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1. Official website/Exhibitors-only website/SNS posting

CEATEC Official Website Required

The CEATEC Official Website is a portal site that provides a wide range of information not only to visitors to CEATEC but also to members of the press.

- (1) Linked with SNS such as Facebook and X to spread exhibitor/exhibition information widely.
- (2) CEATEC News Center will provide information on the CEATEC exhibition throughout the year through its own magazine and articles from the industry media.
- (3) Online exhibition space will be available for exhibitors to introduce their products and services before, during, and after the show, enabling them to reach potential customers who were unable to attend the show.
- (4) Exhibitor details will be posted on the official website from Tuesday, September 2 to Thursday, October 30.

Exhibitors-only website

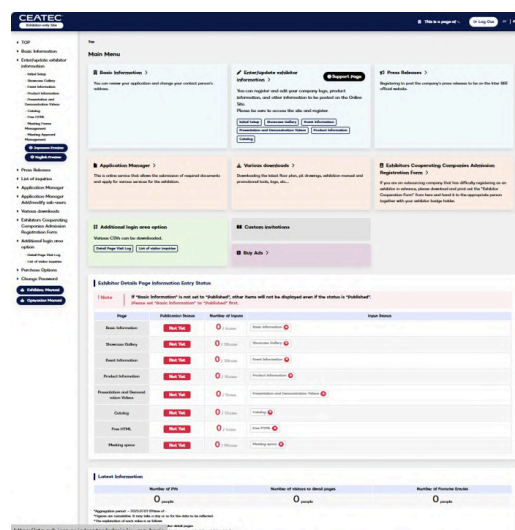
Exhibitors are requested to use the exhibitors-only website for entering information on the exhibitor page and submitting documents online. Please use the Exhibitors-only website to disseminate more information about your exhibit. For details, please refer to the Exhibition Manual Site.

All data entered by exhibitors can be searched on the Official Website's free word search database. From entered the information, the greater the chance of attracting visitors. Inputting information is therefore a valuable way for exhibitors to promote their activities. Please enter your information by **August 29th (Fri)**. You can change the information later at any time.

Functions of Exhibitor-only Page

- (1) Enter/update exhibitor information (required): Basic exhibitor information, product information, free HTML, showcase gallery, event information
 *Basic information such as URL and exhibit area has already been registered based on the application form. If you wish to make any changes, please contact CEATEC Management Office.
- (2) Press release information
- (3) Various downloads (exhibitor manuals, CEATEC logo data, various drawings, etc. will be uploaded on a timely basis)
- (4) Online service for documents to be submitted
- (5) Forms for exhibitors and cooperating companies, password change

Exhibitor information download function is available as a paid option.



Paid Option (Login Area)

We would like to inform you about the following extension function for exhibitor detail pages.

- ◆ Eligible Users: CEATEC 2025 Exhibitors (including co-exhibitors)
- ◆ Usage Period: Tuesday, September 2nd to Friday, October 31st
- ◆ Option Fee: JPY 330,000 (including consumption tax)
- ◆ How to Apply: Please check the box for **【Exhibitor Details Page Add-on Option: Login Area】** in the form [here](#) and **submit**.

◆ About the Additional Features

- ① Provision of visitor data who accessed the Exhibitor Details Page
 ※Data will be provided only for visitors who accessed the Exhibitor Details Page while logged in and stayed for at least 3 seconds.
 ※Since visitor data is recorded by the system, data for visitors meeting the following conditions prior to your application can also be provided.
- ② Video Posting Function (Demo/Presentation Videos)
 Up to 9 videos can be posted.
- ③ Document Posting Function (Catalog)

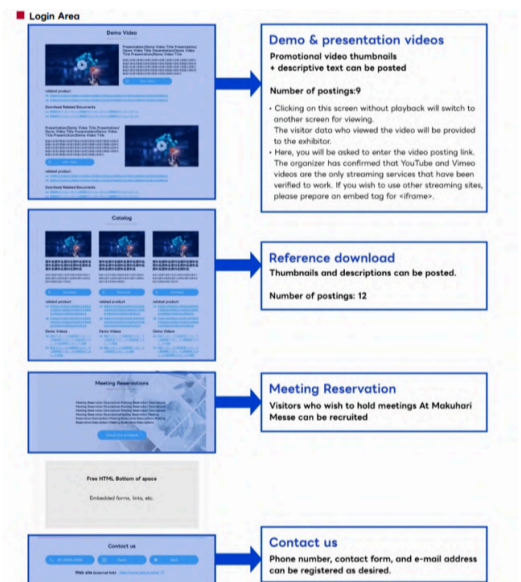
Up to 12 documents can be posted.

④ Meeting Reservation Function

You can recruit attendees wishing to meet at Makuhari Messe.

◆ How to Download Attendee Data

After application, the data can be downloaded from the exhibitor-only site.



Official SNS Accounts

CEATEC has established official accounts on Facebook, X, and Instagram. We will also use these accounts as media to connect exhibitors, users, and the CEATEC secretariat, and as a place to communicate with them. We will also provide real-time updates on the exhibition site during the show.

CEATEC official page on Facebook

<http://www.facebook.com/CEATEC.official/>

CEATEC official account on X

https://x.com/#!/ceatec_EN

CEATEC official account on Instagram

https://www.instagram.com/ceatec_official/?hl=ja

2. CEATEC AWARD 2025

Deadline

August 26



In the CEATEC AWARD 2025, the CEATEC 2025 Review Panel will award outstanding technologies, products, services, etc. that are exhibited at CEATEC 2025. Selected from entry applications made in advance, the award candidates will be judged not only from the perspective of academic, technological, marketing, and future potential but also by the level of innovativeness offered.

Exhibitors to submit entries for CEATEC AWARD are required to complete **application for CEATEC AWARD 2025 〈No.18〉** and post it online at the exhibitions only website by **5:00 PM (JST), August 26th (Tue)**.

1. Award Categories

CEATEC AWARD 2025 Ministerial Awards

The Ministerial Awards will be awarded for outstanding projects, technologies, products, and services, as well as supporting software, applications, components/devices exhibited at CEATEC 2025 and entered for CEATEC AWARD 2025. These awards recognize entries judged as making a major contribution to solving regional issues, including revitalization; promoting prosperous lifestyles, enriching society, improving efficiency and high added-value in economic activities; and furthering the realization of the Digital Garden City Concept.

① Minister of Internal Affairs and Communications Award

Candidates for selection are deemed to have made major contributions to the advancement of the CPS/IoT community and realization of Society 5.0 – which includes but is not limited to the innovative utilization of information and communications networks, data, AI technologies and IoT technologies in the age of IoT and Big Data, as well as establishing services based on the aforementioned technologies for use in local communities.

② The Minister of Economy, Trade and Industry Award

Candidates for selection are deemed to have made major contributions to the development of the CPS/IoT community and the realization of Society 5.0, such as manufacturing that creates new value, solves problems and promotes innovation in daily life, society, business and industry through the use of AI, robotics, Big Data, etc.; services that utilize IoT; and the development of cross-sectional technologies that promote the digital transformation of industry.

③ The Minister of Digital Agency Award

Candidates for selection are deemed to have made major contributions to the creation of a prosperous lifestyle and a resilient society, where people can choose the most appropriate services for their life stage, by harnessing the potential of digital technologies and solving diverse issues while making the best use of digital technologies to realize a digital society on a global scale.

*Ministerial Awards are listed in the order of establishment of the relevant ministry or agency.

*The "Keywords" associated with each Minister's Award are listed on the application form from this year. Please check the following and select the keywords that apply to the product, service, or technology you are applying for.

CEATEC AWARD 2025 Category Awards

One Grand Prix winner and one Runner-up will receive awards in each of the following categories from among the entries submitted for CEATEC AWARD 2025.

① Innovation Category

In this category, recipients will be selected from a wide range of projects involving new technologies, products, services, software, applications, solutions, and business models that will contribute to the realization of Society 5.0, which will sustain and enrich industry, business, society and daily life. The awards will be presented to those projects judged to be outstanding in terms of their innovativeness, concrete feasibility, and contribution to society.

② Next Generation Category

In this category, the awards recognize innovative applications from startup companies, universities and research institutes that develop innovative technologies, products, services, software, and business models, and bring them to market. Entries judged as superior from defined perspectives – including practicality, contribution to society, technological sophistication, and marketability – will be considered for the awards.

③ Co-Creation Category

Awards in this category recognize projects that have a unique theme; that are widely recognized for their advanced technology, products, services, software, applications, solutions, business models, etc.; and that are co-created by companies from diverse industries and business sectors working in partnership to realize Society 5.0. The awards will be presented to companies that are recognized for their advanced technology and contribution to the society of the future.

④ Global Category

In this category, the awards recognize innovative applications from global exhibitors whose HQ are located in overseas, that develop innovative technologies, products, services, software, and business models, and bring them to market.

2. The Advantages of Participation

(1) Greater Media Exposure	① Providing a list of award-winning projects to the media. ② The award results will be widely publicized through both announcements at press briefings and the distribution of press releases. ③ Follow-up reporting during the exhibition is also anticipated to increase publicity. ④ Advance promotion before exhibition at press conference (applicants only)
(2) Attracting the Attention of Visitors	① The award results will be posted on the official CEATEC website. ② The award results will also be posted at the Central Entrance of the venue (tentative). ③ The award plaques/trophies will be displayed next to the awarded entries.
(3) Positive Effect on Sales, Promotion, and Advertising	To maximize exposure, the companies of award-winning products will be able to use the CEATEC AWARD 2025 symbol and logotypes on marketing/sales promotional tools, as well as in advertising.

