

Japan Home & Building Show Exhibition



Exhibitors' Guide

Sep **15** (Wed.) – Dec **17** (Fri.), 2021



Online Exhibition

= Creating Opportunities for Online Promotion + Individual Business Negotiations



■ Holding of the Online Exhibition

In 2020, there was a huge drop in places available for conducting face-to-face communication, and business activities were also impacted tremendously.

Now that we have entered the “With COVID-19” era, the Japan Home & Building Show Secretariat is conducting an online exhibition in conjunction with the physical exhibition being held at Tokyo Big Sight in 2021 in order **to provide opportunities for businesses to develop new customers.**

Please use the online exhibition as a place for finding new customers you have been unable to meet until now and new customer needs, contributing to your company’s future **business activities and product development.**

■ Overview of Online Exhibition

Exhibition Name: Japan Home & Building Show Online Exhibition

Organizer: Japan Management Association (JMA)

Exhibition Period: **Sep 15** (Wed.) 10:00 - **Dec 17** (Fri.), 2021 17:00

Related Exhibitions: Japan Home & Building Show (Physical show)

Nov 17 (Wed.) – **19** (Fri.), 2021

South Exhibition Halls, Tokyo Big Sight

Advantages of the JMA's Online Service

(1) Meeting New Potential Customers



Enables you to approach potential customers who you could not meet at the physical exhibition

(2) Enables you to obtain business card information for exhibition visitors who are interested in your company and your company's products in real time



Can lead to business negotiations rather than “just presenting products”!

(3) Enables business negotiations linked online to the physical exhibition



You can conduct business negotiations linked seamlessly through the physical and online exhibitions—online before the physical exhibition opens at the exhibition venue during the physical exhibition and online after the physical exhibition closes.



Advantage 1

You can meet new potential customers that you could not meet at the physical exhibition, giving you a lead that can be utilized in future business activities.

Gives you the chance to **encounter unexpected industries/sectors** that you would never ordinarily encounter

Enables you to approach people who are unable to attend the physical event or are busy with work!

Meeting **New Potential Customers**

Enables you to promote your company/products even to those who cannot attend the physical exhibition.



Advantage 2

Enables you to obtain business card information for potential customers, learn about their issues and topics of interest **in real time**

- In addition to business card information, you can also view information from potential customers about business-related issues.
- Analyzing the lists provides useful information for surveying customers' needs.



The following lists are provided in real time! Lists can be downloaded from each exhibitor's "My Page" at any time.

Lists provided

- List of visitors to your company's page
- List of visitors to your company's product page
- List of people downloading materials
- List of people viewing videos
- List of people clicking on the "Inquiries" button

→ Enables various approaches after data is downloaded!

E.g.: Contacted by sales manager → Use service to invite them to the physical exhibition, etc.

Advantage 3

Increase the number of visitors through the synergistic effect of holding both the physical and online exhibitions.

Organizers and related organizations will work to thoroughly mobilize attendance.

Utilizing the online exhibition will enable you to approach potential customers over a prolonged period of time extending from before the physical exhibition opens at Tokyo Big Sight until after the physical exhibition closes.

JMA Online Service is available from Sep 15 (Wed.), 2021 until Dec 17 (Fri.), 2021



Promote Booth Highlights and Exhibited Products on Exhibitor's MyPage



You can promote highlight of your company's booth at the physical exhibition venue as well as exhibited products. Also, it is possible to display lists of registered products, so potential customers can be easily guided to your company's Product Page.

Maximum of 5 products per booth may be listed.

***In the case of joint exhibits, the total number of listed products (No. of booths X 5 products maximum) is divided by the number of exhibiting companies.**

Listed products may be changed after the physical exhibition has closed.

Product Page Conveying Your Company's Appeal

You can create a Product Page to convey product information concretely. In addition, registering introduction videos will make it even easier to convey your products' appeal to customers.

The screenshot shows a product page for 'カキケコWebシステムA' (Kakikoko Web System A). The page layout includes a header with navigation links, a main content area with images and text, and a sidebar with additional information. The main content area features a large image of a person pointing at a screen, and a sidebar with a list of features and a 'View Details' button. The page is designed to convey product information and appeal to customers.



You can post product introduction videos or PDF files

In addition, it is also possible to post product photographs (Max. 4 files) and information about products' "targets, use scenarios, features, size/volume, and recommended retail price" as well as special notes about each product.

Direct Contact Between Online Exhibition Visitors and Exhibitors

An Inquiries Form is provided to enable online exhibition visitors who visit your company's page to contact your company directly.

