

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 24(Wed.) – 26(Fri.), 2016
<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, etc. (planned)
<b>Sessions</b>	200 (planned)
<b>Attendees</b>	6,500 (expected)
<b>Concurrent Event</b>	CEDEC AWARDS, Welcome Reception, Developers Night, CEDEC CHALLENGE



### 1. Number of attendees

- Conference 4,761
- Speakers ,Exhibitors 1,612

Total 6,373

### 2. Media Coverage

1)Number of registered media on the day: 191  
(TV, Newspaper, Magazine, Web)

2)Number of Articles Published

Prior to the Event:168

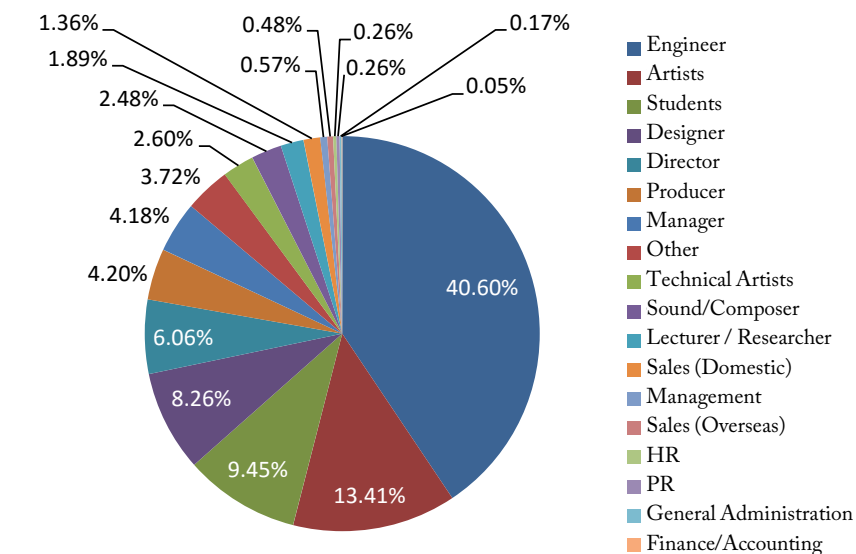
After the event:211

(Including articles published during the event )