3. The CEATEC 2025 Select Collection

CEATEC 2025 Select Collection" will be created based on the CEATEC AWARD 2025 application information.

- ① The CEATEC 2025 Select Collection is based on the information in the application form and will be made available in printed form and on the official CEATEC 2025 website. The print version is for the media and government officials, and the official website is for visitors.
- ② The information will be made public from October 7 (tentative) to induce visitors to visit the booth at Makuhari Messe.
- ③ Please register the following information for the Select Collection on the application form: "Title of the project," "Description and outline of the project (maximum of 100 words, including intended use, functions, technologies, and features)," "Photographs/images," and "Company/organization logo. Please submit one photo/image that can be made public as of October 7.

4. Entry Procedure

- (1) Entry Period: July 1 (Tue) to Aug 26 (Tue), 2025
- (2) Entry Fee (per entry)
 - 1. All areas with the exception of the Next Generation Park & the Global Park: JPY 55,000 (tax included) /entry
 - 2. The Next Generation Park & the Global Park: JPY 11,000 (tax included) /entry
- (3) Entry Deadline: 5:00p.m., August 26 (Tue), 2025
- (4) Please download **the Entry Form** and fill in the required fields before submitting.
- (5) When submitting an entry form, an exhibitor may upload up to two files of reference materials (with a combined size of no more than 1 GB). These should include technical details (PDF: 10 pages or less in A4 size), image files (graphics/ photographs) that provide a visual idea of your entry, and video files (optional; MP4 format).
- (6) There is no limit on the number of entries. However, any exhibitor making more than one entry should fill out and submit an entry form for each.
- (7) Entries are limited to CEATEC 2025 exhibitors.
- (8) Notes on making entries:
 - ① There is no limit on the number of entries per exhibitor. However please fill out and submit an entry form for each.
 - ② Up to two supplementary files can be attached and submitted per entry.
 - a. A PDF document of up to 10 A4 pages with technical details, including graphics/ photographs, that will provide the judges with a clear idea of the submitted project
 - b. Video (optional, MP4 format)
 - ③ Always include the name of the exhibitor, project (abbreviations acceptable) in the filename.
 - ④ The combined size of the two files should not exceed 1 GB.

- ⑤ Applications without reference materials may be considered to lack the necessary information for the preliminary screening (document review).
- ⑥ Applications are limited to technologies, products, services, concepts, etc. that will be featured at exhibitor booths during CEATEC 2025.
- ⑦ If a joint entry is made by two or more companies, the representative company must enter the required information in the "Application Contact Person" field, and the other companies must enter their information in the "Joint Application Company Name" field.
- ⑧ Joint applications will be accepted on condition that the representative company also exhibits individually at CEATEC 2025.

5. Procedures, Announcement, and Awards

- (1) Preliminary Screening (Document Review)
All entries will be reviewed by a panel of judges, who will examine the application documents, including the attached reference materials.
- (2) Primary Screening
Based on the results of the document review, primary screening will be conducted to select the candidates for the Ministerial Awards and the Category Awards.
- (3) Final Screening (Ministerial Awards and Category Awards)
Candidates selected for the Ministerial Awards and the Category Awards during the primary screening will have a chance to present their project(s) and participate in a Q&A session with the panel of judges. Following the final screening, the winners of the Ministerial and Category Awards will be decided.
 - 1. Presentation and Q&A session
Exhibitors who have been selected for the Ministerial and Category Awards candidates after the primary screening will have the chance to present their projects and participate in a Q&A session with the panel of judges.
 - 2. Details will be announced to those candidates who have passed the primary screening. Following the presentations and Q&A sessions, The three Ministerial Awards (1. Minister of Internal Affairs and Communications Award, 2. Minister of Economy, Trade and Industry Award, and 3. Minister of Digital Agency Award) and the Category Awards will be chosen by the review board panel of judges.
- (4) Announcement of Ministerial and Category Awards: October 7(Tue), 2025
- (5) Ministerial Awards Ceremony: details will be announced separately.
- (6) Category Awards Ceremony: details will be announced separately.
- (7) Points to keep in mind when submitting applications:
 - 1. No application can infringe on any patents or include any patents pending.
 - 2. Applications will be invalidated in the event of fraudulent activities, such as making false statements, or activities that undermine the objectives of the project after the application has been received.
 - 3. Information provided by the exhibitors during the screening period will be disclosed only to the review board panel of judges, and will be handled with the utmost care.
- (8) Deadline for payment of the entry fee: December 26 (Fri), 2025

6. Recipients of the CEATEC AWARD 2025 Ministerial Awards

- (1) In order to ensure that recipients of the Ministerial Awards can prepare quickly and smoothly for the awards ceremony and other activities, Ministerial Award winners will be notified immediately after the CEATEC AWARD 2025 final screening.
- (2) A simple exhibit of winning projects to accompany the awarding of certificates and plaques is being planned for this year's Ministerial Awards ceremony.
- (3) Details of the aforementioned simple exhibit will be announced at a later date.
- (4) CEATEC AWARD 2025 Ministerial Awards Ceremony
Date/Time: 6:30 p.m. on October 14 (Tue), 2025
Palace Hotel Tokyo 1-1-1 MARUNOUCHI | CHIYODA-KU | TOKYO100-0005 | JAPAN T: +81 3 3211 5211

7. Review Board Panel Composition

- (1) **Composition of the Review Panel (Expected members)**
 - ① Academic societies (alphabetical order, tentative)
Information Processing Society of Japan; Institute of Electrical Engineers of Japan; Institute of Electronics, Information and Communication Engineers; Institute of Image Information and Television Engineers;
 - ② Research institutes/labs and press (alphabetical order, tentative)
MM Research Institute, Ltd.; Nikkan Kogyo Shimbun Ltd. (daily newspaper); Nikkei BP Intelligence Group; ITmedia, Inc.; Techno-core Corporation
- (2) **Observers**
The Ministry of Internal Affairs and Communications; The Ministry of Economy, Trade and Industry; The Digital Agency (in order of establishment)
Japan Electronics and Information Technology Industries Association (JEITA)
* CEATEC 2025 organizer
Communications and Information network Association of Japan (CIAJ)
*Co-sponsor of CEATEC 2025
Software Association of Japan (SAJ)

CEATEC AWARD 2025 Office

Person in Charge: Kodai

E-mail: award2025@ml.ceatec.com

Phone: +81-(0)3-3518-9688

TQ Kanda-Sarugakucho

2-6-8 Sarugakucho, Chiyoda-ku, Tokyo 101-0064

3. Booth Evaluation System

Overview

At CEATEC 2025, we set up a new award of booth design in collaboration with the Japan Association for the Promotion of Creative Events (JACE) for promoting sustainable and creative exhibition booths. This award is evaluating exhibition booths from the perspectives of environmental consideration, design, and innovation, and recognize outstanding displays. This initiative aims to contribute to the creation of exciting booths suitable for future society and promote an attractive exhibition.

Outline of the evaluation system

Evaluation Schedule	October 14, 2025 (Tuesday) 10:00 AM - 5:00 PM
Judge members	Japan Association for the Promotion of the Event Industry (JACE) and JEITA Design Committee members
Eligibility	All exhibition booths (application-based/free of charge)

Evaluation Criteria

Quantitative Evaluation	Environmental evaluation (decarbonization and resource circulation)
Qualitative Evaluation	Design and innovation
Evaluation results	All booths that meet certain criteria will be recognized as "Excellent Awards."

Application method

This evaluation system is application-based (free of charge). Exhibitors who wish to participate should complete the entry form via the online service for submission documents within the CEATEC exhibitor-only website, in **"Booth Evaluation System Application" (No. 44)**.

(Note)

The review by the judges will be on the first day of the exhibition (October 14). Awards will be presented after the evaluation and during the exhibition (details will be notified shortly). Please note that the evaluation criteria may not be met depending on the number of applications, submitted documents, and the content of the judging. This program is an initiative to contribute to the creation of sustainable exhibitions. We hope you will participate in this program as an opportunity to attract the attention of visitors.

4. Leaflets and Envelopes

CEATEC 2025 will offer premium time invitation tickets and leaflets as one of the promotional tools for exhibitors to use in attracting visitors to the show. Please apply for the required number of invitation cards and distribute them to stakeholders and other visitors.

*Distribution Period **Please make sure to apply for leaflets even if they are distributed free of charge**, due to printing requirements. Premium time invitation tickets, invitations, and envelopes received by **July 30 (Wed.)** will be sent to the person in charge of the exhibit sequentially from **August 25 (Mon.)**.

(1) Leaflets

The following number of guidebooks will be distributed according to the number of booths applied for.

