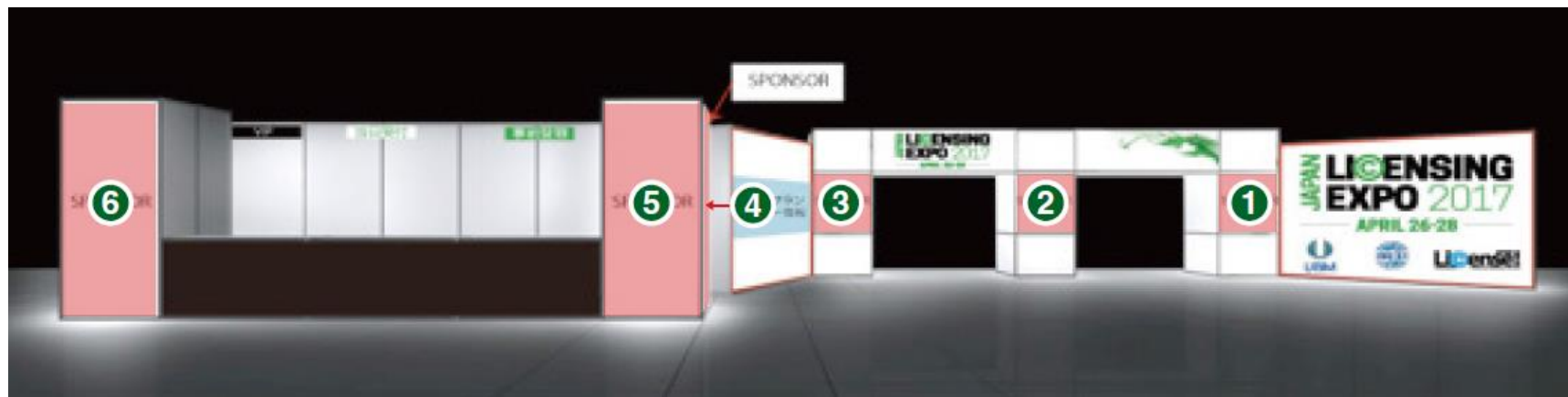


● Sponsorship Opportunity 1

Registration Area



Sponsorship of entire registration area: ①-⑥
JPY 3,500,000

Banner advertisements in positions ①-③
JPY 500,000 each

Banner advertisements in positions ④-⑥
JPY 800,000 each

*Above prices do not include 8% consumption tax.

● Sponsorship Opportunity 2

Costumed Character Greeting & Parade

Licensing Expo Japan provides you with an opportunity to introduce your character not only within your booth but also in the public area of the exhibition hall. A photo session with invited media will be held at the end of the parade.



Participation Fee: Free of Charge

Information regarding the costume changing room and the move-in & move-out schedules will be informed later.

Photographs of the character parade and photo sessions will be used for promotion purposes by the organizer. The safety of costume wearers and assistants who assist them to walk around the show is the responsibility of the exhibitor.

The organizer will not be responsible for any troubles, damages or losses caused by the costume character to other exhibitors, visitors or to the characters themselves.

● Sponsorship Opportunity 3

Private Seminars

Exhibitors will enjoy the opportunity to organize their own presentation at the show.

The Private Seminars can promote your properties and services or introduce your branding strategies to the industry. You can choose one of the following options based on your purpose and the target audiences of the presentation.

■ Open Presentation Plan

Your presentation will be listed in the seminar program of the Licensing Expo Japan website and the visitor promotion flier. Visitors can pre-register to attend your presentation. The presentation will allow you to stand out among the other exhibitors and gives you a great chance to reach your potential partners to create new business.

■ Closed Presentation (Invitation Only) Plan

You can use this opportunity to invite your existing business partners and clients to explain to them about your new properties, services, and strategies. The program will not be published by the organizer.

- **Participation Fee:** Open Presentation Plan: JPY140,000 / time slot(60 min)
Closed Presentation Plan: JPY80,000 / time slot(60 min)
- **Date:** 25 April and 26 April 2017
- **Venue:** Tokyo Big Sight Conference Tower
- **Capacity:** 80 seats
- **Equipment:** Screen, Projector, Microphone, Tables, Chairs

Time slots will be allocated on a first-come, first-served basis. Please submit the form as soon as possible because the number of the time slots is limited.

