

The Computer Entertainment Developers Conference (CEDEC) is an international technical conference organized by the Computer Entertainment Supplier's Association (CESA; an industry organization), with the aim of improving the technical abilities of the Computer Entertainment industry.

In an industry that is today experiencing dramatic innovation, the conference is positioned as one of the most important events along with the Tokyo Game Show. At the conference, you can share the latest technologies and business information across the borders, between the industrial, academic and governmental sectors.

CEDEC provides public relations programs and advertising opportunities in the form of exhibition spaces and sponsorship sessions. This is an ideal opportunity to promote your company's products and services directly to developers.

■ Outline

Dates	September 2(Tue.) – 4(Thu.), 2014
Venue	Pacifico Yokohama (Yokohama city, Kanagawa pref.)
Organizer	Computer Entertainment Supplier's Association (CESA)
Supporter	Ministry of Economy, Trade and Industry, etc. (planned)
Sessions	200 (planned)
Attendees	5,000 (expected)
Concurrent Event	CEDEC AWARDS, Welcome Reception, Developers Night, CEDEC CHALLENGE



1. Number of attendees

- Conference 3,798
- Speakers ,Exhibitors etc 1,333

Total 5,131

2. Media Coverage

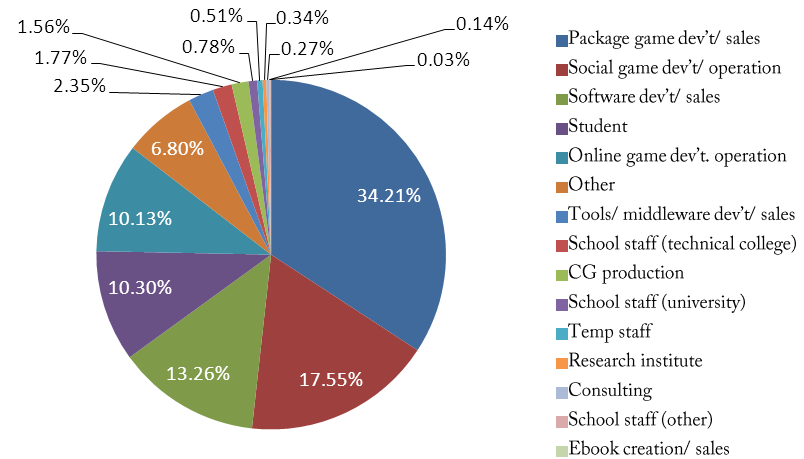
1)Number of registered media on the day: 252
(TV, Newspaper, Magazine, Web)

2)Number of Articles Published

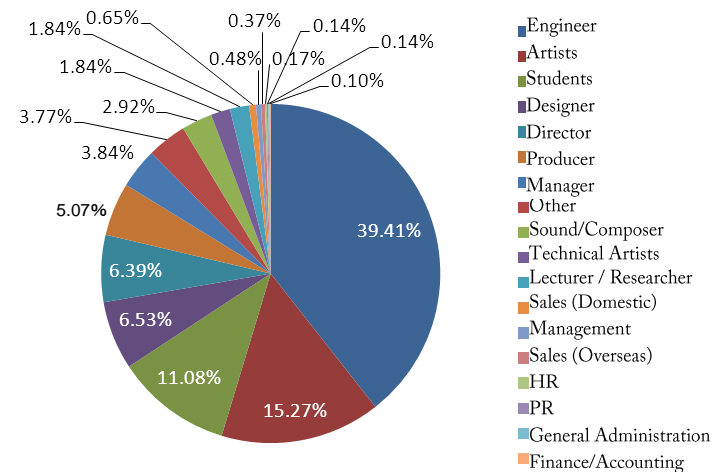
Prior to the Event:120
After the event:238
 (Including articles published during the event)
 Total:358

3. Attendees breakdown

Category of business



Job category



Main Sponsors



PR Program Sponsors



Media Partners



Event Cooperation / Equipment Sponsors



alphabetical order

Item			Price (8% tax is not included.)	Page		
Exhibition / Session	A	Exhibit Booth	Exhibit Area 1 (3rd floor)	Early Discount : 260,000 JPY Regular Price : 320,000 JPY	5	
			*3 Tables	Early Discount : 390,000JPY Regular Price : 480,000JPY		
		Exhibit Area 2 (1st floor)	Early Discount : 180,000JPY Regular Price : 220,000JPY			
		Sponsorship Session (60min)	Room A (Capacity:144)	Early Discount: 400,000JPY Regular Price : 450,000JPY		8
	B	Room B (Capacity:285)	Early Discount: 770,000JPY Regular Price : 870,000JPY			
		Sponsorship Short Session (25min)	Room A (Capacity:144)	Early Discount: 240,000JPY Regular Price : 280,000JPY		
	C	Sponsorship Workshop		100,000JPY	10	
	D	Book sales booth		20,000JPY(From 2nd booth, 15,000JPY)+Royalty (5% of sales)	11	
	Advertising	E	Lanyard Advertising*		1,640,000JPY	12
		F	Tote Bag Advertising*		1,680,000JPY	13
G		Conference Pass Advertising*		200,000JPY	14	
H		Main Entrance Banner Advertising		320,000JPY	15	
I		Round Fan*		600,000JPY	16	
J		Drink Corner	1 day	460,000JPY	17	
			3 days*	1,000,000JPY		
K		Mail Magazine Advertising	Five-line	42,000JPY	18	
			e-DM	110,000JPY		
L		Official Website Banner Advertising	A Type	210,000JPY	19	
			B Type	50,000JPY		
M	Program Guide Advertising	Back Side*	Sponsor : 400,000JPY Non Sponsor : 450,000JPY	20		
		Cover 2*	Sponsor : 320,000JPY Non Sponsor : 370,000JPY			
		Cover 3*	Sponsor : 290,000JPY Non Sponsor : 340,000JPY			
		1 page	Sponsor : 160,000JPY Non Sponsor : 210,000JPY			
		Center 2 page*	Sponsor : 400,000JPY Non Sponsor : 450,000JPY			
N	Pocket Guide Advertising*	Ad Space A,B	Sponsor : 200,000JPY Non Sponsor : 250,000JPY	21		