① Number of free distribution

Number of booths applied for	Maximum number of free distribution
1 to 3 booths (booth space):	Up to 1,000
4 to 8 booths (booth space):	Up to 2,500
9 - 12 booths (booth space):	Up to 4,000
15 - 20 booths (booth spaces):	Up to 6,000

***1,200 additional sheets for every 5 booths (booth spaces) thereafter.**

② Additional tickets

If you wish to receive more than the number of free tickets, you may apply for additional tickets for a fee of 330 JPY per ticket (including consumption tax). [Example of application] *In case of exhibiting in 2 booths (booth space) Free distribution: 1,000 sheets, additional 100 sheets requested *33,000 JPY (including tax) to be invoiced after the exhibition

③ Specifications

A4 16 pages (tentative), approx. *40g / FSC certified paper 210mm x 297mm, folded in three (210mm x 105mm) (tentative)

(2) Envelope (sold separately)

Envelopes for mailing will be sold at 22 JPY per envelope (including consumption tax).

① Envelope specifications

Material: OPP (Oriented Polypropylene) *Biomass OPP bag with tape Size: 120 mm (length) x 235 mm (width) + 30 mm (open at short end) Surface: White matte + black smear
Back: Colorless and transparent

② Cautions for use

Vinyl material (OPP) is not compatible with imprinting printing. Please use tack stickers for the address and company name columns. The white matte surface can be fixed with inks that can be used for imprinting on vinyl, plastic, etc. However, we recommend that you allow sufficient drying time for the white matte surface, as it dries more slowly than paper.

③ Note on fee-paid envelopes

When you send more than 10 pieces, you can simply pay the postage for the number of pieces and send them without affixing stamps by counting the number of pieces and bringing them to the post office counter without affixing stamps. If the number of sheets to be sent is 10 or less, please use stamps, etc.

(3) Application

Please fill out the application form **Invitation Card/Envelope Application Form" (No.39)** and send it to the Japan Electronics Show Association by Wednesday, July 30. We will accept applications as long as possible after the deadline, but please note that there is a possibility that we may run out of stock or delay in delivery.

5. Special Invitation Ticket

At CEATEC, we are introducing a new “Special Invitation Ticket” system to help exhibitors invite important customers and industry stakeholders more smoothly and effectively. This initiative aims to promote the attendance of key personnel and maximize the benefits of exhibiting.

1.Special Invitation Ticket Overview

Special Invitation Ticket are tools for exhibitors to invite important customers and stakeholders to the exhibition. No prior registration is required for general attendees, and this is a premium invitation method that offers exclusive benefits, differing from the standard attendance method.

2.Special Invitation Ticket Benefits

Attendees presenting a Special Invitation Ticket will receive the following exclusive benefits.

- 1. Use of Car Drop-off Area, on the ground floor of the International Conference Hall (*1)**
Supporting convenient access
- 2. Use of the exhibition hall's exclusive lounge (*2)**
A dedicated space available for breaks and informal business discussions.
- 3. Use of special conference seating (*2/*3)**
Priority access to main sessions in a designated area (no prior reservation required).
- 4. Smooth entry via a dedicated reception desk (*2)**
Present your invitation ticket and business card at the dedicated counter to receive an entry pass.
※No prior registration is required for general attendees.
- 5. Tote bag + select collection gift (*2)**
Limited materials and novelties will be distributed.
- 6. Meal vouchers (exchange tickets) usable at Makuhari Messe and surrounding areas will be provided.**
Meal vouchers can be given at the special lounge.
A map of participating stores will be provided.

* 1 Use of the drop-off area is limited to vehicles with drivers (private vehicles are not permitted)..

* 2 Up to one accompanying person may use the same service.

* 3 Special listening seats are only available in Convention Halls A and B.

* 4 Special listening seats are not available if they are full.

3.How to use the service

How to use	Please log in to the exhibitors-only website and register from “No. 43. Special Invitation Ticket Application” in the “Documents to be Submitted Online System”.
Application Deadline	October 10 (Fri.) *However, the deadline for mailing original tickets is August 22 (Fri).
Fee	JPY 3,300 (tax included) per ticket
Distribution	• Original tickets will be mailed to the exhibitor's representative. • Electronic data (PDF download)

4. How to use

- ① Exhibitor-only website, online document submission service **【No. 43. Special Invitation Ticket Application】** Apply for the required number of tickets
- ② Enter the number of invitees registered on the application site (*Registration method will be announced in late August)

- ③ Send the original tickets by mail or download the data from the registration site to the exhibitor representative
- ④ Send the original tickets or invitation ticket data to the exhibitor representative
- ⑤ Scan the QR code printed on the invitation ticket at the dedicated reception desk at the CEATEC venue to receive the benefits and admission ticket • Special invitees do not need to pre-register for entry via the CEATEC official

* Special invitees do not need to pre-register for entry via the CEATEC official website. For other details regarding registration methods, distribution methods, and on-site instructions for each invitee, we will provide further information after your application is received.

CEATEC Management Office E-mail: exhibitor2025@ceatec.com

6. Hospitality for Overseas Visitors

Applicable

Deadline

Accept anytime

CEATEC has adopted various international strategies to announce the latest findings, trends, and activities worldwide. CEATEC have close relations with overseas media and embassies in Japan, so we expect to have many overseas visitors again this year. We ask all exhibitors to assist in creating a good environment for international visitors.

Requests to exhibitors

- ① Post Exhibitor information in English on the CEATEC Official Website
- ② Provide and distribute English-language press releases
- ③ Make English-language materials available
- ④ Assign staff that can communicate with overseas visitors

*When translators are assigned at the booth, please make the staff to wear the badge or armband to be found easily by overseas visitors.

Example of materials

Name of product	Putting down with English is preferred.
Outline	
Description	
Picture / Figure	

Friendliness to overseas visitors registration

CEATEC provides overseas visitors with information on booths that have arranged English language materials and interpreters. If you will be providing such services for overseas visitors, log in to the dedicated exhibitor site and register your hospitality for overseas visitors in the **Registration of Overseas Visitors Correspondence** **No.6** in the online application system.

* See [B-1 1](#) for details of the dedicated exhibitor site.

We will introduce your information together with your booth data on our official website and e-zines for overseas.

7. Request for response on acceptance or non-acceptance of “Student visitors”

CEATEC actively promotes students to visit our exhibition in cooperation with universities, colleges, high schools, and other educational institutions, with the aim of enabling them to directly experience the latest technologies and industry trends. This year's exhibition is expected to attract many students, and expected to provide an opportunity for encouraging them and an understanding of our industry. We would like to request all exhibitors in the following so that student visitors can feel at ease when visiting your booths/ or not.

Examples to accommodate student visitors

- Provide materials for students (company brochures, recruitment pamphlets, key points of the exhibition, etc.)
 - Assignment of staff available to explain to students (we ask that explanations be provided in easy-to-understand language).
 - Student-welcomed signage in the booth (e.g., “Students welcome,” “Questions are welcome,” etc.)
 - Policy for dealing with crowded booths (if there are any restrictions on dealing with student visitors, please let us know in advance)
- * The organizer will send you “Student Friendly Logo (TBD)” data to exhibitors who are willing to accommodate students. We hope you will make use of the logo by displaying it in your booth.
- * We would appreciate it if you could use this opportunity to interact with visitors who are interested in your booth.

Request

At CEATEC, information on your booth that have set up materials for students or assigned staff to explain their products and services will be posted on the official website and on signs inside the venue for students and educational institutions planning to visit the exhibition. If you are planning to take any of these measures, please log in to the exhibitors-only website and register the information in the **Registration of Student Response Status <No.45>** in the “Submission Documents Online System”.

Depending on the content of your exhibit and the purpose of your visit, we may need to make certain adjustments to your booth to accommodate student visitors. If you have any concerns or requests, please feel free to contact the show management. Thank you for your consideration and understanding.

How to distribute your information through the press

1. CEATEC News Center

Application

No.14

Deadline

Accept anytime

CEATEC has a News Center with its own planning, reporting, and editing teams. The News Center distributes various news, primarily about the exhibits, to prospective visitors, industry people, the press, and the public.

At the request of exhibitors, the News Center will assist their public relations activities by reporting on their key products, technologies, or services and distributing information about them, or encouraging the mass media to cover them.

Information Distributed by the News Center

Reports compiled at the News Center are posted on the CEATEC Official Website as CEATEC NEWS, an exclusive news media of CEATEC.

In addition, reports are distributed via CEATEC E-mail News to prospective visitors and industry people. The Center will also encourage electronic and print media both in Japan and overseas to cover the news.



Reporting and Planning by the News Center

Professional writers will meet with and interview exhibitors, and then write articles. At the exhibitor's request, they will make suggestions on appropriate styles to attract potential customers and prospective visitors, as well as on the selection of themes to attract the mass media.

How to Use the News Center

Early exposure to the media is the most effective means to increase the number of visitors to the booth. The News Center has excellent links with various mass media including TV stations. The earlier exhibitors provide information, the more opportunities the News Center will have to convey it to various media.

Please contact the News Center soon to seize the opportunity to increase your exposure in the media.

Contact

Please fill in the **Application for News Center Information Distribution <No.14>** and submit it to the Japan Electronics Show Association. The Center also accepts information via e-mail.

E-mail address: 2025newscenter@ml.ceatec.com

In the e-mail, please specify the exhibitor, products or technologies to be promoted (with a brief description), and the person in charge.

How to distribute your information through the press

2. Briefing Session for Spokespersons

CEATEC attracts a great deal of media attention and coverage before, during, and after the event.

In order to help exhibitors deepen their understanding of CEATEC, a briefing session is scheduled to introduce CEATEC's PR support measures and PR schedule for exhibitors.

This briefing will be held in Japanese. We apologize for any inconvenience caused.

