

JAPAN MOBILITY SHOW 2025

Promotion Support Menu Guide

Japan Automobile Manufacturers Association
April 2025

From the 1st in 1954 – 46th in 2019
TOKYO MOTOR SHOW
"General Automobile Exhibition"



Inheriting the DNA of
the Tokyo Motor Show

Since: 2023

Japan Mobility Show

" **Co-creation Platform** "

to explore an Exciting Future

**Co-creation of
the Future** toward a
mobility-based society
Toward a Prosperous
and Dreamy Mobility
Society

**Appeal of
Mobility**
Industry, Function, and
Experience
Appealing from
multiple angles

New Allies
Startups
Involvement of
other industries

2B

Business event

Japan Mobility Show Bizweek

A community event that aims to strengthen cooperation between companies in order to build a mobility society

"Creating the future, a place for making allies"

Target

2B: Mobility-related companies

2C: Mobility business workers / Those who want to be among the first to feel mobility information

Held alternately

2C

2B

Showcase event

Japan Mobility Show

A show event that conveys the future of mobility to consumers and continues the connection between companies at business events

"A place to look for the excitement of the future"

Target

2C: People who want to feel the mobility scene of the future as soon as possible

2B: New mobility-related companies to join

Business matching platform

Meet-up Box



Business
meetings



Business co-
creation

A gathering place for companies to promote real business co-creation toward the construction of the mobility society of the future

Japan Mobility Show

2023 Results

■ Period: Thursday, Oct 26 - Sunday, November 5, 2023
■ Venue: Tokyo Big Sight

Number of participating companies	Approx. 500 A record high	Startups Approx. 100	Participation in the organizer projects Approx.200			
Number of visitors	Approx. 1.11 million					
	Visitor attributes					
	Men and women under 29 years old 39.1%	Employment ratio 77.5%	New visitor rate 22.4%	Living in the 23 wards of Tokyo 36.6%	Family/friends 74.2%	Foreign nationality 4.2%
Media coverage	Approx. 23,000	Each media coverage, breakdown TV shows: Approx. 300 Newspapers: Approx. 1,700 articles Web: Approx. 21,000	The number of visitors from press Approx. 10,000			
Economic effect	Approx. JPY100 billion					
Number of business matches	430					

Japan Mobility Show Bizweek

2024 Results

■ Period: Tuesday, Oct 15 2024 - Friday, October 18
■ Venue: Makuhari Messe  Held simultaneously with CEATEC

Number of participating companies	<div>203</div> <div>New companies from sectors such as heavy industry, construction , electricity, IT, information technology, and telecommunications industries also participated</div>	<div>Established companies</div> <div>58</div>	<div>Startups</div> <div>145</div>
Number of business matches	<div>Approx.</div> <div>900 cases</div>	<div>➡</div>	<div>Estimated value by the post-show questionnaire</div> <div>Approx. 2,000</div>
Number of business meetings	<div>Approx.</div> <div>400</div>	<div>➡</div>	<div>Estimated value by the post-show questionnaire</div> <div>Approx. 1,700</div>
Business collaboration	<div>Approx. 100 in progress (estimated value by questionnaire)</div>		
Media coverage	<div>Approx. 1,400</div>		
<div>Meet-up Box</div>			
Number of registered companies	<div>Approx. 1,000</div>	<div>Established companies: 450</div> <div>Startups: 300</div>	
Number of registered businesses	<div>Approx. 2,000</div>	<div>Others: 250 companies and organizations</div> <div>* As of November 2024</div>	

Period: **October 29, 2025** **Wed.** - **November 9, 2025** **Sun.**
 Venue: Tokyo Big Sight (East, West, and South Exhibition Halls)

* All buildings to be used except for halls subject to large-scale repair work (East Hall 1-3)



Date	Day of the week	Opening hours	Name
October 29, 2025	Wed.	8:00 - 18:00	Press Days
October 30, 2025	Thu.	8:00 - 13:00	
		13:30 - 18:00	Official Day (Invitees of the Opening Ceremony, etc.)
October 31, 2025	Fri.	9:00 - 19:00	Special Invitation Day/ Special visit day for those with disability certificate
		13:30 - 19:00	
November 1, 2025	Sat.	Weekdays : 10:00 - 19:00	Public Opening Days (Between 9: 00 -10: 00 is only for those with special tickets.)
-		Saturdays and Holidays: 9:00 - 19:00	
November 9, 2025	Sun.	Sundays : 9:00 - 18:00	

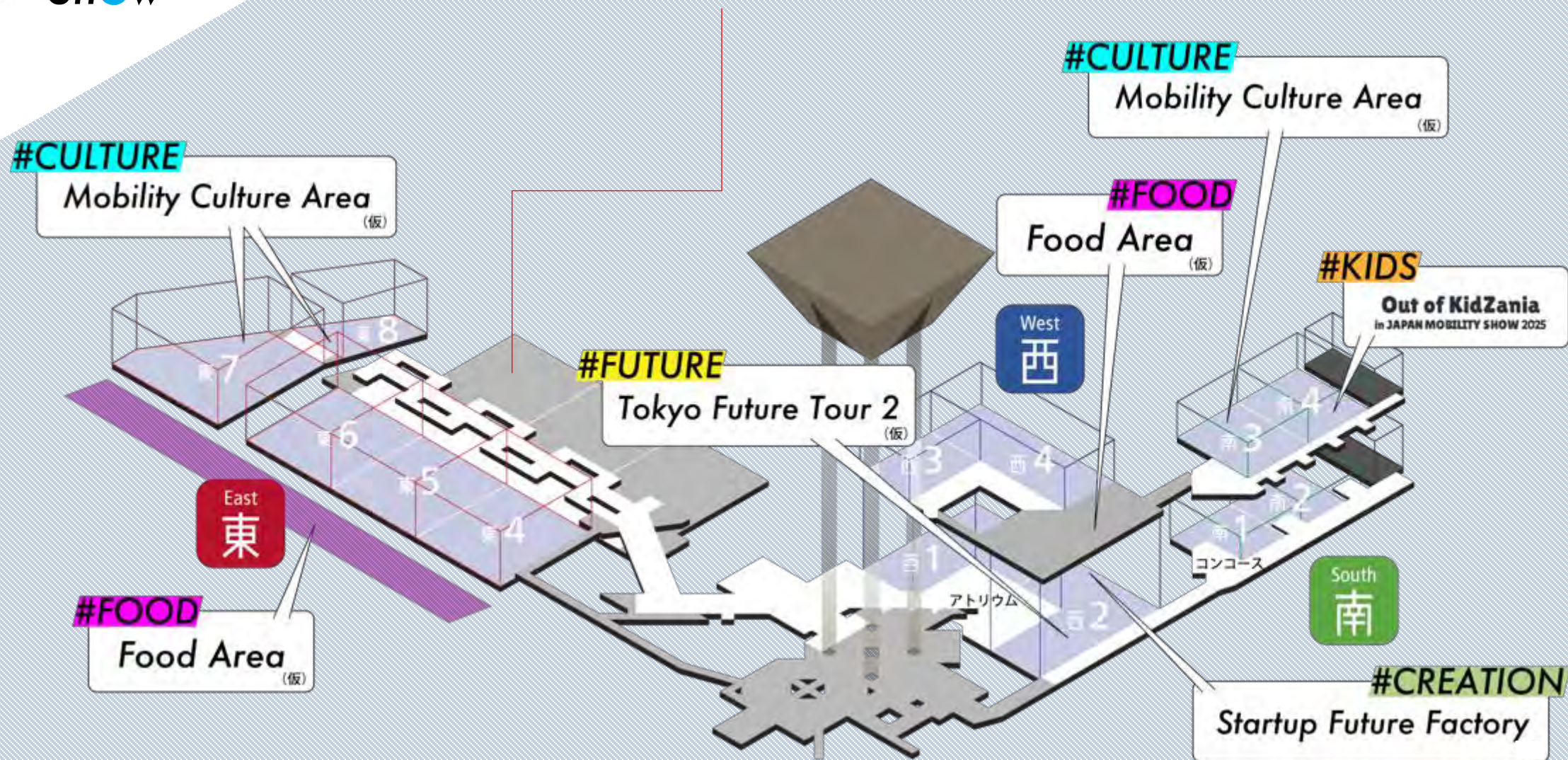


Japan

Mobility
Show

A unique opportunity to
explore mobility's future!

***East Halls 1-3 will not be in use due to facility repairs at Tokyo Big Sight.**



*The layout may change without notice.

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Talk Stage Sponsorship



The Talk Stage is set up in the West Exhibition Hall Atrium, where visitors consistently gather throughout the event period.

The stage will feature three main categories of stage programs every day.

