

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	August 22(Wed.) – August 24(Fri.), 2018
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	8,000 (expected)
Theme	Fantasy becomes Reality 
Concurrent Event	CEDEC AWARDS, Welcome Reception, Developers Night, CEDEC CHALLENGE



1. Number of attendees

- Conference 6,392
- Speakers ,Exhibitors 1,605

Total 7,997

2. Media Coverage

1)Number of registered media on the day: 229
(TV, Newspaper, Magazine, Web)

2)Number of Articles Published

Prior to the Event:159

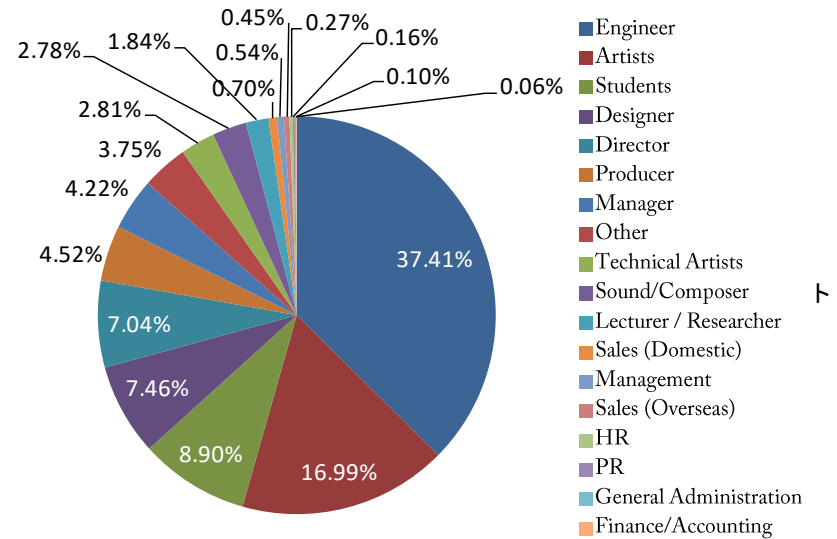
After the event:283

(Including articles published during the event)

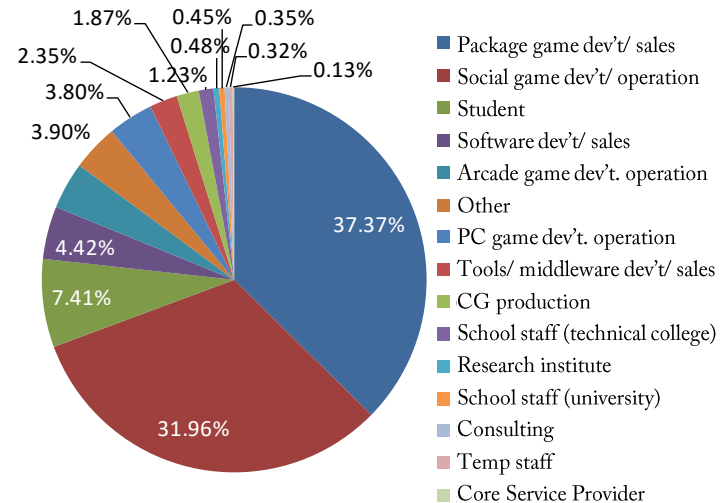
Total:442

3. Attendees breakdown

Job category



Category of business



Platinum Sponsor



Gold Sponsor



Silver Sponsors



PR Program Sponsors



Event Cooperation / Equipment Sponsors



Item			Price (8% tax is not included.)	Page	
Exhibition / Session	A	Exhibit Booth *Option: barcode reader can be added	Exhibit Area1 (1st floor), Exhibit Area 2 (3rd floor)	Early Discount : 300,000 JPY Regular Price : 360,000 JPY	6
				*3 Tables Early Discount:430,000JPY Regular Price :520,000JPY	
	B	Sponsorship Session (60min) *Barcode reader included	Room A (Capacity:144)	Early Discount :465,000JPY Regular Price :545,000JPY	9
			Room B (Capacity:285)	Early Discount : 895,000JPY Regular Price : 1,045,000JPY	
			Room A (Capacity:144)	Early Discount : 285,000JPY Regular Price :325,000JPY	
C	Sponsorship Short Session (25min) *Barcode reader included	Room A (Capacity:144)	Early Discount : 285,000JPY Regular Price :325,000JPY	11	
D	Sponsorship Workshop *Barcode reader included		165,000JPY	11	
	D	Book sales booth	20,000JPY(From 2nd booth, 15,000JPY)+Royalty (5% of sales)	12	
Advertising	E	Lanyard Advertising	By Lottery	1,640,000JPY	13
	F	Tote Bag Advertising	By Lottery	2,160,000JPY	14
	G	Conference Pass Advertising		200,000JPY	15
	H	Main Entrance Banner Advertising		320,000JPY	16
	I	Round Fan	By Lottery	650,000JPY	17
	J	Drink Corner	1 day	460,000JPY	18
			3 days	1,000,000JPY	
	K	Mail Magazine Advertising	Five-line	42,000JPY	19
			e-DM	110,000JPY	
	L	Official Website Banner Advertising	A Type	210,000JPY	20
			B Type	50,000JPY	
	M	Program Guide Advertising	By Lottery Back Side	Sponsor: 450,000JPY Non Sponsor: 500,000JPY	21
			By Lottery Cover 2	Sponsor: 290,000JPY Non Sponsor: 340,000JPY	
			By Lottery Cover 3	Sponsor: 250,000JPY Non Sponsor: 300,000JPY	
1 page			Sponsor: 160,000JPY Non Sponsor: 210,000JPY		
By Lottery Center 2 page			Sponsor: 400,000JPY Non Sponsor: 450,000JPY		
N	Pocket Guide Advertising	Ad Space A or B	Sponsor: 250,000JPY Non Sponsor: 300,000JPY	22	
		By Lottery Ad Space A & B	Sponsor: 400,000JPY Non Sponsor: 500,000JPY		