Objectives

- ① To explain CEATEC 2025 and help spokespersons of each exhibitor to gain a better understanding of this event and our commitments.
- ② Spokespersons can share the public relations plan of CEATEC and link it with their own plan.

Target

Spokespersons of exhibitors and organizations of CEATEC 2025

Briefing session for spokespersons

Date	August 22 (Fri) 2:00p.m.-3:00p.m.
Venue	Online
Agenda (planned)	• Explanation of CEATEC • Messages from the press (expectations for CEATEC this year, etc.) • Explanation of the public relations plan of CEATEC (by Management Office)

How to apply

Please apply by [Wednesday, August 20, 2025] using the form below.

Briefing Session for Spokespersons

Media Networking Event

As many media visit CEATEC for interviewing every year, we have established an opportunity for media representatives and exhibitor public relations staff to network and invite media coverage prior to the event. The networking event is designed to enhance the effectiveness of your exhibition participation, and we kindly request your participation.

Media Networking Event

Date and Time	September 11 (Thu) 10:00a.m.-12:00p.m. (Reception opens at 9:30 a.m.)
Venue	AP Nihonbashi (Nihonbashi Front 6F, 3-6-2 Nihonbashi, Chuo-ku, Tokyo) https://www.tc-forum.co.jp/ap-nihonbashi/access/
Agenda (TBD)	• Part 1: Briefing for media representatives *Exhibitors are welcome to attend as listeners only. • Part 2: Networking event for media representatives and exhibitor public relations representatives

How to apply

Please submit the registration form for the “CEATEC 2025 Media Networking Session” by September 5, 2025 (Fri).

*Due to space limitations at the venue, only companies/organizations that have applied to exhibit (excluding co-exhibitors)

Contact

JEITA (Japan Electronics and Information Technology Information Association)
Public Relations Office

E-mail: pr@ceatec.com

How to distribute your information through the press

3. Press Release Distribution Support Service

CEATEC supports media exposure through the following methods.

Press release posting on the CEATEC Official Website

Exhibitors' press releases can be posted on the CEATEC Official Website by inputting into the Exhibitors-only website.

Press release posting at the CEATEC Press Center

At the Press Center, the Management Office offers various services and distributes news to the media. The press release and press kit of your main exhibits (products and technologies) will also be distributed.

Format	No particular format requirements. Exhibitors can use their own press releases and press kits. Promotional videos and DVD and other giveaways in addition to press releases can also be placed.
Number of Copies to submit	-Japanese: 100 copies -English: 20 copies
Content	Press releases should include -Exhibiting company's name -Exhibition zone -Booth number -Contact Information for inquiries

Press releases and press kits can be brought directly to the Press Center (located in the venue).

1. Opening Reception

Applicable

The Opening Reception will be held in Tokyo on the opening day. This will be a good opportunity for effective communications between the representatives of exhibiting companies and industries, and the press. **Please access the special website, and enter** the necessary information, and submit it to the Japan Electronics Show Association.

Time

Tuesday, October 14, 6:30 p.m. – 8:30 p.m.

Location

Aoi function room

Place Hotel Tokyo

1-1-1 Marunouchi, Chiyoda-ku, Tokyo

Invitee registration period

August 25(Mon) to September 26 (Fri)

*Please contact us by email.



Guest Registration

Exhibitors can invite the specified number of persons as shown below depending on the number of booths.

Booth size of exhibit	Invites
1-3	3
4-8	5
9-12	10
15-20	15
Over 21 booths	Add 2 people each 5 booths

*Note that the CEO (president, Chairperson, etc.) of exhibitors will be invited by the three Sponsors (JEITA, CIAJ, and SAJ). Therefore, please register other executives.

Notification of About Invitation

Please register attendees via **the invitation registration site**, which has been open since Monday, August 25. After completing registration, please bring the invitation attached to the email sent to you to the venue on the day of the event.

2. Exhibitor Executive Service [Required registration]

Following services are available for Exhibitor executives (directors and above) from exhibiting companies who visit the site vehicle. Please fill in Registration or fill in the data in an designated excel format **"Vehicle Application Form for Exhibitor executive Visit" <No. 35>** and submit it to Japan Electronics Show Association by **Friday, September 26**.

*If you come to CEATEC on foot, please write "on foot" in the "vehicle type" section of the application form.

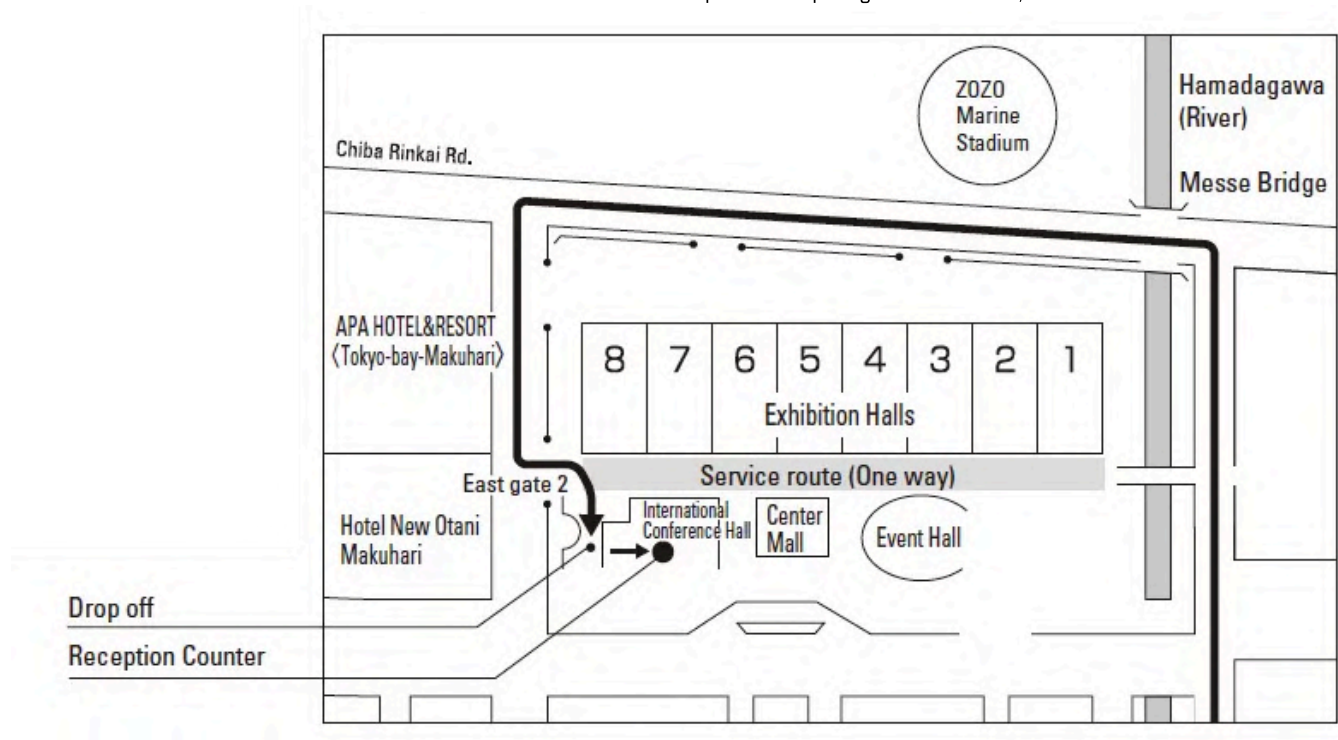
Vehicle sticker

Vehicle sticker for Exhibitor executive will be distributed around Wednesday, October 1.

*This sticker is valid only for Exhibitor executive visit, not allowed to use any other purpose, such as commuting between your office and Makuhari Messe.

Vehicle of Exhibitor executive parking

The vehicle with the sticker can enter from the East Gate No.2 to Exhibitor Executive Reception. vehicle parking lot will be reserved, near the International Conference Hall.



Exhibitor Executive Reception

Exhibitor Executive Reception will be set up on the first floor of the International Conference Hall to welcome and provide services to special.

Special Room

Special Room will be set up in the International Conference Hall. Exhibitors who wish to use the room, are required to submit **Application for Special Room <No.36>** to Japan Electronics Show Association by **Friday, September 26**. Applications will be accepted on a first-come, first-served basis from 10:00 a.m. on Tuesday, July 15. Please check with the Japan Electronics Show Association for availability. Applications are acceptable even after the deadline if there is a vacancy.

- (1) **Room charge**
JPY11,000 per hour per room (including consumption tax).
- (2) **Hours**
From 1 to 2 hours at a time, between 9:00 a.m. and 5:00 p.m. from Tuesday, October 14 to Friday, October 17.
- (3) **Facilities (the room charge includes the following)**
Reception set, dining table (in 4 rooms only), exhibition information
1 soft drink for each guest (coffee, black tea, orange juice, cola, oolong tea and beer)
*Meal services (Shokado Bento box lunch) are available for an additional fee of JPY2,200 (tax included) per box .

3. CEATEC Networking event for Exhibitors

CEATEC networking event would be planned, after the exhibition hour is closed. This event will have an opportunity for exhibitors to exchange information and discuss new business opportunities. The relaxed atmosphere will provide an excellent opportunity to interact directly with professionals from diverse industries and deepen the exchange of ideas.

Please check the Exhibitor News which will be sent in late September for details of this event.