① Organizer's
slot

Future Mobility Conference

* Hot talk sessions where JAMA and various business leaders, experts, and celebrities not only envision the future of mobility but also seriously discuss its realization.

② Sponsorship
slot

* Slots provided to companies and media that support the theme of JAPAN MOBILITY SHOW 2025.





③ Others

* Pitch Contest & Award, Car of the Year ceremony, e-Motorsports tournament, etc. are planned.

② **Sponsorship slot** is the sales target slot.
Along with stage programs featuring various business leaders, experts,
and celebrities,
you can promote your company by talking about an "exciting future."

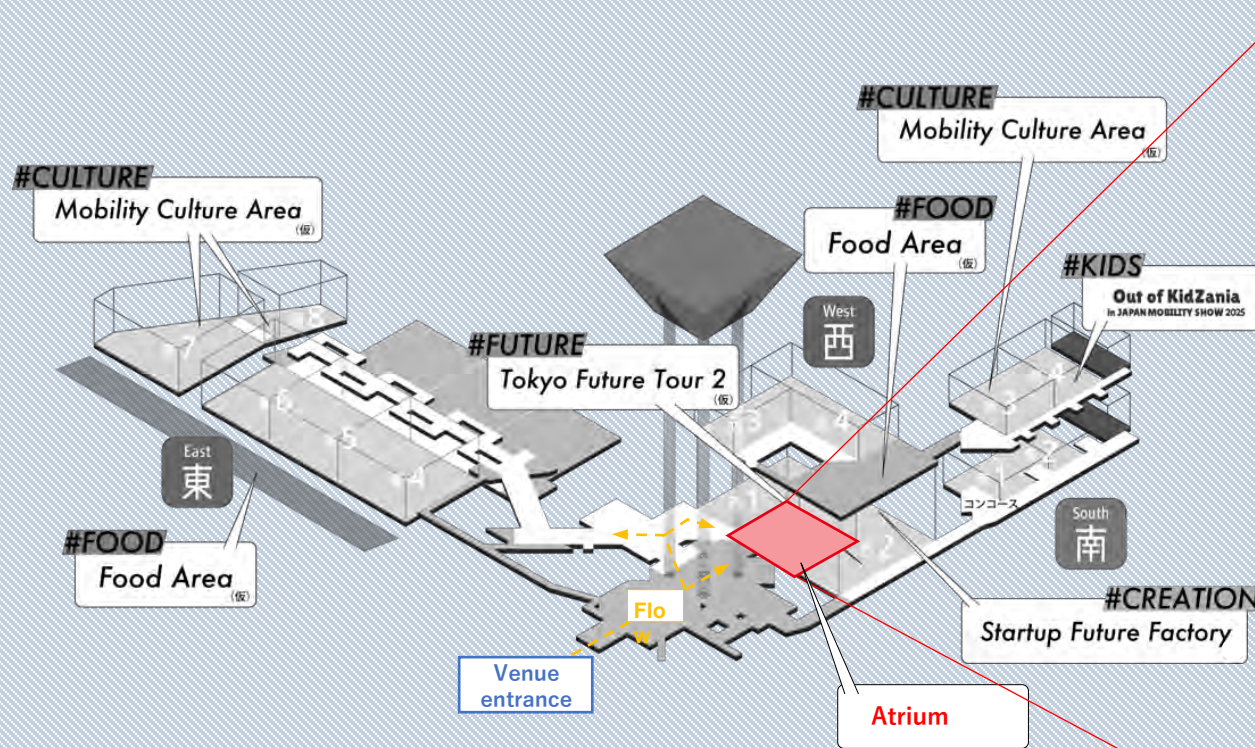
- Sponsorship slots are available for the public days from November 1 (Sat) to November 7 (Fri).
- The dates and times of sponsorship slots will be adjusted after collecting the requests from each company.
- Time for preparation, removal, and rehearsal will be provided before and after the sponsorship slot. (To be arranged)

Public Days

	10/29	10/30	10/31	11/1	11/2	11/3	11/4	11/5	11/6	11/7	11/8	11/9
	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Wed	Thu	Fri	Sat	Sun
10:00	 Press Day 1	 Press Day 2										
11:00							Sponsorship Slot	Sponsorship Slot	Sponsorship Slot	Sponsorship Slot		
12:00												
13:00							Sponsorship Slot	Sponsorship Slot	Sponsorship Slot	Sponsorship Slot		
14:00	 Official Events	 Official Events										
15:00						Sponsorship Slot	Sponsorship Slot	Sponsorship Slot	Sponsorship Slot	Sponsorship Slot		
16:00												
17:00						Sponsorship Slot	Sponsorship Slot	Sponsorship Slot				
18:00												
19:00												

Talk Stage Location West Exhibition Hall Atrium

The West Exhibition Hall Atrium where the Talk Stage is located is a spacious and open area at the center of the four exhibition halls with a two-layer structure. As it is the entrance to JAPAN MOBILITY SHOW 2025 and adjacent to the organizer's programs (Tokyo Future Tour 2 (tentative), Startup Future Factory), you can provide information about your company's products and services to many visitors.



This is the right to use the stage where you can hold your company's unique talk program on the Talk Stage.

Overview

- Venue: Special stage in the West Exhibition Hall Atrium
- Number of sponsorship slots: 17 slots
- Time: Basically 60 minutes/slot

Talk Stage Specifications

- Stage: Stage W8000 × D3000 × H900
- Equipment: One 200-inch monitor, audio, lighting, high table, high chair, PC, etc.
- Seating capacity: Approximately 200-300 seated, 100-200 standing

*Stage size/specifications are under consideration and subject to change.

Content

- Products, services, and initiatives related to mobility and its peripherals are acceptable.

*Please consult with us individually for details.

Remarks

- The date and time of the sponsorship slot will be arranged and discussed separately after hearing your requests, as coordination with other programs is necessary.
- After the date and time are decided, preparation, removal, and rehearsal times will be arranged.
- Details such as parking, loading routes, and waiting rooms for speakers will be provided separately.

*Photos: JAPAN MOBILITY SHOW 2023



[STAGE IMAGE]

Specifications and installation location are subject to change.



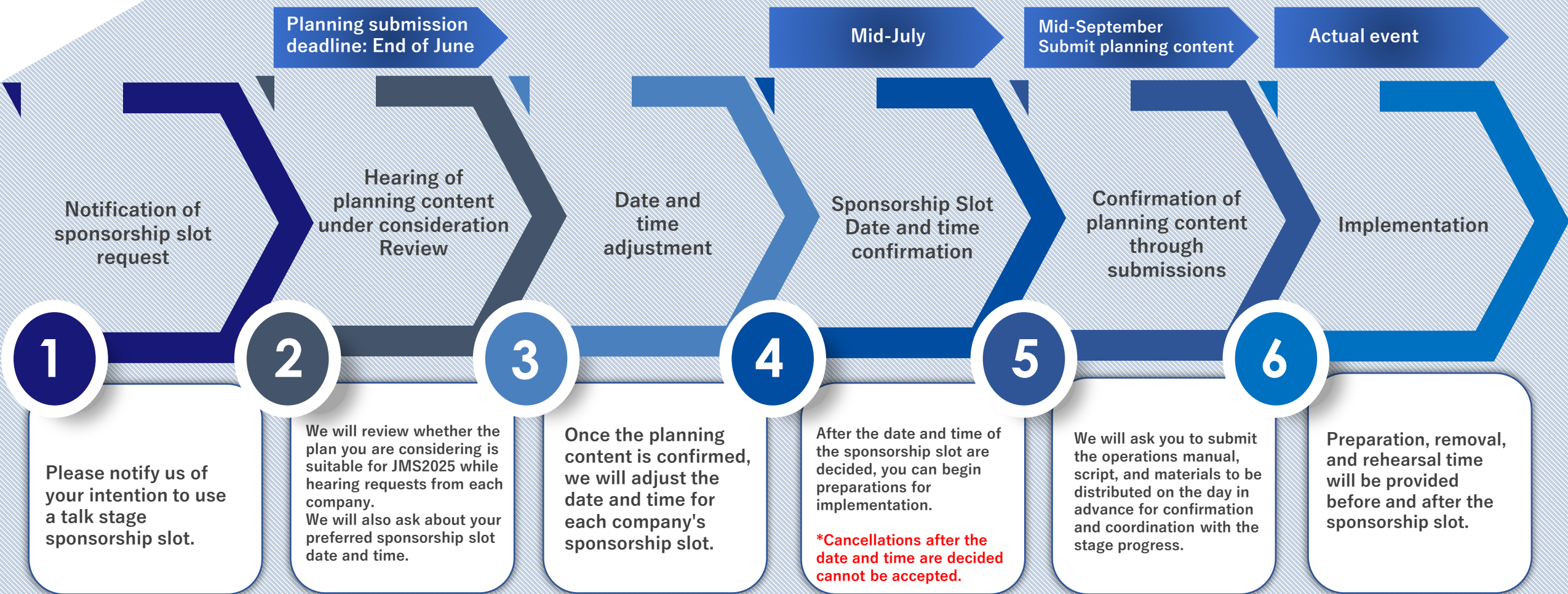
Cost:

Weekdays: 1,650,000 yen
(tax included)/slot

Weekends/Holidays: 2,200,000 yen
(tax included)/slot

Application deadline: Monday, June 30

Talk stage sponsorship slots will be determined through the following process.



