

# CEDEC 2012 *Sponsorship Opportunities*

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

<b>Dates</b>	August 20(mon) – 22(wed), 2012
<b>Venue</b>	Pacifico Yokohama (Yokohama city, Kanagawa pref.)
<b>Organizer</b>	Computer Entertainment Supplier's Association (CESA)
<b>Supporter</b>	Ministry of Economy, Trade and Industry, Information Processing Society of Japan, Yokohama city, The Virtual Reality Society of Japan (planned)
<b>Sessions</b>	200 (planned)
<b>Attendees</b>	5,000 (expected)
<b>Concurrent Event</b>	CEDEC AWARDS, Welcome Reception, Developers Night, CEDEC CHALLENGE



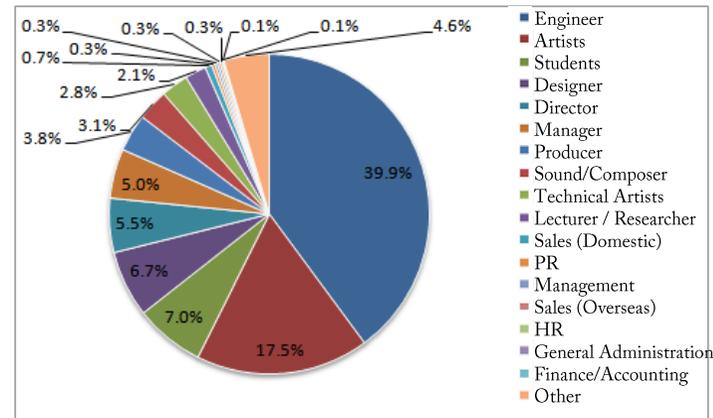
### 1. Number of attendees

- Conference 3,226
- Speakers 302
- Job Seminar 1,105

Total 4,633

### 3. Attendees breakdown

Job category



### 2. Media Coverage

1)Number of registered media on the day: 167  
(Tv,Newspaper,Magazine,Web)

2)Number of Articles Published

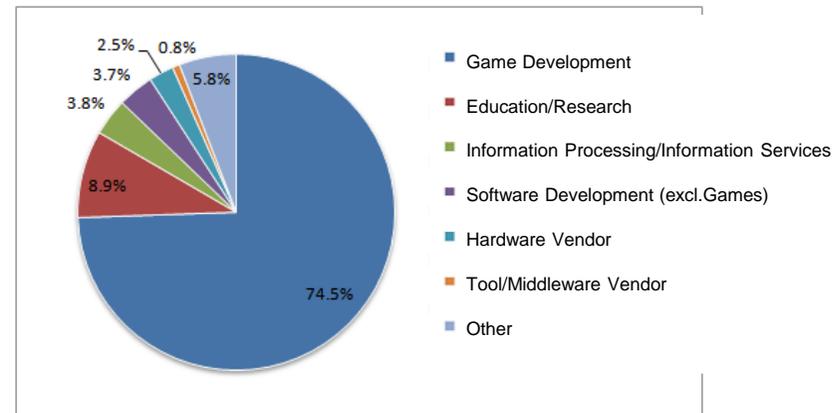
Prior to the Event:181

After the event:369

(Including articles published during the event )

Total:550

Category of business



## Main Sponsors

Platinum Sponsors



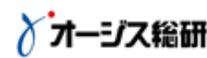
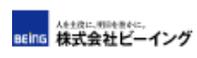
Gold Sponsor



Silver Sponsors



## PR Program Sponsors



## Media Partners



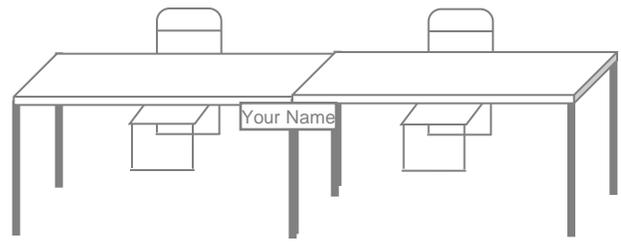
## Event Cooperation / Equipment Sponsors



