B to B Platform to Expand Your Business

2nd *Japan IT Week* Online

Dates December 1 [Wed] – 3 [Fri] 10:00–18:00

Organiser RX Japan Ltd.
Formerly Reed Exhibitions Japan Ltd.

Built by RX
In the business of building businesses

Consists of 12 shows

- Software & Apps Development Expo
- Data Center & Storage Expo
- Cloud & BPR Expo
- AI & Business Automation Expo
- Sales Automation & CRM Expo
- Information Security Expo
- IoT & 5G Solutions Expo
- Automated System Operations Expo
- Embedded & Edge Computing Expo
- Web & Digital Marketing Expo
- Advanced E-commerce & Retail Expo
- Remote Work Solutions & Hardware Expo

What is a Virtual Exhibition Organised by RX Japan?

1 Two Way, Real Time

- A place for communication rather than oneway information transmission by exhibitors

- Real-time performance just like a real exhibition

- Focus on the satisfaction of both exhibitors and visitors

2 Held for 3 days

- 8 hours/day × 3 days, total 24 hours
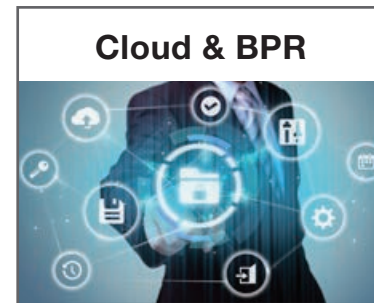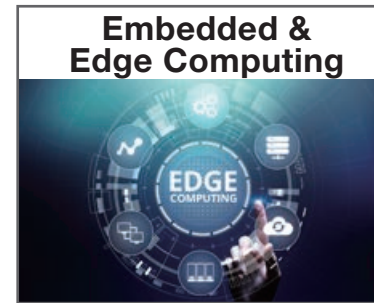- A three-day intensive business meeting

3 Held Every Year Regularly

- To be held not only once in 2021 but regularly every year.

- To be held in a variety of fields, starting with Japan IT Week.

Japan IT Week
Online 2021

Consists of 12 Specialised Exhibitions.
180 Exhibitors

Software & Apps Development	Sales Automation & CRM	Embedded & Edge Computing	Data Center & Storage
Information Security	Web & Digital Marketing	Cloud & BPR	IoT & 5G Solutions
Advanced E-commerce & Retail	AI & Business Automation	Automated System Operations	Remote Work Solutions & Hardware

1 You Can Actively Approach Visitors
Who Attended Your Booth

Exhibitor's My Page

Visitors marked with 「●」 are those who are viewing your booth in real time.

Approach the viewer with the push of "Chat" button.

Chat Screen

Sample Company Ltd. Taro Tanaka — Close

Hello! Welcome to our booth.

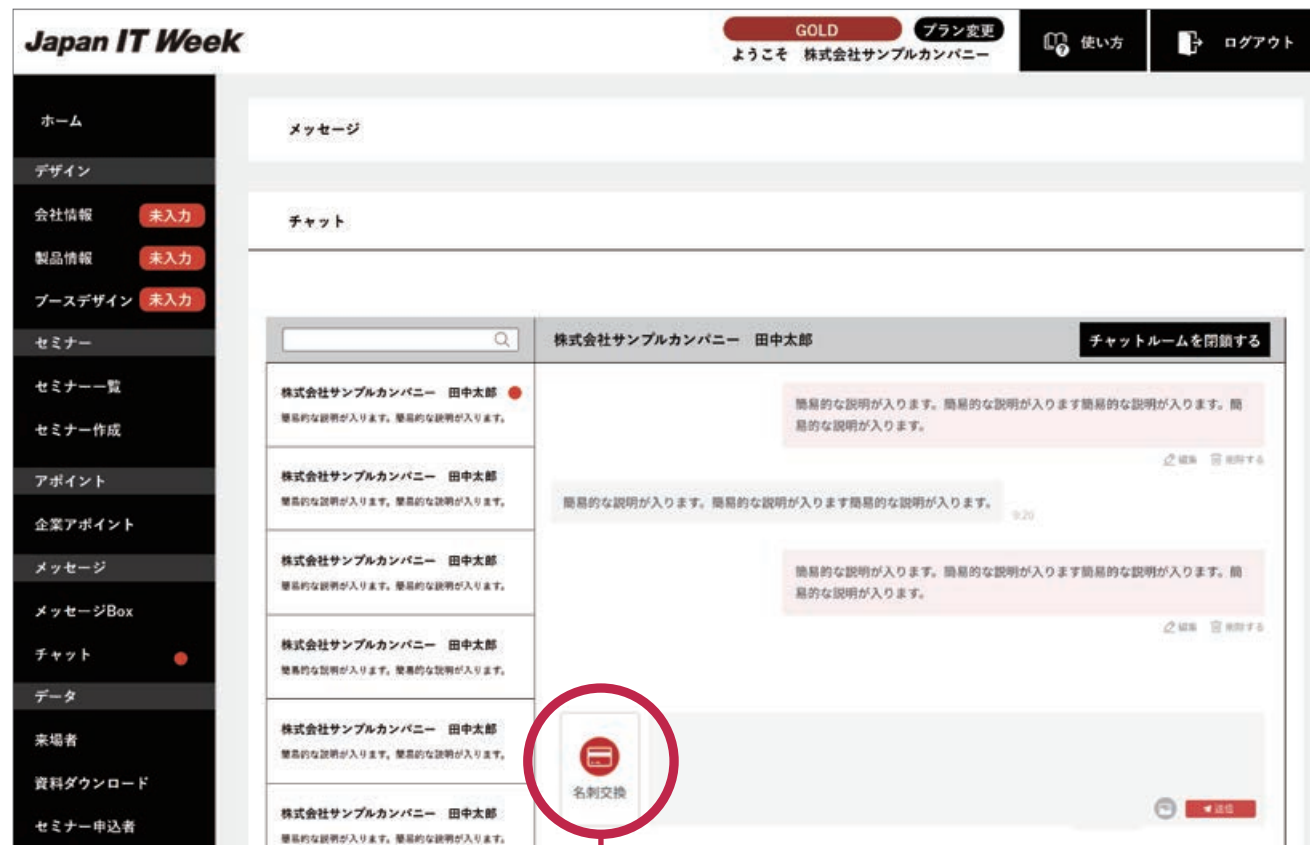Could you show me a demonstration?