Item			Price (8% tax is not included.)	Page		
Advertisement	O	Screening Promotion Video between sessions	By Lottery Main Hall	1 day : 320,000JPY 3 days : 630,000JPY	23	
			By Lottery Room 503	1 day : 250,000JPY 3 days : 500,000JPY		
			Room A	1 day : 210,000JPY 3 days : 420,000JPY		
	P	Tote Bag Insert	Flyer	Sponsor: 25,000JPY Non sponsor: 40,000JPY	24	
		Catalog/Novelty	Sponsor: 50,000JPY Non sponsor: 65,000JPY			
Q	Catalogue and novelty distribution service		Sponsor: 20,000JPY Non sponsor: 40,000JPY	25		
Sponsorship	R	Developers' Night Sponsorship	By Lottery	Platinum	2,000,000JPY	26
	S	Welcome Reception Sponsorship*	By Lottery	Platinum	500,000JPY	27
	T	CEDEC AWARDS Sponsorship	By Lottery	Platinum	1,000,000JPY	28
			Gold	320,000JPY		
U	Equipment Sponsorship		negotiable	29		
Others	V	CEDiL Web Banner Advertising	A Type	200,000JPY	30	
			B Type	70,000JPY		
	W	Time-shifted streaming page Banner Advertising	A Type	100,000JPY	31	
B Type	40,000JPY					
Option	X	Meeting Room			32	

Early Discount Deadline for Exhibit booth and Sponsorship session is May 11, 2018.

Items marked with **By Lottery** available for one company only.

-If there are multiple parties applying for these items before May 11, a lottery will be held for selection of the participant (participants will be selected on a first-come basis from May 12 onwards).

10% Discount Applicable when "Exhibit Booth" and "Sponsorship Session" are Applied Together.

*Refer to page 6 for more details.

【Regarding changes to menu contents and regulations, etc.】

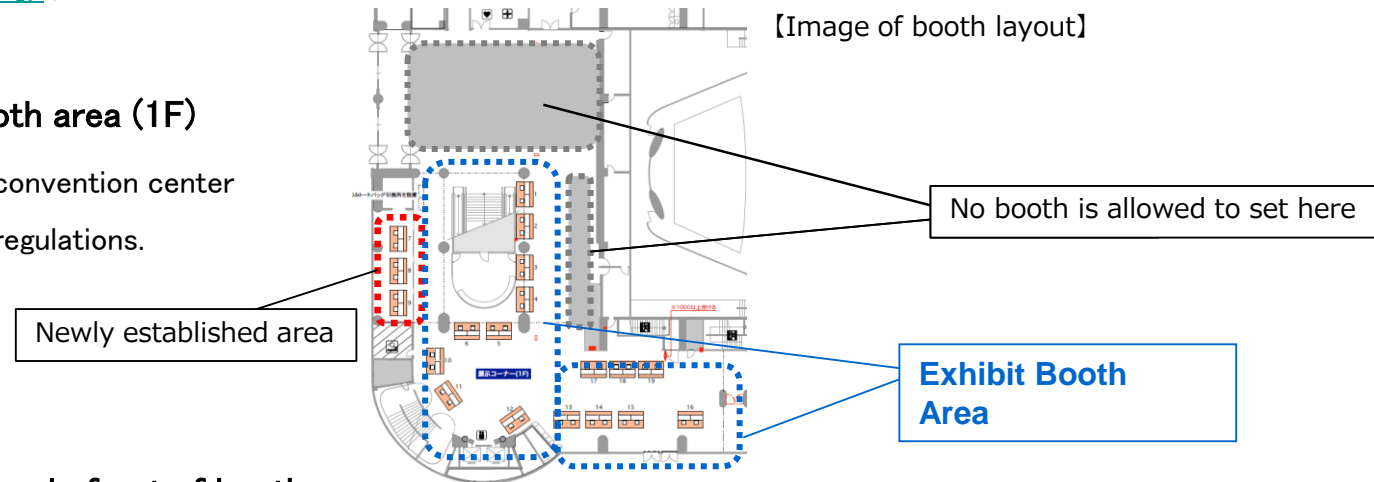
Regulations, etc. in the 2018 sponsor menu have been changed as follows.

If any points are unclear, please contact the person in charge of sponsors at the CEDEC executive office.

(Tel: 03-6811-8082、E-mail: sponsor@cedec.jp)

◆ Changes to layout of exhibition booth area (1F)

The exhibition booth layout on 1F of the convention center has been changed due to reform of venue regulations.



◆ Regarding area for attracting visitors in front of booths

In order to ensure safety and space for movement inside the venue, the area for attracting visitors in front of booths has been limited to “the area of the booth desk width x 1.5m from the front of the booth desk”. Please cooperate with booth management within the regulated area. Note that presentations and sales of goods are not permitted within the exhibition booth area.

◆ Prohibition of addresses, exhibitions and advertisements for the purpose of recruitment

Addresses, booth exhibitions and publication of advertisements explicitly for the purpose of recruiting are prohibited, since these could obstruct participants’ open exchange of information. However, in view of the situation up until now, it is still possible to publish recruitment-related content in guidebook advertisements and pocket guide advertisements. All employment activities targeting participants within the venue are also prohibited. (The executive office may request in advance to check the contents of advertisements, etc.)

◆ Time-shift coverage distribution (*for sponsor session)

For purchasers of regular passes and time-shift passes, time-shift distribution of session coverage will be provided on the official CEDEC website from the day after the close of the session until 1 week after the end of CEDEC (this year, from August 23 to September 2 are scheduled). As a general rule, coverage of all sessions will be distributed. (Excluding interactive, roundtable and workshop sessions)

Each session movie can be selected and viewed from the list of movies on the time-shift distribution page after members log in to their personal page.

10% Discount Applicable when “Exhibit Booth” and “Sponsorship Session” are Applied Together.

■ Exhibit Booth
 Early Discount
300,000 JPY → 270,000 JPY

 Regular Price
360,000 JPY → 324,000 JPY



■ Sponsorship Session

- Room A (Capacity: 144)
 Early Discount : **465,000 JPY → 418,500 JPY**
 Regular Price : **545,000 JPY → 490,500 JPY**
- Room B (Capacity: 285)
 Early Discount : **895,000 JPY → 805,500 JPY**
 Regular Price : **1,045,000 JPY → 940,000 JPY**
- Short Session (25min)
 Early Discount : **285,000 JPY → 256,500 JPY**
 Regular Price : **325,000 JPY → 292,500 JPY**

(Consumption tax not included)

With the application of early discount, up to **329,500 JPY Discount!!**

*Discount is applicable only when “Exhibit Booth” and “Sponsorship Session(60 min)” or “Sponsorship short session (25 min)” are applied together. Discount is not available when the same menus are applied.