Inquiries Form enabling online exhibition visitors who visit your company's page to contact your company directly

Visitors can click on the "Confirm" button to display the screen for checking and confirming the information they have entered on the form, and then on the "Send" button to send their inquiry to your company's registered e-mail address.

The screenshot displays a web interface for an online exhibition. On the left, there's a sidebar with 'オンライン' (Online) and 'オンラインセミナー' (Online Seminar). The main content area shows a product page for 'カキケコWebシステム' (Kakikoko Web System). Overlaid on this is a red-bordered '出展者へ問い合わせる' (Contact Exhibitor) form. The form has a title bar with a close button. Below the title, it says '必須事項を入力の上、確認ボタンをクリックしてください。' (Please enter required items and click the Confirm button). The form fields are: '製品名: カキケコWebシステム' (Product Name: Kakikoko Web System), '会社名・団体名' (Company/Group Name) with '株式会社テスト' (Test Co., Ltd.) entered, '氏名' (Name) with '姓: 山田' (Surname: Yamada) and '名: 花子' (Name: Hanako) entered, '電話番号' (Phone Number) with '0352259256' entered, 'メールアドレス' (Email Address) with 'bface-seisaku@bface.net' entered, and 'お問い合わせ内容' (Inquiry Content) with a text area containing '例: 詳しい資料がほしい。見積がほしい。詳しい話が聞きたい。Emailで連絡がほしい。電話で連絡がほしい。' (Example: I want detailed materials. I want an estimate. I want detailed information. I want to contact via email. I want to contact via phone). At the bottom of the form is a black '確認' (Confirm) button.

Online Exhibition Visitors Can Bookmark Product Pages Using “Favorite List”

Online exhibition visitors can manage product information pages using the “Favorite List” function. This enables online exhibition visitors to smoothly access the relevant Product Page when they wish to take another look at a product that has caught their interest and make inquiries with the exhibitor.



Online exhibition visitors can directly access Product Pages from their “Favorite List”.

Exhibitor “My Page” Image and Displayed Content/Exhibiting Fees

Company Introduction Page

Product Introduction Page

①

②

③



④

⑤

⑥

⑦

⑧

⑨



Displayed Content

① Company logo/name	●
② List of exhibited products	●
③ Overview of exhibited products	5 maximum
④ Names of exhibited products	●
⑤ Images of exhibited products	4 maximum
⑥ Features of exhibited products	●
⑦ Videos of exhibited products	1 maximum
⑧ Detailed specifications for exhibited products	●
⑨ PDF catalog of exhibited products	4 files maximum

Fee of Online Exhibition

Category	Fee	Consumption Tax (10%)	Total
Physical Exhibition Exhibitor	JPY 700,000	JPY 70,000	JPY 770,000
Exhibiting only at Online Exhibition	JPY 1,200,000	JPY 120,000	JPY 1,320,000

Services Provided (Tentative)

- Company information page
- Registration of basic information (company name, company logo, introduction text, booth#)
- Product Pages: 5 pages (One product may be registered per page; maximum of 5 pages)
- Registration of basic information (name of exhibited product, recommended retail price, targets, use scenarios, product features)
- Registration of category
- Number of photos that may be displayed: Max of 4 photos per page
- Materials (PDF format, up to 3MB)
 - Number of items that may be displayed: Max of 2 items per page
 - Number of videos that may be displayed: Max of 1 video per page
 - Inquiries Form (to be available from mid-November)

Content of Visitor Data to Be Provided

- Name of workplace
- Department/Position
- Full name
- E-mail address
- Telephone number
- Work address
- Industry/occupation, etc.