The task distribution/sharing between the sponsoring company and the organizer is as follows.

Item	Content	Sponsoring Company	Organizer
Pre-production	Planning, production, direction	●	
	Operations manual, script, projection material production	●	
	Speaker arrangement (selection, contract, payment, pre-progress meeting)	●	
Announcement (sponsoring company)	Public relations activities (all PR activities on the sponsoring company side) *PR materials that can be used on various social media and the official JMS logo will be provided.	●	
Announcement (organizer)	Public relations activities (organizer's press releases, event LP posting), etc.		●
Event venue	Stage manager		●
	Video, audio, lighting operator		●
	*If special lighting effects or effects are required, additional arrangements should be made by the user	*	●
	Progress staff (stage backstage, speaker care on stage)		●
	*If special staging such as drink pass service is required, additional arrangements should be made by the user	*	●
	Instructions for projection timing (via written script, etc.)	●	
	Online streaming *Basic streaming using basic equipment via JAMA account		OPTION
	Online streaming *In case of streaming via stage user's account (streaming equipment arrangement, operation)	●	
	Internet connection		●
	Simultaneous interpretation (Japanese ⇒ English / English ⇒ Japanese)	●	
	Installation of basic equipment in waiting room		●
	Arrangement of additional equipment in waiting room	●	
	Greeting, sending off, and hospitality for speakers in the waiting room	●	
	Press relations (media outreach, management)	●	
	Guidance services around the stage		●
	Additional operations (setting up reception, handling pre-registered visitors)	●	
	Headcount (visual counting of the number of people at the beginning and end of the stage *seated + standing)		●
Submissions (for documentation)	Operations manual, script, all distributed materials on the day	●	

*Please consult with us individually regarding requests for task changes, etc.

The following equipment will be prepared by the organizer.

Item	Name	Number	Remarks
Video equipment	200-inch LED vision	1 units	
	90-inch service monitor	2 units	
	Return monitor (55-inch)	2 units	
	Presentation PC (Windows)	1 units	
	Wireless clicker	2 units	
Audio equipment	Speaker	1 sets	
	Wireless handheld microphone	6 units	*Up to 6 channels
	Wireless headset	6 units	
	Wired microphone	2 units	
	Microphone stand	1 sets	
Rental equipment	High table	6 units	
	High chair	6 units	
	Podium	1 units	
Waiting room equipment	Waiting room (accommodating about 15 people)	1 rooms	*Only 1 room (individual rooms for speakers cannot be arranged due to space constraints)
	Table	1 sets	
	Chair	1 sets	
	Full-length mirror	2 units	
	Table mirror	2 units	
	Simple catering	1 sets	*Water (bottled), coffee (instant), tea, etc.

*Any additional equipment beyond the above should be prepared by the sponsoring company.

PIVOT will help with your Talk Stage planning and distribution.

- POINT**
- Along with the right to use the Talk Stage, PIVOT will plan according to the content you want to convey.
 - The stage will be recorded and published on "PIVOT YouTube."

PIVOT × JMS Original Format New Mobility Trends (tentative)

- Program production *Public recording on the Talk Stage
 - Program planning, program editing (for guidance, for the actual event)
 - Video delivery (free secondary use for one year, limited to owned media)
- Casting
 - One expert, one PIVOT MC *Arranged within the budget based on your requests
- Program distribution
 - PIVOT YouTube channel, posting period of one year *Guaranteed 100,000 views
- Talk Stage Sponsorship
 - Stage use/operation

The mobility industry is in the midst of a once-in-a-century major transformation. What kind of future are automotive, parts, software, startup companies, etc. envisioning, and what actions are they taking? Through interviews with key figures gathering at JMS, we will thoroughly explain the current state of mobility.

PIVOT MC Examples



Examples of experts who have appeared



Booth coverage & short video (1)

- PIVOT members visit your booth for coverage.
- The footage will be posted on PIVOT's YouTube Shorts.
- [*Guaranteed 100,000 views *Will only be implemented if there are 5 or more]
- Secondary usage fee for advertising (separate)
- 110,000 yen per media for 3 months, up to 3 media (330,000 yen)

Cost:

Weekdays: 11,000,000 yen (tax included)/slot

Weekends/Holidays: 11,550,000 yen (tax included)/slot

Application deadline
Monday, June 30

*The base stage sponsorship fee is also included. Copyright© Japan Automobile Manufacturers Association, Inc.

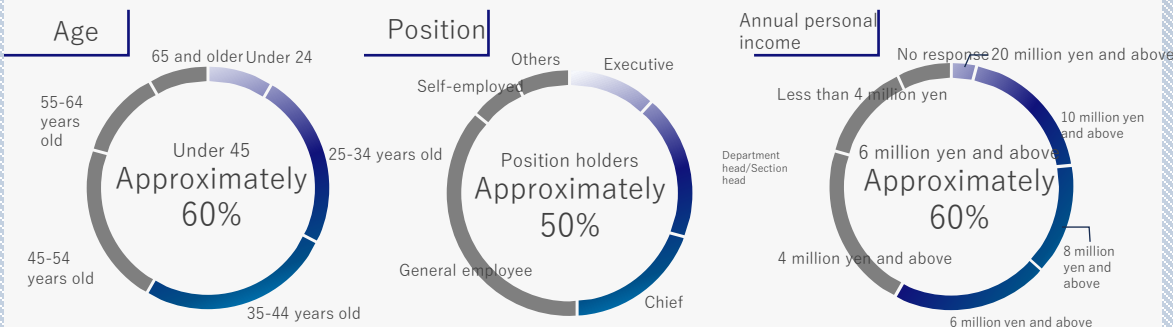
- A business media that delivers free daily video content to enhance mindsets and skillsets for the new era.
- Distributes content from notable entrepreneurs, business persons, and creators on the official YT channel and app.
- Video content production and distribution experience for over 300 companies from large corporations to startups!
- Capable of planning and developing talk programs with high attention, as proven by reaching **3 million** YT subscribers by March 2025!



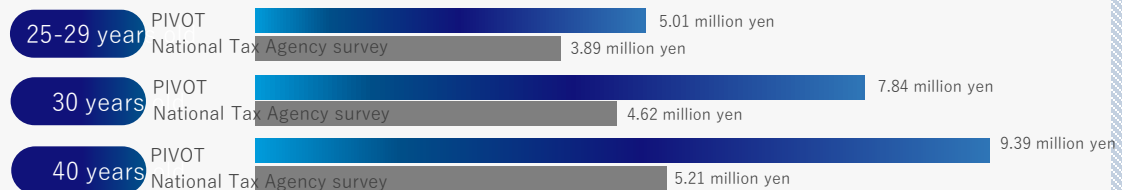
PIVOT Feature

Ability to plan and develop talk sessions that receive overwhelming support from "business innovators."

Create trends and achieve recognition branding from PIVOT's viewers, who are "business innovators."



Average income comparison



Source: National Tax Agency "2022 Private Salary Statistics Survey" *Age: From PIVOT official YouTube channel/Position-Personal income: From PIVOT official app/Web (as of the end of April 2024)

PIVOT Feature

Experienced and well-known MCs will facilitate to fully bring out the appeal of your company.

PIVOT's interviewers will draw out your company's appeal with high expertise and facilitation skills.



1 [Reference] JMS2023 Talk Stage -Organizer Program-

What makes the Talk Stage attractive?