<Image>

5 Features to Accelerate Business Discussion

2 **One-click Business Card Exchange.**
Business Negotiations Start Immediately

Exhibitor's My Page / Chat Screen

\<Image\>

・You can exchange business cards with the above button while chatting with visitors.

5 Features to Accelerate Business Discussion

3 Automatically Displays Exhibitors According to Visitors' Interests

You can have a business discussion efficiently as the Visitors who are interested in your products visit your booth.
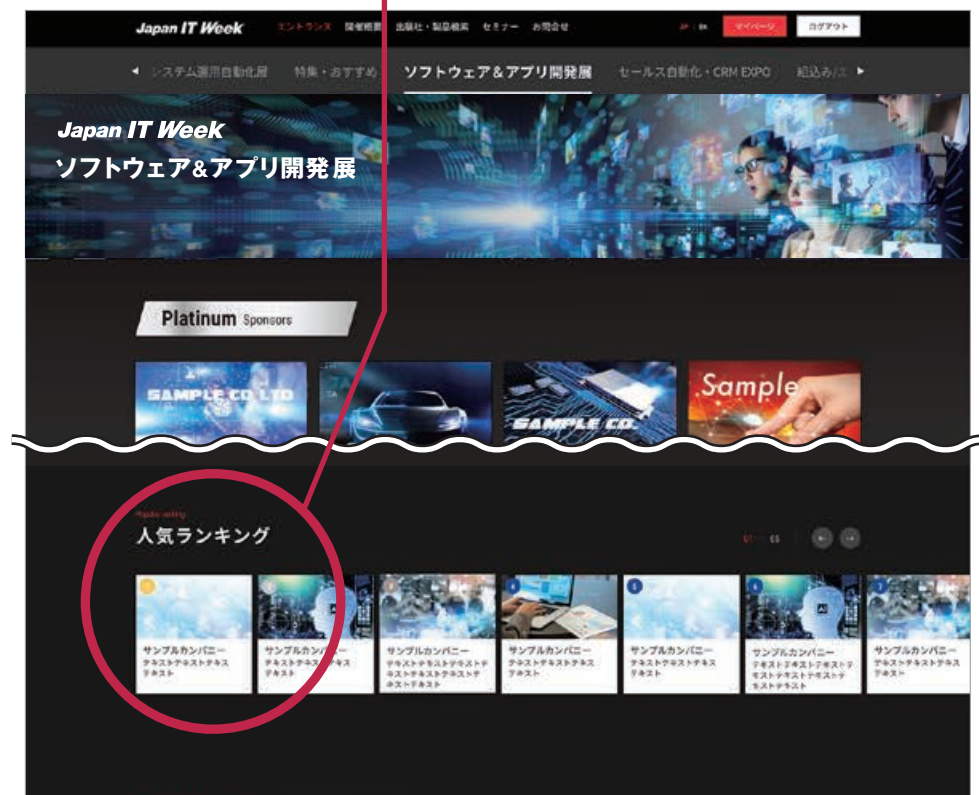
Visitor's My Page

Recommend Exhibitors upon visitors interest

Each Exhibition Page

Ranking of Popular Exhibitors by Number of Clicks

<Image>

4 Make Appointments with Visitors in Advance

・Appointment of business discussions is possible by specifying the date and time with the visitor.

