

Advertising Opportunities



Japan Sewing Machinery Manufacturers Association (JASMA)
JIAM Desk

Notice

The Japan International Apparel Machinery Trade Show is held from September 19, (Wed.) to 22 (Sat.), 4 days, in 2012 at INTEX Osaka and organized by the Japan Sewing Machinery Manufacturers Association.

JIAM 2012 is targeting various advertising outlets to promote textile-related companies, as follows:

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JIAM Official Guidebook

Features and merits

The guidebook is a list of exhibitors and products to be used during the Show as well as after the exhibition, as an information source of products and technology.

The guidebook will encourage new exhibitors and promote recognition of the Show among users and dealers from abroad.

The guidebooks are purchased by visitors who will see your commercial messages.

As the JIAM Desk hands out guidebooks to the supporting and cooperating organizations (JETRO, Embassies, Chamber of Commerce, etc.) and apparel-related associations, you can expect greater business interactions and opportunities.

Details

Title: JIAM **2012 Official Guidebook**

Publication date: September 10 (Mon.), 2012 (planned)

Contents:

- 1 . Greeting, Outline of the show
- 2 . Exhibitors' profiles
- 3 . List of exhibits
- 4 . List of exhibitors by halls
- 5 . Information about the Japan Sewing Machinery Manufacturers Association
- 6 . Advertisements

Size: A5 (H)185mm×(W)125mm

Number of issues: 3,000 copies

Price : ¥500 (Tax included)

Advertising in the Official Guidebook

Size	Color	Fee (tax included)
1 page	4 colors	¥210,000
1 page	1 color	¥157,500

Application period: June 1 (Fri.) ~ July 20 (Fri.), 2012

Draft deadline: July 31. (Tues.), 2012

Please note: 1. Draft should be submitted in data format.

2. A fee will be charged if you require the JIAM Desk's support to produce your ad.

Carrier Bags

Features and merits

Upon entry, visitors will be given free carrier bags with the JIAM logo and space for your ad. Visitors will find the bags convenient to carry material gathered during the Show and can be used long after the show.

Details

Name: JIAM 2012 Carrier Bag

Availability: Given at the entrance during the Show

Size: (H)400mm × (L)280mm × (W)80mm

Production number: 5,000 bags

Advertising on a Carrier Bag

Location	Size	Color	Fee (tax included)
Bottom portion of one side (Bags will feature individual ads. on both sides.)	(H)100mm x (W) 260mm	4 colors	¥315,000

Submission period: June 1 (Fri.) ~ July 20 (Fri.), 2012

Draft deadline: August 20 (Fri.), 2012

- Note: 1. Draft should be submitted in data format.
2. A fee will be charged if you require the JIAM Desk's support to produce your ad.



Official Web Site

Features and merits

JIAM 2012's Official Web Site is well viewed by prospective visitors, and is affordable as well as effective way to promote your company.

Details

Name: **JIAM 2012 Official Web Site** (<http://www.jiam2012.com>)
Operation period: The beginning of June ~ December, 2012 (6 months)
Language: Japanese, English, Chinese
Number of application: 12 items
Prospective number of hits: 5,000/month

Advertising on the Official Web Site

Application period: June 1 (Fri.) ~ July 20 (Fri.), 2012

Place of display	Data specs	Size	Language	Fee (Tax included)
Bottom of page	Jpg or gif File Capacity: Less than 100kb	(H)60px × (W)160px	Japanese English Chinese	¥63,000

First-come, first-served basis. Uploaded from the beginning of June

Order of display: Each language is listed in order of the Japanese alphabet.

Advertisement
Banner



Advertisement Signboards

Features and merits

Three types of signboards can be chosen from to feature your ad. They will be placed in busy Thoroughfares or rest areas.

Details

Name: **JIAM 2012 Signboard**

Exhibition period: Sept.19 (Wed.) ~ 22 (Sat.), 2012

Signboards

Type	Place	Size of Advertisement	Maximum no. of Signboards available	Fee/Signboard (Tax included)
A	In the Hall See map on P.7	(H)1050mm × (W)860mm (Single sided)	12	¥48,000
B	Outside the Hall See map on P.7	(H)1,050mm × (W)950mm (Double sided)	12	¥78,000
C	Outside the Hall See map on P.7	(H)900mm × (W)1,760mm (Double sided)	6	¥128,000

Application period: June 1 (Fri.) ~ July 20 (Fri.), 2012

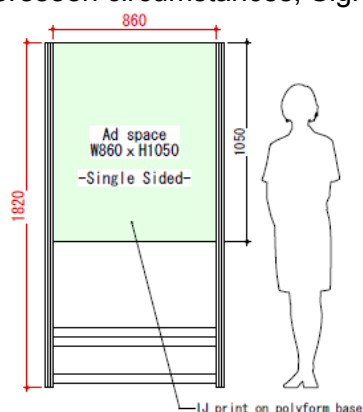
* First-come, first-served basis.

Draft deadline: Aug. 20 (Mon.), 2012

Note: 1. Draft should be submitted in data or camera-ready format.
2. A fee will be charged if you require the JIAM Desk's support to produce your ad.