Item			Price (8% tax is not included.)	Page		
Advertisement	O	Screening Promotion Video between sessions	Main Hall*	1 day : 320,000JPY 3 days : 630,000JPY	22	
			Room 503*	1 day : 250,000JPY 3 days : 500,000JPY		
			Room A	1 day : 210,000JPY 3 days : 420,000JPY		
	P	Outdoor Advertisement	Queen Mall Bridge	24 flag posts (48 faces) : 600,000JPY 12 flag posts (24 faces) : 400,000JPY	23	
			Moving Walkway	48 flag posts (96 faces) : 1,000,000JPY 24 flag posts (48 faces) : 600,000JPY		
			Sakuragicho Station Plaza	8 flag posts (32 faces) : 800,000JPY 4 flag posts (16 faces) : 500,000JPY		
			Banner	460,000JPY		
			Flyer	Sponsor : 20,000JPY Non sponsor : 40,000JPY		25
			Catalog/Novelty	Sponsor : 40,000JPY Non sponsor : 60,000JPY		
	R	Catalogue and novelty distribution service		Sponsor : 20,000JPY Non sponsor : 40,000JPY	26	
Sponsorship	S	Developers' Night Sponsorship	Platinum*	1,500,000JPY	27	
			Gold	320,000JPY		
			Exhibit Booth	110,000JPY		
	T	Welcome Reception Sponsorship*	Platinum	750,000JPY	29	
	U	CEDEC AWARDS Sponsorship	Platinum*	1,000,000JPY	30	
Gold			320,000JPY			
V	Equipment Sponsorship		negotiable	31		
Others	W	CEDiL Web Banner	A Type	200,000JPY	32	
			B Type	70,000JPY		

Early Discount Deadline for Exhibit booth and Sponsorship session is May 30, 2014.

Items marked with "*" are available for one company only.

-If there are multiple parties applying for these items before May 16, a lottery will be held for selection of the participant (participants will be selected on a first-come basis from May 17 onwards).

- Exhibit booths area for sponsors will be established at open spaces in the CEDEC venue.
- There will be many visitors wondering around the open spaces with enhanced opportunities for exhibitors to be exposed to the audience.
- These booths will provide a great opportunity for demonstration and marketing of new products as well as communication with visitors.
- Participants can select an exhibit booth from two areas available: at the entrance lobby on the 1st floor and the foyer on the 3rd floor. (Note: Specifications of the booth may vary depending on the exhibition booth area)



Photo from last year

■ Exhibit Booth Area

Exhibit Area 1 (3rd floor)

Exhibit Area 2 (1st floor)

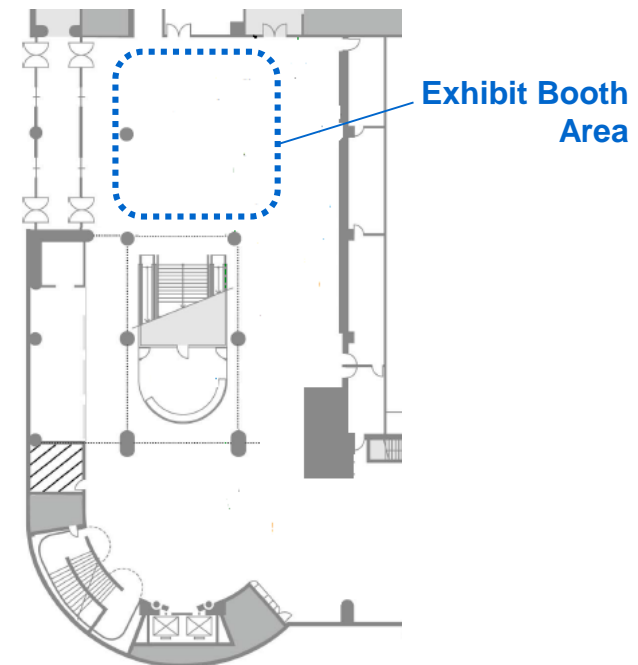
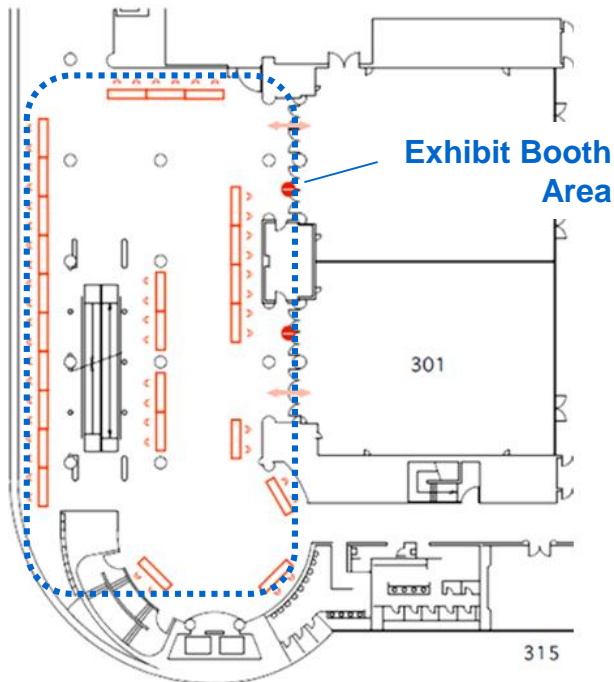
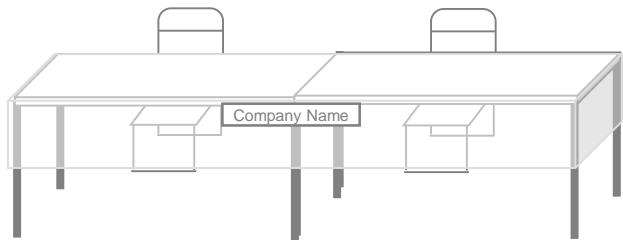
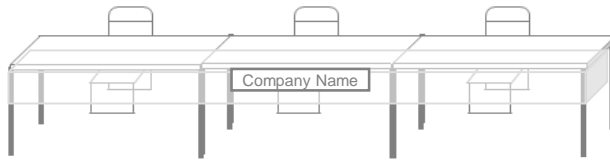


Exhibit Area 1 (3rd floor)



Image



3 Tables Image

★SPEC

- Booth Space 3m x 2m
- 2 Tables(w1500, d600, h700) cloth covered
- 2 Chairs
- Signage (w600, h200)
- Electricity (1KW)
- 1 Full Conference Pass, 10 Expo Pass

★PRICE (8% tax is not included.)