alphabetical order

Item		Price (5% tax is not included.)	Spec	Page	
Exhibition / Session	A	Exhibit Booth	Early Discount: 2600,00 JPY Regular Price : 320,000 JPY	Booth Space 3.6m x 2m Tables, Chairs, Signage, etc.	5
	B	Sponsorship Session	Early Discount: 370,000 JPY Regular Price : 420,000 JPY	Capacity :144, 60 minutes	7
	C	Workshop	100,000 JPY	Capacity :24, 60 minutes	8
Advertising	D	Lanyard Advertising	1,640,000 JPY		9
	E	Tote Bag Advertising	1,260,000JPY	Material: non-woven Size: w280 h390 d50 (planned)	10
	F	Session Pass Advertising	340,000 JPY	Front: (w80mm h16mm) , Back: (w80mm h30mm)	11
	G	Main Entrance Banner Advertising	320,000 JPY	Size: H 2400mm X W 1800mm	12
	H	Round Fan	600,000 JPY		13
	I	Drink Corner	1 day : 460,000 JPY		14
			3 days : 1,000,000 JPY		
	J	Mail Magazine Advertising	Five-line: 42,000 JPY		15
			e-DM: 110,000 JPY		
	K	Official Website Banner Advertising	A Type: 210,000 JPY	One banner on every page (Size:468 x 60) Up to 5 lots	16
			B Type: 110,000 JPY	Two banners on every page (Size: 240 x 60), Up to 5 lots	
	L	Program Guide Advertising	Back Side: 320,000 JPY	A4(h297 x w210 mm), Full Color	17
			Cover 2: 260,000 JPY		
			Cover 3: 260,000JPY		
	M	Screening Promotion Video between sessions	1day : 320,000 JPY, 3DAYS : 630,000 JPY	Main Hall (Capacity:1,000)	18
1day : 210,000 JPY, 3DAYS : 420,000 JPY			Room A (Capacity:300)		
N	Interactive Session Monitor Advertising	1day : 110,000 JPY, 3DAYS: 210,000 JPY	Room B (Capacity:140)	19	
		52,000 JPY	Three days, Displayed at regular intervals PPT slide to be inserted.		
O	Tote Bag Insert	Sponsor: 32,000 JPY		20	
		Non-sponsor: 84,000 JPY			
Sponsorship	P	Developers Night Sponsorship	Platinum: 1,050,000 JPY	Presentation on the stage, Logo Awareness, Brochure at the venue, Tickets, etc *Depends on the plan	21
			Gold: 320,000 JPY		
	Q	Welcome Reception Sponsorship	Exhibit Booth : 110,000 JPY	Tables, Chairs, Signage, etc.	22
			Platinum: 1,000,000 JPY	Naming Rights, Presentation on the stage, Logo Awareness etc.	
	R	CEDEC AWARDS Sponsorship	Platinum: 530,000 JPY	Logo Awareness, etc	24
			Gold: 320,000 JPY	*Depends on the plan	
S	Lounge Sponsorship	210,000 JPY	Logo Awareness, Brochure at the venue	25	
T	Press Room Sponsorship	210,000 JPY	Logo Awareness, Press Release, etc.		
Others	U	CEDiL Web Banner	A Type : 300,000 JPY	One banner on every page Up to 5 lots	26
			B Type : 150,000 JPY		

- Exhibit Booth on 3<sup>rd</sup> floor (most of sessions will be held on 3<sup>rd</sup> floor)
- Most attendees stay on this floor, thus the more people actually stop by your booth
- Can be used for demonstrating new products, marketing, sales and business talk



Image

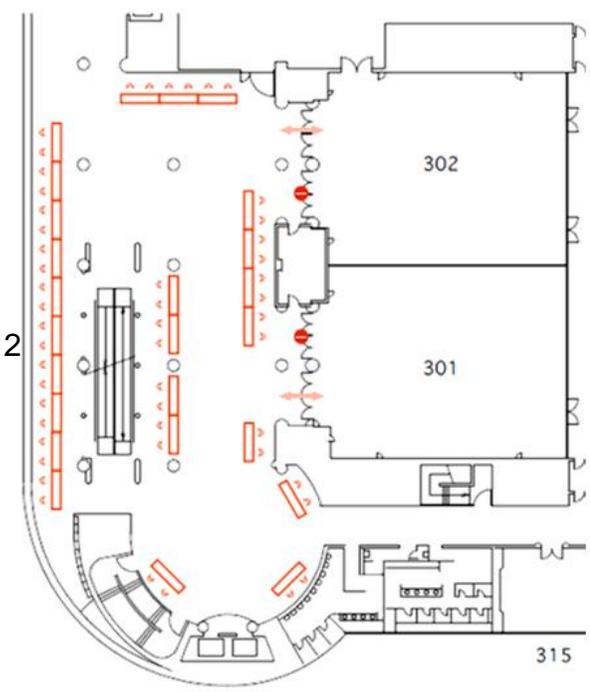
Photo from last year

### SPEC

- Booth Space 3m x 2m
- 2 Tables(w1500, d600, h700) cloth covered
- 2 chairs
- Signage (w600, h200)
- Electricity (1KW)