Exhibitor Networking Event Overview

Date & Time	6PM-7:00PM, October 15th (Wed)
Place of the event	In Makuhari Messe venue (tentative)
Eligibility for Participation	CEATEC Exhibitors
Participate fee	For free

1. Visitor Data-Reading App

Applicable

Deadline

September 26

Visitors entry CEATEC exhibition with a QR code (two-dimensional barcode). The QR code carried by visitors contains encrypted business card information, which can be read by a dedicated system. By using the visitor data reading system at your booth, you can easily collect visitors' business card information and request information. This system is useful for quick sales activities and simplification of the reception desk. If you wish to use this system, please apply for the "Visitor Data Scanning System Application Form" by Friday, September 26. If you wish to use the PWA ("Progressive Web Apps," a website that runs like an app on a smartphone) type, you will need a smartphone (android recommended). Smartphone rental service is available for a separate fee.

■ QR Reader: "Visitor Data Reading System [QR Reader] Application Form" <No.42>

■ PWA type: "Visitor Data Reading System [PWA type] Application Form" <No.37>

Advantages of Using Visitor Data Reading System

- Advantage 1** It eliminates the need to compile business card information of visitors at the booth after the fact, leading to cost reduction.
- Advantage 2** Data is provided in CSV format*, making it easy to process in-house and useful for quick sales activities. CSV data is sent as a ZIP file with a password when attached to an e-mail. Please make sure that you are able to receive the data in this file format.
- Advantage 3** In addition to business card information, you can collect information on visitors' requests such as which products they are interested in as a questionnaire, which can be used as accurate sales follow-up and marketing data.
- Advantage 4** The tool can be used by accessing the tool on your own smartphone/tablet and adding it to your home screen.
(PWA type only) Smartphone rental will be provided as a separate option.

QR Reader Use Plan

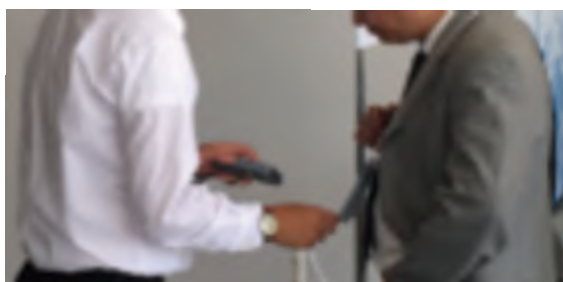
(1) Features

1. Easy operation for those who are familiar with the use of QR reader readers.
2. Scanned visitor data will be delivered in data format to the e-mail address of the person in charge of the exhibition within one week after the end of the exhibition.
3. In addition to business card data, visitor requests, such as which products the visitor was interested in, can be obtained as Excel data by using the request code table. We can also provide the data in a format that is linked to the contents of questionnaires prepared by exhibitors. (Service available for an additional fee)

(2) Fees

After applying for the fee, the following information will be sent to the person in charge of the exhibition by e-mail in advance.

- Information on QR Reader rental locations, etc. (PDF)
- How to use the request code table. (PDF)
- About the Request Code Table Printing System. (URL of the printing system is attached to the body of the e-mail)



Using of the QR code reader (Image)



Using of the survey function (Image)

First unit	30,800 JPY (including consumption tax)
For the second and subsequent units	22,000 JPY per unit (including consumption tax)

Reference Data output items

About business card information

Business card information includes the following information entered by visitors in the web pre-registration for admission.

Name / Company / Department / Position / Address / Telephone number / E-mail address

* Business card information not entered by the visitor will not be output.

* Visitors carrying badges that do not have a QR code (two-dimensional barcode) attached to them will not be supported. (Chest band bearers, VIP registrants, press, students and younger, and other visitors with related badges)

Notes on the data to be delivered

Kanji characters that can be input are limited to the second level of the Shift JIS Kanji code, and other kanji characters will be treated as external characters. For this reason, characters that are illegible due to visitors' handwritten registration, or characters that are impossible to input in the second level Kanji code for business cards from Asian countries (countries that use Kanji characters), will be treated as external characters and input with ■.

In addition, if you use machine-dependent characters (I, II, III, (Roman numerals), (1), (2), (3), (circled characters), etc.) in the pre-registration fields on the Internet, etc., the characters may be garbled or marked with "?" etc.) may be garbled.

For more information on the QR Reader Usage Plan, please contact

Barcode System Section, SOU Global & Communication Inc.

E-mail: info_ceatec2025@f-vr.jp Tel: +81-(0)3-5577-7871

MetLife Kanda Nishiki-cho Building 4F, 3-23 Kanda Nishiki-cho, Chiyoda-ku, Tokyo 101-0054, Japan

PWA Type Use Plan

(1) Features

1. This application is developed using the Progressive Web App (PWA) technology.
2. Installation of this application does not require going through an app store such as Apple App Store or Google Play, and can be used in a browser environment.
3. It can be used simply by installing it on an android smartphone. It can also be used on tablet devices.
 - *No need to download from the app store.
 - *The display is optimized for smartphones and may be difficult to use depending on the screen size of the tablet device.
4. Scanned visitor data can be downloaded immediately from the exhibitors-only website.
 - *Because many exhibitors will be using the system during the show, it may take some time to download the data.
5. Original questionnaire function can be used by setting it up on the exhibitor-only site.

(2) Fees

Basic fee (initial fee and 2 licenses included)	33,000 JPY (including consumption tax)
For each additional license thereafter	19,800 JPY (including consumption tax)

- * License = Number of devices that can be logged in at the same time
- * There is no charge based on the number of reads.
- * If you wish to rent a device, a separate fee will be charged.

Usage Fee Optional Smartphone Rental

(android): 9,900 yen (consumption tax included)/unit

- * Exhibitors are required to install and log in to PWA by themselves.

PWA Type Usage Image



Simply install the software on your smartphone or tablet. This is a PWA, so there is no need to download from an app store.



Scan the two-dimensional barcode (QR code) on the admission ticket.

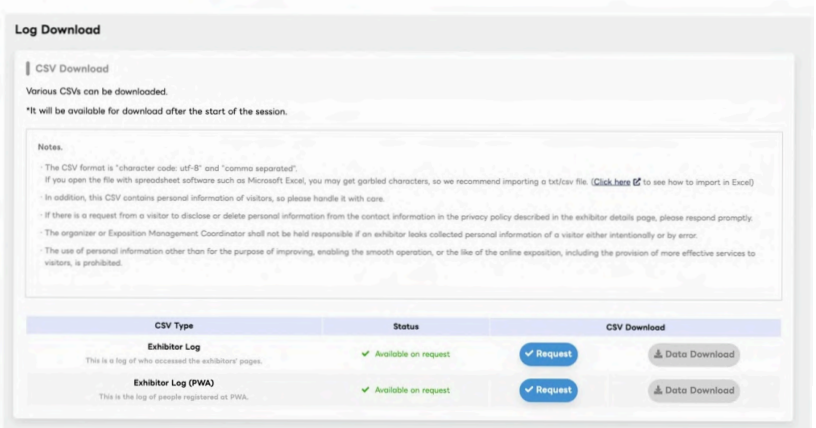


You can check the history of the latest 100 entries loaded by the same account (license).
*101 and earlier entries can be downloaded in CSV format from the exhibitors-only site.



After reading and displaying admission data, it is also possible to enter responses to the questionnaire.

*If you do not need it, you can choose not to use it.



Reading info and survey data can be downloaded from the exhibitors-only site immediately.
Quick follow-up, such as sending an e-mail to booth visitors is also possible on the same day.



After applying, the following will be sent to the person in charge of the exhibition by e-mail in advance.

- Information on rental smartphone rental locations, etc. (PDF)
- [Application Guide \(PDF\)](#)

- Quick Installation Guide (PDF)
→A4 size 1 sheet Quick Installation Guide for use in your own booth during the preparation period and during the exhibition.

(3) Precautions

- PWA is an application that runs on a web browser and has the functionality and convenience of a native application.
An Internet connection is required to use this application.
* Regarding internet connectivity, we recommend using mobile networks provided by cellular carriers. As for Wi-Fi connections, they are not recommended due to the possibility of unstable connections.
- This application can also run on iOS devices (iPhone, iPad), but due to iOS specifications, it is rare for a user to be logged out at an unintended time.
In such cases, you can use the application by logging in again (by scanning the 2D barcode (QR code) for login). In such cases, you may be required to forcibly log out of your terminal at the exhibitors-only site.
*For details, please refer to the User's Guide.
- Since there is no countermeasure for the above iOS logout at this time, use of Android devices is recommended.
*All functions of this application can be used on iOS devices without problems, except for the occurrence of logout.

Reference Data Output Items

Business card information

Business card information includes the following information entered by visitors in the web pre-registration.

Name / Company / Department / Position / Address / Telephone number / E-mail address

Business card information not entered by the visitor will not be output.

Visitors carrying badges that do not have a QR code (two-dimensional barcode) attached to them will not be supported. (Chest band bearers, VIP registrants, members of the press, visitors under school age, and other related badge bearers)

Notes on Data to be Delivered

The character encoding of the CSV file that can be downloaded from the exhibitors-only site is Shift-JIS.

For inquiries regarding PWA type details, please contact

CoreDB ScanQuick, SEPTET Inc.