Early Discount Price (By 5/30/2014):

260,000 JPY

Regular Price(After 5/31/2014):

320,000 JPY

Note: Up to three tables can be arranged in a booth (available only in the booths on the window side).

(Booth Space 4.5m × 2m, 3 Table, 3 Chairs)

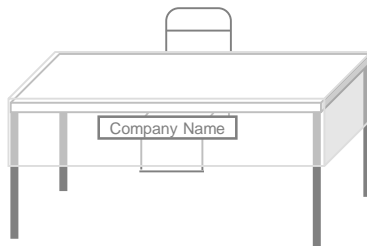
Early Discount Price (By 5/30/2014):

390,000 JPY

Regular Price(After 5/31/2014):

480,000 JPY

Exhibit Area 2 (1st floor)



Image

★SPEC

- Booth Space 2m x 2m
- 1 Tables(w1800, d600, h700) cloth covered
- 1 Chairs
- Signage (w600, h200)
- Electricity (1KW)
- 1 Full Conference Pass, 10 Expo Pass

★PRICE (8% tax is not included.)

Early Discount Price (By 5/30/2014):

180,000 JPY

Regular Price(After 5/31/2014):

220,000 JPY

★Application

- Applications will be accepted on a first-come basis. The location of the booth is selected upon application.
- Presentation and sale of merchandising is not permitted at the exhibit booth areas.
- The booths layout may subject to change depending on the number of exhibitors.
- 1 Full Conference Pass and 10 Expo pass are included in the fee.

★Options

Equipment listed below is also available. Please contact the secretariat for details.

*Internet Access (Wired)

*Bulletin Board

*Rack

*Additional Electricity

★Application

- Applications for the session will be accepted on a first-come basis (multiple applications are permitted).
- The venue may be subject to change. A different venue may be assigned depending on the timing of the application.
- 1 Full Conference Pass, 10 Expo Pass are included in the fee.
- Live broadcasting of the session is in the fee. (Sponsorship Session (60min) only)

◆Specifications

Video quality: Equivalent to VGA

Camera: One fixed camera

Recording of the distributed video (within the Ustream server)

Report on the number of viewers

*Sessions are broadcasted live on the Ustream platform, an internet video distribution service.

*Private arrangement of live broadcasting or video distribution of recorded sessions is not permitted.

- You can organize the workshop which the participants use your products with PC.
- At least two workshop sessions need to be included in the application.



Photo from last year

★ SPEC

- 60 minutes
- Capacity 24
- Electricity for PC
- Projector, Microphone set, Internet Access (Wired)
- Price = **100,000 JPY** (8% tax is not included.)

★ Application

- * One application must include at least two sessions.
- * This program is available for workshop sessions only.
To hold a lecture session, please apply for the sponsorship session.
- * Sessions applied for must be conducted on the same day.
- * Please bring your own PC for your presentation.

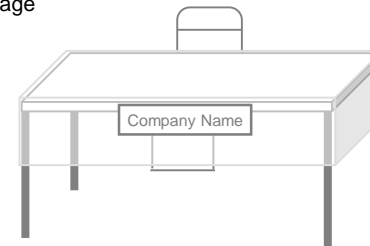
- A book sale section “CEDEC Books” specialized in computer entertainment development will be set up at the CEDEC.
- CEDEC Books offers a great opportunity for direct communication with visitors and participants and offering unique services that are not otherwise available in a physical shop including discounts and sampling.
- Promotional events such as author’s autograph signing sessions are also available.



★SPEC

- Booth Space 2m x 2m
- Table(w1500, d600, h700) cloth covered and chair
- Signage (w600, h200)
- Location : Entrance Hall (1nd floor)
- Sales setup: Books are sold at individual booths

Image



★PRICE

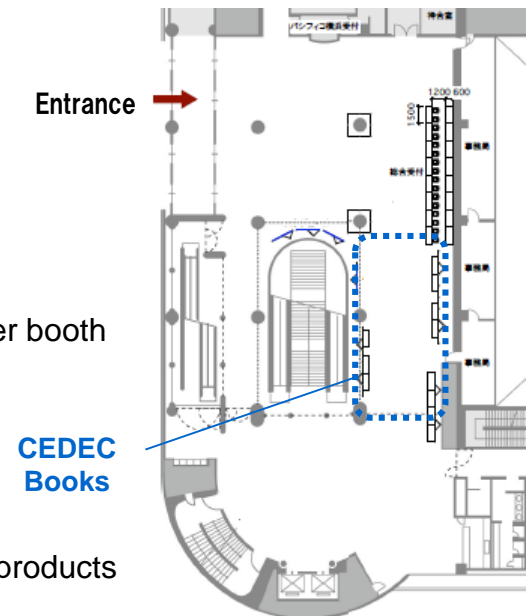
20,000 JPY (8% tax is not included.) + **royalty (5% of sales)**

- More than one booth can be set up. **15,000 JPY** (8% tax is not included) will be charged per booth from the 2nd booth.
- Sales report will be made after the CEDEC event for calculation of 5% royalty of sales.

★Application

- Applications are accepted on a first-come basis.
- In this program, only book sale is permitted (sale, exhibition or demonstration of non-book products are not permitted).

■ Entrance Hall (2nd floor)



- Print your company's LOGO on the neck straps, which will be worn by all attendees, speakers
- This option is only available to sponsors who have applied for any of the exhibition/sponsorship menu



Image

SPEC

- Material: Nylon
- Size: w15mm h900 mm
- Color: 1C
- Distribution for: Attendees, Speakers, etc.

Price: **1,640,000 JPY** (8% tax is not included.)

Note: Only one lot is available.

If there are multiple parties applying for the lanyard advertising before May 16, a lottery will be held for selection of the advertiser (a advertiser will be selected on a first-come basis from May 17 onwards).

- Print your company's LOGO on the tote bags, which will be handed to all attendees, speakers
- This option is only available to sponsors who have applied for any of the exhibition/sponsorship menu

SPEC

- Material: Cotton
- Size: w280mm h390mm d50mm
- Logo Size: up to w250mm h340mm
- Color: 1C
- Distribution for: Attendees, Speakers, etc.

