

# 2nd ADVERTISING SUPPORT EXPO

## Exhibition Outline

- ◆Dates: July 5 (Wed) – July 7 (Fri), 2017
- ◆Venue: Tokyo Big Sight, Japan
- ◆Organized by: Reed Exhibitions Japan
- ◆Concurrent Shows: 9th PROMOTIONAL GOODS EXPO [Summer]  
5th STORE PROMOTION EXPO [Summer]  
4th SALES SUPPORT EXPO [Summer]

### Exhibitors

Companies exhibit following products and services

- Ad technology
- Contents production
- Advertising space
- OOH ad
- Posting Service
- Consulting

...etc.

### Business Meeting

- ◆ Products/Service Order
- ◆ Price/Delivery Date Arrangement
- ◆ OEM Proposal

### Visitors

Following department of company/store/facility

- PR
- Marketing
- Sales Promotion
- Management

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- Ad Agency

...etc.

## Special Exhibit Zones

### Ad Technology Zone

- Ad network
- Ad server
- Ad exchange
- Listing advertising
- Affiliate advertising
- DMP·DSP

- Targeting
- PMP·RTB

...etc.

### Advertising Content Creation Zone

- Video production
- Web production
- Logo/sign board production
- Audio and visual production
- Graphic design
- Mobile content

- Rich content
- AR/VR content

...etc.

### Ad Space/OOH Advertising Zone

- Web/SNS advertising
- Newspaper/magazine ad
- Radio/TV advertising
- Transit/urban advertising
- Email advertising
- Video advertising

- Fold flyers
- Sampling

...etc.

ADVERTISING SUPPORT EXPO Show Management

Reed Exhibition Japan Ltd.

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