・Automatically schedule appointments and seminars when you apply for them.

・Easy to access again by keeping the login status.

Visitor's My Page/Schedule Control Page

Visitor's Log in Page

<Image>

5 Have Deep Meetings with Seminar Attendees

(For Silver Plan and above/refer to page 11)

A 30-minute exhibitor's seminar can be delivered during the exhibition period.
You will be able to discuss business with visitors who have listened to your seminar
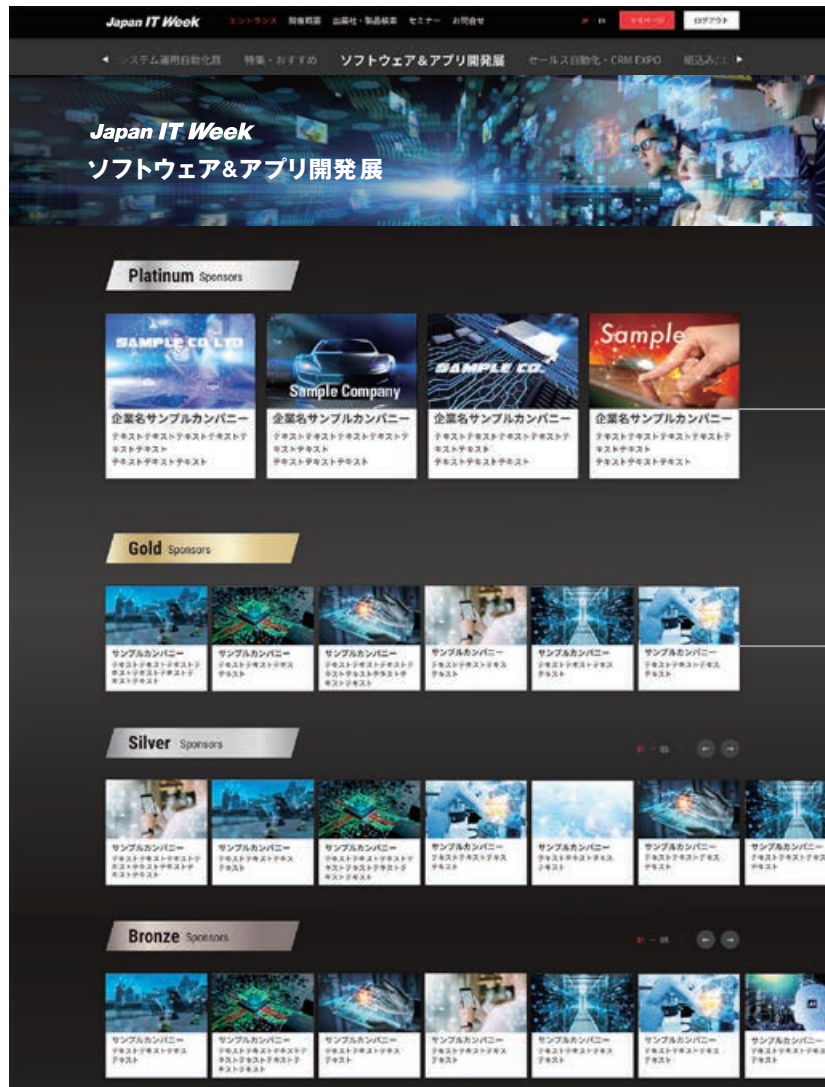and have a good understanding of your company and products.

Exhibitors' Seminar Page

<Image>

4 Sponsorship Plans

◆ **Orders of Exhibitors Displayed on The Top Page of Each Exhibition**

<Image>

The following 4 exhibit plans (Platinum, Gold, Silver and Bronze) are available. Exhibitors' booths will be displayed on the top page of each exhibition in Japan IT Week Online in order of sponsorship, starting with Platinum.