A place where diverse perspectives intersect

Future-oriented theme setting

Participatory discussion

New business opportunities and possibilities for collaboration

Japan Future Session

アウトドア
×
モビリティの未来

誰でも楽しめる
モビリティ・
アウトドアライフ
の始め方

藤井 昭文
竹下 充
西村 瑞樹

Japan Future Session

メタバース
×
モビリティの未来

メタバースと
リアル。
モビリティやモノづくりに
与える影響とは？

加藤 直人
佐々木 俊尚
タツナミ シュウイチ

Japan Future Session

サウナ
×
モビリティの未来

ととのう
だけじゃない、
モビリティサウナの可能性

橋口 雄樹
川田 直樹
岡本 昂之
今井 康明

Japan Future Session

カーボン
ニュートラル
×
モビリティの未来

使うときだけではなく、
ものづくりを含めた
モビリティライフサイクルの視点から
脱炭素・地球環境を考える

北原 啓吾
関山 和秀
三ツ村 崇志

Japan Future Session

TBSラジオ
『ジェーン・スーと
堀井美香の
「OVER THE SUN」』
トークイベント

リスナーから寄せられた
車と私の思い出
から次世代のモビリティまで

堀井 美香
ジェーン・スー

Japan Future Session

モーター
ジャーナリスト
×
モビリティの未来

自動車に
とどまらない
モビリティの未来

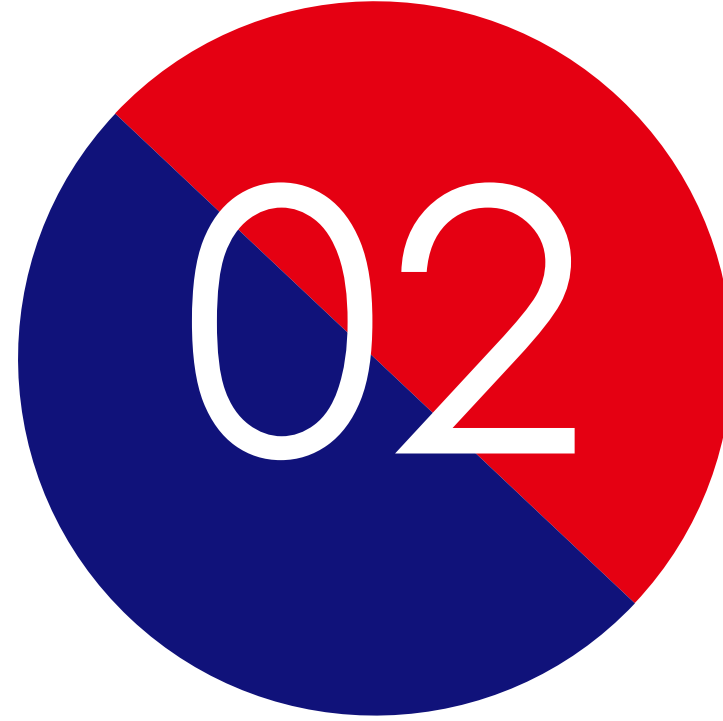
河川 まなぶ
五味 やすたか
今井 優希

Japan Future Session

SF
×
モビリティの未来

SFが生み出す
未来のモビリティ
の可能性

柳田 理科雄
小谷 知也
山崎 貴



Pitch Contest & Award Sponsorship

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2 Pitch Contest & Award Overview

Overview

Emerging startup companies that have survived the preliminary stage and will shape the future of mobility will present their products and passion on the main stage of JAPAN MOBILITY SHOW 2025.

From this time, the competition is divided into two categories based on growth stages, and the number of finalists has doubled to a total of 30 companies from the previous JAPAN MOBILITY SHOW 2023.

A scaled-up Pitch Contest & Award with Japan's largest total prize money.

① Seed/Early stage category

Companies that already have a business idea but have not yet started a business, or have started a business but plan to monetize in the future

15 companies that passed the preliminary screening

Total prize money of 12 million yen

(Grand prize 10 million yen/Excellence award 1 million yen × 2 companies expected)

② Middle/Later stage category

Companies whose business has achieved monthly profitability and continues to grow, or whose business growth is on track and moving toward expansion

15 companies that passed the preliminary screening

Opportunity to make presentations at the Networking Program*

Double that of JMS2023
Total of 30 companies

Target participants

Number of finalists

Incentives

Recruitment categories

for Mobility

~For mobility. Technology evolution, deepening connections. ~

with Mobility

~With mobility. Expanding experiences, new mechanisms. ~

beyond Mobility

~Beyond mobility. Creating possibilities for society and the world. ~

*Networking Program: A social gathering held for the purpose of facilitating interaction among companies participating in JAPAN MOBILITY SHOW

ight© Japan Automobile Manufacturers Association, Inc.

A menu that establishes the right to use your company's title naming for the Pitch Contest & Award finals stage.
Multiple rights are set, including prize money awarding, connecting with award-winning companies, and participation in judging.

Rights

① Title naming right

Your company name is attached as the title sponsor of the contest award

*Specific name to be discussed separately

② Judge participation and stage appearance right

Participate as a judge in the contest (2 categories)

Opportunity to present prizes and prize money to the grand prize-winning company

③ Networking right

Support in establishing connections with participating companies *Details to be discussed separately

④ PR exposure

Your company name and logo will be displayed as a title sponsor on the official website, guides, and stage

Ad broadcasting on the stage vision (15-30 seconds/each × multiple rotations)

Partial coverage in NewsPicks article *Expected 100,000 vimp

⑤ Others

Possibility to distribute flyers or samples to audience and judges *Distribution materials to be discussed separately

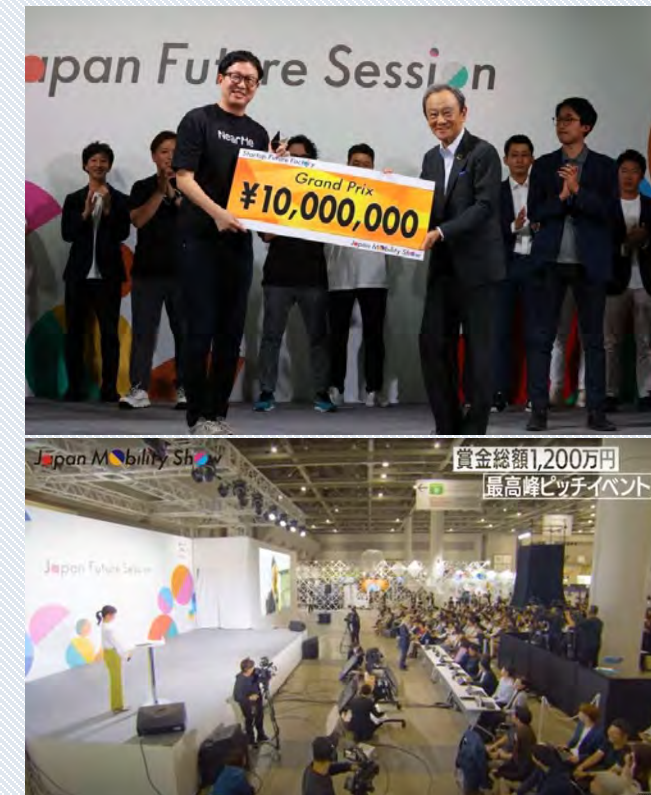
Number of slots/Remarks

Number of slots

1 slot

Remarks

Please consult with us individually if you have requests for rights content other than the above.



*Photos: JAPAN MOBILITY SHOW 2023

Cost:

22,000,000 yen
(tax included)/slot

Application deadline: Thursday, July 31

Initiative
Overview

A Pitch Contest & Award targeting startup companies in the early stages of business.
The total prize money is one of Japan's largest at 12 million yen.
15 elite emerging startup companies that survived the screening and will lead the future of mobility appeared on stage.

Recruitment categories

LIFE × Mobility Future Living
A future where everyone's daily life becomes more comfortable and enriched
Keywords: Shopping, Housing, Living, Smart Home, Labor, Robots, Labor Saving, Productivity Improvement
EXCITEMENT × Mobility Future Excitement
Further evolution of entertainment, sports, and tourism experiences. A future that creates new excitement and culture
Keywords: Entertainment, Sports, Tourism, Show, Experience, Excitement, Inbound Tourism
INFRASTRUCTURE × Mobility Future Social Infrastructure
A future where all possibilities are protected, supported, and maintained, allowing everyone to continue living true to themselves
Keywords: Disaster Prevention, Transportation, Delivery, Transport, Last Mile, Logistics, Rural Areas, Elderly, Monitoring

