

Promotion Plan for interiorlifestyle



• As For Advanced Promotional Activity

1. Place Ads on the Official Fair Guide "Top Fair"

Top Fair is the official fair guide. This bilingual (English-Japanese) guide will be provided to thousands of selected key buyers one week ahead of the fair open, in addition to the distribution to all visitors during the fair. You can obtain essential information of Interior Lifestyle, such as fresh products, companies' profile, all exhibitors' contact list, as well as these Top Fair's unique contents: the latest trends of interior/design industry, the interviews with high-profile designer and entrepreneurs, and more! The series of Top Fair has been referred even after the fair, as for the vital buyer's guide. To introduce your company and make an impression here would bring more business opportunities!

Format :	A4 210 x 297
Language :	English/Japanese
Circulation :	23,000
Pre-emailing :	May 27, 2009
Issue Date :	June 3, 2009
Deadline (application) :	March 27, 2009
Deadline (manuscript) :	April 9, 2009

Images:



A. Cover Page
SOLD OUT



B. Cover Page 3
(210 x 297)
€4.490,00



C. Logo in the Exhibitors' List
€150,00



D. Profile (1/1page)
€2.690,00



E. Product news
Shared page
€490,00



F. Product info
(1/9page) 58 x 87
€360,00

Advertisement List:

• Formats	Prices(€)
1/1 page	3.900,00
2/3 page	2.950,00
1/2 page	2.390,00
1/3 page	1.950,00
1/4 page	1.690,00
2/1 page over gutter	6.200,00
Cover page 2 + page 3	8.990,00
Cover page 3	4.490,00
Cover page 4	6.290,00
Cover Page	SOLD OUT
Profile (1/1page)	2.690,00
Profile (1/2 page)	1.590,00
Product news	490,00
Product info (1/9 page)	360,00
Logo in the exhibitor's list	150,00

• Contact

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2. Effective Ads on highly accessed OFFICIAL WEBSITE

[Exhibitor Search] for visitors page will be opened about a month before the fair on the official website. This is the site that exhibitor's information including products' are posted and potential visitors can access exhibitor's pages to search details in advance. To make this page more upgraded, more effectively you can promote products to your target.

• Free Posting

『Web Catalogue』

Language:
English / Japanese
Price: Free
Contents: Exhibitor's Name / Booth No. / Contact Department / Address / Tel / Fax / E-mail / URL / Brand Name / Product Category / a Logo / PR Text / a Photo

• Optional Advertisement

『Product Information』

Language:
English / Japanese
Price: JPY 10,500 (tax included) / per order
Contents:
a Photo / PR Text



Image

• On-site Promotion Plan

3. HALL PILLAR

The pillars guide present position in the hall. Your Logo and Booth No. will draw visitor's attention and lead them to your booth.

Price: JPY 210,000 (tax included)



Image

4. SIGNBOARD

This outstanding signboard located in the venue improves your presence among all visitors walking through the area.

Price: JPY 157,500 (tax included)

Size: 850mm x 1,000mm



Image

In addition to these promotion tools, extra plans are being prepared. For more information, please contact the organizer at info@interior-lifestyle.com or call at 03-3262-8453.