【Basic Plan】

Here is an example of the best menu combination for those taking part in the exhibition for the first time.
(With the application of early discount. Prices do not include the consumption tax)

• Exhibit Booth	270,000 JPY
• Sponsorship session (60 min)	
Room A (Capacity: 144)	418,500 JPY
• Mail Magazine Advertising (5- line AD)	42,000 JPY
• Official Website Banner Advertising (B Type)	50,000 JPY
• CEDiL Website Banner Advertising (A Type)	200,000 JPY
<hr/>	
Total	980,500 JPY
	(216,500 JPY discount off the regular price.)

- 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.
- There are two exhibition areas: the entrance hall on the 1F and the foyer on the 3F. (*Booth specs are the same for the two areas.)
- The exhibit areas are categorized as described below. Please select the one that matches the product or solution being exhibited.
 - Exhibit Area 1 (1F) Game tools/middleware/solutions
 - Exhibit Area 2 (3F) General products / general solutions
(assistance for development or sales, advertising, networks, development support, etc.)



Photo from last year

■ Exhibit Booth Area

Exhibit Area 1 (1st floor)

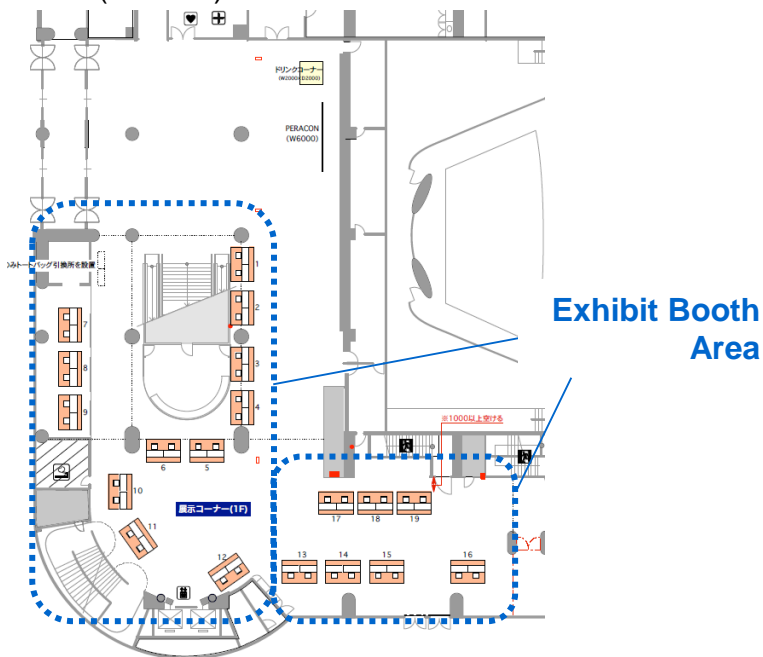
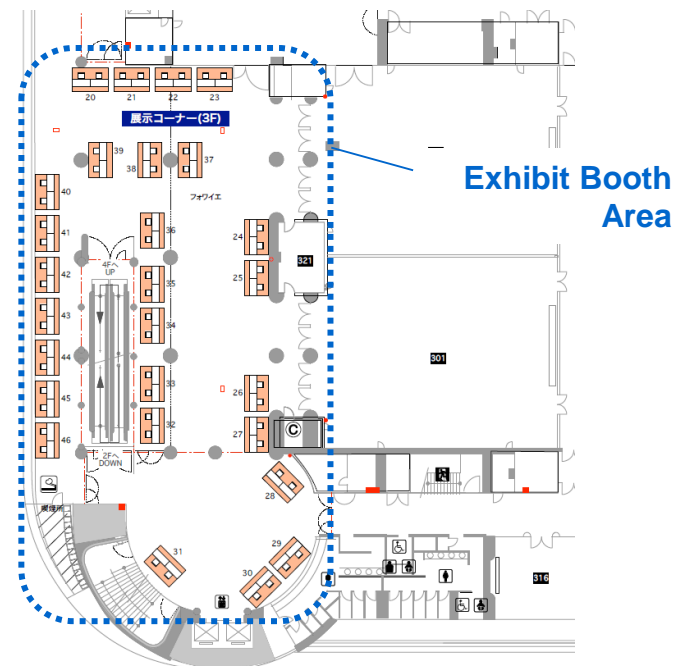


Exhibit Area 2 (3rd floor)



★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 5/12/2018)

300,000 JPY

Regular Price(After 5/13/2018):

360,000 JPY

Note: Up to three tables can be arranged in a booth
(Booth Space 4.5m x 2m, 3 Table, 3 Chairs)

Early Discount Price (By 5/12/2018)

430,000 JPY

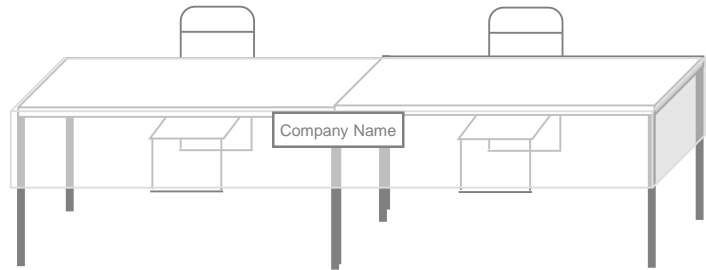
Regular Price(After 5/13/2018):

520,000 JPY

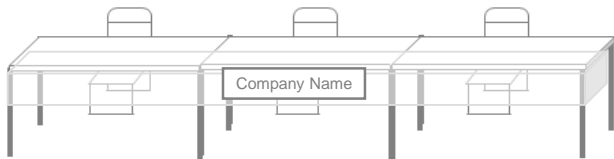
***Note: regarding area for attracting visitors in front of booths**

“Area of the booth desk width x 1.5m from the front of the booth desk”

Set regulations have been established by the venue due to too many visitors.



Image



3 Tables Image

★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.

10% discount is applicable when the sponsorship session is applied at the same time.

*Refer to page 6 for more details.

★Options

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

*Internet Access (Wired)

*Bulletin Board

- w1800 h1740 (Board surface h1170)

*Rack

- A4 size, 12 tiers (w250 d550 h1700)

*Additional Electricity

◇Barcode reader

Visitors to the CEDEC venue will be wearing a pass for the course provided with a barcode. By scanning the visitors' barcode with a special reader at each exhibition booth, it will be possible to obtain visitors' information, including business card details and more, after the event.