Early Discount Price : 260,000 JPY (5% tax is not included.) By 5/31/2012  
 Regular Price : 320,000 JPY (5% tax is not included.) After 6/1/2012

- ※ Early registration (available until May 31) comes with free "Tote bag Insert" option
- ※ 10 Expo pass will be provided per booth.
- \*Booth location will be served by first-come basis.
- \*Exhibit layout is subject to change due to the conference program



## Options

\*Internet Access (Wired)

Price: 17,600 JPY (5% tax is not included.)

\*Bulletin Board

• w1800 h1740 (board space w1800 h1170)

Price: 1,200 JPY (5% tax is not included.)

\*Rack

• w250 d550 h1700 12 columns

Price: 5,500 JPY (5% tax is not included.)

\*Additional Electricity

• 1KW

Price: 9,200 JPY (5% tax is not included.)

- Rooms adjacent to Exhibit space (3<sup>rd</sup> floor ) will be booked for Sponsorship Session. (Other Venue may be assigned if applied later.)
- You can introduce your products/services in this session



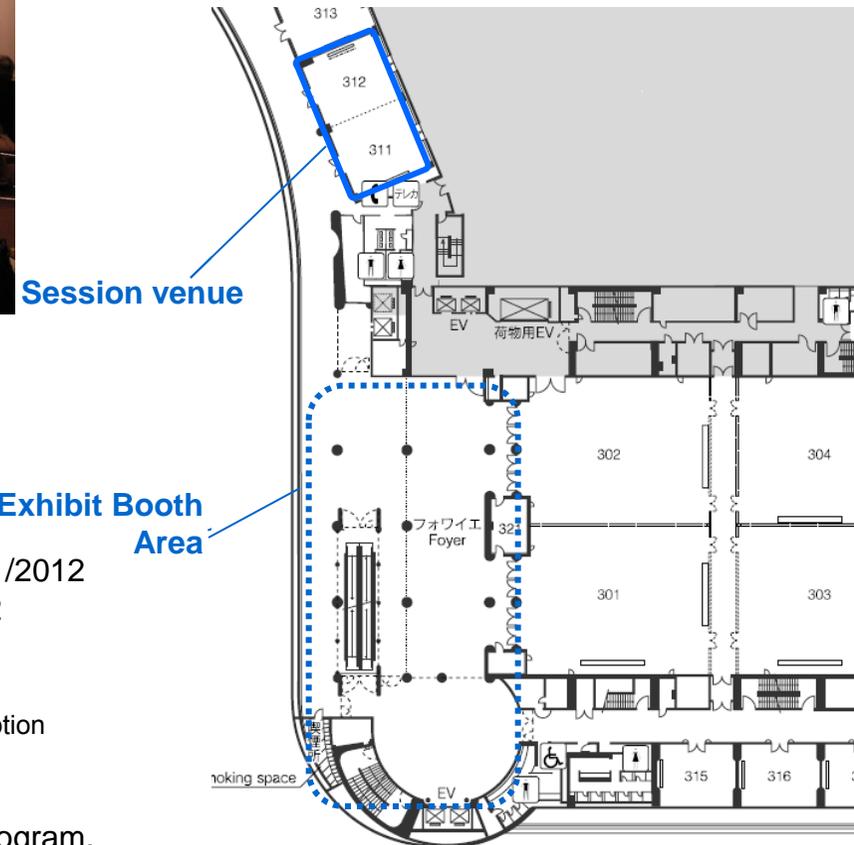
Previous Scene

**SPEC**

- 60 minutes
- Capacity. 144
- Projector, Microphone set

Early Discount Price : 370,000 JPY (5% tax is not included.) By 5/31/2012  
 Regular Price : 420,000 JPY (5% tax is not included.) After 6/1/2012

- ※ Early registration (available until May 31) comes with free “Tote bag Insert ” option
- ※10 Expo pass will be provided per session.
- \*Session slot will be served by first-come basis.
- \*Session venue is subject to change due to the conference program.



- You can organize the workshop which the participants use your products with PC.
- (For only the sponsor company who register more than two exhibition booth or both of exhibition and sponsorship session.)