Price: **1,680,000 JPY** (8% tax is not included.)

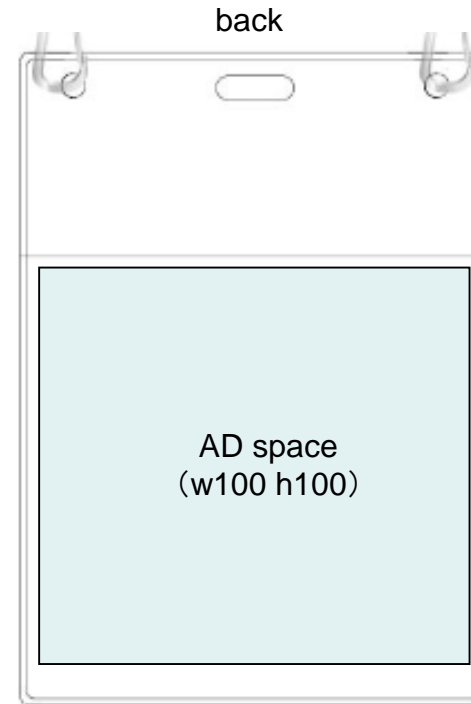
- ※Layout on the left is just a sample
- ※shape/feature of the bag can be changed upon request.
Please contact the organizer for more details

Note: Only one lot is available.
If there are multiple parties applying for the lanyard advertising before May 16, a lottery will be held for selection of the advertiser (a advertiser will be selected on a first-come basis from May 17 onwards).



Image

- Insert your company's flyer in the back pocket of conference pass, which will be worn by all attendees, speakers, and staff
- This option is only available to sponsors who have applied for any of the exhibition/sponsorship menu



SPEC

- Material: Paper
- Size: w100mm h100mm
- Color: 4C
- Distribution for: Attendees, Speakers, etc.

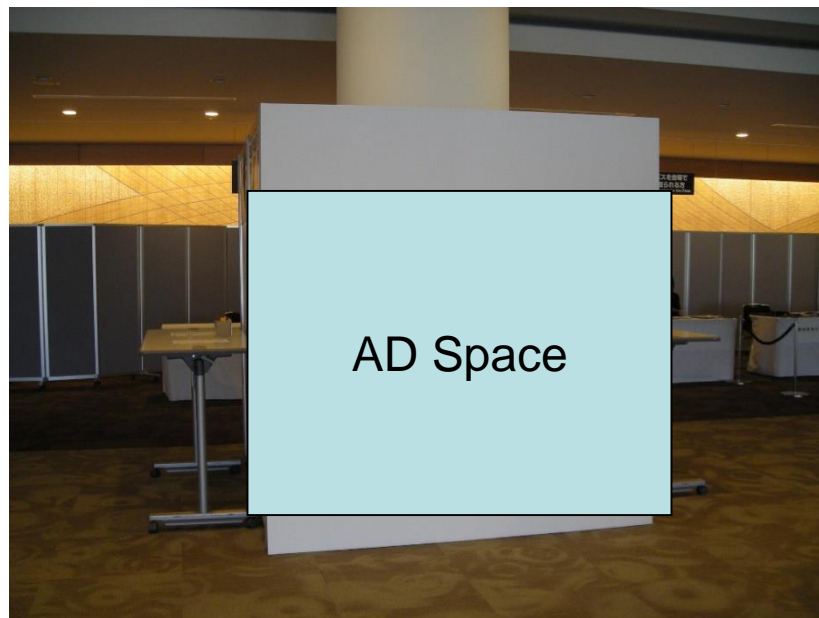
Price: **200,000 JPY** (8% tax is not included.)

Note: Only one lot is available.

If there are multiple parties applying for the lanyard advertising before May 16, a lottery will be held for selection of the advertiser (a advertiser will be selected on a first-come basis from May 17 onwards).

Image

- Large banners near main entrance on the 2nd floor.
- The banners will be set up along the traffic line between the main entrance and the reception.
- This option is only available to sponsors who have applied for any of the exhibition/sponsorship menu.



Image

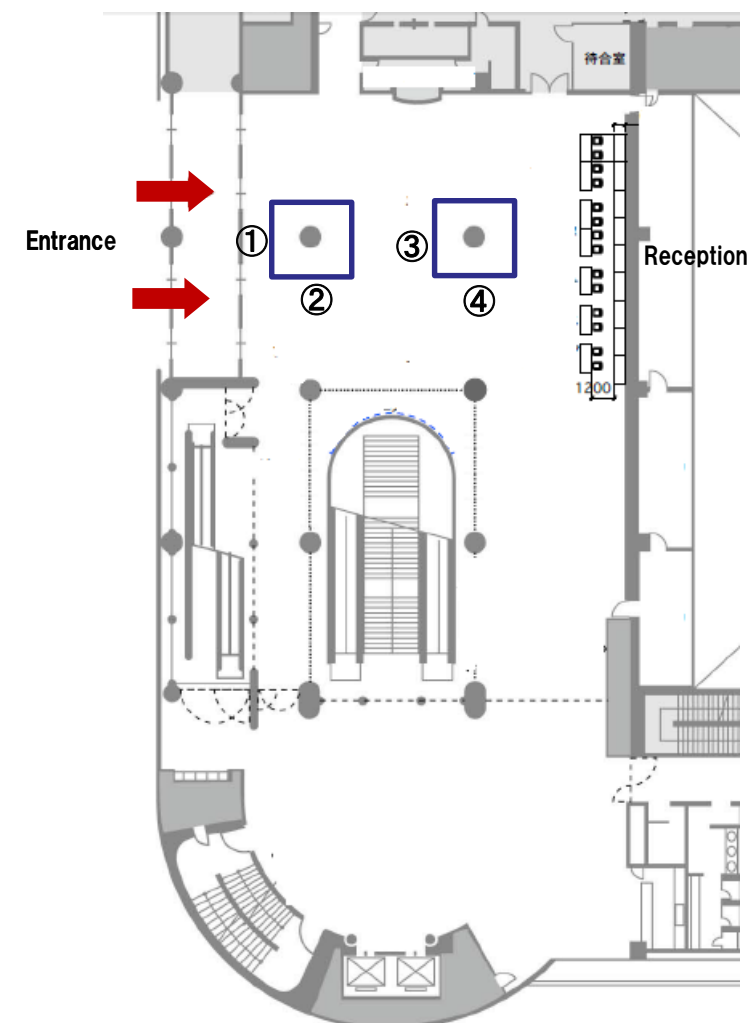
SPEC

- Size: h2400x w1800 (mm)
- Material: Self-supporting styrene board
- Venue: Main Entrance Area, 2nd floor. Near the reception
- # of boards: Max 4 locations

Price: **320,000 JPY** (8% tax is not included.)