*Scanning the barcodes of the visitors will be done by each sponsor.

★PRICE (8% tax is not included.)

- Unlimited number of registrations (1 unit) = 40,000 yen
- Pay-as-you-register (1 unit) = 20,000 yen (+ 30 yen per registration)
- Additional barcode reader = 7,000 yen per 1 unit

*The prices may be subject to change in accord with the price modifications by PACIFICO Yokohama. For more details, please contact our office.

If you have any other requests, please contact our office.

- Rooms adjacent to Exhibit space (3rd floor) will be booked for Sponsorship Session.
- You can introduce your products/services in this session
- Two rooms are prepared to accommodate different sizes of audiences.

Please specify the room your session requires.

★SPEC

- Session duration: 60 minutes / 25 minutes
- Projector, Microphone set, Internet Access (Wired)
- 1 Full Conference Pass, 10 Expo Pass
- Live broadcasting of the session
- Barcode reader included:
 - Session Room A: 1 unit
 - Session Room B: 2 units

★PRICE (8% tax is not included.)

• Sponsorship Session (60min)

Room A (Capacity: 144)

Early Discount Price (By 5/12/2018)

465,000 JPY

Regular Price(After 5/13/2018)

545,000 JPY

Room B (Capacity: 285)

Early Discount Price (By 5/12/2018)

895,000 JPY

Regular Price(After 5/13/2018)

1,045,000 JPY

• Sponsorship Short Session (25min)

Room A (Capacity: 144)

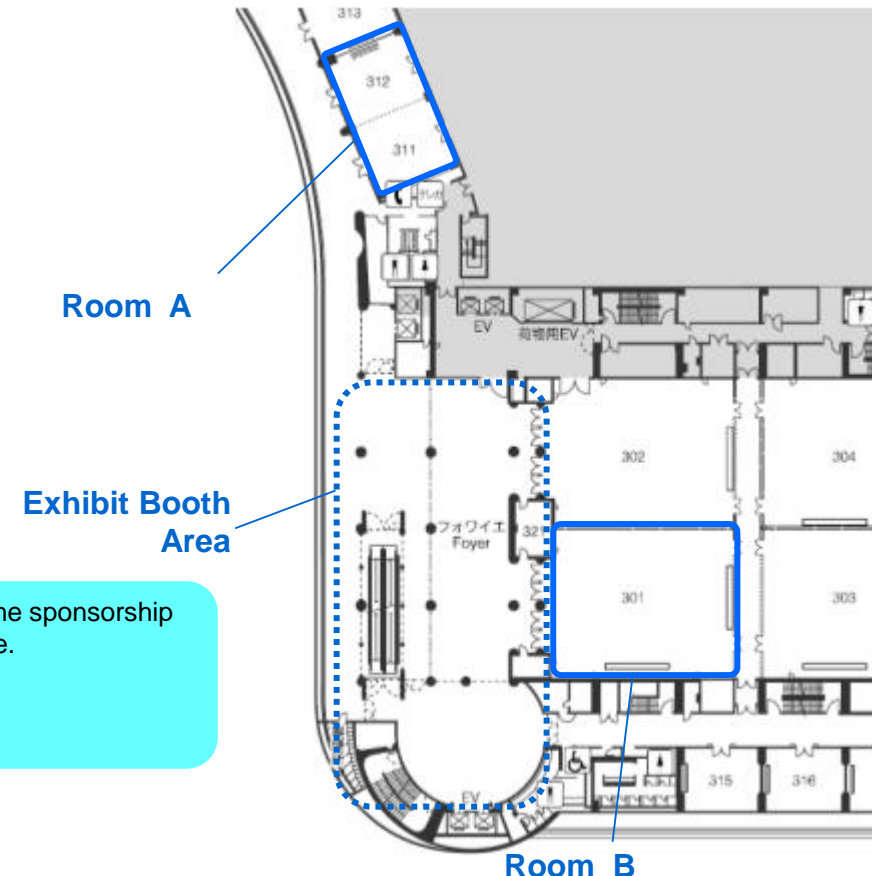
Early Discount Price (By 5/12/2018)

285,000 JPY

Regular Price(After 5/13/2018)

325,000 JPY

Photo from last year



10% discount is applicable when the sponsorship session is applied at the same time.

*Refer to page 6 for more details.

★Application

- Applications for the session will be accepted on a first-come basis (multiple applications are permitted).
- The management office will contact the applicants regarding session times, in the order applications were received (around July).
- 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.

◆Specifications

Video quality: Equivalent to VGA
Camera: One fixed camera
Report on the number of viewers

*Sessions are broadcasted live on the YouTube Live, an internet video distribution service.

Movie will be uploaded on You Tube after the event. You can choose between a live feed and You Tube upload.

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

◆ Barcode reader

Barcode readers will be available at each session venue and can be used freely.

Session Room A: 1 unit / session Room B: 2 units

Visitors to the CEDEC venue will be wearing a pass for the course provided with a barcode.

By scanning the visitors' barcode with a special reader at each exhibition booth, it will be possible to obtain visitors' information, including business card details and more, after the session.

*Scanning the barcode will be done by each sponsor upon entering the venue.

◆About the session participation for visitors

The host of this event does not provide information about participants of the event and sessions.

If you like to conduct the pre-registration in advance, please do it by your company.

(You can setting up a link to your company's registration form from CEDEC official website.)

◆About the interpreter

Please set up the simultaneous interpreter and consecutive interpreter.

You could consult us about the arrangement for the interpreter and the vender of the simultaneous equipment.

- You can organize the workshop which the participants use your products with PC.



Image

★ SPEC

- 60 minutes
- Capacity 24
- Electricity for PC
- Projector, Microphone set, Internet Access (Wired)
 - * Please bring your own PC for your presentation.
 - *Visitors to the CEDEC venue will be wearing a pass for the course provided with a barcode. By scanning the visitors' barcode with a special reader, it will be possible to obtain visitors' information, including business card details and more, after the session.
 - *Scanning the barcodes of the visitors will be done by each sponsor.

★PRICE

165,000 JPY (8% tax is not included.)

★Application

- This program is available for workshop sessions only. To hold a lecture session, please apply for the sponsorship session.
- *The management office will contact the applicants regarding session times, in the order applications were received (around July).

- 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.