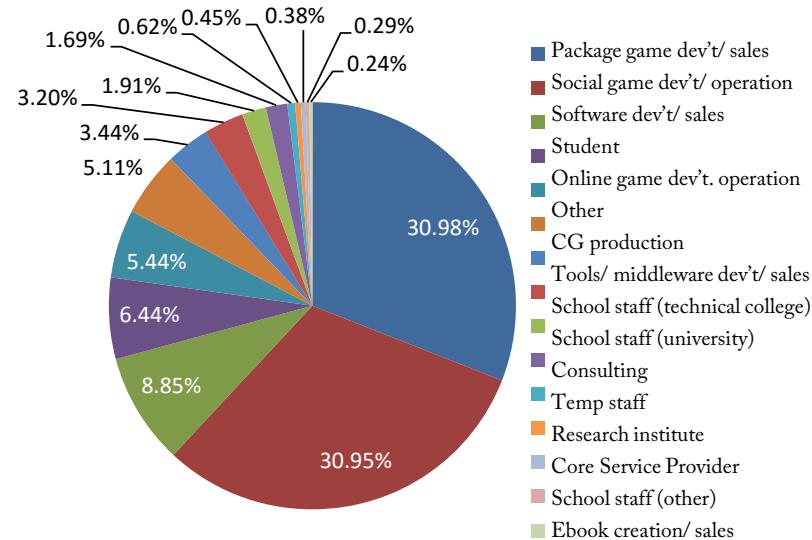
Total:379

### 3. Attendees breakdown

Job category



Category of business



## Gold Sponsors



## Silver Sponsors



## PR Program Sponsors



## ZENRIN

## Event Cooperation / Equipment Sponsors



Item		Price (8% tax is not included.)	Page
Exhibition / Session	A Exhibit Booth	Exhibit Area1 (1st floor), Exhibit Area 2 ( 3rd floor)	Early Discount : 300,000 JPY Regular Price : 360,000 JPY
			*3 Tables Early Discount: 430,000JPY Regular Price : 520,000JPY
		Room A (Capacity:144)	Early Discount : 440,000JPY Regular Price : 520,000JPY
	B Sponsorship Session (60min)	Room B (Capacity:285)	Early Discount : 850,000JPY Regular Price : 1,000,000JPY
		Room A (Capacity:144)	Early Discount : 270,000JPY Regular Price : 310,000JPY
	C Sponsorship Short Session (25min)	Room A (Capacity:144)	Early Discount : 270,000JPY Regular Price : 310,000JPY
C Sponsorship Workshop		150,000JPY	
D Book sales booth		20,000JPY(From 2nd booth, 15,000JPY)+Royalty (5% of	
Advertising	E Lanyard Advertising	By Lottery	1,640,000JPY
	F Tote Bag Advertising	By Lottery	2,160,000JPY
	G Conference Pass Advertising		200,000JPY
	H Main Entrance Banner Advertising		320,000JPY
	I Round Fan	By Lottery	650,000JPY
	J Drink Comer	1 day	460,000JPY
		3 days	1,000,000JPY
	K Mail Magazine Advertising	Five-line	42,000JPY
		e-DM	110,000JPY
	L Official Website Banner Advertising	A Type	210,000JPY
		B Type	50,000JPY
	M Program Guide Advertising	By Lottery Back Side	Sponsor: 450,000JPY Non Sponsor: 500,000JPY
		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	
	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
		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
Q Catalogue and novelty distribution service	Catalog/Novelty	Sponsor: 50,000JPY Non sponsor: 65,000JPY	
Sponsorship	R Developers' Night Sponsorship	By Lottery Platinum	1,500,000JPY
		Gold	320,000JPY
	S Welcome Reception Sponsorship*	By Lottery Platinum	500,000JPY
	T CEDEC AWARDS Sponsorship	By Lottery Platinum	1,000,000JPY
		Gold	320,000JPY
U Equipment Sponsorship		negotiable	
Others	V CEDiL Web Banner Advertising	A Type	200,000JPY
		B Type	70,000JPY
Option	W Meeting Room		

Early Discount Deadline for Exhibit booth and Sponsorship session is May 13, 2016.

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

-If there are multiple parties applying for these items before May 13, a lottery will be held for selection of the participant (participants will be selected on a first-come basis from May 14 onwards).

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

\*Refer to page 5 for more details.

**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 : **440,000 JPY → 396,000 JPY**  
 Regular Price : **520,000 JPY → 468,000 JPY**
- Room B (Capacity: 285)  
 Early Discount : **850,000 JPY → 765,000 JPY**  
 Regular Price : **1,000,000 JPY → 900,000 JPY**
- Short Session (25min)  
 Early Discount : **270,000 JPY → 243,000 JPY**  
 Regular Price : **310,000 JPY → 279,000 JPY**

(Consumption tax not included)

With the application of early discount, up to **136,000 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)	396,000 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
<b>Total</b>	<b>958,000 JPY</b>
	<b>(214,000 JPY discount off the regular price.)</b>



- 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 (1<sup>st</sup> floor)

