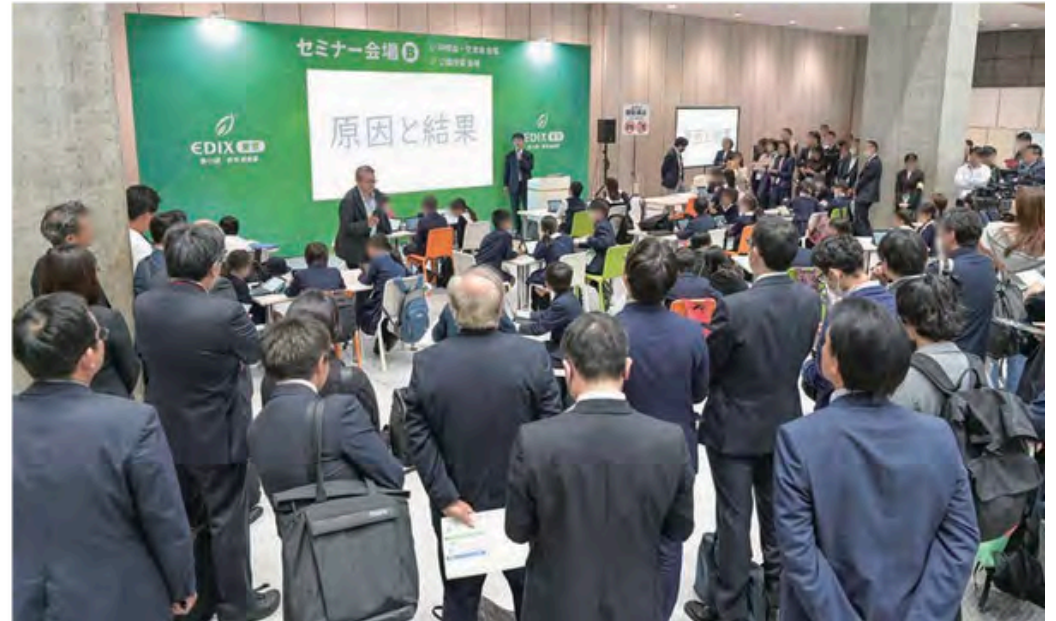
*Title omitted *Speakers of 2024 shows (Excerpt.)

1-8. Concurrent Event

◆ ICT Utilisation Training and Information Exchange for Boards of Education and Teaching Staff Only



◆ Live Class with Current Elementary School Students



(2024 Example)

1-9. What You Can Do at EDIX

- 1** Acquire high-quality leads from new schools and educational professionals due to the exhibition's industry-specific focus.
- 2** Expand your business on a national scale, with visitors attending from all 47 prefectures.
- 3** Promote your brand to many school and educational professionals at Japan's largest education industry event.
- 4** Strengthen relationships with existing clients and introduce new services at a venue that gathers the latest industry trends.
- 5** Obtain direct, real-world feedback from school and educational professionals.

2-1. Exhibiting Plan

You can exhibit with the optimal plan tailored to your company's objectives.

Required

Space Fee



The space fees vary depending on the booth location. Please refer to the other document titled "Floor Plan & Pricing Chart."

Required

Expo Master



You can showcase your company's services and products on the official exhibition website, attract visitors beforehand, and track web access numbers.

Required

Rental Display



In addition to the space fees, there will be charges for booth display. Please ensure to prepare either your own decorations or rental display.

Optional

Advertisement



We offer various advertising services, including visitor promotion email ads, and signage advertising within the exhibition venue.

2-2. Expo Master

[Price List] Three plans are available. Please select one at the time of the exhibition contract.

Premium (Limited to 6 companies)

Official WEB Top page + Top listing + Large size display

- Introduced on the official exhibition web top page.
- Randomly appears in the top two slots.



Number of PVs **4,622***

Fee | JPY **650,000**
 | JPY **700,000** (with co-exhibitor/s)

Standard

Large size display

- Two companies at random will be placed at the top of the list, following the top-ranked companies.