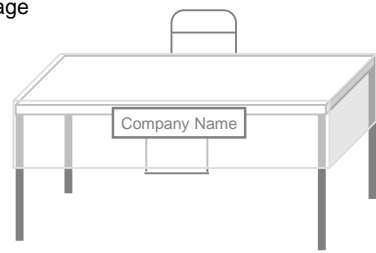


Photo from last year

★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



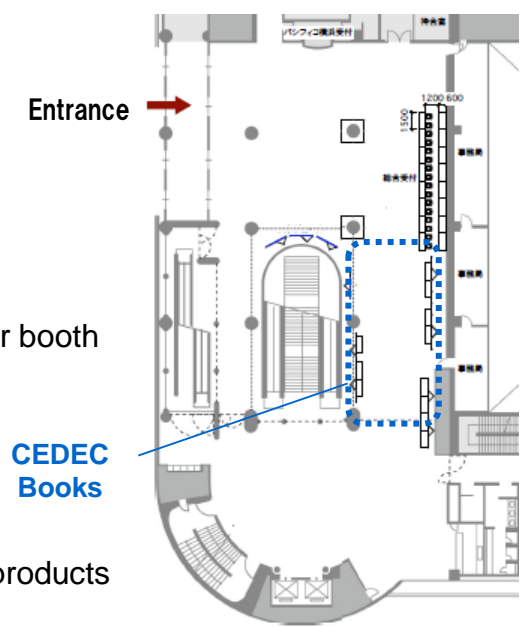
★PRICE

- 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 11, a lottery will be held for selection of the advertiser (a advertiser will be selected on a first-come basis from May 12 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
- * Priority for this item is given to Supporter Companies. Please contact the management office if interested.



Image

SPEC

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

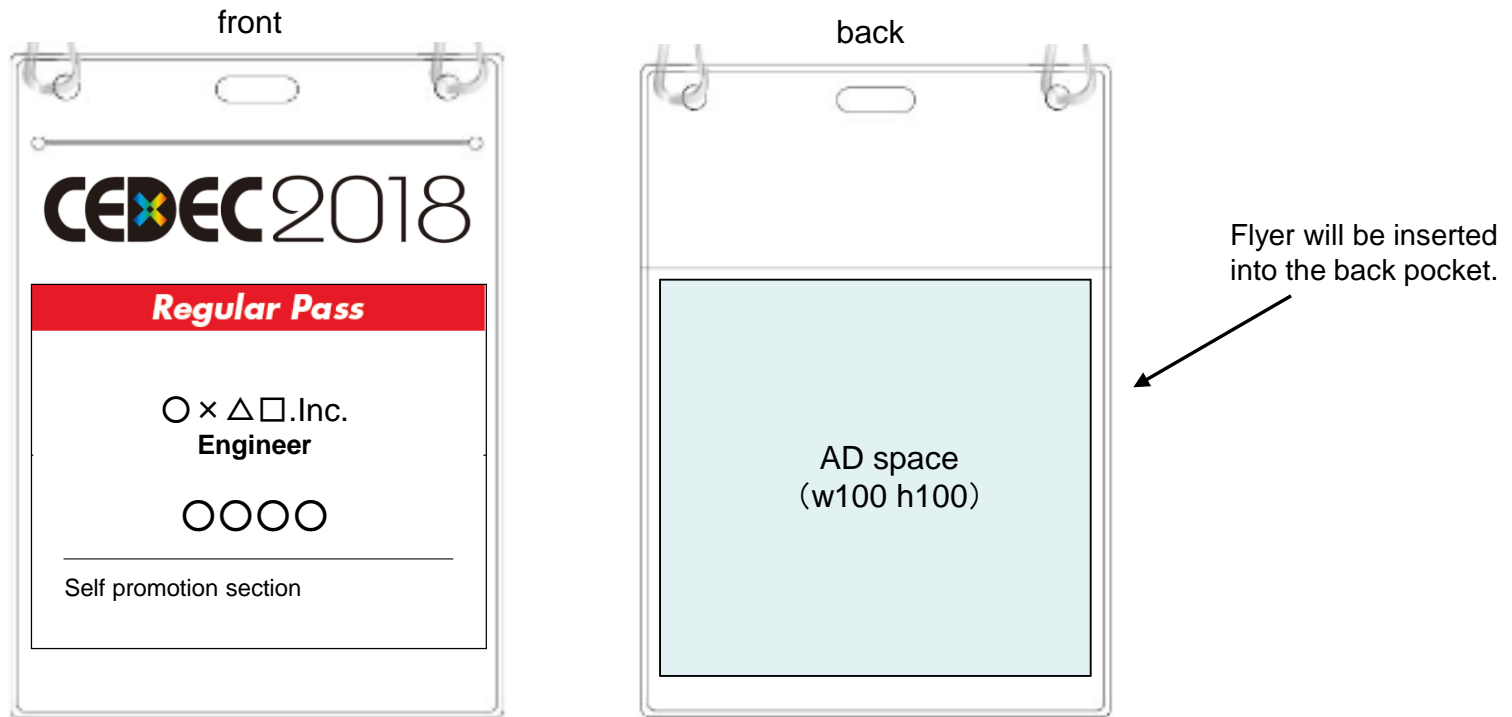
Price: **2,160,000 JPY** (8% tax is not included.)

- ※The CEDEC logo design will be on one side of the layout.
- ※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 11, a lottery will be held for selection of the advertiser (a advertiser will be selected on a first-come basis from May 12 onwards).

- 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.

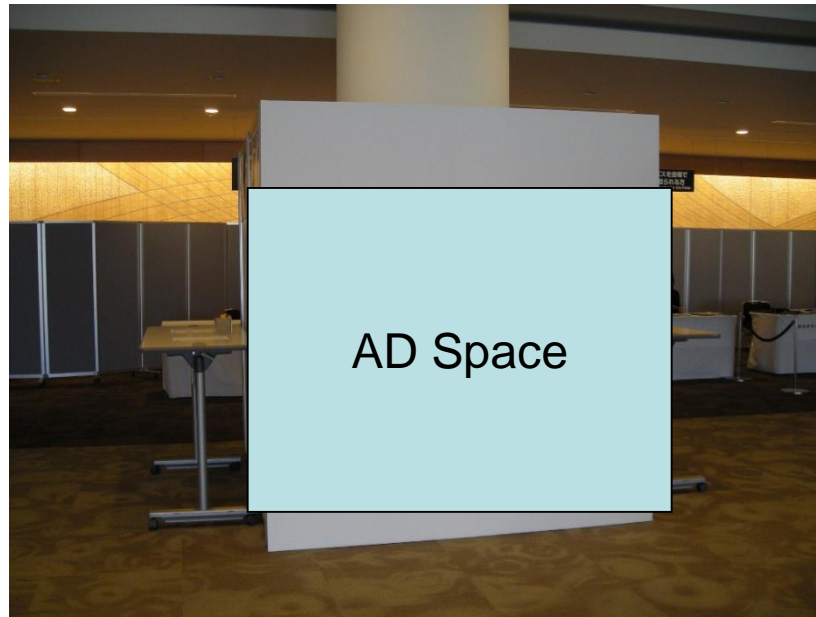
Price: **200,000 JPY** (8% tax is not included.)