Time Slot	25 April 2017	26 April 2017
	a) 11:00-12:00	d) 11:00-12:00
	b) 13:00-14:00	e) 13:00-14:00
	c) 15:00-16:00	f) 15:00-16:00



● Sponsorship Opportunity 4

License Global - Special Issues for LEJ 2018

The world's No. 1 industry magazine "License Global" will publish the Official Show Preview focusing on Licensing Expo Japan 2018

License Global, the industry's most influential magazine, will publish two special issues that will focus on Licensing Expo Japan 2018. One will be an English digital version published in March and the other will be a Japanese printed version which will be distributed to visitors onsite, providing in-depth information on the content of the event and background information about the Japanese market. Exhibiting companies and properties will be highlighted in these special previews. In addition, exhibitors can enjoy special discounted prices to place an advertisement in those issues.



Properties Under the Spotlight

Licensing Expo Japan 2017 will host a wide range of properties from classic brands and characters to current characters which stand for Japan's "Kawaii" (cute) culture. Here are the pick-ups among those brands and characters.

COMPANION
IMG Booth No. D-21

Companion is the biggest search engine in the world, a handbook for the business community with more than 100 million board search results across print, digital and social platforms. Featuring the world's most used and most trusted, most and most reliable, Companion publishes 40 print editions in 12 languages.

Companion's brand licensing program has been expanding with a variety of product collections including accessories, personal care and home. Companion's target customers are women, aged 18 to 30 years old and the brand's target audience is "The fun, business ladies". Product categories for Companion include: fashion, accessories, cosmetics, jewelry, shoes and home accessories. High quality, high quality, high quality.

Health & Beauty - Cosmetics, Skincare, Fragrance, Hair Care, etc.

Home - Home Decor, Kitchenware, Bedding, Bath, etc.

Food & Beverage - Snacks, Beverages, etc.

Travel - Travel Guides, Travel Kits, etc.

Education - Educational Toys, Educational Games, etc.

Entertainment - Entertainment Toys, Entertainment Games, etc.

Other - Other Products, etc.

INGRAM
Offers MARKET INSIGHTS

Why do you believe the Japanese market offers strong opportunities for growth?

We monitor the Japanese market as fully aware and engaged with it, it's a unique market in the sense of its size, its diversity, its complexity, its dynamism, which offers us strong opportunities for growth.

Identify the specific brands that you are targeting for expansion in Japan?

The Japanese market is a vast market with a high level of diversity. It is a market where we can find many different types of brands, from traditional Japanese brands to modern Western brands. We are looking for brands that are innovative, that have a strong presence in the market, and that are able to adapt to the Japanese market.

What are the characteristics of your brands that you believe will make them popular among Japanese consumers?

We are looking for brands that are innovative, that have a strong presence in the market, and that are able to adapt to the Japanese market. We are looking for brands that are able to create a strong connection with Japanese consumers, that are able to create a strong emotional connection with them, and that are able to create a strong sense of community with them.

What are your primary reasons for exhibiting at Licensing Expo Japan?

We are exhibiting at Licensing Expo Japan because we want to expand our business in the Japanese market. We want to meet with Japanese licensees, we want to learn about the Japanese market, and we want to create a strong connection with Japanese consumers.

How is Ingram Co., Ltd. helping you?

Ingram Co., Ltd. is helping us by providing us with market insights, by helping us to identify the specific brands that we are targeting for expansion in Japan, and by helping us to create a strong connection with Japanese consumers.

What are some of the key initiatives that you have implemented in Japan?

We have implemented several key initiatives in Japan, including: creating a strong presence in the market, creating a strong emotional connection with Japanese consumers, and creating a strong sense of community with them.

What are the major differences between the licensing market in Japan and overseas?

The major differences between the licensing market in Japan and overseas are: the size of the market, the diversity of the market, the complexity of the market, and the dynamism of the market.

What are the challenges you face in the Japanese market?