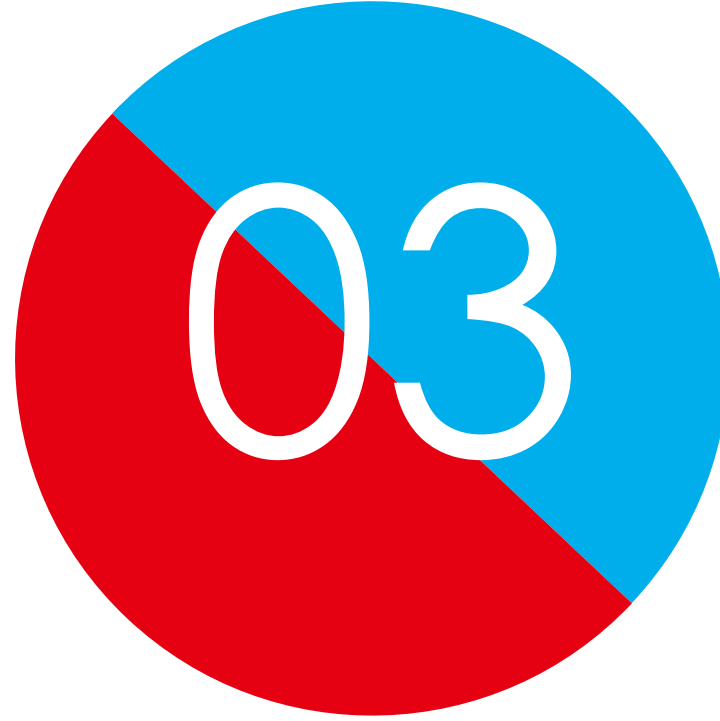
Award-winning
Companies

Grand Prize: **NearMe Co., Ltd.** EXCITEMENT × Mobility
Excellence Award: **Global Mobility Service Co., Ltd.** LIFE × Mobility
Excellence Award: **Zip Infrastructure Co., Ltd.** INFRASTRUCTURE × Mobility

- Tomoko Inoue, President and CEO, OMRON VENTURES CO., LTD.
- Noriaki Sakamoto, Director, COO, Partner, UTEC
- Shinichi Takamiya, Managing Partner, GLOBIS Capital Partners
- Tomoko Numata, Chief Capitalist, JAFECO Group Co., Ltd.
- Kenichiro Hara, Partner, DCM Ventures
- Makoto Honma, General Partner, Incubate Fund
- Yumiko Murakami, General Partner, MPower Partners Fund L.P.
- Yoshihiro Hidaka, Vice Chairperson, Japan Automobile Manufacturers Association (President, Yamaha Motor Co., Ltd.)
- Kiyotaka Ise, Vice Chairperson, Japan Auto Parts Industries Association (Senior Executive Advisor, AISIN CORPORATION)

Benefits for Startup Companies

- 1. Provision of one of Japan's largest prize money**
Total prize money: 12 million yen
Grand prix: 10 million yen
Category excellence award: 2 million yen
- 2. Opportunity to appeal to large companies and investors**
- 3. Final pitch broadcast as a program on NewsPicks**



Networking Program Sponsorship



A sponsorship menu for the networking program aimed at facilitating interaction among companies participating in JAPAN MOBILITY SHOW 2025.
Multiple rights are set for the program.

Event Overview

- Overview: A standing-style networking program aimed at facilitating interaction among companies participating in JAPAN MOBILITY SHOW 2025
- Venue: West Exhibition Hall 1F Atrium
- Dates: October 31 (Fri) Scheduled to start at 19:00
November 4 (Tue) Scheduled to start at 19:00
November 7 (Fri) Scheduled to start at 19:00 *Total of 3 sessions

Rights

① Title naming right

Your company name is attached as a title to each networking program session

② Presentation implementation right

Opportunity to conduct stage presentations during the program *Specific content to be discussed separately

③ Video broadcasting right

Broadcast your company's video on the stage vision during the program
Display your company name and logo

④ Lead acquisition right

Provide lead information of program participants

⑤ Others

Possibility to distribute flyers or provide samples to participants and related parties



*Photos: JAPAN MOBILITY SHOW Bizweek 2024

Number of slots/Remarks

Number of slots

3 slots (sponsorship for each session)

Remarks

Please consult with us individually if you have requests for rights content other than the above.

Cost:

5,500,000 yen
(tax included)/session

Application deadline: Thursday, July 31



Mobility Culture Area Sponsorship





Mobility Culture Area (tentative)



More

We will create opportunities for not only traditional motorsport fans

but also those who are not particularly interested in mobility

to feel the appeal of mobility itself through JAPAN MOBILITY SHOW.



For this JAPAN MOBILITY SHOW 2025, we will focus on the appeal of mobility, making people excited about mobility itself and empathize with "mobility culture" by developing various contents as the "Mobility Culture Area (tentative)."

1 East Hall 7 Area

Inside the hall

Mobility culture project exhibition, motorsport exhibition

Outdoors

Implementation of various exhibitions and events, starting with popular motorsport content such as demo runs



2 Promenade Area

Outdoors

Daily changing vehicle exhibitions such as working vehicles, light truck markets, supercars in collaboration projects



3 South Hall 3 Area

Inside the hall

Continuous implementation of exhibitions and events in collaboration projects



Area Exhibition Sponsorship

○Develop your company's exhibition booth in the Mobility Culture Area (tentative).

You can promote your company's content to visitors.

■Location: East Exhibition Hall 7/Within the Mobility Culture Area

■Possible exhibition size: Will be determined after considering the space within the area

■Number of slots: 2 booths (3m × 3m/1 booth expected)

*This is a space provision. Installation and decoration should be arranged by your company.

*Photos: JAPAN MOBILITY SHOW 2023



Cost:

1,650,000 yen
(tax included)/booth

Application deadline: Monday, June 30

Stage Sponsorship

○You can promote your unique content such as your company's activities and mobility

to visitors by utilizing the stage in the area.

■Location: East Exhibition Hall 7/Stage within the Mobility Culture Area

■Number of slots: Under consideration

*JMS2023 results: 6 talk events (60 minutes each) mainly on weekends

■Implementation environment: Stage (D4500 × W8000mm)/200-inch LED × 1/Audio equipment available

*The implementation location and stage specifications are subject to change.



*Photo is an image

Cost:

1,650,000 yen
(tax included)/slot

Application deadline: Monday, June 30

Outdoor Area Sponsorship

○The "Performance Zone" in the outdoor area will be rented out for a full day limited to 1 day during the period, which you can freely use as your company's unique promotion area.

■Location: Within the East Exhibition Hall outdoor temporary parking lot/Performance Zone area

■Implementation space size: Approximately 70m × 125m

■Number of slots: Under consideration *Limited to 1 day during the period (Implementation time planned for 10:00-17:00)

■Rights:

①Your company name exposure in the area during your event implementation

Example) "○○ Mobility Exhibition Event by ●● Company"

• Display on banners, flags, etc. in the area

②PR exposure

Your company name and logo will be displayed as an area sponsor on the official website, etc.

■Implementation environment: Outdoor parking lot asphalt floor/Audio equipment available/Operational staff included*

■This right is for space provision, so decoration and operational management in the area should be arranged by the sponsoring company. (*Staff for guiding to the area, etc. are included)

*The implementation area and content will be determined after consultation.

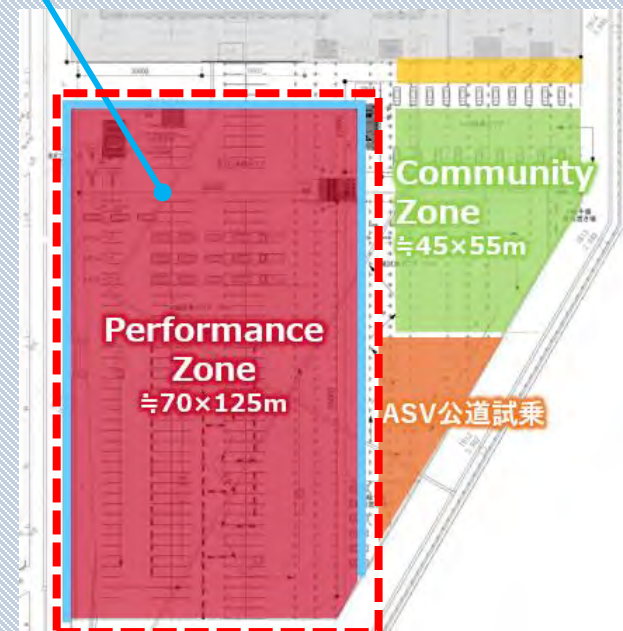
Cost:

3,300,000 yen

(tax included)/day

Application deadline: Monday, June 30

Implementation Area



*Photos: JAPAN MOBILITY SHOW 2023

*The implementation location and venue specifications are subject to change.

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In the previous JAPAN MOBILITY SHOW 2023, we developed motorsports and various vehicle exhibitions inside and outside the venue, which many visitors enjoyed.