Note: Only one lot is available.

If there are multiple parties applying for the lanyard advertising before May 11, a lottery will be held for selection of the advertiser (a advertiser will be selected on a first-come basis from May 12 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

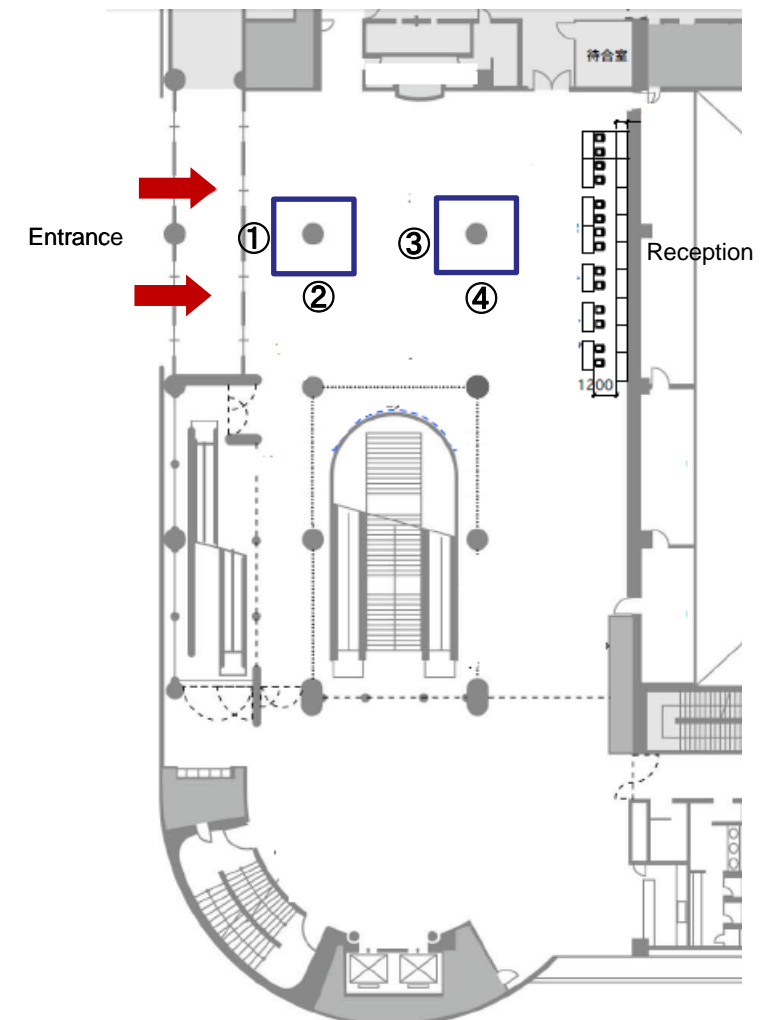
SPEC

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

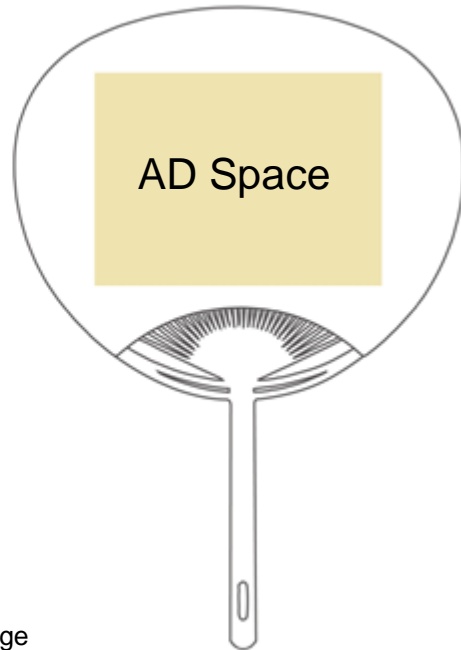
Price: **320,000 JPY** (8% tax is not included.)

※ 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: **650,000 JPY** (8% tax is not included.)

Note: Only one lot is available.

If there are multiple parties applying for the lanyard advertising before May 11, a lottery will be held for selection of the advertiser (a advertiser will be selected on a first-come basis from May 12 onwards).

*The CEDEC logo design will be on one side of the layout.

•Display your company's LOGO in the free drink distribution area.



Image

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 Days / 1,000,000 JPY

(8% tax is not included.)

Note: Only one lot is available.

If there are multiple parties applying for the lanyard advertising before May 11, a lottery will be held for selection of the advertiser (a advertiser will be selected on a first-come basis from May 12 onwards).

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

CEDEC 2018 (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2018)
ニュースレター[CEDEC EXPRESS]

2018/**/**
<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】スポンサーセッション受講登録受付中！
- ▼新着セッション公開中

---<PR>---

1 ○×△□●×▲■○×△□●×▲■○×△□●×▲■○×△□●×▲■○×△□

2

3

4

5

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▼【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/2017/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 9,000 (as of March 2018)
Distribution period: Until Friday, September 15

- 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.