Number of PVs **836***

Fee | JPY **150,000**
 | JPY **200,000** (with co-exhibitor/s)

Basic

Basic Listing



Number of PVs **290***

Fee | JPY **50,000**
 | JPY **100,000** (with co-exhibitor/s)

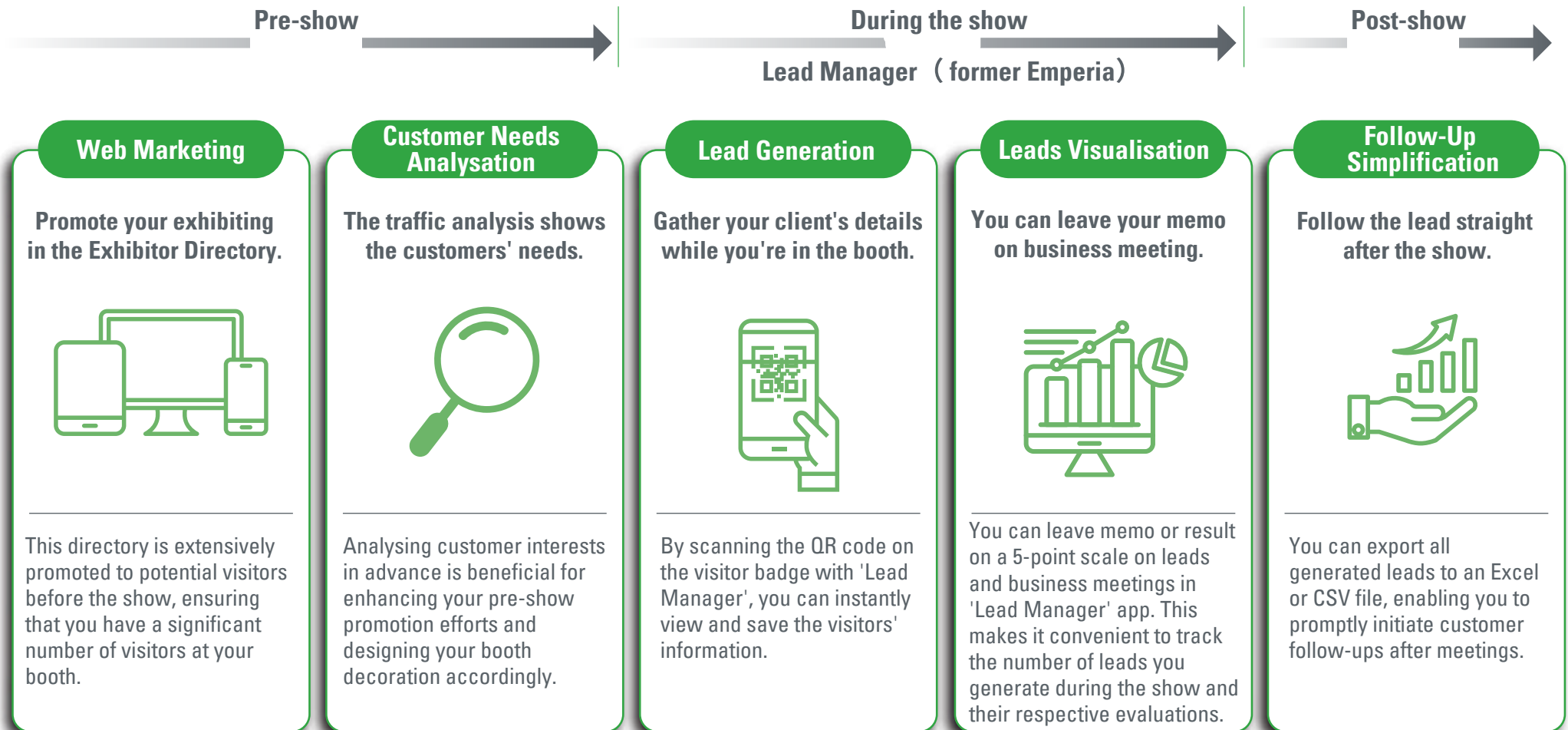
*Price does not include tax. *If there is at least one co-exhibitor, the fee will be charged as "with co-exhibitor" regardless of the number of exhibitors.