[East 7] In-hall exhibition



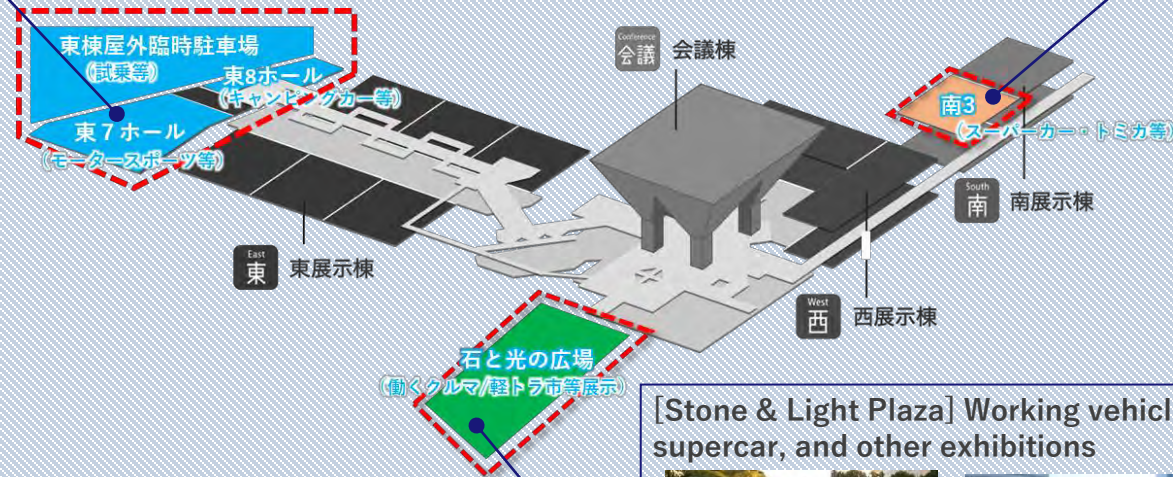
[East 7] In-hall stage



[Outdoor parking lot] Demo run, test drive



[East 8] Camping car area



[South 3] Auto Salon, Tomica, and other exhibitions



[Stone & Light Plaza] Working vehicles, supercar, and other exhibitions



*Photos: JAPAN MOBILITY SHOW 2023



Official App Banner Menu

Official App "JAPAN MOBILITY SHOW"

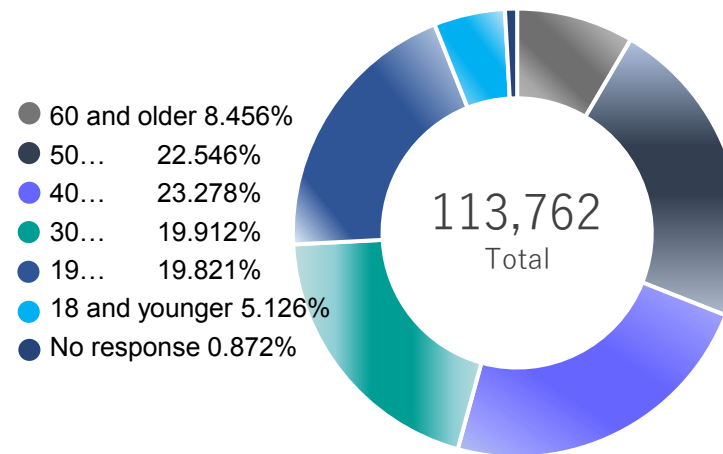
An app that incorporates not only basic functions such as the venue MAP, stage schedule, and exhibition booth introductions, but also reservation systems for experience content and crowding displays.
Aiming for a significant upgrade from the 2023 version, with a target of 400,000 downloads.

2023 Results

Total number of downloads

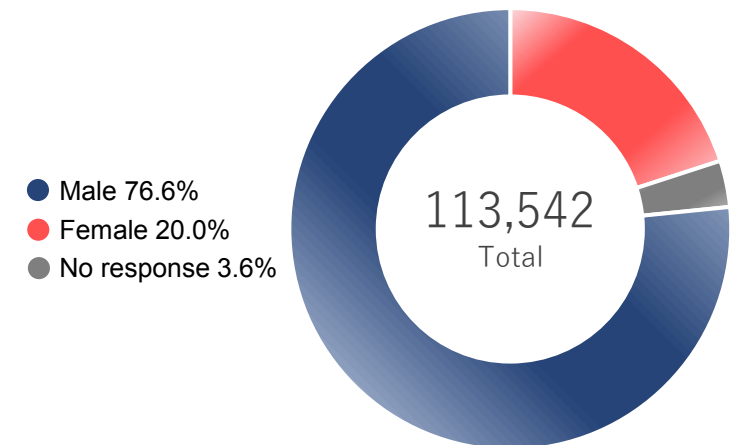
Approximately
200,000
downloads

User age



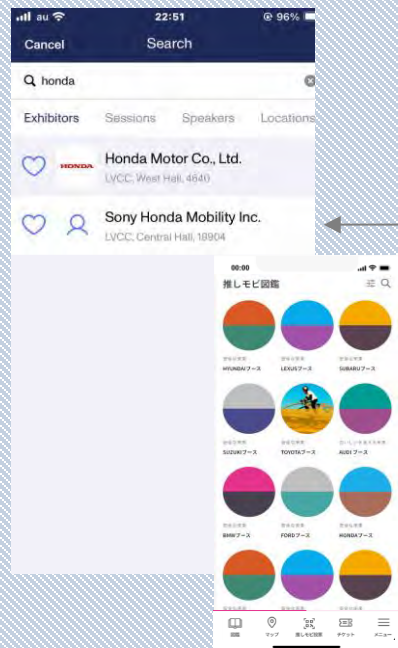
*Percentage of only survey respondents

User gender



*Percentage of only survey respondents

Favorites list



Page where you can gather your favorites

MAP

MAP showing the entire venue and booth positions



My Page

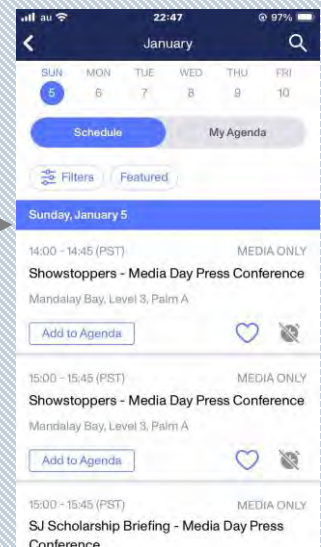
Top page that allows access to each information area that is the main topic



List of exhibitor exhibits (including organizer programs)



Schedule

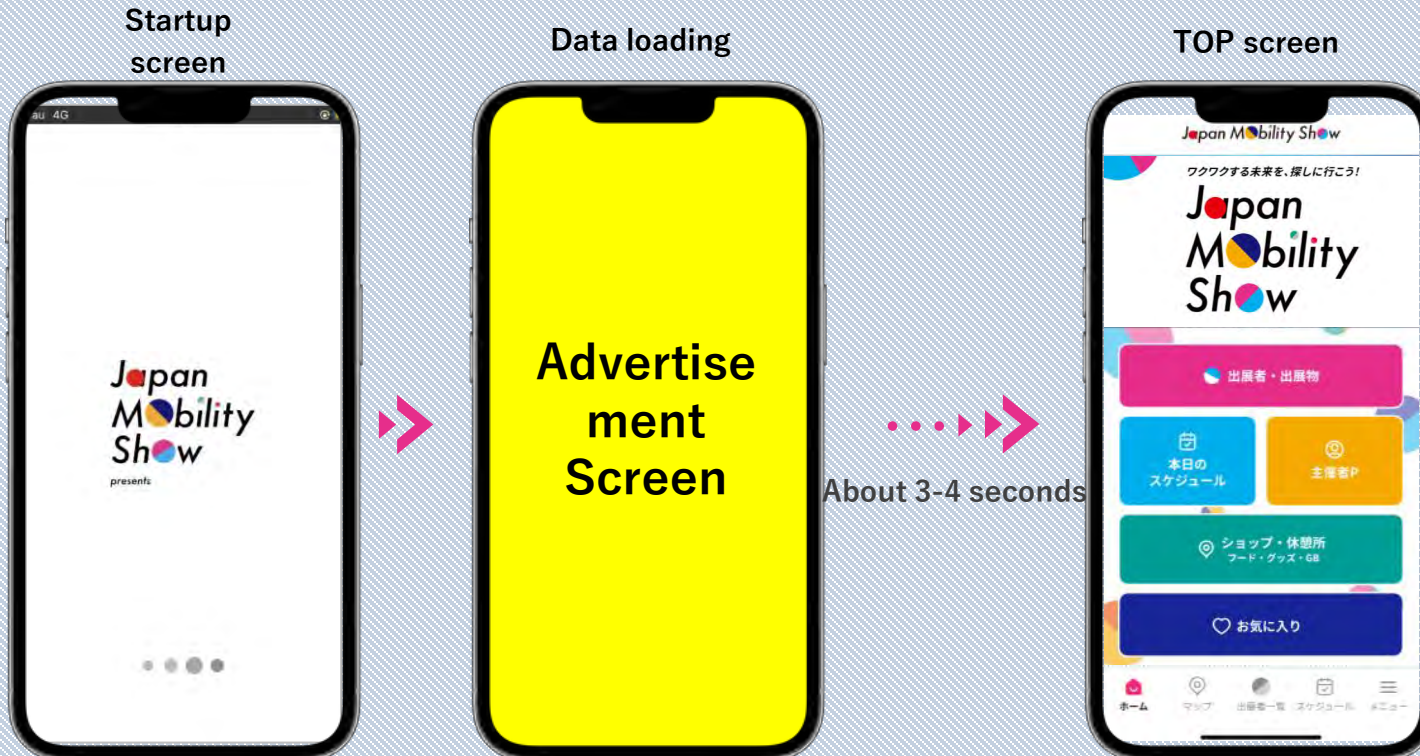


Each detail page

Reservation for experience content also possible via the app

An advertisement banner displayed on the data loading screen when the app starts.
This is the most effective menu that all app users will definitely see.