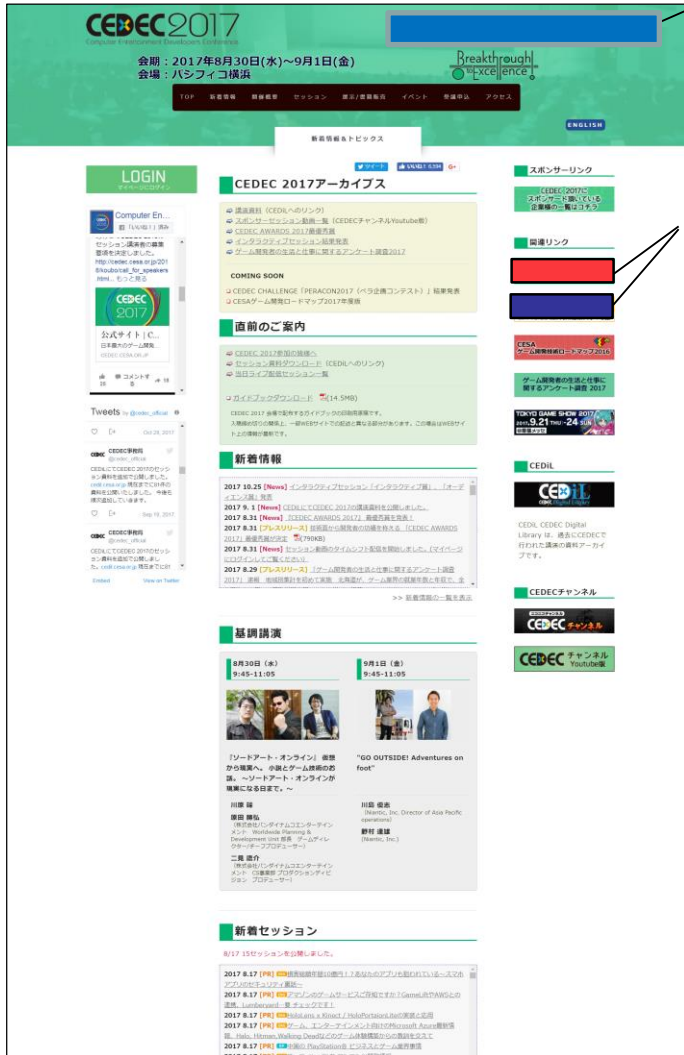
•Display your advertisement banner on every page of CEDEC Official Website

AD Space (A Type)

Location: Top Displays on all pages

AD Space (B Type)

Location: Sidebar Displays on all pages



Previous Official Website

SPEC

•Running Period: after submission of the manuscript, to End of November 2018

• Displays at random

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)

※A maximum of 5 applications will be accepted for A Type and a maximum 10 for B Type. (multiple application accepted)

※Size of the banners and the layout are subject to change.

※For submission method and schedule, please contact the management office.

CEDEC2017 Official WEB Access record

(On-peak :July 1 to September 30)

Total Page View. 1,854,669

Number of session: 421,801

Number of user: 154,727

Ave. Sojourn Time: 4 min.42 sec

•Advertisement on the official guidebook, distributed to all attendees

* Priority for "Table 4" is given to Supporter Companies. Please contact the management office if interested.



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	450,000 JPY	500,000 JPY	h 297 x w 210
Cover 2	290,000 JPY	340,000 JPY	
Cover 3	250,000 JPY	300,000 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, 4 and Center 2 pages are available for one company only.
- If there are multiple parties applying for these programs before May 11, a lottery will be held for selection of the participant (participants will be selected on a first-come basis from May 12 onwards).

- Promotion Video will be screened between sessions
- Three room sizes available to choose



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.)

- 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 **25,000 JPY** (8% tax is not included.)

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

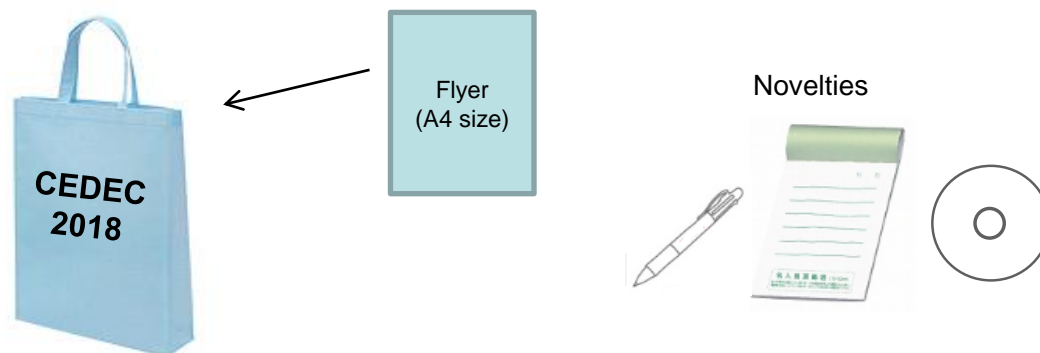
•Novelties and Brochures

Price per piece of a brochure or a novelty

Sponsor **50,000 JPY** (8% tax is not included.)

Non Sponsor **65,000 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. 6,000 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.

•Approximately 500 people (Speakers, attendees and guests) will be participating and networking.

* Priority for "Platinum" is given to Supporter Companies. Please contact the management office if interested.



Photo from last year

		Platinum
Price (8% tax is not included.)		2,000,000 JPY
Number of slots		1
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		20

Overview
Date: August 23 (Thu)
19:30 - 21:30
Capacity:500

※ Platinum sponsorship is limited to one company. If there are multiple parties applying for these programs before May 11 a lottery will be held for selection of the participant (participants will be selected on a first-come basis from May 12 onwards).

※Please prepare brochure / demo movie.

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

【Event Overview】

Date: August 22 (Wed)

19:15~21:15

Capacity:250



Photo from last year

		Platinum
Price (8% tax is not included.)		500,000 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 11, a lottery will be held for selection of the participant (participants will be selected on a first-come basis from May 12 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: August 23 (Thu) 17:50~19:30
 Venue: 1st Floor, Main Hall
 Capacity: 1,000 persons

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 11, a lottery will be held for selection of the participant (participants will be selected on a first-come basis from May 12 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

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 2017

- HD projector (Christie Digital Systems USA, Inc. Japan Branch)
- Interactive Session Monitor (EIZO Corporation)
- PCs and special exhibition area for sponsor workshop: provided by VR Now! Lounge (ProjectWhite)
- Network construction (Unity Technologies Japan)
- Video distribution system for Time-shifted streaming services (iret, Inc.)
- Equipment for Wi-Fi network system (Unity Technologies Japan)

- 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 2018 to End of March 2018
- Displays at random