	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T
1	氏名	会社名	部署	職種	住所	電話番号	メールアドレス	会社名	部署	職種	住所	電話番号	メールアドレス	会社名	部署	職種	住所	電話番号	メールアドレス	会社名
2	XXXXXXXX	XXXXXXXX	XXXXXXXX	XXXXXXXX	XXXXXXXX	XXXXXXXX	XXXXXXXX	XXXXXXXX	XXXXXXXX	XXXXXXXX	XXXXXXXX	XXXXXXXX	XXXXXXXX	XXXXXXXX	XXXXXXXX	XXXXXXXX	XXXXXXXX	XXXXXXXX	XXXXXXXX	XXXXXXXX
3	XXXXXXXX	XXXXXXXX	XXXXXXXX	XXXXXXXX	XXXXXXXX	XXXXXXXX	XXXXXXXX	XXXXXXXX	XXXXXXXX	XXXXXXXX	XXXXXXXX	XXXXXXXX	XXXXXXXX	XXXXXXXX	XXXXXXXX	XXXXXXXX	XXXXXXXX	XXXXXXXX	XXXXXXXX	XXXXXXXX
4	XXXXXXXX	XXXXXXXX	XXXXXXXX	XXXXXXXX	XXXXXXXX	XXXXXXXX	XXXXXXXX	XXXXXXXX	XXXXXXXX	XXXXXXXX	XXXXXXXX	XXXXXXXX	XXXXXXXX	XXXXXXXX	XXXXXXXX	XXXXXXXX	XXXXXXXX	XXXXXXXX	XXXXXXXX	XXXXXXXX
5	XXXXXXXX	XXXXXXXX	XXXXXXXX	XXXXXXXX	XXXXXXXX	XXXXXXXX	XXXXXXXX	XXXXXXXX	XXXXXXXX	XXXXXXXX	XXXXXXXX	XXXXXXXX	XXXXXXXX	XXXXXXXX	XXXXXXXX	XXXXXXXX	XXXXXXXX	XXXXXXXX	XXXXXXXX	XXXXXXXX
6	XXXXXXXX	XXXXXXXX	XXXXXXXX	XXXXXXXX	XXXXXXXX	XXXXXXXX	XXXXXXXX	XXXXXXXX	XXXXXXXX	XXXXXXXX	XXXXXXXX	XXXXXXXX	XXXXXXXX	XXXXXXXX	XXXXXXXX	XXXXXXXX	XXXXXXXX	XXXXXXXX	XXXXXXXX	XXXXXXXX
7	XXXXXXXX	XXXXXXXX	XXXXXXXX	XXXXXXXX	XXXXXXXX	XXXXXXXX	XXXXXXXX	XXXXXXXX	XXXXXXXX	XXXXXXXX	XXXXXXXX	XXXXXXXX	XXXXXXXX	XXXXXXXX	XXXXXXXX	XXXXXXXX	XXXXXXXX	XXXXXXXX	XXXXXXXX	XXXXXXXX

Online Exhibition Exhibiting Fees

Category	Fee excluding tax	Fee including tax
Physical Exhibition Exhibitor	JPY 700,000	JPY 770,000
Exhibiting only at Online Exhibition	JPY 1,200,000	JPY 1,320,000

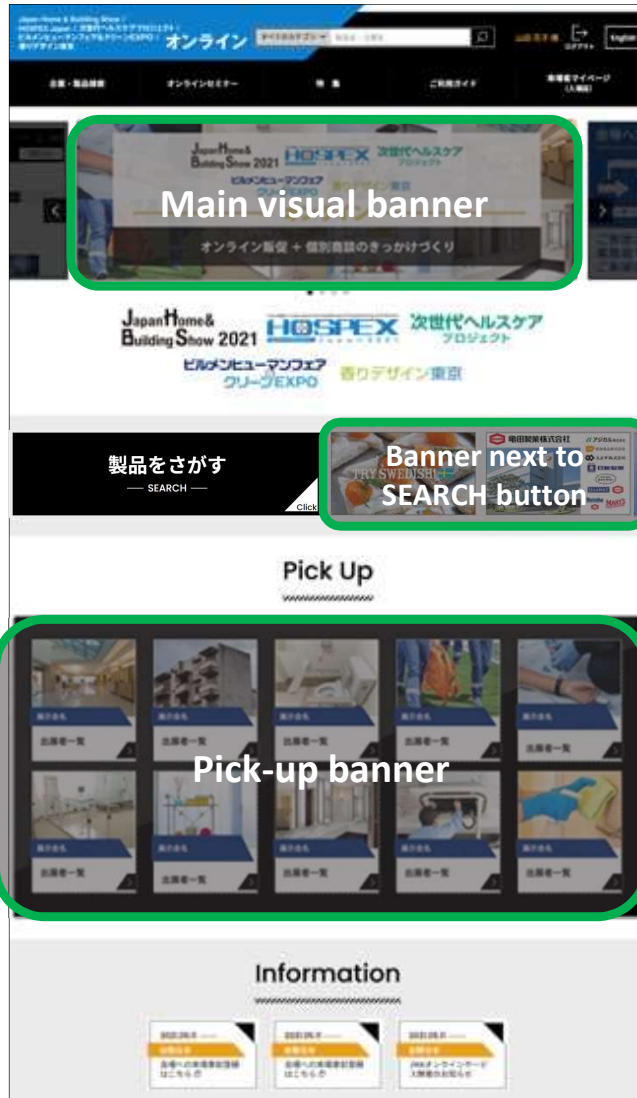
Options (fees including tax)