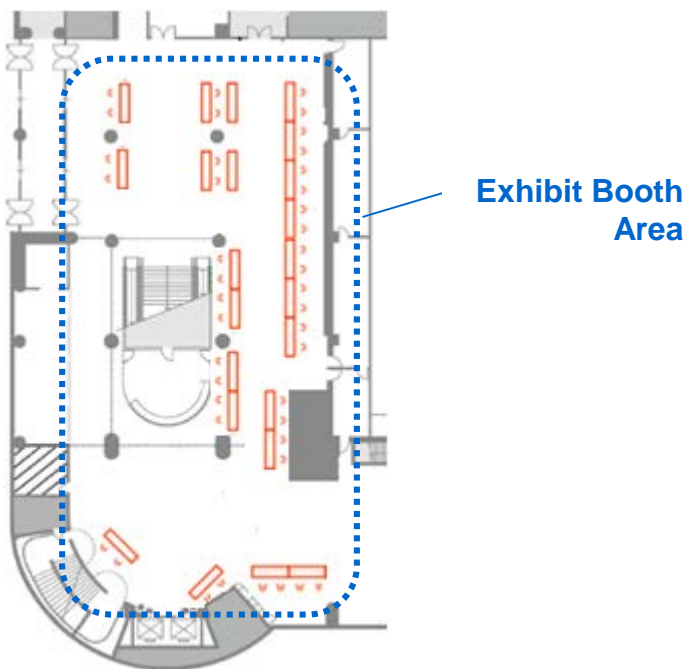
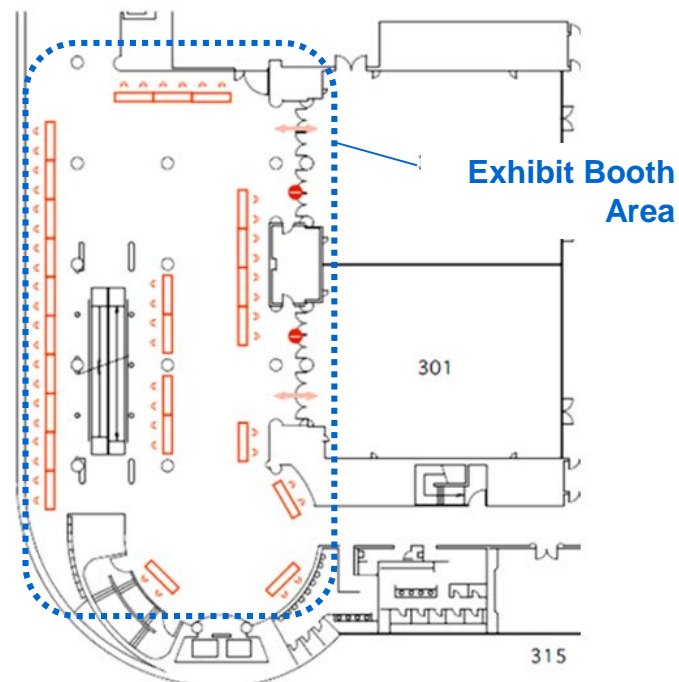


Exhibit Area 2 ( 3<sup>rd</sup> floor)



★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 5/13/2016):

**300,000 JPY**

Regular Price(After 5/14/2016):

**360,000 JPY**

**Note: Up to three tables can be arranged in a booth (available only in Exhibit Area 1).**

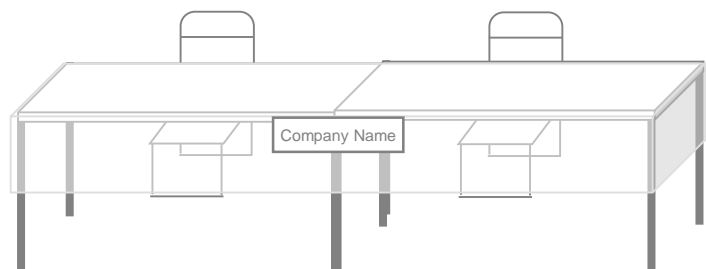
(Booth Space 4.5m x 2m, 3 Table, 3 Chairs)

Early Discount Price (By 5/13/2016):

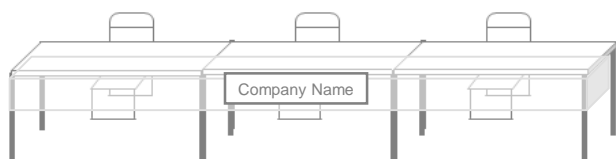
**430,000 JPY**

Regular Price(After 5/14/2016):

**520,000 JPY**



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.

★Options

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

- \*Internet Access (Wired)
- \*Bulletin Board
- \*Rack
- \*Additional Electricity

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

\*Refer to page 5 for more details.