E-mail: scanquick@septet.co.jp TEL: +81-(0)3-6387-3177

Kakei Building Aoyama 3F, 2-6-9 Shibuya, Shibuya-ku, Tokyo 150-0002, Japan

Free

B4

How to satisfy your visitors more at the exhibition

2. Business Meeting Space

Business lounges will be set up in exhibition halls for exhibitors to hold meetings at the exhibition. These lounges can also be used for meetings with guests or business negotiations.

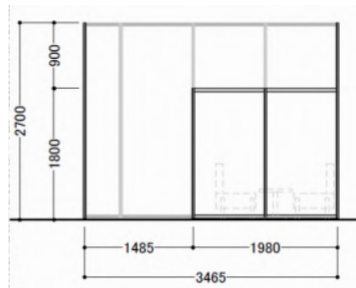
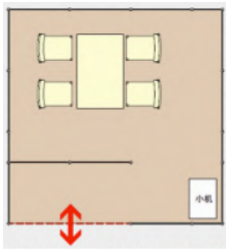
Outline

- ① Available
At 10:00 a.m. to 5:00 p.m. from Tuesday, October 14 to Friday, October 17
- ② Location
In the exhibition site, etc.
- ③ Fees
Free of charge (an exclusive lounge for exhibitors)

How to use

The details of its usage and location will be announced in late September.

- Construction Image



3. Reception Room

Reception rooms will be set up on the 2F Central Mall in the International Exhibition Halls for exhibitors to use for product introductions to visitors such as business entertaining, business meeting, workshop and event.

Exhibitors who wish to use the reception rooms are requested to submit the **Application for Reception Room / Demonstration Room <No.40>** to the Japan Electronics Show Association (JESA) by **Friday, August 01**.

Applications will be accepted from **10:00 a.m.(JST) on Tuesday, July 15** on a first-come-first-served basis. Please note product displays and demonstrations are prohibited.

① Room Specifications

62m²(4.9m×12.7m)

Electricity socket(single-phase 100V ・ 200V, triple-phase 200V)

*You will be charged ¥11,000 per 1 kW separately for the cost of primary mains work and electricity rate. Counter tables, counter chairs

② Location

Central Mall 2F Proseminum Decks (Hall 7)

③ Room Charge

¥1,650,000 (tax included)

④ Open

Show period: Tuesday, October 14 – Friday, October 17

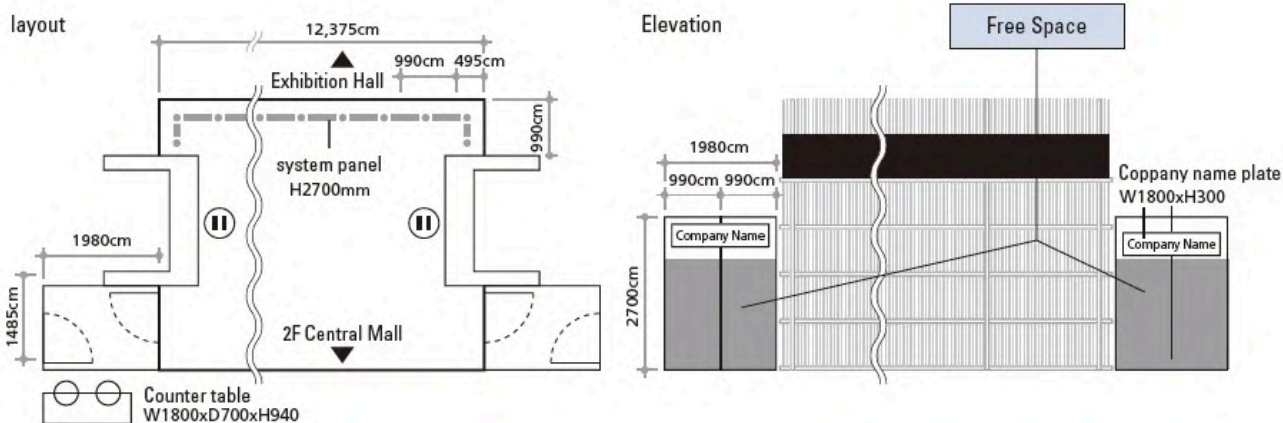
Load-in period: Sunday, October 12 – Monday, October 13

⑤ Use

Restricted to product introductions to visitors such as business entertaining, business meeting, workshop and event

⑥ Note

- Product displays and /or demonstrations are prohibited.
- Walls will be installed with system panels in the exhibition halls; however, printing of company names or logos in the exhibition hall except on the 2F aisle and on glass area are prohibited.
- Indoor fixtures must be prepared individually and the installation of fixtures other than those provided by the Management Secretariat (e.g. counter tables and chairs) outside of the rooms is prohibited.
- Concerning electricity use, enter the capacity in accordance to the ["Application for Electrical Power Supply" <No.3>](#) . (see D-2 5)



Location Image



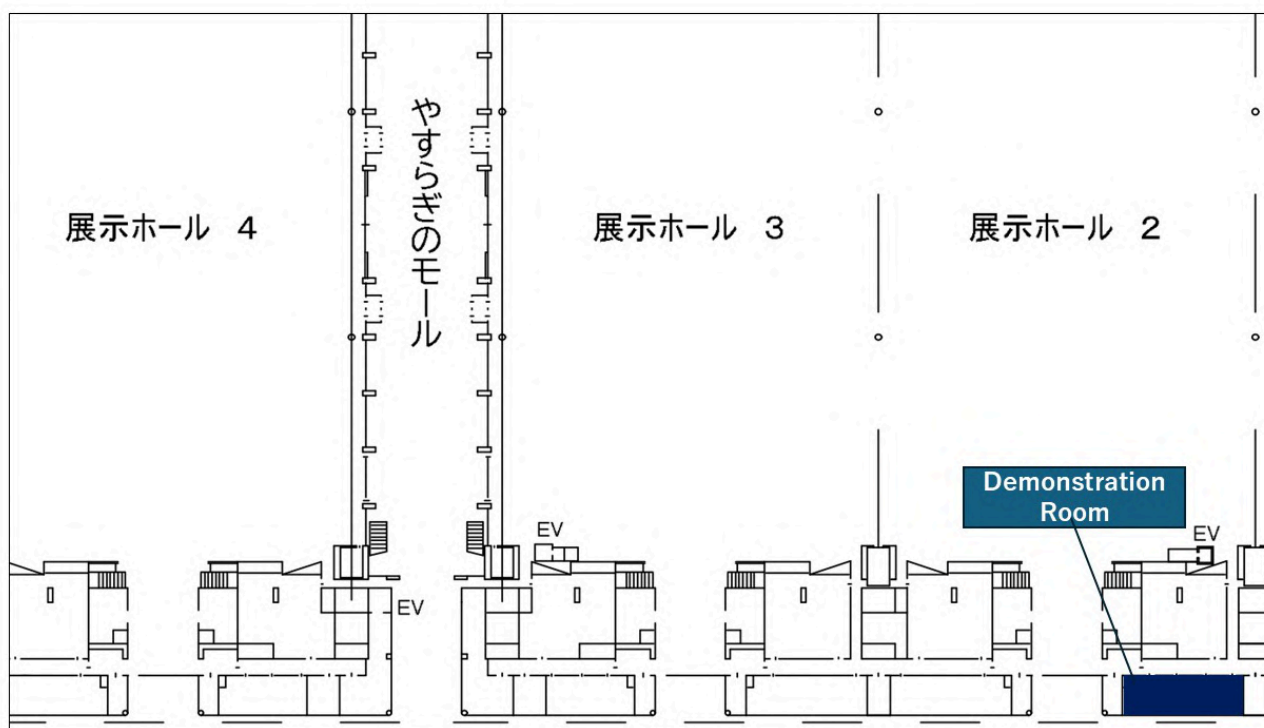
4. Use of Demonstration Room

Deadline

August 01

Demonstration rooms will be set up for exhibitors to promote their products in an audiovisual environment that encourages better communication with customers. Exhibitors who wish to use the Demonstration rooms are requested to submit the Application for **Reception Room/Demonstration Room <No.40>** to the Japan Electronics Show Association by **Friday, August 01**. Applications will be accepted from **10:00 a.m. (JST) on Tuesday, July 15** on a first-come-first-served basis. Demonstration Rooms are intended to let visitors experience audio and visual technologies and products, and are therefore limited to use for demonstrations. These rooms may not be used to exhibit products other than those used in demonstrations.

Location



① Room Specifications

116m²

② Location

Meeting Room HALL8,1F

③ Room Charge

¥1,100,000 (including consumption tax)

④ Open

Show period: 10:00a.m.-5:00p.m., October 14(Tue.)-October 17 (Fri.)

Load-in period: 9:00 am at October 12 (Sun.)-October 13 (Mon.)

⑤ Notes

- Demonstration Rooms are limited to use for demonstrations of sound and image. Products other than those used in demonstrations may not be exhibited.
- After applying to use a Demonstration Room, please submit your floor plan for review and confirmation by the Management Office.
- Fittings and other equipment to be installed in Demonstration Rooms should be prepared by the exhibitor.
- Electric sockets will be basically installed twenty peaces by secretariat. Electricity construction (after the setup of distribution boards) should be carried out by the applying exhibitor.
- Power consumption fees will be paid by the exhibitor. Please submit your construction diagram and capacitance to the Management Office in advance.
- Demonstration Room door locking will be handled by the Management Office, so please contact the office to lock and unlock these doors.