Image

**SPEC**

- 60 minutes
  - Capacity. 24
  - Electricity for PC
  - Internet Access (Wired)
- Price= 100,000 JPY (5% tax is not included.)

**NOTE**

We accept the registration in order of your application. (multiple application accepted.)  
 Please bring your own PC for your presentation.  
 The price of projector is not included in the price. Please contact us if you need any projector or other equipment in your session.

- 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



**SPEC**

- Material: Nylon
- Size: w15 h900 mm (planned)
- Color: 1C
- Distribution for: Attendees, Speakers

Price: 1,640,000 JPY (5% tax is not included.)

- 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



Image

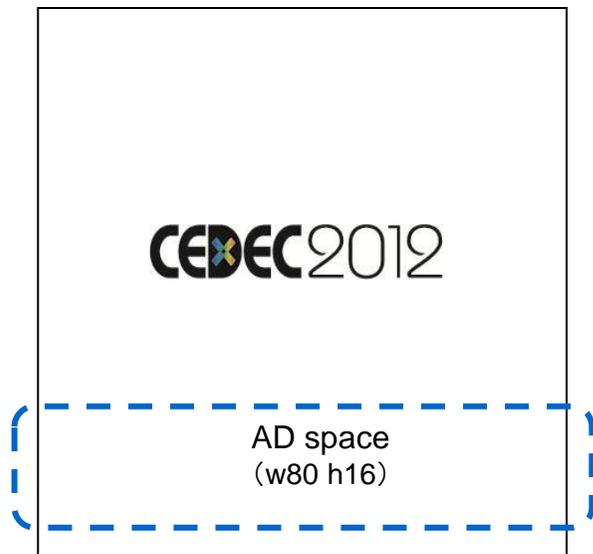
### SPEC

- Material: non-woven
- Size: w280 h390 d50 (planned)
- Logo Size: up to w250 h340
- Color: 1C
- Distribution for: Attendees, Speakers

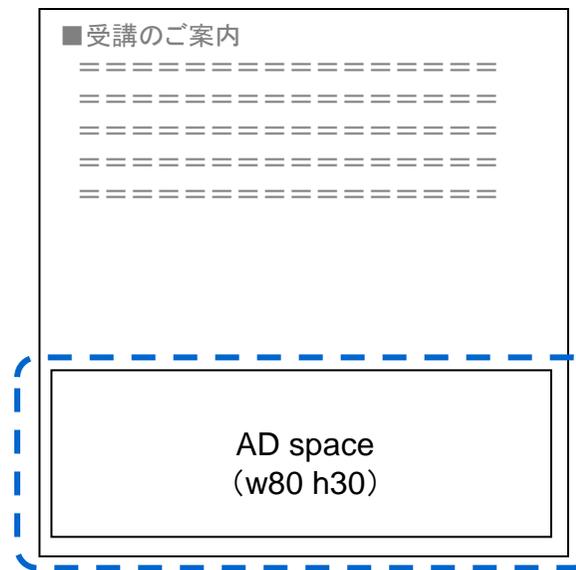
Price: 1,260,000 JPY (5% tax is not included.)

- ※Only one lot available
- ※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

- Print your company's LOGO on the 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



Image



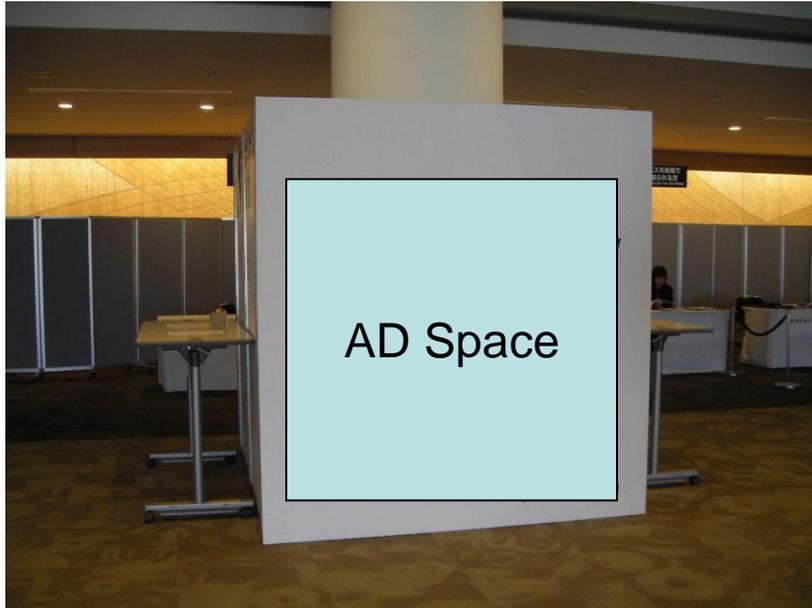
**SPEC**

- Material: Paper
- Size: w90 h90(planned)
- Color: 4C
- Distribution for: Attendees, Speakers, etc.