- **Display location:** App startup screen
- **Number of sponsorship slots:** 1 company
- **Display time:** About 3 seconds × about 1 million impressions *The display time for each viewing varies depending on the device and communication environment
- **Display specifications/size:** Still image/Full smartphone size/External links not allowed *Size varies by device



*Images are for illustration purposes

Application deadline:
Monday, June 30
Display period:
September 1 - December 26

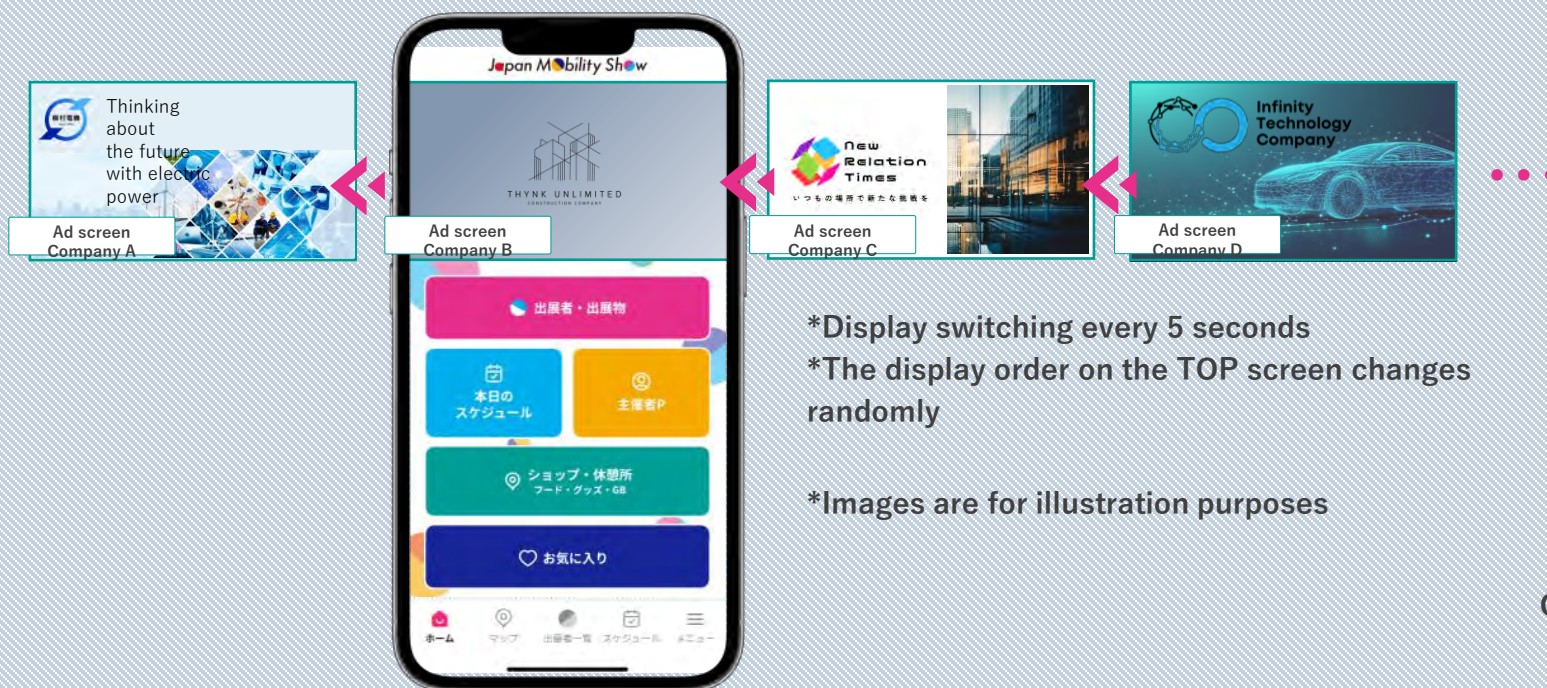
Cost:

22,000,000 yen
(tax included)/slot

An advertisement banner displayed on the app's top screen.
It is on the screen that app users view most frequently, and it is also possible to direct users to your company's website through external links.

- **Display location:** TOP page
- **Number of sponsorship slots:** 10 companies
- **Display time:** Maximum of about 1 million impressions *Displayed for 5 seconds each time, and the display order changes randomly
- **Display specifications/size:** Still image/16:9 size/External links allowed *Size varies by device

TOP screen



- *Display switching every 5 seconds
- *The display order on the TOP screen changes randomly
- *Images are for illustration purposes

Application deadline:
Monday, June 30

Display period:
September 1 - December 26

Cost:

3,300,000 yen (tax included)/slot



Ad Board Ad Signage Menu

Return to [Table of contents](#) 

Ad Board/Ad Signage Menu

Ad boards and signage advertisements installed in the venue. By installing them in prominent locations along visitor routes, they aim to raise awareness of your company's products and services and attract visits to your booth.



*Photos: JAPAN MOBILITY SHOW 2023

A package slot that bundles locations with high traffic, centered on the main entrance and routes to both East/West halls, at an advantageous price. Ideal for sponsors who want to appeal to as many visitors as possible.

① Entrance Hall Banner



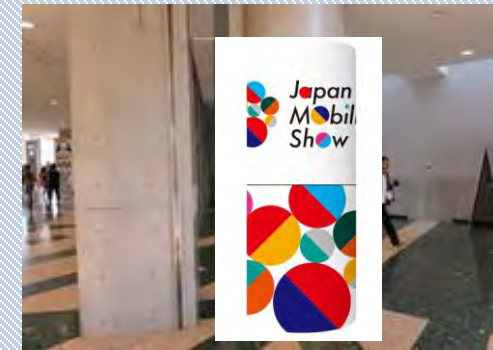
② East Hall Route Pillar Wrapping Set



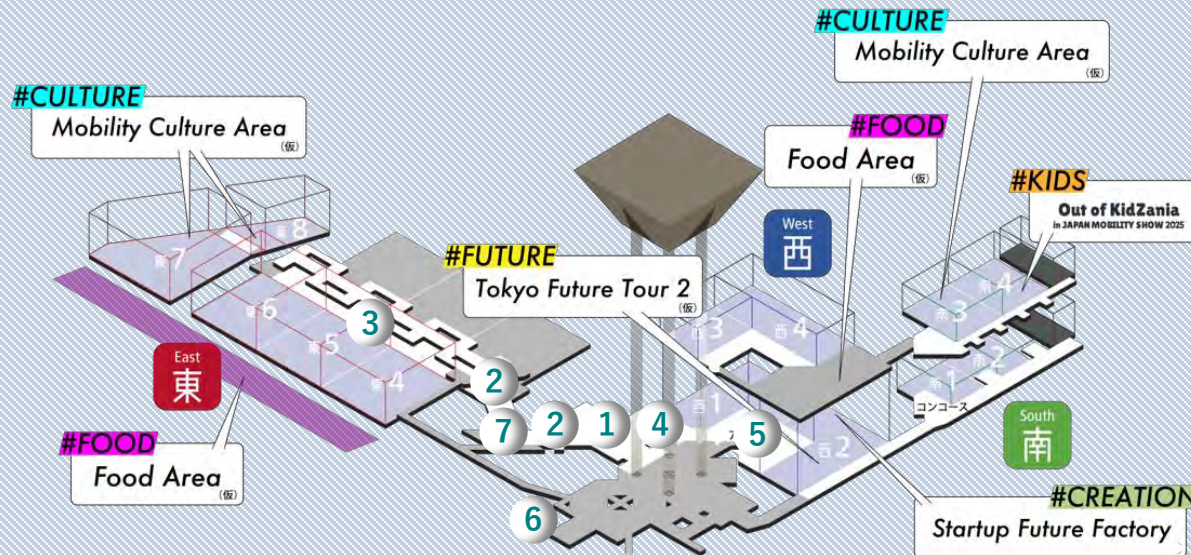
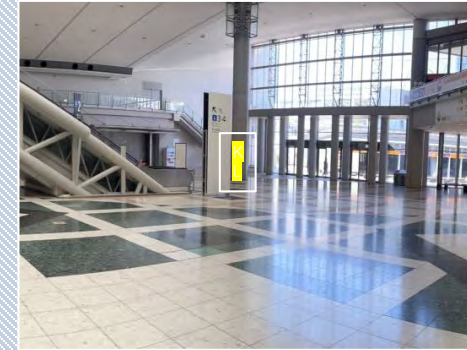
③ East Hall Pillar Wrapping Set



④ West Hall Route Upper and Lower Pillar Wrapping Set



⑤ West Hall Upper and Lower Pillar Wrapping Set



⑥ Entrance Plaza Digital Signage



⑦ Connection Bridge Digital Signage



*For details of each slot, please refer to the individual slot page.