※One advertising surface. Multiple application accepted.

■ Main Entrance 2nd floor.



•Print your company's LOGO on the round fan, which will be handed to all attendees, speakers



Image

SPEC

- Size: w243 x h345 (mm)
- Flame: White
- AD Space:150 x 110 (mm)
- Color: 4C
- Distribution for: Attendees, Speakers, etc.

Price: **600,000 JPY** (8% tax is not included.)

※Layout on the left is just a sample

Note: Only one lot is available.

If there are multiple parties applying for the lanyard advertising before May 16, a lottery will be held for selection of the advertiser (a advertiser will be selected on a first-come basis from May 17 onwards).

- Display your company's LOGO in the free drink distribution area.
- This option is only available to sponsors who have applied for any of the exhibition/sponsorship menu



Photo from last year

SPEC

Location: 2 places in the Venue
 Distribution for: Attendees, Speakers, etc.

- Bottled mineral water will be provided.
- Company logo can be printed on the bottle as an option (fees apply)

PRICE

1 Day / 460,000 JPY

3 Day / 1,000,000 JPY

(8% tax is not included.)

•Advertisement on official news letter “CEDEC EXPRESS”
Two options (Five-line AD in a news letter / advertising e-Direct Mail) available

CEDEC 2014 (コンピュータエンターテインメントデベロッパーズカンファレンス2014)
ニュースレター[CEDEC EXPRESS]

2014/**/**
<http://cedec.cesa.or.jp/>

■TOPICS

- ▼【お急ぎください】レギュラーパスの早期割引は本日まで！
- ▼【こちらも締切迫る！】あなたの一票がCEDEC AWARDSを決める！<本日まで>
- ▼【ハイライトセッション】アドバイザーボード推薦の3本！
- ▼【無料】スポンサーシップセッション受講登録受付中！
- ▼ 新着セッション公開中

---<PR>---

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2

3

4

5

---<PR>---

▼【お急ぎください】レギュラーパスの早期割引は本日まで！

3日間にわたりすべてのセッションの受講が可能となる「レギュラーパス」のお申し込みに適用される<早期割引>は、本日のお申し込み分までとなります。
ぜひ、この機会にお申し込みください！

●受講申込ページ
<http://cedec.cesa.or.jp/2014/contents/howto.html>

Example of “five-line” AD

SPEC

Send to: Attendees, speakers and registered subscribers to the news letter
of registered send-to addresses: Over 5,000 (as of Mar 2014)
Distribution period: Until Friday, September 12

• 5-line Ad

- Inserts to the newsletter “CEDEC EXPRESS”
- 38 characters x 5 lines

Price: **42,000 JPY** (8% tax is not included.)

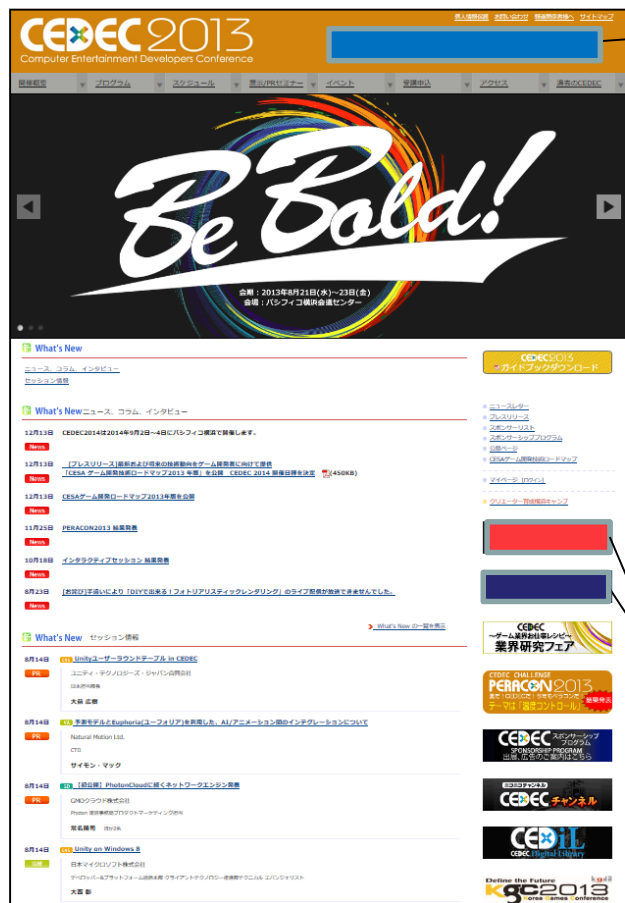
• e-DM

- Independent advertising emails
- 38 characters x 150 lines

Price: **110,000 JPY** (8% tax is not included.)

Please note that depending on the circulation schedule of the CEDEC EXPRESS, your request for the preferred date of distribution may not be satisfied.

- Display your advertisement banner on every page of CEDEC Official Website
- This option is only available to sponsors who have applied for any of the exhibition/sponsorship menu



AD Space (A Type)
Location: Top
Displays on all pages

SPEC

- Running Period: after submission of the manuscript, to End of November 2014
- Displays at random (up to five lots)

A Type:

Top, w468 h60 pixel (planned)
Price: **210,000 JPY** (8% tax is not included.)

B Type:

On sidebar, w240 h60 pixel (planned)
Price: **50,000 JPY** (8% tax is not included.)

- GIF format (up to 20KB)

- ※five lots available (multiple application accepted)
- ※Size of the banners and the layout are subject to change.
- ※For submission method and schedule, please contact the management office.