- 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

## ★PRICE (8% tax is not included.)

### • Sponsorship Session (60min)

#### Room A (Capacity: 144)

Early Discount Price (By 5/13/2016 )

**440,000 JPY**

Regular Price(After 5/14/2016)

**520,000 JPY**

#### Room B (Capacity: 285)

Early Discount Price (By 5/13/2016 )

**850,000 JPY**

Regular Price(After 5/14/2016)

**1,000,000 JPY**

### • Sponsorship Short Session (25min)

#### Room A (Capacity: 144)

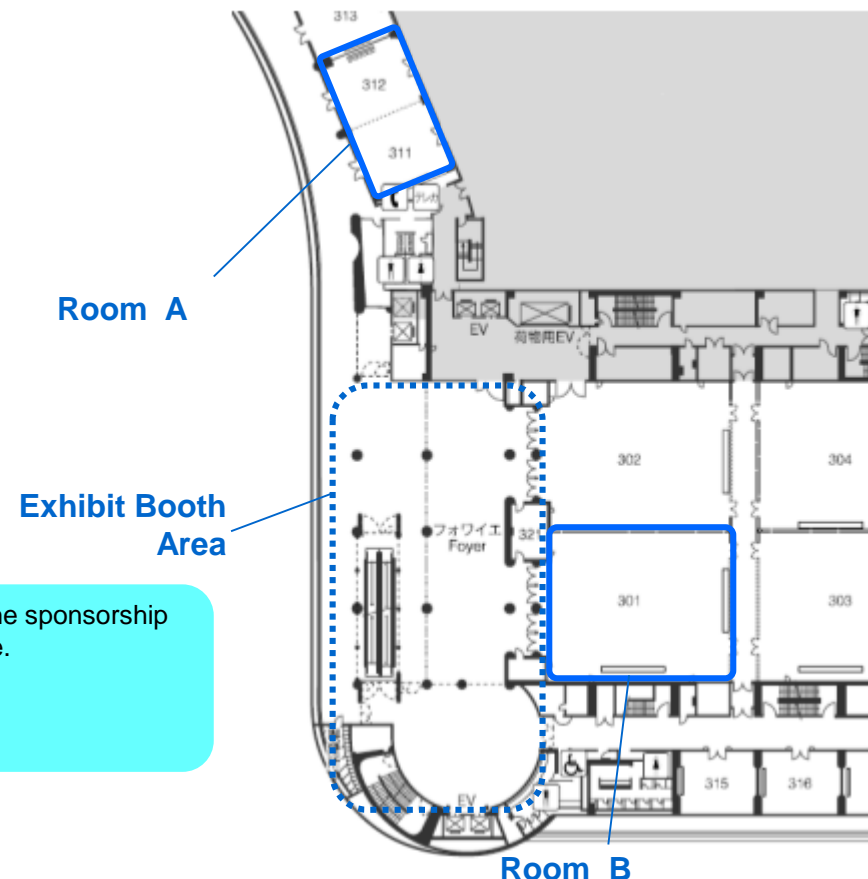
Early Discount Price (By 5/13/2016 )

**270,000 JPY**

Regular Price(After 5/14/2016)

**310,000 JPY**

Photo from last year



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

\*Refer to page 5 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.

### ◆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)

\*Courtesy of Thirdwave Diginnos (DosPara), twenty-four PCs will be available. No additional costs will be incurred for their use. Please consult us for the specs you require. (You may also bring your own.)

### ★ PRICE

150,000 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.