Price: 340,000 JPY (5% tax is not included.)

- ※Only one lot available
- ※ Layout on the left is just a sample

- A big banner near main entrance on 2<sup>nd</sup> floor.
- This option is only available to sponsors who have applied for any of the exhibition/sponsorship menu



Image

## SPEC

- Size: H 2400mm X W 1800mm
- Venue: Main Entrance Area, 2<sup>nd</sup> fl.

Price: 320,000 JPY (5% tax is not included.)

\*For details, please ask the management office.

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



Image

### SPEC

- Size: w243xh345
- Flame : White
- AD Space:150mm x 110mm
- Color: 4C
- Distribution for: Attendees, Speakers, etc.

Price: 600,000 JPY (5% tax is not included.)

- ※Only one lot available
- ※Layout on the left is just a sample
- ※shape can be changed upon request.  
Please contact the organizer for more details

- 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



## SPEC

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

1 Day / 460,000 JPY  
3 Day / 1,000,000 JPY

(5% tax is not included.)

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

CEDEC 2012 (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2012)  
ニュースレター[CEDEC EXPRESS]

2012/\*\*/\*\*

<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>---

1 2 3 4 5 6 7 8 9 0 1 2 3 4 5 6 7 8 9 0 1 2 3 4 5 6 7 8

2

3

4

---<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/2012/contents/howto.html>

(1) SPEC (5-line Ad)

•76 characters X 5 lines

Price: 42,000 JPY (5% tax is not included.)

(2) SPEC (e-DM)

•76 characters X 150 lines

Price: 110,000 JPY (5% tax is not included.)

\*For details, please ask the management office.

Example of “five-lines” AD

- 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

A Type: Top, w468 h60 pixel (planned)  
Price: 210,000 JPY (5% tax is not included.)

B Type: Two banners on sidebar, w240 h60 pixel (planned)  
Price: 110,000 JPY (5% tax is not included.) ※each

- GIF format (up to 20KB) or Flash format (up to 30 KB)
- Running Period: From one week after submission of the manuscript, to End of October (planned)
- Up to 5 banners for each AD space will run on the website.

- Displays at random (up to five lots)
- ※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.

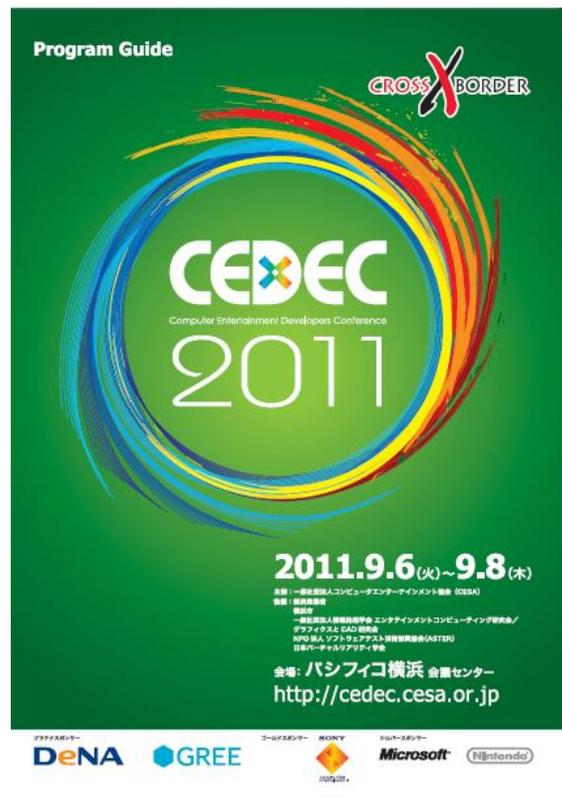
## ★CEDEC2011 Official WEB Access record

On-peak (July to August)  
Total Page View Appx.1,110,000.  
Ave. Sojourn Time: 4 min. 30 sec.  
Post-event (September)  
Total Page View Appx. 500,000, Ave. Sojourn Time: 4 min.