AD Space (B Type)
Location: On sidebar
Displays on all pages

CEDEC2013 Official WEB Access record

On-peak (July 1 to August 31)
Total Page View. 1,200,000
Ave. Sojourn Time: 4 min.15 sec
On-peak(Daily)
Page View 110,000/day
Ave. Sojourn Time: 6min. 30 sec

Previous Official Website

- Advertisement on the official guidebook, distributed to all attendees
- This option is available for non-sponsor companies as well as sponsor companies



Previous Program Guide

SPEC

Size: A4 (h297mm x w210mm)

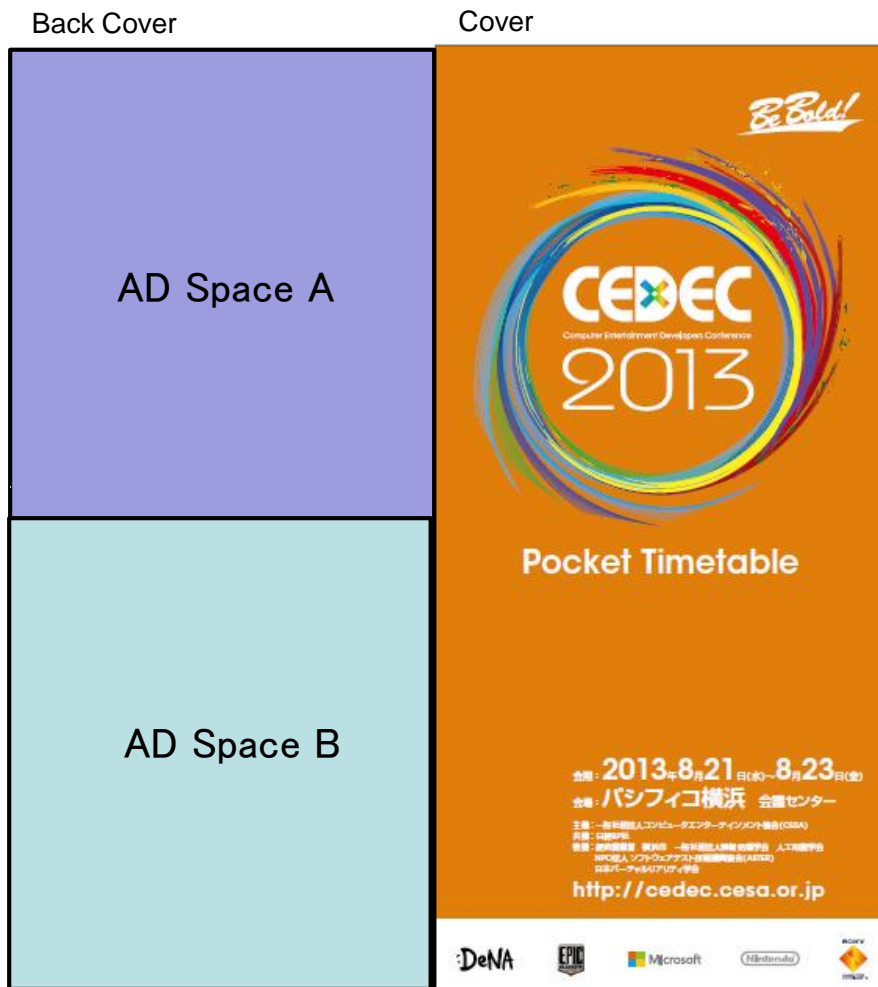
Full color

Distribution for: Attendees, Speakers, etc.

AD Space	Price (8% tax is not included.)		Size (mm)
	Sponsor	Non Sponsor	
Back Side	400,000 JPY	450,000 JPY	h 297 x w 210
Cover 2	320,000 JPY	370,000 JPY	
Cover 3	290,000 JPY	340,000 JPY	
1 Page, 4 Color	160,000 JPY	210,000 JPY	
Center 2 pages	400,000 JPY	450,000 JPY	h 297 x w 420

- A sponsor means a company that uses either an exhibitor or a sponsorship program.
- The Cover 2, 3 and 4 are available for one company only.
- If there are multiple parties applying for these programs before May 16, a lottery will be held for selection of the participant (participants will be selected on a first-come basis from May 17 onwards).

- Advertisement on the handy pocket guidebook, distributed to all attendees
- This option is available for non-sponsor companies as well as sponsor companies



SPEC

Back Cover (AD Space A,B)
 Size: w100 x h210 (mm) Full Color
 Distribution for: Attendees, Speakers, etc.

【Size】

w100W x h105 (mm)

【Price】

Sponsor **200,000 JPY**
 Non Sponsor **250,000JPY**

(8% tax is not included.)

- A sponsor means a company that uses either an exhibitor or a sponsorship program.
- If there are multiple parties applying for these programs before May 16, a lottery will be held for selection of the participant (participants will be selected on a first-come basis from May 17 onwards).

- Promotion Video will be screened between sessions
- Three room sizes available to choose
- This option is only available to sponsors who have applied for any of the exhibition/sponsorship menu



Main Hall (Capacity 1,000)



Room 503 (Capacity 400)



Room A (Capacity 300)

SPEC

- Venue:
- Main Hall (Capacity 1,000)
 - Room 503 (Capacity 400)
 - Room A (Capacity 300)

Screening: Loop playback

Timing: Start from 5minutes before the commencement of the session

PRICE

	1 Day	3 Days
Main Hall	320,000JPY	630,000JPY
Room 503	250,000JPY	500,000JPY
Room A	210,000JPY	420,000JPY

(8% tax is not included.)

- More than one venue can be applied for for Room A.
- Application for the 2nd venue onward: 1 Day / 150,000 JPY, 3 days / 300,000 JPY (8% tax is not included.)

• Another eye-catching advertising opportunity is offered along the traffic line between the nearest stations (JR Sakuragi Sta. and Minato Mirai Sta. of Minato Mirai Line) and the CEDEC venue at the Pacifico Yokohama. Flags and banners with advertising spaces will be hoisted along these access paths with advertising spaces.

SPEC&PRICE (8% tax is not included.)