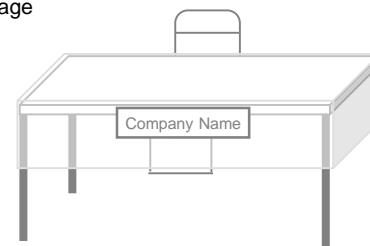


Photo from last year

★SPEC

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

Image



★PRICE

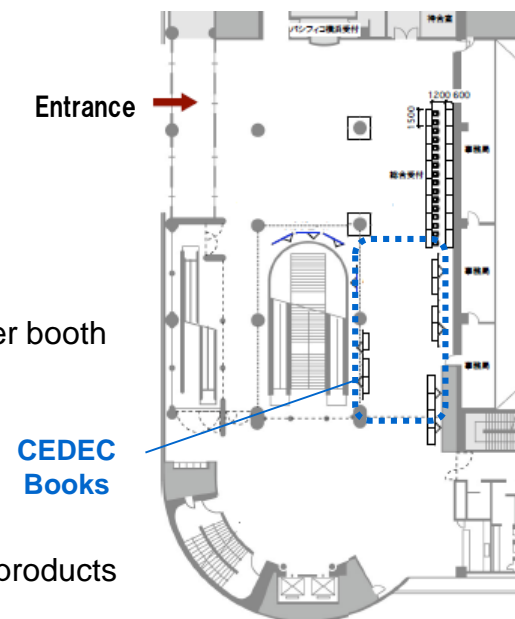
**20,000 JPY** (8% tax is not included.) + **royalty (5% of sales)**

- 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 13, a lottery will be held for selection of the advertiser (a advertiser will be selected on a first-come basis from May 14 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.)

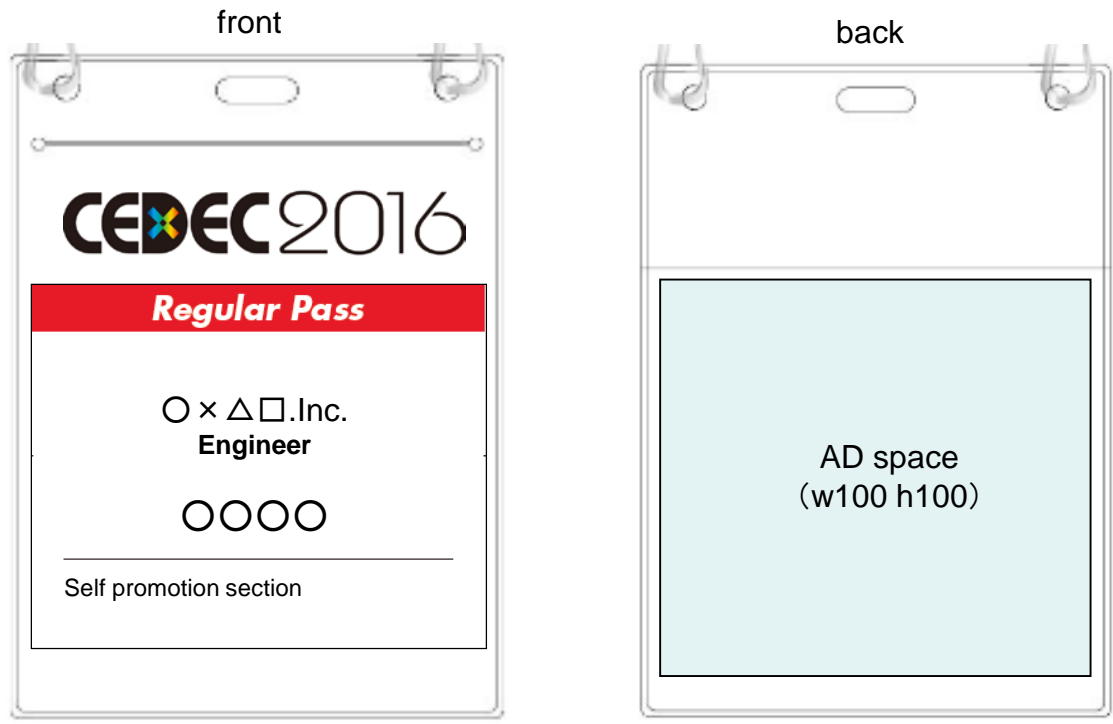
- ※The CEDEC logo design will be on one side of the layout.
- ※shape/feature of the bag can be changed upon request.  
Please contact the organizer for more details

Note: Only one lot is available.