Previous Official Website

AD Space (B Type)  
2 banners on sidebar  
Displays on all pages

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



### SPEC

Size: A4 (297 x 210 mm)

AD Space	Price (5% tax is not included.)		Size
	Sponsor	Non Sponsor	
Back Side	320,000 JPY	370,000 JPY	H 297 X W 210
Cover 2	260,000 JPY	310,000 JPY	
Cover 3	260,000 JPY	310,000 JPY	
1 Page, 4 Color	160,000 JPY	210,000 JPY	

Previous Program Guide

※\*For details, please ask the management office.

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

昨年の様様



Main Hall (Capacity 1,000)



Room A (Capacity 300)



Room B (Capacity 140)

## SPEC

- Main Hall (Capacity 1,000) : 1 Day / 320,000 JPY , 3 days / 630,000 JPY
- Room A(Capacity 300): 1 Day / 210,000 JPY , 3 days / 420,000 JPY
- Room B(Capacity 140): 1 Day / 110,000 JPY , 3 days / 210,000 JPY

(5% tax is not included.)

Screens five times per day

※ Lot will be served on first-come basis (Multiple application accepted)

- Displays advertisements on all monitors, at Interactive Sessions space during free time
- Can be used to promote your company logo or play promotion movie
- This option is only available to sponsors who have applied for any of the exhibition/sponsorship menu



Previous Scene

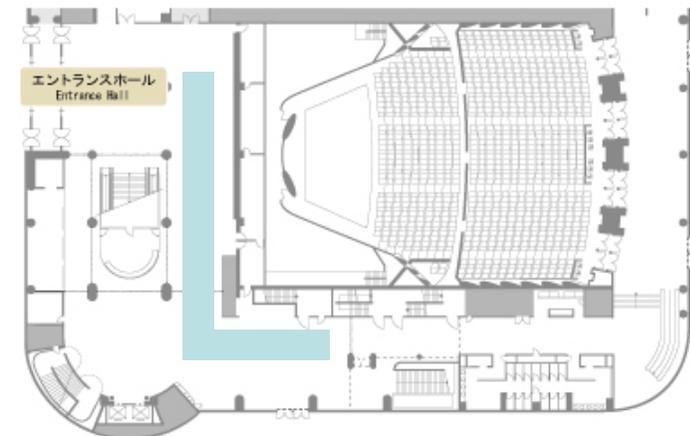
## SPEC

- Location: Entrance hall on 1st floor
- Number of monitors: 30 (planned)
- Displays at regular intervals, 10 sec per interval
- Displays a few dozen times a day for three days
- Played as a PowerPoint Slide show

Price: 52,000 JPY (5% tax is not included.)

- ※ Lot will be served on first-come basis (Multiple application accepted)
- ※ Location of the Interactive Session Space is subject to change

## ■ Interactive Sessions space



•Your brochure/catalog will be inserted into the Tote bags which will be handed to attendees

## SPEC

- Size: within A4 sized brochure
- Distribution for: Attendees

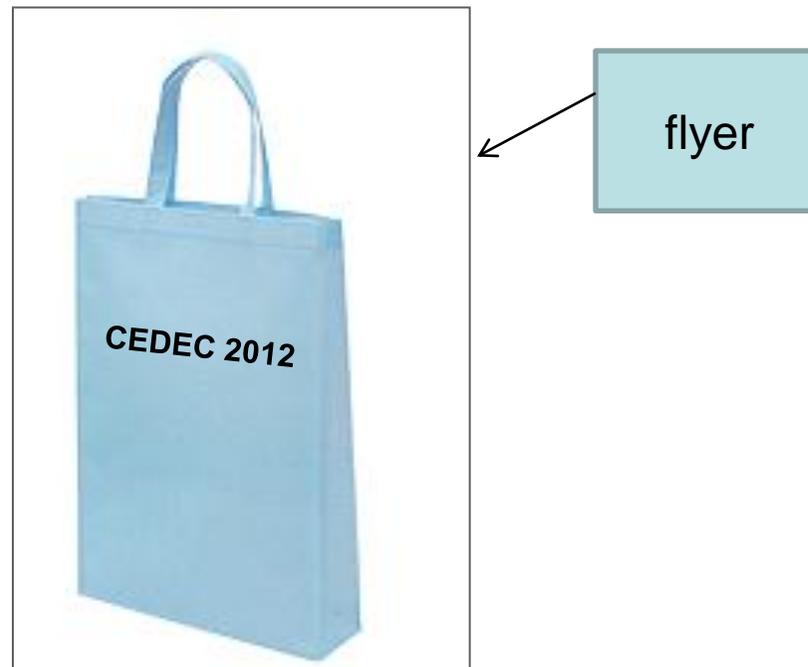
Price: Sponsor: 32,000 JPY ※ For the sponsor who have applied for Exhibit booth or Sponsorship Session

Non Sponsor: 84,000 JPY

(5% tax is not included.)