1 Platinum
Fixed presence at all 12 exhibitions. Limited to 4 companies in Japan IT Week Online.

2 Gold
Fixed presence at each exhibition. Limited to 6 companies for each exhibition.

3 Silver
Random Display according to the number of applications.

4 Bronze
Random Display according to the number of applications.

4 Sponsorship Plans

◆ **Amount of Information Displayed in Each Exhibitor's Booth** (Example of Platinum)

Booth Image

Product Info

Seminar

<Image>

Function/Plan		Platinum (4 in total)
Basic Information	Company Booth	Booth Image
	Catch Copy	○
	Company Logo	○
	Image Promotion Pics	6 Pics
	Company Info	○
	Contact	○
Content	Product (PDF/Video)	16 + 2 highlight items
	Company Introduction Video	1
	Seminar Slot	6 (2 per day)
Communication	Chat	○
	Email to Visitors	twice (to all Visitors)
	Online meeting	○
Ways to attact Visitors	Logo on Entrance	○
	Top Page Logo	Large (logo + catchcopy + company name)
	Ad on Visitors' Mypage	○
Category for providing leads (Visitors' business card information)	Brochure Download	○
	Chat	○
	Video Call	○
	Inquiry	○
	Seminar Registrant	○
Sponsorship Fee		JPY 15,000,000

4 Sponsorship Plans

◆ **Amount of Information Displayed in Each Exhibitor's Booth**

| Platinum | Gold | Silver | Bronze |

Product Info

Seminar

Product Info

Seminar

Product Info

Seminar

Product Info

The amount of information displayed at exhibitors' booth will be as shown abobe, from Platinum Sponsor onward. For details, please see page 11.

<Image>

4 Sponsorship Plans

◆ **List of Function / Price**

Function/Plan		Platinum (4 in total)	Gold (6 for each expo)	Silver	Bronze
Basic Information	Company Booth	Booth Image	Booth Image	Booth Image	Booth Image
	Catch Copy	○	○	○	○
	Company Logo	○	○	○	○
	Image Promotion Pics	6 Pics	5 Pics	3 Pics	No
	Company Info	○	○	○	○
	Contact	○	○	○	○
Content	Product (PDF/Video)	16 + 2 highlight items	10 + 1 highlight items	8 items	4 items
	Company Introduction Video	1	1	1	1
	Seminar Slot	6 （2 per day）	3 （1 per day）	1	×
Communication	Chat	○	○	○	○
	Email to Visitors	twice （to all Visitors）	once （to Visitors of the exhibitors category）	×	×
	Online meeting	○	○	○	○
Ways to attract Visitors	Logo on Entrance	○	×	×	×
	Top Page Logo	Large (logo + catchcopy + company name)	Middle (logo + catchcopy + company name)	Small (logo + catchcopy + company name)	Small (logo + catchcopy + company name)
	Ad on Visitors' Mypage	○	×	×	×
Category for providing leads (Visitors' business card information)	Brochure Download	○	○	○	○
	Chat	○	○	○	○
	Video Call	○	○	○	○
	Inquiry	○	○	○	○
	Seminar Registrant	○	○	○	×
Sponsorship Fee		JPY 15,000,000	JPY 5,000,000	JPY 1,500,000	JPY 750,000

Function is subject to change depending on the operational status.

Contact Show Management before all the booth is sold out !

Schedule to the Exhibition (planned)

2021	
July	**Apply for a Sponsorship Package**
August-September	**Start creating content for Online Expo** (Product Information, Videos, etc.) **Open Visitor Registration**
Beginning of November	**Start Exhibit Information Registration** (Online Booth Design, Product/Seminar Information)
End of November	**Open Online Exhibition Page** Visitors will be able to view each exhibit page, request appointments, download product materials, and apply for seminars.
December 1–3	**Show Open** You can communicate with visitors through chat and video calls between 10:00 and 18:00 during the exhibition.
December 10	**System Closes** After system close, you can't view the pages or download the data.

Japan IT Week

Japan IT Week is a B2B exhibition where the latest IT products and solutions gather in one place.
Japan IT Week is held five times a year - Japan IT Week Spring, Japan IT Week Autumn,
Japan IT Week Osaka, Japan IT Week Nagoya and Japan IT Week Online.
Many professionals in charge of system development and operation of social infrastructure, distribution, services and marketing visit the show to implement new IT solutions and engage with optimal business partners.

Autumn 2021	**Online 2021**	**Osaka 2022**	**Spring 2022**	**Online 2022**	**Nagoya 2022**
Oct. 27 (Wed) – 29 (Fri), 2021	Dec. 1 (Wed) – 3 (Fri), 2021	Jan. 19 (Wed) – 21 (Fri), 2022	Apr. 6 (Wed) – 8 (Fri), 2022	Jun. 15 (Wed) – 17 (Fri), 2022	Jul. 27 (Wed) – 29 (Fri), 2022
Makuhari Messe, Japan	Online	INTEX Osaka, Japan	Tokyo Big Sight, Japan	Online	Portmesse Nagoya, Japan

Exhibit at Japan IT Week Online and Physical shows!

Scenes from the previous Spring show in 2019