If there are multiple parties applying for the lanyard advertising before May 13, a lottery will be held for selection of the advertiser (a advertiser will be selected on a first-come basis from May 14 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



Image

**SPEC**

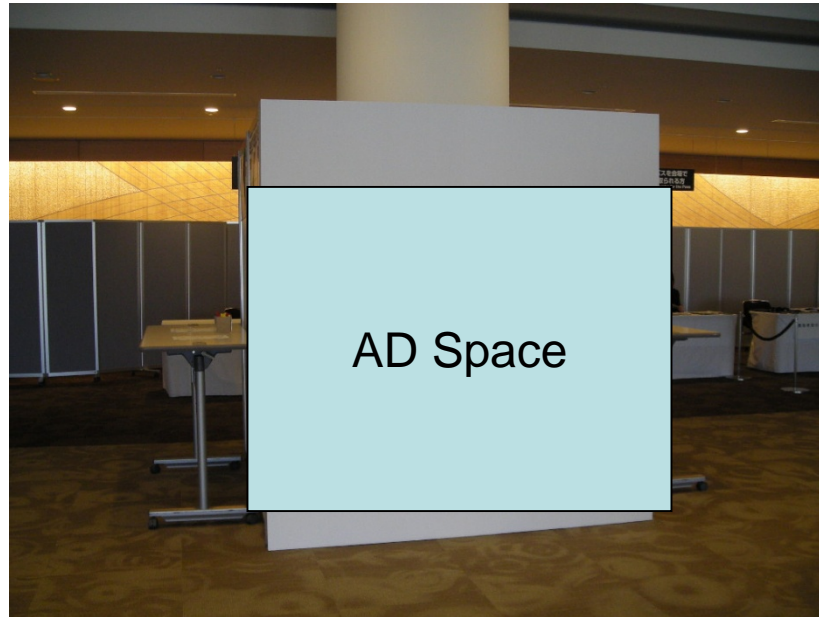
- Material: Paper
- Size: w100mm h100mm
- Color: 4C
- Distribution for: Attendees, Speakers, etc.

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 13, a lottery will be held for selection of the advertiser (a advertiser will be selected on a first-come basis from May 14 onwards).

- Large banners near main entrance on the 2<sup>nd</sup> 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