■ Advertising duration

During CEDEC event (3 days) September 2 – 4

Flag

- A) Queen Mall Bridge w 500 × h 750 (mm)
 - 24 flag posts (all posts, 48 faces) 600,000 JPY
 - 12 flag posts (half of the posts, 24 faces) 400,000 JPY
- B) Moving Walkway w 500 × h 750 (mm)
 - 48 flag posts (all posts, 96 faces) 1,000,000 JPY
 - 24 flag posts (half of the posts, 48 faces) 600,000 JPY
- C) Sakuragicho Station Plaza w450 × h1,200 (mm)
 - 8 flag posts (32 faces) 800,000 JPY
 - 4 flag posts (16 faces) 500,000 JPY

Banner

- D) Moving Walkway w9500 × h1000mm
 - One banner (one surface) 460,000 JPY

Note:

- Costs specified above include advertising, production, installation/ removal and application/ admin fees.
- All ad designs need to be examined (e.g. against the use of unapproved high intensity colors such as red and yellow) and approved by the Yokohama Minato Mirai 21 Corporation.
- If other companies participating in other events held in the Pacifico Yokohama at the same time as CEDEC request for ad spaces, our advertising offer may be limited to half of the flag posts available.



•Your flyers, brochures, and novelties may be inserted in the conference tote bags distributed to all CEDEC participants (presenters and attendees).

SPEC

•Flyers

Price of a flyer (A4 size or smaller)

Sponsor **20,000 JPY** (8% tax is not included.)

Non Sponsor **40,000 JPY** (8% tax is not included.)

•Novelties and Brochures

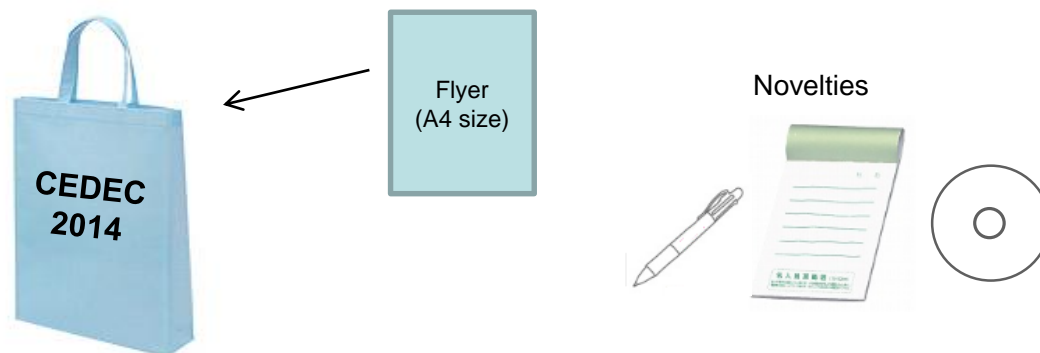
NEW

Price per piece of a brochure or a novelty

Sponsor **40,000 JPY** (8% tax is not included.)

Non Sponsor **60,000 JPY** (8% tax is not included.)

- A sponsor means a company that uses either an exhibitor or a sponsorship program.
- If there are no sponsor applied for “Tote Bag Advertising,” this advertising may be canceled.
- It is required to prepare the number of quantity for all CEDEC participants (estimate: approx. 4,000 pcs). If you don't have that many quantities, please use [R. Catalogue and novelty distribution service].
- Flyer indicates one A4 size. It includes the item which is folded to A4 size if the item is bigger than A4 size.
- It is treated as a “booklet” that is bundled out a few flyers for one. In this case, please apply to [R. Catalogue and novelty distribution service].
- Depending on the size and weight of the item, you might be asked to apply to [R. Catalogue and novelty distribution service] as mentioned below.



- There will be a catalogue/novelty distribution counter at the conference venue.

SPEC

- Distribution items: flyers and brochures (A4 size or smaller) novelties
- Distributed to: participant, presenters, and other persons concerned
- One or more A4-size spaces are available.

Price: Sponsor **20,000 JPY**
 Non Sponsor **40,000 JPY**

(8% tax is not included.)



Image
 (* SPEC might be subject to change.)

- A sponsor means a company that uses either an exhibitor or a sponsorship program.
- Replenishment of your space(s) will be on your responsibilities.
- If your item is bigger than A4 size, please apply for multiple spaces.

- “Developers' Night” is a party held after “CEDEC AWARDS”.
- Approximately 500 people (Speakers, attendees and guests) will be participating and networking.



Photo from last year

		Platinum	Gold
Price (8% tax is not included.)		1,500,000 JPY	320,000 JPY
Number of slots		1	3
Presentation on the stage		✓	—
Logo Awareness	Program Guide	✓	✓
	Official Website	✓	✓
	Signage at the venue	✓	✓
Demo Movie on the screen		✓	—
Brochure at the venue		✓	✓
Invitation Tickets		15	5

Overview
 Date: September 3 (Wed)
 19:30 - 21:30
 Capacity:500

※ Platinum sponsorship is limited to one company. If there are multiple parties applying for these programs before May 16, a lottery will be held for selection of the participant (participants will be selected on a first-come basis from May 17 onwards).

※Please prepare brochure / demo movie.

Option Menu ※This menu can be applied alone

***Exhibit Booth**

Exhibit Booth in Party venue, for presenting products/demo.



Photo from last year

SPEC

- Tables (w1500 d600 h700) x 2, cloth-covered
- Company signature (w600 h200, in Gothic font)
- Power tap (1KW) m, power charge included

Price: **110,000 JPY** (8% tax is not included.)

※Multiple application accepted.

•On the first day of CEDEC, we will hold a welcome reception for the speakers/persons concerned in the sessions.

【Event Overview】

Date: September 2 (Tue)

19:15~21:15

Capacity:200



Photo from last year

		Platinum
Price (8% tax is not included.)		750,000 JPY
Available Lot		One Company Only
Naming Right		✓
Demo Movie on the screen		✓
Opening Speech		✓
LOGO Exposure	Guidebook	✓
	Official Web site	✓
	Event Signboard	✓

※ If there are multiple parties applying for these programs before May 16, a lottery will be held for selection of the participant (participants will be selected on a first-come basis from May 17 onwards).

※Please prepare brochure / demo movie.

- “CEDEC AWARDS” commends developers who have contributed to advance technologies in computer entertainment development by achieving .
- Organizer will proactively invite media coverage to increase media exposure of the sponsors.