※This option may be cancelled if “E: Tote bag advertising” was not sponsored.

※Weight check will be performed for catalog



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

**Overview** (planned)  
 Date: August 21 (Tue)  
 19:30 - 21:30  
 Capacity:500



Photo from last year

		Platinum	Gold
Price (5% tax is not included.)		1,050,000 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		10	5
Official Website Banner Advertising, Mail Magazine Advertising		✓	—

※Please prepare brochure / demo movie.

**Option Menu** ※Option menu can be applied alone

**\*Exhibit Booth**

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



Photo from last year

**SPEC**

- Tables (w1800 d600 h700)x 2, cloth-covered
- Company signature (w600 h200, in Gothic font)
- Power tap (1KW) m, power charge included

Price: 110,000 JPY (5% tax is not included.)

- On the first day of CEDEC, we will hold a welcome reception for the speakers/persons concerned in the sessions.
- Appx. 200 people may be joining.(Speakers, attendees, staff)

**【Event Overview】** (planned)

Date: August 20 (Mon) 2011

19:00~21:00

Capacity:200



Photo from last year

		Platinum
Price (5% tax is not included.)		1,000,000 JPY
Available Lot		One Company Only
Naming Right		✓
Demo Movie on the screen		✓
Opening Speech		✓
LOGO Exposure	Guidebook	✓
	Official Web site	✓
	Event Signboard	✓

※Please prepare 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】** (Planned)

Date/Time: August 21 (Tue) 2012

17:50~19:30

Venue: 1<sup>st</sup> Floor, Main Hall

Capacity: 1000 persons

Categories: Programming, Development Environment, Visual Arts, Game Design, Sounds, Online/Network Special Award

Photo from last year

		Platinum	Gold
Price (5% tax is not included.)		530,000 JPY	320,000 JPY
Number of lot		1	3
LOGO Exposure	Guidebook	✓	✓
	Official Web site	✓	✓
	Event Signboard	✓	—
	Photo Session LOGO Board	✓	—
Banner in event venue		✓	—

※Please prepare Banners.

- Supporting menu to provide soft drinks to attendees during coffee break time
- Conducted only when two companies (or two lots) applied

### SPEC

- Logo Signage at the Lounge
- Brochure at the venue

Price: 210,000 JPY (5% tax is not included.)

- \*Drink will be served during the coffee break
- \*Service will be finished as soon as the designated number of drinks has run out.
- \*Brochure must be prepared by the sponsor.

## ■ Sponsorship T : Press Room Sponsorship

【Deadline: July 13】

- Supporting menu to setup/operate Press Room for media
- Conducted only when two companies (or two lots) applied

### SPEC

- Logo Signage at the Press Room
- Brochure at the venue
- 1 Press Release

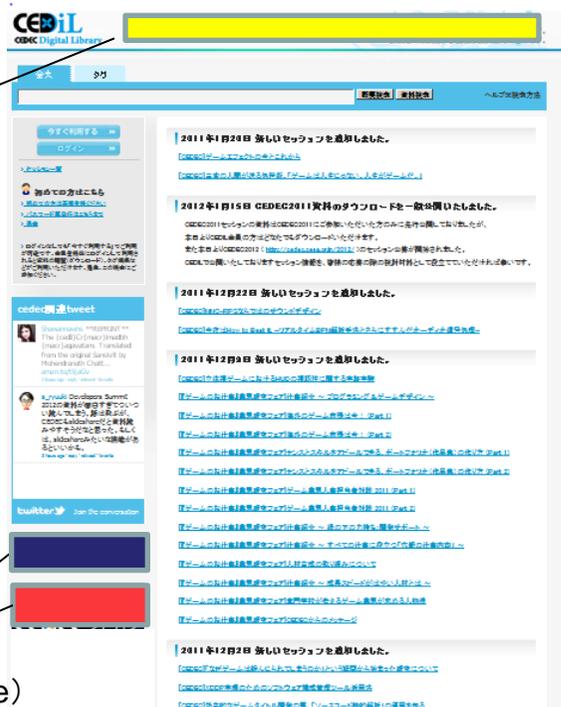
Price: 210,000 JPY (5% tax is not included.)