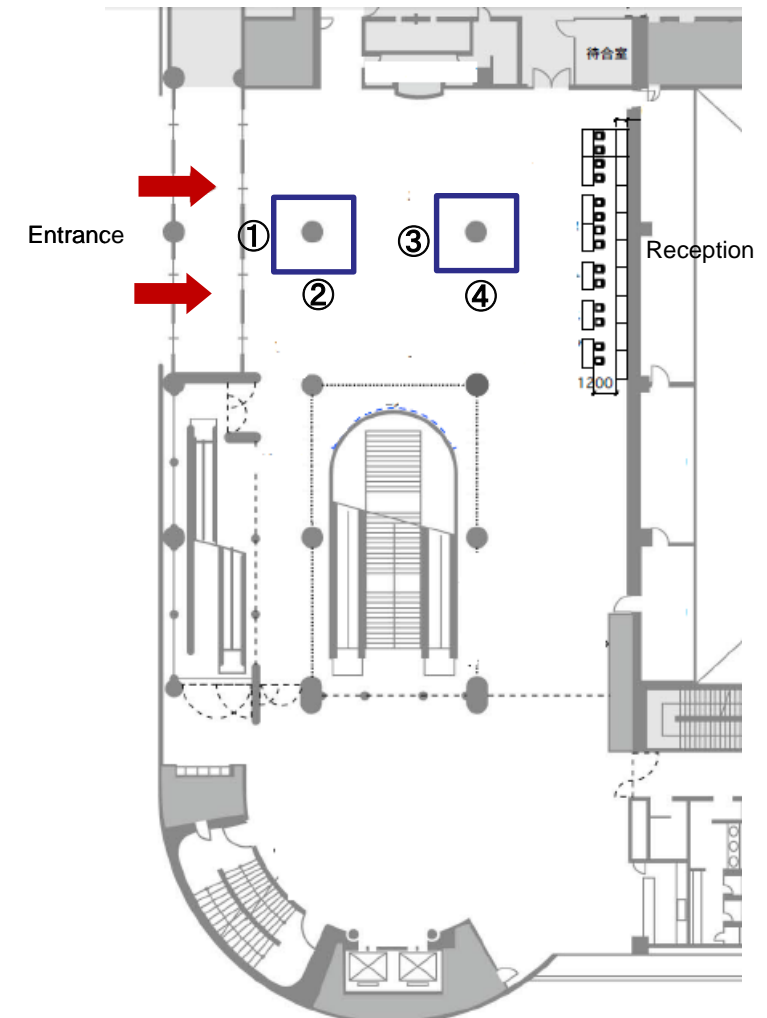
### SPEC

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

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

※One advertising surface. Multiple application accepted.

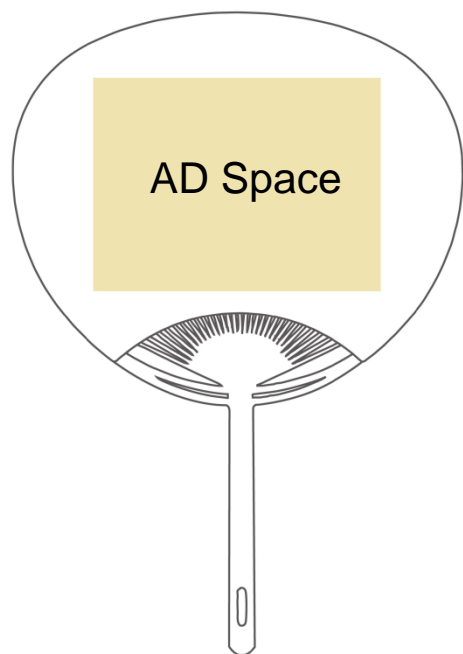
### ■ Main Entrance 2<sup>nd</sup> floor.



•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 13, a lottery will be held for selection of the advertiser (a advertiser will be selected on a first-come basis from May 14 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 13, a lottery will be held for selection of the advertiser (a advertiser will be selected on a first-come basis from May 14 onwards).

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

CEDEC 2016 (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2016)  
ニュースレター[CEDEC EXPRESS]

2016/\*\*/\*\*

<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>---

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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/2016/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 2016)

Distribution period: Until Friday, September 17

• 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

SPEC

- Running Period: after submission of the manuscript, to End of November 2016
- 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)

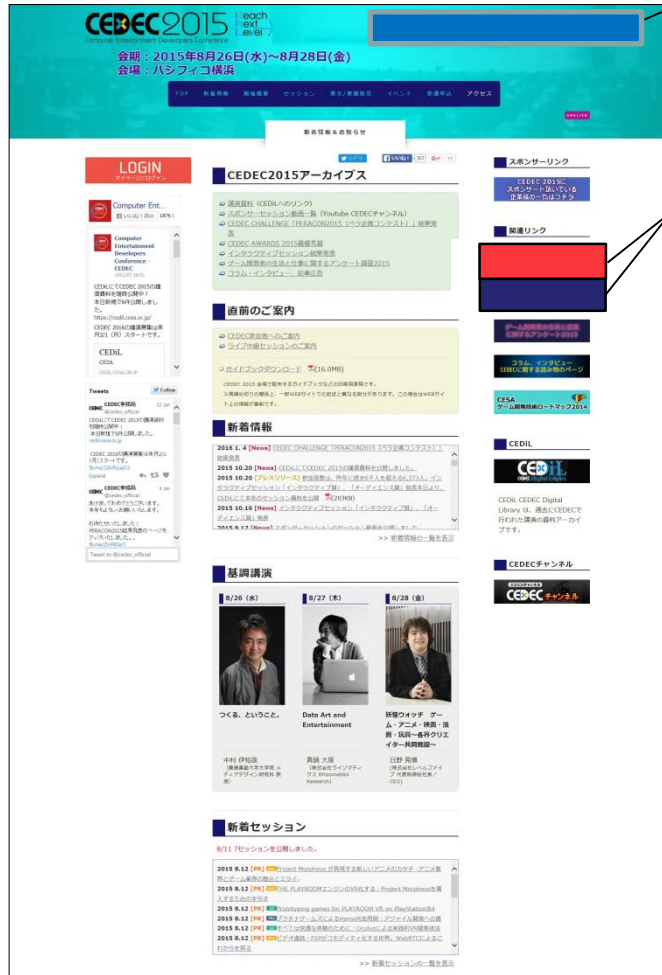
- ※A maximum of 5 applications will be accepted for A Type and a maximum 10 for B Type. (multiple application accepted)
- ※Size of the banners and the layout are subject to change.
- ※For submission method and schedule, please contact the management office.