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Exhibitor Profile

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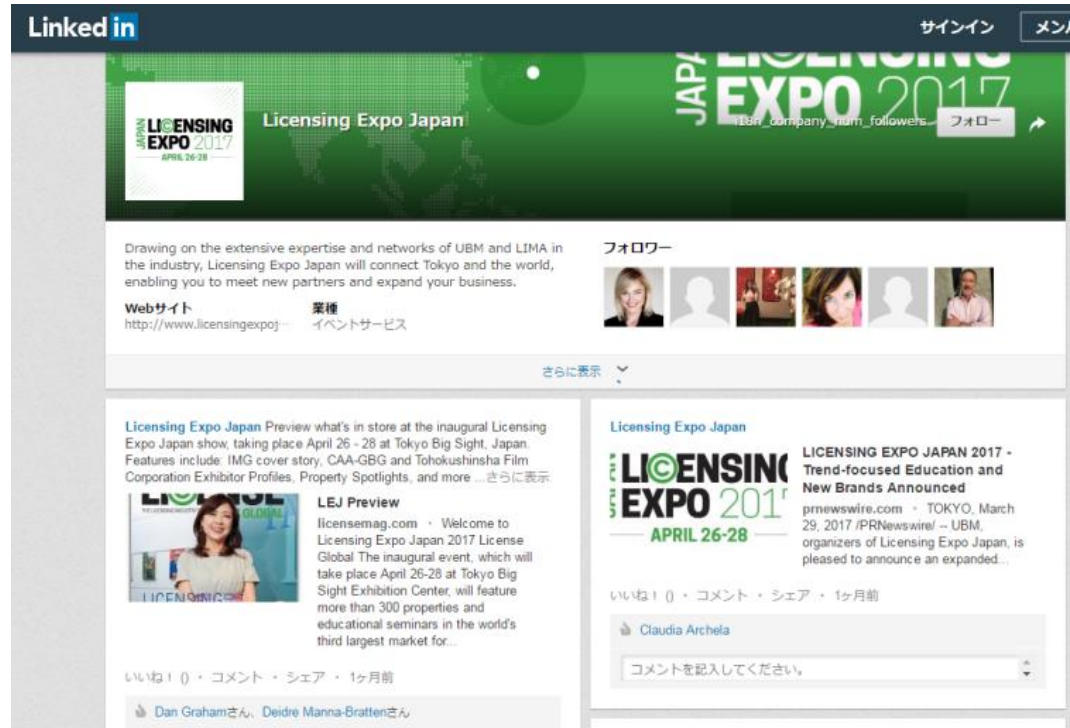
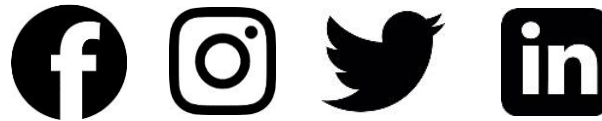
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Sponsorship Opportunity 5

SNS & Email News Distribution Service

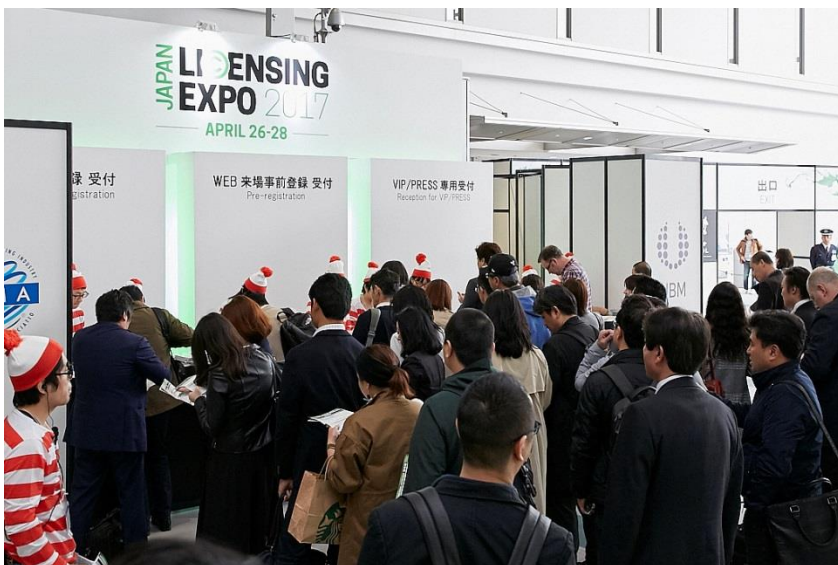
The organizer is happy to introduce your properties, services, and news through our SNS and email channels free of charge.



● Sponsorship Opportunity 6

Show Staff Branding

The organizer's show staff will wear your character's or brand's costume and promote them to visitors!
Please feel free to contact the organizer to customize this service. We welcome your ideas to make your IP outstanding at the show!



Please contact the organizer for more details including pricing