- \*Brochure must be prepared by the sponsor.
- \*For details, please ask the management office

- 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.



AD Space (A Type)

Location: Top  
Displays on all pages

AD Space (B Type)

2 banners on sidebar  
Displays on all pages

Website image

## SPEC

A Type: Top  
Price: 300,000 JPY (5% tax is not included.)

B Type: Two banners on sidebar,  
Price: 150,000 JPY (5% tax is not included.)

- GIF format (up to 20KB) or Flash format (up to 30 KB)
- Running Period: From one week after submission of the manuscript, to End of March 2013
- Up to 5 banners for each AD space will run on the website.

- Displays at random (up to five lots)
- ※ 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. 207,287(2011/2/1~2012/1/31)  
 Average page view per month 17,274(2011/2/1~2012/1/31)  
 Post-event (2011/10 : 40,000PV, 2011/12 : 13,000PV)  
 Over 4,000 Unique User access per month after 2011/9

- 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  
>79m<sup>2</sup>, 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】

CEDEC2012 Sponsorship Office

E-mail: [sponsor@cedec.jp](mailto:sponsor@cedec.jp)

Postal Code: 107-0052

303 Akasaka-Daiichi Bldg. 2-15-4 Akasaka, Minato-ku, Tokyo (In K.K. Note)

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

Item		Price	# Of Application OR Type/Number	
Exhibition / Session	A	Exhibit Booth	Early Discount : 260,000 JPY Regular Price : 320,000 JPY	
	B	Sponsorship Session	Early Discount : 370,000 JPY Regular Price : 420,000 JPY	
	C	Workshop	100,000 JPY	
Advertising	D	Lanyard Advertising	1,640,000 JPY	
	E	Tote Bag Advertising	1,260,000 JPY	
	F	Session Pass Advertising	340,000 JPY	
	G	Main Entrance Banner Advertising	320,000 JPY	
	H	Round Fan	600,000 JPY	
	I	Drink Corner Advertising	1 day : 460,000 JPY	_____booth(s)
			3 days : 1,000,000 JPY	
	J	Mail Magazine Advertising	Five-line: 42,000 JPY e-DM: 110,000 JPY	
	K	Official Website Banner Advertising	A Type: 210,000 JPY	
			B Type: 110,000 JPY	
	L	Program Guide Advertising	Back Side: 320,000 JPY	
			Cover 2: 260,000 JPY	
			Cover 3: 260,000 JPY	
			1 page: 160,000 JPY	
	M	Screening Promotion Video between sessions	Main Hall: 1day:315,000 JPY, 3DAYS:630,000 JPY	1 day * 3days
Room A: 1day: 210,000 JPY, 3DAYS :420,000 JPY			1 day * 3days	
Room B: 1day: 105,000 JPY, 3DAYS: 210,000 JPY			1 day * 3days	
N	Interactive Session Monitor Advertising	52,500 JPY		
O	Tote Bag Insert	Sponsor: 32,000 JPY, Non-sponsor: 84,000 JPY		
Sponsorship	P	Platinum: 1,050,000 JPY	_____booth(s)	
		Gold: 320,000 JPY		
		Exhibit Booth: 110,000 JPY		
	Q	Welcome Reception Sponsorship	Platinum: 1,000,000 JPY	
	R	CEDEC AWARDS Sponsorship	Platinum: 530,000 JPY Gold: 320,000 JPY	
S	Lounge Sponsorship	210,000 JPY		
T	Press Room Sponsorship	210,000 JPY		
Others	U	CEDiL Web Banner	A Type: 300,000 JPY B Type: 150,000 JPY	

Company Name		
Address	Postal Code	
Representative	Title	
	Name	
Principal Contact	Title	
	Name	
	TEL	
	FAX	
	E-mail	

Company Name		
Address	Postal Code	
Representative	Title	
	Name	
	TEL	
	FAX	
	E-mail	

【Contact Information/Mailing Address】 CEDEC2012 Sponsorship Office  
303 Akasaka-Daiichi Bldg. 2-15-4 Akasaka, Minato-ku, Tokyo, Japan. (In K.K. Note)  
Postal Code 107-0052  
E-mail: sponsor@cedec.jp