1. Web Banner Ad / Mail Magazine Text Banner Ad

Effective ad tools are available to disseminate your information before, during, and after the exhibition.

Web Banner Ad

The CEATEC Official Website provides exhibition information and the latest information from exhibitors, host organizations, and media partners, and thus attracts a huge number of users and media both in Japan and overseas before, during, and after the show.

The CEATEC Official Website had the following accesses.

*A session is defined as a series of clicks by a single visitor from the start of access to the end.

To apply, fill in the **Application for Promotion Menu <No.19>** and send it to Japan Electronics Show Association.

Applications will be accepted on a first-come, first-served basis beginning at 10:00 a.m. on Tuesday, July 9. (JST)

Number of sessions: 876,427 (Sep 2 - Oct 31 in 2024)

Method of displaying ads

Ads randomly appear in the banner space on the top page of the CEATEC Official Website.

Period of Appearance

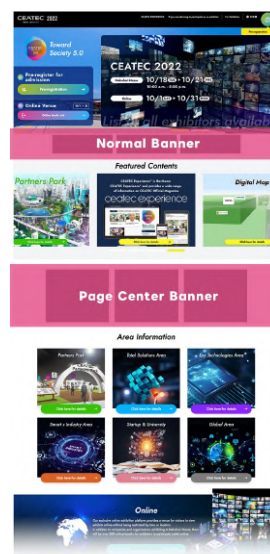
September 2 (Tue) to October 31 (Fri), 2025

Ad rates

Code Number	Item	Posting Size (pixels)	Ad rate (including consumption tax)	Number of applications
W-1	Normal banner	W320×H100	¥550,000	6
W-2	Banner displayed in the middle of the page	H336×W280	¥330,000	3

Ad Submission

- **Send to**
Japan Electronics Show Association
- **Data format**
File size: Max. 150 KB
File type: GIF, JPEG, PNG
 - * Contact the Management Office for submission in a different format.
 - * Banners are displayed on both the Japanese site and the global site. It is recommended that a single banner be produced in both Japanese and English, or two banners (one in Japanese and the other in English).
- **How to submit**
Please email uncompressed data.
Specify the links to your English and Japanese websites.
Send to: exhibitor2025@ceatec.com



Mail Magazine Text Banner Ad

CEATEC issues the CEATEC Mail Magazine to previous visitors and provides them with a wide range of information about the coming show. This magazine promotes pre-registration, increases page views of the Official Website, and raises the level of expectation for this year's show. Exhibitors can post a text banner ad in this mail magazine. To apply, **Application for Application for Promotion Menu <No.19>** and send it to Japan Electronics Show Association.

(1) Distribution

It will be distributed to previous visitors who requested upcoming information (approx. 300,000 visitors).

*Pre-registered visitors for CEATEC 2025 will be added promptly.

(2) Issue schedule

Up to three banner ads will be accepted for every issue on a first come, first serve basis.

Issue date	
September 17 (Wed)	September 24 (Wed)
October 1 (Wed)	October 7 (Tue)
October 8 (Wed)	October 9 (Thu)
October 10 (Fri)	October 14 (Tue)
October 15 (Wed)	October 16 (Tue)
October 17 (Fri)	

Banner ad can also be submitted for the 10/14 (Tue.) through 10/17 (Fri.) issues.

(3) Format

Text

-Japanese: Maximum 266 Japanese (2-byte) characters (38 characters × 7 lines)

-English: Maximum 532 characters (76 characters × 7 lines)

Banner

-Size: W600px*H200px (less than 500KB)

-File format: JPEG format, PNG format

(4) Notes

- Content is limited to CEATEC 2025 exhibit information.
- Exhibitor's name and booth number should be included.
*Booth numbers are not required for exhibitors exhibiting only at the online venue.
- Three advertisements will be placed and distributed per distribution, but please note that the order in which the advertisements are placed will be in the order of application.

(5) Ad rate

Code number	Item	Ad rate (including consumption tax)
M-1	M-1 Mail Magazine Text Banner Ad	¥220,000/one magazine

(6) Ad Submission

1. Deadline

Friday of the previous week of the desired distribution

2. Send to
Japan Electronics Show Association
3. How to submit
Email to: exhibitor2025@ceatec.com

CEATEC offers various ad spaces both inside and outside the venue so that exhibitors can effectively increase their publicity and draw visitors to their booth. Don't hesitate to take advantage of this ideal advertising opportunity.

To apply, fill in the **Application for Promotion Menu <No.19>** and send it to Japan Electronics Show Association by **July 31 (Thu.)**.

Eligible Applicants

CEATEC 2025 exhibitors

Period of Appearance

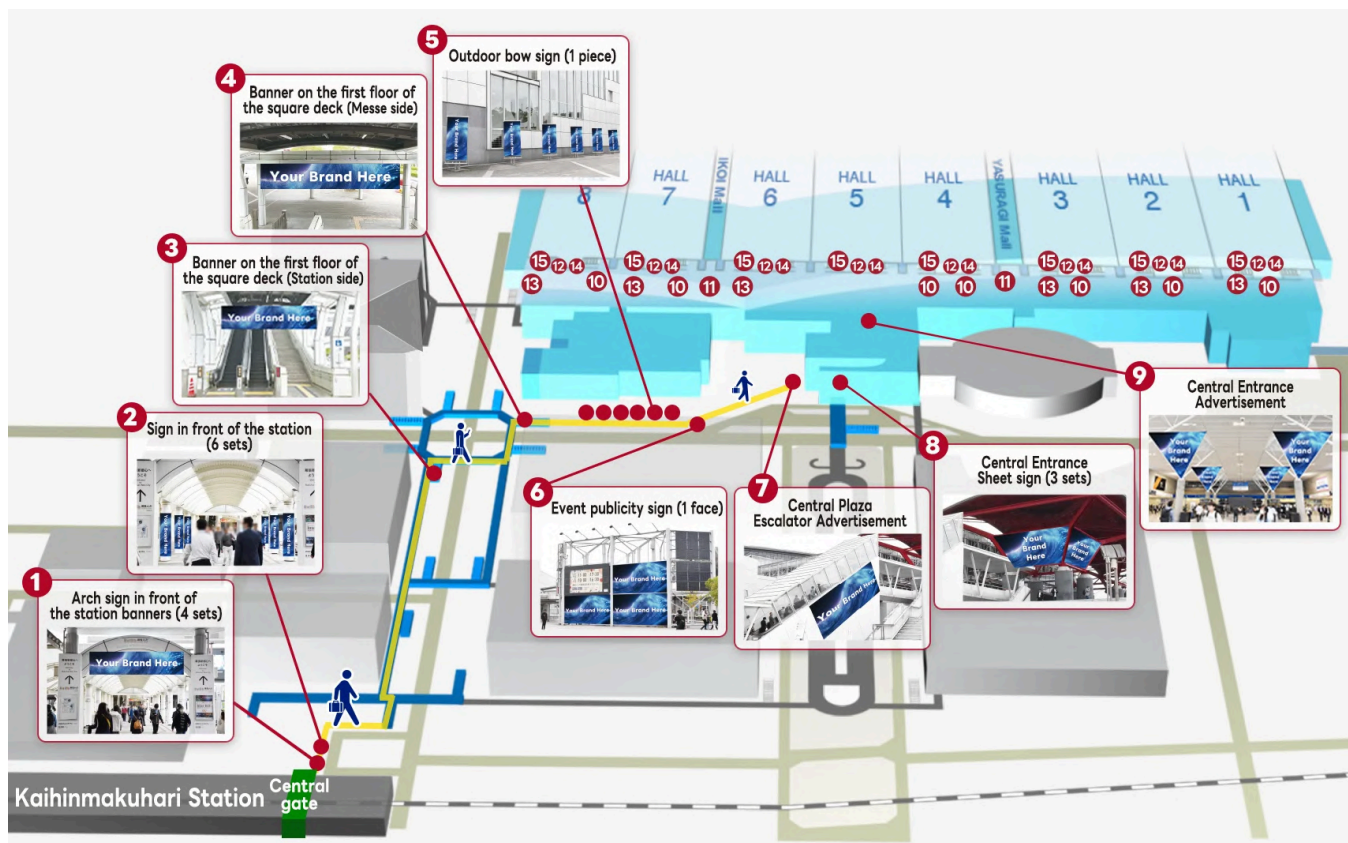
October 14 (Tue.) to 17 (Fri.)

Application Method and Period

How to apply	Please fill out the "Application Form" and send it to us by e-mail.
Where to apply	CEATEC Management Office
Application Form	Application Form *Applications will be accepted in the order in which they are submitted.
Apply to (E-mail)	contact2025@ceatec.com
Application Period	Thursday, February 13, 2025 - Thursday, July 31, 2025 *Applications will be accepted in order of application, so please check the sales status at any time.
Change/Cancellation policy	Exhibitors who make changes or cancel after Thursday, August 1 will be charged 100% of the application amount as a cancellation fee.

Ad Placement

*There may be situations where installation space for ad signage could be restricted due to conditions after the signs are positioned.