【Overview】

Date/Time: September 3 (Wed) 17:50~19:30
 Venue: 1st Floor, Main Hall
 Capacity: 1000 persons
 Categories: Engineering, Visual Arts, Game Design, Audio, Online/Network, Author Awards, Special Award

Photo from last year

		Platinum	Gold
Price (8% tax is not included.)		1,000,000 JPY	320,000 JPY
Number of lot		1	3
LOGO Exposure	Promotion Video Screening	✓ (60 sec)	✓ (30 sec)
	Guidebook	✓	✓
	Official Web site	✓	✓
	Event Signboard	✓	✓
	Photo Session LOGO Board	✓	—
Banner in event venue		✓	—

※ Platinum sponsorship is limited to one company. If there are multiple parties applying for these programs before May 16, a lottery will be held for selection of the participant (participants will be selected on a first-come basis from May 17 onwards).

※Please prepare brochure / demo movie.

- This is sponsorship for equipment used at the conference venue.
- Details, including amounts and benefits of sponsorship, will be decided through consultations. Please feel free to contact our Secretariat.

■ Sponsorship opportunities

1. Financial sponsorship (for equipment)
2. In-kind sponsorship of projectors, filming equipment, audio equipment, computers, network equipment used for sessions and other equipment used at the CEDEC venue

■ Sponsorship benefits

- Prominent display of your corporate name and logo on the CEDEC official Website, Program Guide, and other distribution items
- Prominent display of your corporate name at the place where the equipment sponsored by your company.
- Screening Promotion Video between sessions, etc.

◇ Results for 2013

- HD projector (Christie Digital Systems USA, Inc. Japan Branch)
- Interactive Session Monitor (EIZO Corporation)
- 3D printer (DMM.com LTD)
- Tablet PC (Microsoft Japan Co., Ltd.)
- Digital Sculpting Tools (Born Digital, Inc. , Wacom Co., Ltd.)

- Display your advertisement banner on every page on CEDEC Digital Library(CEDiL).

CEDiL is the digital library of all presentation document delivered in CEDEC.
Not only during the CEDEC period, access to the website can be expected throughout the year.

SPEC

- Running Period: April 1st 2014 to End of March 2015
- Displays at random (up to five lots)

A Type: Top
Price: **200,000 JPY** (8% tax is not included.)

B Type: On sidebar,
Price: **70,000 JPY** (8% tax is not included.)

- GIF format (up to 20KB) or Flash format (up to 30 KB)

- ※five lots available (multiple application accepted)
- ※Size of the banners and the layout are subject to change.
- ※For submission method and schedule, please contact the management office.

CEDiL Website Access record

Total page view appx. 162,000(2013/1/31~2013/12/31)
Average page view per month 13,500 (2013/1/31~2013/12/31)
Post-event (2013/10/01 ~2013/12/31 : 68,484PV)



Website image

AD Space (A Type)
Location: Top
Displays on all pages

AD Space (B Type)
On sidebar
Displays on all pages

- Can be used for business meeting

- This option is only available to sponsors who have applied for any of the exhibition/sponsorship menu

Image



SPEC

- Meeting Room

 - >79m², up to 32 persons

 - ※Room size may vary depending on availability

 - ※Microphones, Projectors, Screens are optional and need to be booked separately.

 - *For details, please ask the management office.

Please fill the Application form at the end of this presentation and send it by FAX or mail to our office
 (For Contact information, please refer to the section below)

- We will issue an invoice once application form is successfully received.
- Each advertisement item will be closed when it reaches the maximum capacity
- Cancellation charge may apply if cancellation date is closer to the event.

Cancellation Charge	Two months Prior to the event	30% of the fee
	One month Prior to the event	50% of the fee
	Less than one month	100% of the fee

【 Contact Information】

CEDEC Management Office
 c/o Nikkei Business Publications, Inc.
 1-17-3, Shirokane, Minato-ku, Tokyo 108-8646 Japan
 Tel: +813-6811-8082
 Fax: +813-5421-9172
 E-mail : sponsor@cedec.jp

Please fill out the form and send it by FAX or mail to our office.

Item			# Of Application OR Type/Number	
Exhibition / Session	A	Exhibit Booth	Exhibit Area 1 (3rd floor) booth(s)	
			Exhibit Area 2 (1st floor) booth(s)	
	B	Sponsorship Session (60min)	Room A (Capacity:144) session(s)	
		Sponsorship Short Session(25min)	Room B (Capacity:285) session(s)	
	C	Sponsorship Workshop	Room A (Capacity:144) session(s)	
D	Book sales booth	booth(s)		
Advertising	E	Lanyard Advertising		
	F	Tote Bag Advertising		
	G	Conference Pass Advertising		
	H	Main Entrance Banner Advertising		
	I	Round Fan		
	J	Drink Corner	1 day · 3days	
	K	Mail Magazine Advertising	Five-line · e-DM	
	L	Official Website Banner Advertising	A Type · B Type	
	M	Program Guide Advertising	Back Side	
			Cover 2	
			Cover 3	
			1 page	
Center 2 page				
N	Pocket Guide Advertising	Back Side	Space A	
			Space B	
Advertisement	O	Screening Promotion Video betw een sessions	Main Hall 1 day · 3days	
			Room 503 1 day · 3days	
			Room A 1 day · 3days	
	P	Outdoor Advertisement	Queen Mall Bridge	
			Moving Walkw ay	
			Sakuragicho Station Plaza	
			Banner	
Q	Tote Bag Insert	Flyer · Novelty/Brochure		
R	Catalogue and novelty distribution service	Catalog · Novelty		
Sponsorship	S	Developers' Night Sponsorship	Platinum	
			Gold	
			Exhibit Booth	
	T	Welcome Reception Sponsorship	Platinum	
	U	CEDEC AWARDS Sponsorship	Platinum	
V	Equipment Sponsorship	Gold		
Others	W	CEDiL Web Banner	A Type	
			B Type	

Company Name		
Address	Postal Code	
Person in charge of application	Title	
	Name	
Principal Contact	Title	
	Name	
	TEL	
	FAX	
	E-mail	

[Please send your Application Form to]
 CEDEC Management Office
 c/o Nikkei Business Publications, Inc.
 1-17-3, Shirokane, Minato-ku, Tokyo 108-8646 Japan
 Tel: +813-6811-8082
 Fax: +813-5421-9172
 E-mail : sponsor@cedec.jp