① Main visual banner*	JPY 2,640,000
② Banner next to SEARCH button*	JPY 1,980,000
③ Pick-up banner*	JPY 1,320,000

*Display for a maximum of 3 months

Advertising Options

(1)



(2)

(3)

*Display for a maximum of 3 months

	Fee	Consumption tax (10%)	Total
(1) Main visual banner Size: 1,200 px wide x 380 px high	JPY 2,400,000	JPY 240,000	JPY 2,640,000
(2) Banner next to SEARCH button Size: 480 px wide x 270 px high	JPY 1,800,000	JPY 180,000	JPY 1,980,000
(3) Pick-up banner Size: 480 px wide x 360 px high	JPY 1,200,000	JPY 120,000	JPY 1,320,000

*Order of banner display, etc., shall be decided by the Secretariat.

*Each company is to produce their own banner advertisement images.
• Information about image format, size, etc., is provided separately.

*Image submission deadline
• 10 days or more prior to date on which banner display is to begin

*Suggested transition destination URLs
• Exhibitor Page of company exhibiting at the Online Exhibition
• Product Page displayed at the Online Exhibition
• Your company's webpage etc.

Online Seminars

- Display seminars on the Online Exhibition Page
- Attract participants through a mailing list with approx. 100,000 registered recipients



	Fee	Consumption tax (10%)	Total
Online Seminar 1 session	JPY 300,000	JPY 30,000	JPY 330,000

Presentation length	40 mins
Capacity	Max. 1,000
Tools	A Zoom account will be provided by the Secretariat and a webinar function will be used (live format)
Important Points	<p>Please provide lead information such as audience/website visitors</p> <ul style="list-style-type: none"> •Webpage visitors •Participation applicants •Actual participants <p>*Audience numbers cannot be guaranteed. *Seminars are to be organized/conducted by the presenting companies *Seminar applications are limited to Exhibitors at the Online Exhibition.</p>
Date/Time of Presentation	<p>Please select from the list shown on the following page.</p> <p>*Decided on a first-come, first-served basis.</p>

Online Seminars

Please select your seminar timeslot of choice from the dates/times shown below.

*Decided on a first-come, first-served basis.

Time	Nov 1 (Mon)	Nov 2 (Tue)	Nov 3 (Wed)	Nov 4 (Thur)	Nov 5 (Fri)
11:00–11:40	A1	B1	C1	D1	E1
12:00–12:40	A2	B2	C2	D2	E2
13:00–13:40	A3	B3	C3	D3	E3
14:00–14:40	A4	B4	C4	D4	E4
15:00–15:40	A5	B5	C5	D6	E5

On-demand streaming available from Nov 8 (Mon) — Nov 12 (Fri)!

Time	Dec 6 (Mon)	Dec 7 (Tues)	Dec 8 (Wed)	Dec 9 (Thur)	Dec 10 (Fri)
11:00–11:40	F1	G1	H1	I1	J1
12:00–12:40	F2	G2	H2	I2	J2
13:00–13:40	F3	G3	H3	I3	J3
14:00–14:40	F4	G4	H4	I4	J4
15:00–15:40	F5	G5	H5	I6	J5

Online streaming available from Dec 13 (Mon) until Dec 17 (Fri)!

Overall Schedule

Date	Physical Exhibition	Online Exhibition
Jul 30 (Fri)	Deadline for exhibitor applications	
Aug 6 (Fri)		Deadline for exhibitor applications
Aug 31 (Tue)	Deadline for payment of exhibitor fee	
Early Sep (tentative)	Announcement of booth layout, etc.	Deadline for data submission
Sep 15 (Wed)	Visitor pre-registration begins	Exhibition opens 10:00 –
Early Oct (tentative)	Deadline for submission of required documents	
Nov 1 (Mon) – 5 (Fri)		Exhibitor seminars
Nov 22 (Mon) – 23 (Tue)	Installation of exhibits 8:00 – 18:00	
Nov 24 (Wed) –26 (Fri)	Exhibition period	
Nov 26 (Fri)	Removal of exhibits 17:00 – 22:00	
Dec 6 (Mon) –10 (Fri)		Exhibitor seminars
Dec 17 (Fri)		–17:00 Exhibition closes

How to Apply to be an Exhibitor

Applications may be submitted via the website below.



<https://school.jma.or.jp/s/LZAoc>

For inquiries regarding the JMA's online services, please do not hesitate to contact the Secretariat at the address shown below.



Japan Home & Building Show Secretariat

E-mail: jhbs@jma.or.jp

Tel: +81-3-3434-1988