1 Arch sign in front of the station banners (4 sets)



2 Sign in front of the station (6 sets)



3 Banner on the first floor of the square deck (Station side)



4 Banner on the first floor of the square deck (Messe side)



5 Outdoor bow sign (1 piece)



6 Event publicity sign (1 face)



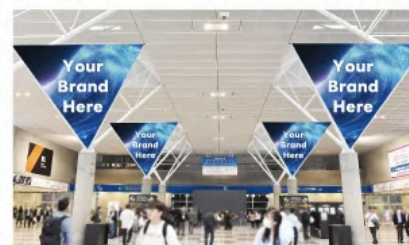
7 Central Plaza Escalator Advertisement



8 Central Entrance Sheet sign (3 sets)



9 Central Entrance Advertisement



10 Central Mall Entrance, Hanging sign (set of two on both sides, left and right)



11 Central Mall Entrance Pillar-wrapped sign (2 sets)



12 Central Mall: Advertisement on glass at entrance to Hall



13 Central Mall: Advertisement on glass in Lounge



14 Central Mall: Advertisement at entrance to Hall



15 Floor signage under escalator in hall



16 1 banner hanging from the ceiling in hall



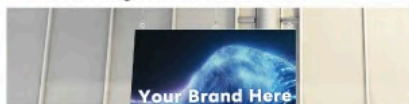
17 2 banners hanging from the ceiling in hall (double-sided)



18 3 banners hanging from the ceiling in hall



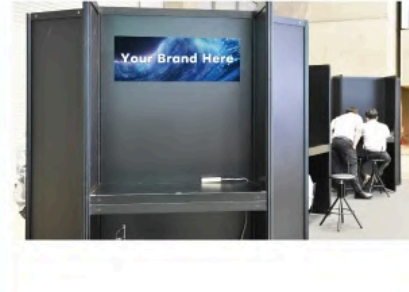
19 4 banners hanging from the ceiling in hall



20 Working lounge table Advertisement



21 Working booth Advertisement





Rate

Code No.	Item names	Availability	Dimensions (mm)	Ad Rates (JPY, incl. consumption tax)
AD1	Arch sign in front of the station banners (4 sets)	Fin.	W3500×H900	Early Bird Special Price: JPY 660,000 Regular price: JPY 847,000
AD2	Sign in front of the station (6 sets)	1	W1413(φ 450)×H2700	Early Bird Special Price: JPY 1,100,000 Regular price: JPY 1,320,000
AD3	Banner on the first floor of the square deck (Station side)	1	W4000×H900	Early Bird Special Price: JPY 242,000 Regular price: JPY 297,000
AD4	Banner on the first floor of the square deck (Messe side)	Fin.	W5400×H900	Early Bird Special Price: JPY 300,000 Regular price: JPY 396,000
AD5	Outdoor bow sign (1 piece)	6	W600×H1800	Early Bird Special Price: JPY 71,500 Regular price: JPY 88,000
AD6	Event publicity sign (1 face)	3	W7500×H3300	Early Bird Special Price: JPY 1,100,000 Regular price: JPY 1,298,000
AD7	Central Plaza Escalator Advertisemen	1	W16000×H3000	Early Bird Special Price: JPY 2,750,000 Regular price: JPY 3,300,000
AD8	Central Entrance Sheet sign (3 sets)	1	Ask	Early Bird Special Price: JPY 2,420,000 Regular price: JPY 3,025,000
AD9	Central Entrance Advertisement	1	W3755×H4400	Early Bird Special Price: JPY 2,750,000 Regular price: JPY 3,300,000
AD10	Central Mall Entrance, Hanging sign (set of two on both sides, left and right)	8	W1500×H300	Early Bird Special Price: JPY 330,000 Regular price: JPY 385,000
AD11	Central Mall Entrance Pillar-wrapped sign (2 sets)	5	W1000×H2700	Early Bird Special Price: JPY 330,000 Regular price: JPY 385,000
AD12	Central Mall: Advertisement on glass at entrance to Hall	8	W2200×H1200	Early Bird Special Price: JPY 77,000 Regular price: JPY 93,500
AD13	Central Mall: Advertisement on glass in Lounge	8	W8000×H1800	Early Bird Special Price: JPY 550,000 Regular price: JPY 682,000

Code No.	Item names	Availability	Dimensions (mm)	Ad Rates (JPY, incl. consumption tax)
AD14	Central Mall: Advertisement at entrance to Hall	16	W2170×H880	Early Bird Special Price: JPY 330,000 Regular price: JPY 385,000
AD15	Floor signage under escalator in hall	8	W9000×H4000	Early Bird Special Price: JPY 1,100,000 Regular price: JPY 1,342,000
AD16	1 banner hanging from the ceiling in hall	Above the exhibit booth	W5400×H4000	Early Bird Special Price: JPY 935,000 Regular price: JPY 1,155,000
AD17	2 banners hanging from the ceiling in hall (double-sided)	Above the exhibit booth	W5400×H4000	Early Bird Special Price: JPY 1,020,000 Regular price: JPY 1,595,000
AD18	3 banners hanging from the ceiling in hall	Above the exhibit booth	W5400×H4000	Early Bird Special Price: JPY 2,200,000 Regular price: JPY 2,640,000
AD19	4 banners hanging from the ceiling in hall	Above the exhibit booth	W5400×H4000	Early Bird Special Price: JPY 2,970,000 Regular price: JPY 3,300,000
AD20	Working lounge table Advertisement	2	W300×H300	Early Bird Special Price: JPY 385,000 Regular price: JPY 550,000
AD21	Working booth Advertisement	2	W900×H300	Early Bird Special Price: JPY 385,000 Regular price: JPY 550,000

Ad Submission

1. Deadline: September 12 (Fri.), 2025
2. Send to: Fujiya Co., Ltd. (Person in charge: Tamagawa and Morita and inoue)
3F Toyosu Prime Square, 5-6-36, Toyosu, Koto-ku, Tokyo 135-0061
Tel:+81-3-5548-2812
E-mail: ceatec@fujiya-net.co.jp
3. How to submit: Use media such as CD-R, DVD-R, or E-mail
4. Data format: Adobe Illustrator CS6 or lower (the artwork will be printed in color.)
5. Please do not forget to include your booth number in the ad signs.

Artwork production service

We provide artwork production services (separate fee) if you require advertising artwork to be completed.

Notice:

About outdoor advertisements

1. Review of corporate advertising materials will be conducted based on the outdoor advertising ordinances of Chiba City.
2. The following stipulations must be adhered to regarding design details.
 1. Eligibility for the posting of advertisements will be limited to participants directly involved in the exhibition as exhibitors, sponsors, partners, etc.
 2. Advertising content must not negatively affect the surrounding environs through the use of excessive black or primary colors.
 3. Advertising content must not negatively affect the surrounding environs or impinge traffic safety through the use of fluorescent paint, light-emitting materials or highly-reflective materials, etc.

4. **Adherence to Chiba City advertising standards guidelines Article 5 and Chiba City advertising standards Article 4 and Article 5 is required**
3. Please be sure to indicate the event name, session, and the hall number to be used at Makuhari Messe.
4. If advertising content is determined as not consistent with information provided on the application, etc., ad postings may be cancelled by Makuhari Messe, Inc. Makuhari Messe and CEATEC Management Office will not be responsible for any damage resulting from removal of advertising.
5. Please note that the aforementioned details and/or ad placement locations are subject to change without notice due to public work commitments of Chiba City or Chiba Prefecture.

Ceiling suspended banner above exhibitor's booth

1. The ceiling suspended banner above exhibitor's booth will be set at the height of 8.5 meters from the floor to the lower edge of the banner and will be installed by CEATEC management office prior to the exhibitor's loading. However there are some locations where the banner cannot be installed with a height of 8.5 meters due to the venue building frame. Please contact CEATEC management office for details if considering installing the banner.
2. Please note in advance that truss of [the suspension structure](#) may contact in some instances. However we cannot accept any request to re-hang the banner at CEATEC management office. We ask such exhibitor to contact Kogeisha in advance to make adjustments.
3. The installer will do their best to hang from the desired position, however please understand that some misalignment may occur due to the condition of the hanging root of the building frame.

3. Rules for Advertising

CEATEC has the following criteria, with which all advertisements must comply in order to appear in the media offered by CEATEC.

Posting places will be decided on a first-come, first-served basis.

Place and size may be changed if we receive more applications than expected.

Rules for Advertising

- ① Advertisements cannot be published if they breach or are in danger of breaching laws (including the Law for Preventing Unjustifiable Extra or Unexpected Benefit and Misleading Representation; Unfair Competition Prevention Act; Personal Information Protection Law; and other industrial laws); government ordinances; ministerial ordinances; treaties; and fair competition rules.
- ② We refuse to publish advertisements that we believe correspond to any of the following.
 - Advertisements that fail to clarify who is responsible for their production
 - Advertisements with unclear content and objectives
 - Advertisements with false or exaggerated content that may be misconceived or misconstrued
 - Advertisements that breach or are in danger of breaching laws, ordinances or treaties
 - Advertisements we believe could damage the association or the reputation of the association
 - Advertisements that may encroach on someone's rights, or may be discriminatory or slanderous
 - Advertisements we believe are offensive to public order and morals
 - Advertisements that will or may deceive or cause concern to people who see them
 - Advertisements that affirm or glamorize violence, crime or gambling
 - Advertisements that use someone's trademark or copyright without permission
 - Advertisement that will or may defame or ostracize people
 - Advertisements that interfere with the smooth operation of this association
 - Other advertisements we believe are inappropriate