*Co-exhibitors will be listed on the exhibitor directory as basic exhibitors under any plan.

*The number of views lasting more than 5 seconds on the EDIX Tokyo 2024 Exhibitor List.

2-2. Expo Master

Make the most of digital tools to boost your show result!



*The DL fee for one unit is included in the Basic Plan and can be used by co-exhibitors.

*An additional fee of JPY 50,000 (tax not included) will be charged if you wish to download the dedicated application for two or more units.

2-3. Rental Display System

You can choose from 3 types according to your exhibiting purpose and budget.

Type A

JPY 580,000 / 1 booth (6m x 2.7m)



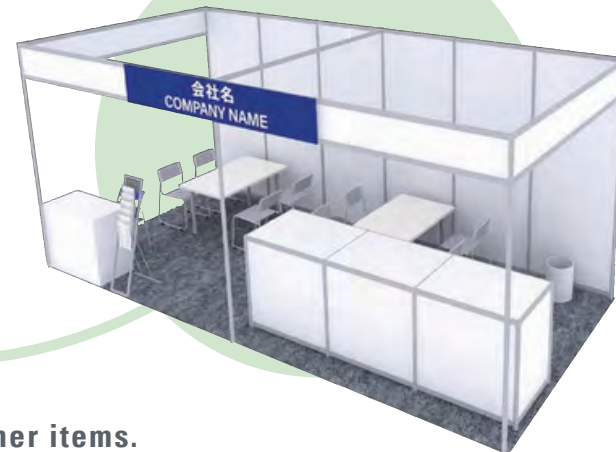
Design Type

JPY 580,000 / 1 booth (6m x 2.7m)



Type B

JPY 440,000 / 1 booth (6m x 2.7m)



*Please refer to the other document for details on furnishings and other items.

2-4. Advertisement Packages

We offer special packages with discounted advertising options to further enhance your exhibition results.

Premium Plan

Limited to 3 Companies

Premium Plan gives you maximum exposure both before and during the show period.

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

Original price JPY 4,100,000 ▶ Special price JPY **3,700,000**
(tax excluded)

Business Activation Plan

Business Activation Plan helps you attract high quality visitors to your booth.

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

Original price JPY 2,600,000 ▶ Special price JPY **2,200,000**
(tax excluded)

Starter Plan II

more exposure and more visitors at your booth.

Ads in Visitor Promotion E-mail

Lead Booster

Floor Map Ads

Original price JPY 1,400,000 ▼

Special price JPY **1,150,000**
(tax excluded)

*You can also apply each advertisement service individually.

2-5. Schedule leading up to the show

STEP 1 Make a contract



Decide booth size and the location

You can choose booth location on first come, first served basis.

STEP 2 3 months before the show



Start preparation

Register your products/ services information to Exhibitor Directory Listing.

STEP 3 At any time



Set target figures

Define exhibit goals and set target figures.

Our staff will assist you.

STEP 4 2 months before the show



Decide booth decoration

Arrange your booth construction to attract many visitors.

STEP 5 1 month before the show



Notice of Exhibit

Announce your exhibit by WEB/SNS/ E-mail ...etc. to attract more visitors.

STEP 6 3 weeks before the show



Prepare necessary items for the exhibition period

Prepare items such as "vehicle passes," "exhibitor badges," and "brochures for distribution."

STEP 7 Show Dates



Business negotiations with visitors

Engage in discussions with many visitors to boost your company's sales.

Our Exhibitor Success Team is dedicated to maximising your results. If you have any questions while preparing for the exhibition, please feel free to contact us!



edix-online.jp@rxglobal.com



EDIX

"Weaving the Future of Education, A Starting Point for New Possibilities"

Contact Us

Organiser : EDIX Executive Committee
(Managed by RX Japan Ltd.)



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<https://www.edix-expo.jp/hub/en-gb.html>