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

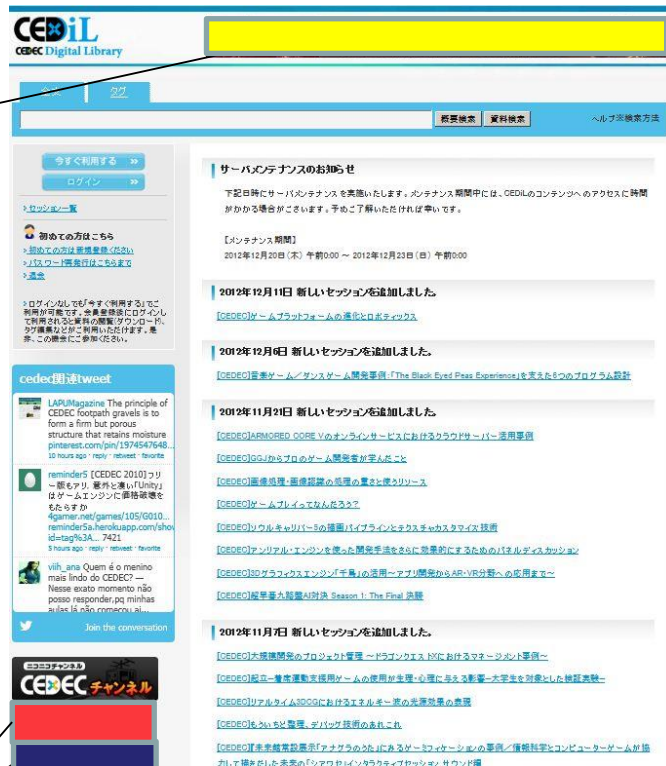
B Type: On sidebar,
 Price: **70,000 JPY** (8% tax is not included.)

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

- ※A maximum of 5 applications will be accepted for A Type and a maximum 10 for B Type.
 (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
 (After conclusion of the CEDEC event, August 26 to December 31, 2017))

Total Page View. 936,383
 Number of session: 280,137
 Number of user: 120,669



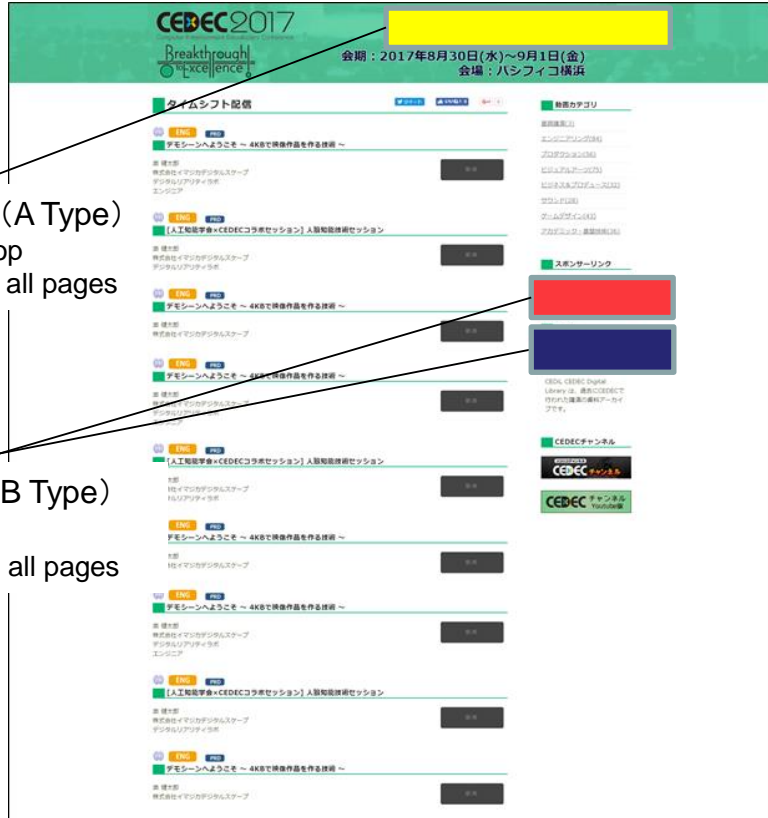
CEDiL Web-site

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

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

•Banner advertisements will be published on all pages of the time-shift distribution website for limited-time Internet distribution of CEDEC 2018 session movies

*Coverage given time-shift distribution can be viewed by persons who have applied for regular passes or time-shift passes. Access to the time-shift distribution page is from the menu list after members log in to their personal page.



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

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

Previous Website

SPEC

- Running Period: : August 23 to September 2
- Displays at random

A Type:
Top, w468 h60 pixel (planned)
Price: **100,000 JPY** (8% tax is not included.)

B Type:
On sidebar, w240 h60 pixel (planned)
Price: **40,000 JPY** (8% tax is not included.)

•GIF format (up to 20KB)

- ※A maximum of 10 applications will be accepted for A Type and B Type. (multiple application accepted)
- ※Size of the banners and the layout are subject to change.
- ※For submission method and schedule, please contact the management office.

CEDEC2017 Official WEB Access record

(August 31 to September 8 , 2017)
Total Page View: 123,890
Total number of plays: 67,568

•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.

Price

	Room No.	m ²	9:00-17:00	9:00-21:00	9:00-12:00	13:00-17:00	18:00-21:00
2F	211,212,213	79	64,000 JPY	91,000 JPY	41,000 JPY	51,000 JPY	41,000 JPY
	VIP Room	46	42,000 JPY	57,000 JPY	28,000 JPY	35,000 JPY	28,000 JPY
4F	421,422,423,424	69	57,000 JPY	81,000 JPY	37,000 JPY	46,000 JPY	37,000 JPY
	425	31	32,000 JPY	42,000 JPY	23,000 JPY	27,000 JPY	23,000 JPY

1. How to apply

- Download the "Sponsor Program Application" from the official website of CEDEC 2018 (at <http://cedec.cesa.or.jp/2018/en/sponsor.html>), fill in the required information, and send it by email to the management office (sponsor@cedec.jp).

2. Invoicing

- The management office will issue an invoice after receipt of the application form.

3. Payment deadline

- Payment is due at the end of the month following the month of the invoice date.
- *For applications in July or later, the payment deadline is one month from the date of application or Friday, August 10, whichever is earlier.
- *The application may be cancelled if payment cannot be confirmed by the payment deadline.
- 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
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 1-17-3, Shirokane, Minato-ku, Tokyo 108-8646 Japan
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 E-mail : sponsor@cedec.jp