■CEDEC2015 Official WEB Access record

(On-peak :July 1 to September 9)

Total Page View. 1,283,233  
Number of session: 274,583  
Number of user: 125,235  
Ave. Sojourn Time: 4 min.30 sec

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



Previous Official Website

•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 13, a lottery will be held for selection of the participant (participants will be selected on a first-come basis from May 14 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.)

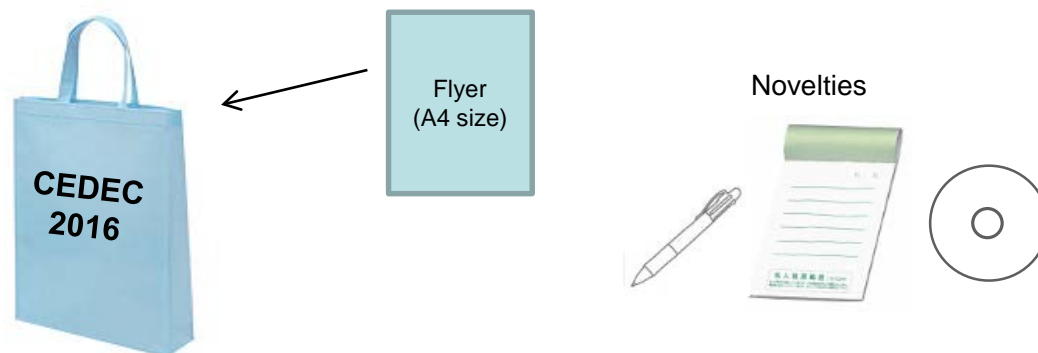
### •Novelties and Brochures

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	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: August 25 (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 13 a lottery will be held for selection of the participant (participants will be selected on a first-come basis from May 14 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 24 (Wed)

19:15~21:15

Capacity:250



Photo from last year

		Platinum
Price (8% tax is not included.)		<b>500,000 JPY</b>
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 13, a lottery will be held for selection of the participant (participants will be selected on a first-come basis from May 14 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 25 (Thu) 17:50~19:30

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

Capacity: 1,000 persons

		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 13, a lottery will be held for selection of the participant (participants will be selected on a first-come basis from May 14 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 2015

•HD projector (Christie Digital Systems USA, Inc. Japan Branch)

•Interactive Session Monitor (EIZO Corporation)

•Wi-Fi Network System

( A10 Networks, K.K, Cisco Systems G.K., Check Point Software Technologies (Japan) Ltd., Cisco Systems G.K., Cyberz Inc., Internetworking & Broadband Consulting Co.,Ltd., INTERNET MULTIFEED CO., NTT Communications Corporation, THIRDWAVE Corporation, TOYO Corporation, YAMAHA CORPORATION )

- 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 1<sup>st</sup> 2016 to End of March 2017
- 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, November 15 , 2015 to January 31, 2016))

Total Page View. 63,876  
 Number of session: 32,836  
 Number of user: 26,250



CEDiL Web-site

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  
>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.

■Price

	Room No.	m <sup>2</sup>	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 2016 (at <http://cedec.cesa.or.jp/2016/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 19, 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

c/o Nikkei Business Publications, Inc.

1-17-3, Shirokane, Minato-ku, Tokyo 108-8646 Japan

Tel: +813-6811-8082

E-mail : sponsor@cedec.jp