

Digital Marketing Tool for JASIS
JASIS WebExpo®
 2020–2021



JASIS WebExpo®, a digital marketing tool for JASIS 2020, will go live prior to the JASIS 2020 exposition (from September to the middle of November) and will be restarted posterior to JASIS 2020 (until the middle of March 2021). With this tool, you can promote your products via advertisement on JASIS WebExpo®, which contains popular JASIS exposition videos and promotional companies.

JASIS WebExpo® 2019 had already distributed last years' content prior to JASIS 2019, with new content at JASIS 2019 posterior to JASIS 2019. Many JASIS WebExpo® visitors have been enjoying the exposition videos, downloading the exposition presentation and the product information pertaining to the cutting-edge technology of exhibitors. The outcomes of JASIS WebExpo® are as follows.

- ✓ Total number of JASIS 2019 WebExpo® visitors: More than 11,000
- ✓ Total views of exhibitor content: More than 15,000
- ✓ Average time of views: 40 min
- ✓ Total content views: More than 30,000

Not only JASIS visitors but also customers that did not visit JASIS can visit via JASIS WebExpo®.



The customer can visit JASIS WebExpo® at any time during the open period from any location.



Opportunity to promote your products and/or technology to the Japanese market at an affordable price.



JASIS WebExpo® 2020–2021 Exhibition Plan

Exhibition fee for 2020: JPY 90,000 (subject to 10% consumption tax)

- Includes two advertisements (PDF [max. 20 MB per one file] and linkage to your website)

Contact: JASIS 2020 Office

ATTN: Japan Analytical Instruments Manufacturers' Association

1-12-3 Kanda-Nishiki-cho, Chiyoda-ku, Tokyo, 101-0054, Japan

E-mail: webmaster@jaima.or.jp TEL: +81-3-3292-0642 Fax: +81-3-3292-7157

URL: <https://www.jasis.jp/en/>

JASIS WebExpo® 2020–2021 Simple Plan Outline

1. JASIS WebExpo® 2020–2021 overview

JASIS WebExpo® 2020–2021 is a web-based digital marketing tool that will go live from the beginning of September 2020 to the middle of March 2021. The target market is Japanese customers that have interest in your technology and/or products as presented at JASIS.

(1) JASIS WebExpo® 2020–2021 period:

- Pre-JASIS (pre-announcement and visitor induction to JASIS 2020): From the beginning of September to the middle of November
- Post-JASIS (release of content [video and presentation slides, along content from exhibiting companies, such as videos, product brochures, etc.]): From the end of November to the middle of March 2021

(2) Promotion activity:

- Setting up approx. 50 “highlights” exposition videos of JASIS 2019 and JASIS 2020
- Implementing eDM for JASIS customers (about 40,000 customers)

(3) JASIS WebExpo® operational language: Japanese (Content in English is selectable.)

2. Simple Plan open period: From the end of November 2020 to the middle of March 2021

3. Exhibition fee: 90,000 yen (plus 10% consumption tax)

4. Simple Plan details

- (1) The Simple Plan includes two advertisements at max. 20 MB PDF per one file, with linkage to your website. The advertisements posted should be related to analytical & scientific instruments and technologies.
- (2) This plan does not include providing impressions and clicks. Please devise measures such as by inserting a link for guiding this at each company, as necessary.
- (3) Content that violates laws and ordinances, public order and morals, low credibility or false information, harassment against other companies, abuse, threats, obscene content, or content infringing on intellectual property rights, software, hardware, etc., used by other users is prohibited. It is also prohibited to post programs that destroy or interfere with functions.
- (4) In case of a violation of item (3), we will delete the posting of such without prior notice.

5. Application form submission period and deadline

The JASIS 2020 WebExpo® application form is available via the JASIS 2020 official website at:

https://www.jasis.jp/en/exhibit/plan_webexpo.html.

Please submit your filled-out application form as an email attachment to the JASIS office at:

webmaster@jaima.or.jp

- **Application submission deadline: July 30, 2020**

6. Payment/cancellation

The JASIS 2020 Office will issue you an invoice after the completion of your registration. Payment should be wire-transferred as instructed in the invoice.

- **Payment deadline: September 18, 2020**
Note 1: Please note that we do not accept cash, cheque, or credit card for payment.
- **Cancellation deadline: September 18, 2020**
Note 2: We do not accept cancellation on and after September 19.
Note 3: The exhibition fee is not refundable in any case.