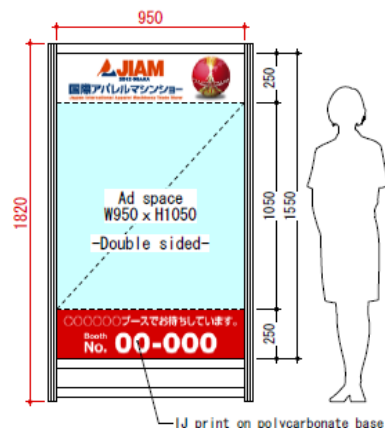
■Type A: Placed near the entrance of the Hall

* In case of unforeseen circumstances, Signboards may need to be relocated.



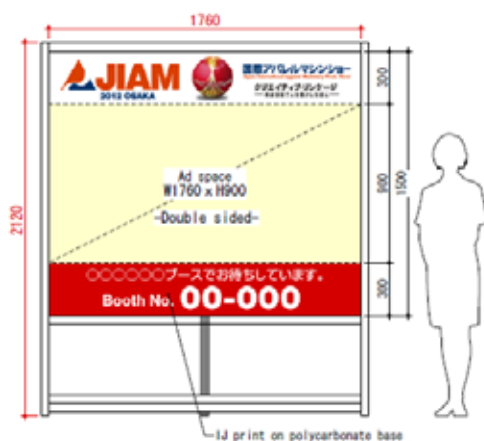
■Type B: Placed at INTEX Plaza, Sky Plaza etc.

* In case of unforeseen circumstances, Signboards may need to be relocated.

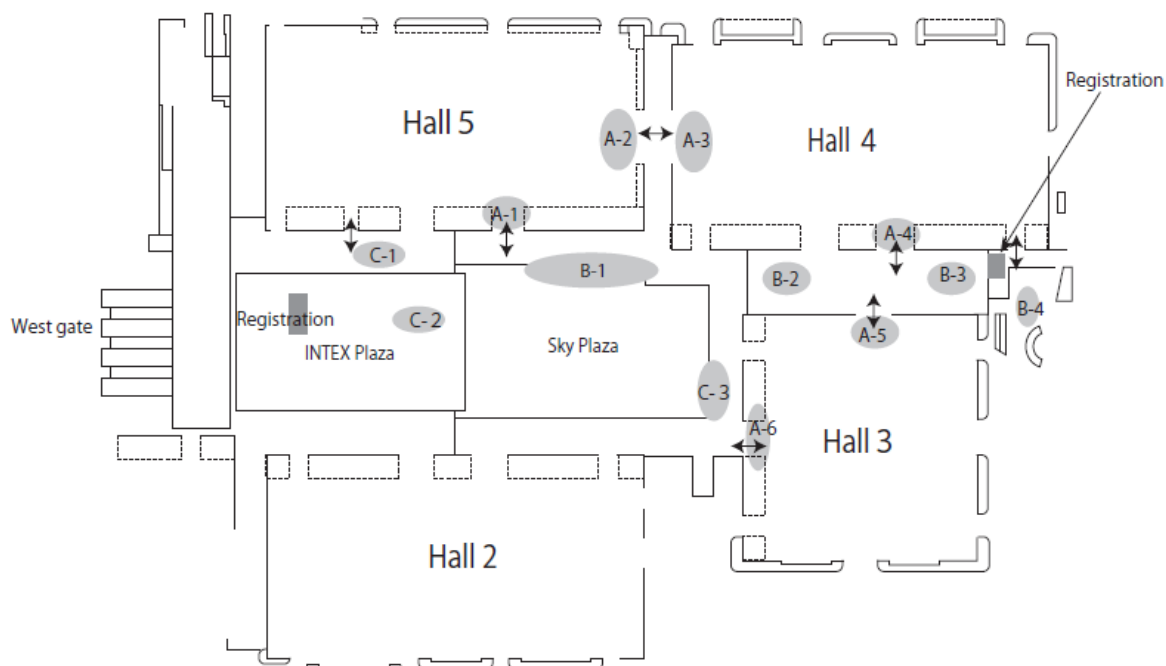


■Type C: Placed at INTEX Plaza or Sky Plaza

* In case of unforeseen circumstances, Signboards may need to be relocated.



JIAM 2012 Signboard Placements (planned)



Application period: June 1 (Fri.) ~ July 20 (Fri.), 2012

Application Form FAX +81-6-6612-8585

Official Guidebook

Application	Space	Color	Fee/Page	Total Amount
	1 page	4 colors	210,000 x	JPY
	1 page	1 color	157,500 x	JPY

Carrier Bag

Application	Size of Advertisement	Color	Amount (Tax included)
	(H)100mm x (W)260mm	4 colors	JPY315,000

Official Web Site

Application	Size	Language	Amount
	(H)60px x (W)160px	Japanese, English, Chinese	JPY63,000

Signboard

Application	Location and no. of Signboards (See map on P.7)	Total Number of Signboards	Total Amount (Tax included)
Type A	A-1 x Signboards/ A-2 x Signboards A-3 x Signboards/ A-4 x Signboards A-5x Signboards/ A-6 x Signboards	JPY48,000x #of Signboards	JPY
Type B	B-1 x Signboards/ B-2 x Signboards B-3 x Signboards/ B-4 x Signboards	JPY78,000x #of Signboards	JPY
Type C	C-1 x Signboards/ C-2 x Signboards C-3 x Signboards	JPY128,000x #of Signboards	JPY

Date: _____, 2012

* Please make a copy of this application and fax it to the JIAM Desk.

Company's name: _____

Division: _____

Position: _____

Your name: _____

Address: _____

Tel.: _____ () / FAX _____ ()

E-mail _____



--- Application • Contact ---

JIAM Desk

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