*The positions of pillars in ③④⑤ will be left to the organizer's discretion.

Limited to 1 slot

Advertising space	Display fee <small>(tax included)</small>	Estimated production, installation, and removal cost <small>(tax included)</small>
① Entrance Hall Banner	3,300,000 yen	1,390,000 yen
② East Hall Route Pillar Wrapping Set	2,640,000 yen	1,640,000 yen
③ East Hall Pillar Wrapping Set	2,640,000 yen	1,390,000 yen
④ West Hall Route Upper and Lower Pillar Wrapping Set	2,475,000 yen	1,880,000 yen
⑤ West Hall Upper and Lower Pillar Wrapping Set	2,420,000 yen	1,880,000 yen
⑥ Entrance Plaza Digital Signage	1,650,000 yen	—
⑦ Connection Bridge Digital Signage	1,100,000 yen	—
Package special price	11,350,000 yen	6,570,000 yen

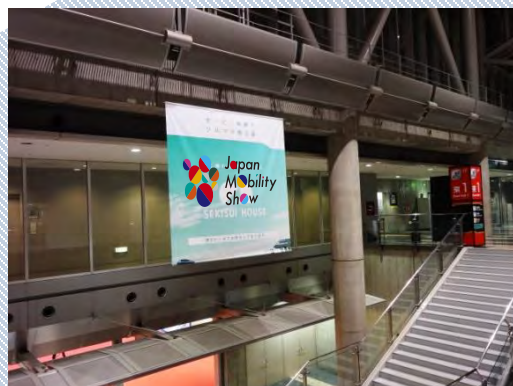
6,485,000 yen
discount

Package price: 17,920,000 yen
(tax included)

Application deadline: Monday, June 30

A package slot that bundles locations centered on routes to the Mobility Culture Area (East Halls 7/8) and the outdoor temporary parking lot at an advantageous price. Ideal for sponsors who want to appeal to motorsport fan visitors.

①East Hall Banner②



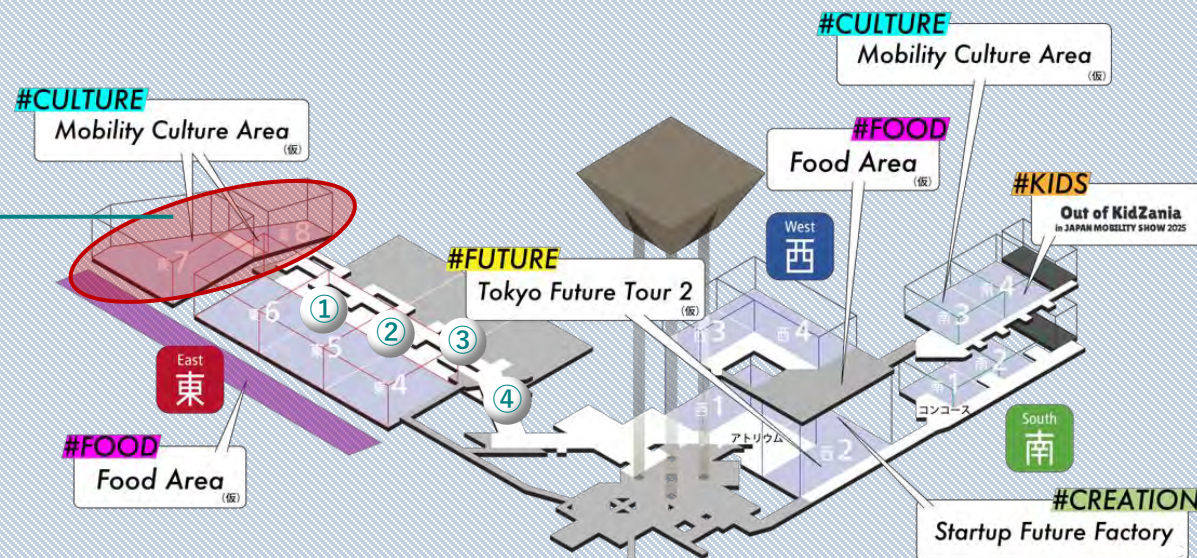
②East Hall
Pillar Wrapping Set



③East Hall
③East Hall Stair Riser Set



④Connection Bridge
Digital Signage



*For details of each slot, please refer to the individual slot page.
*The positions of the banner in ①, the pillar in ②, and the stairs in ③ will be left to the organizer's discretion.

Limited to 1 slot

Advertising space	Display fee <small>(tax included)</small>	Estimated production, installation, and removal cost <small>(tax included)</small>
① East Hall Banner ②	2,200,000 yen	1,510,000 yen
② East Hall Pillar Wrapping Set	2,640,000 yen	1,390,000 yen
③ East Hall Stair Riser Set	3,520,000 yen	2,530,000 yen
④ Connection Bridge Digital Signage	1,100,000 yen	—
Subtotal	9,460,000 yen	5,430,000 yen
Package special price	6,650,000 yen	4,750,000 yen

3,520,000 yen
discount

Package price: 11,370,000 yen

(tax included)

Application deadline: Monday, June 30

A package slot that bundles locations centered on routes to the South Hall, where Out of KidZania, Tomica Corner, and supercar exhibitions are planned, at an advantageous price. Ideal for sponsors who want to appeal to family groups with large visuals or videos.

① South Hall 2F Lobby
Wall Panel



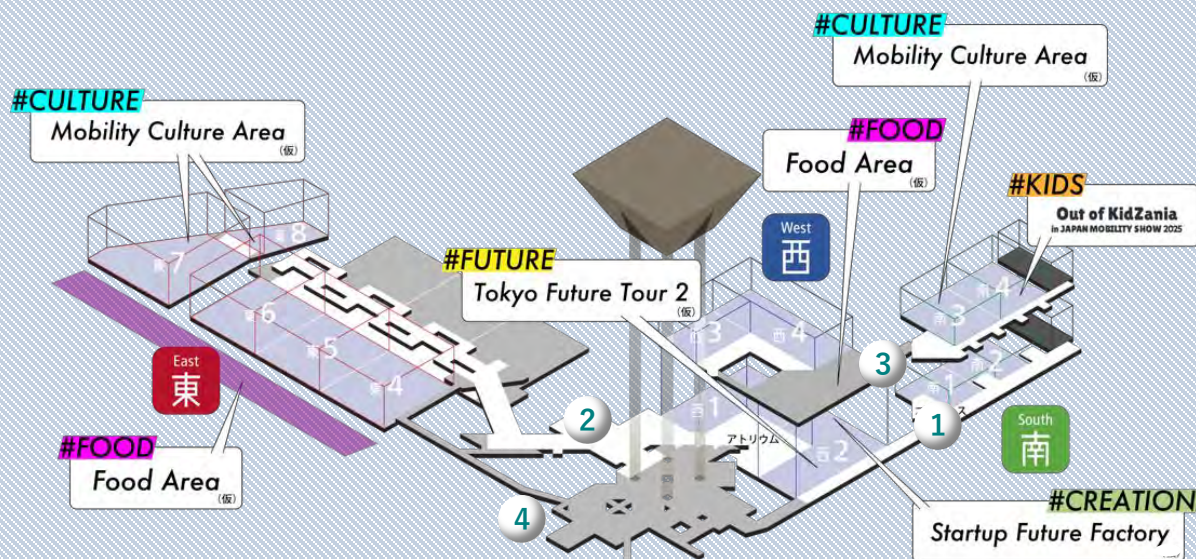
② West Hall South
Concourse
Wall Panel



③ South Entrance
Digital Signage



④ Entrance Plaza
Digital Signage



*For details of each slot, please refer to the individual slot page.

Limited to 1 slot

Advertising space	Display fee <small>(tax included)</small>	Estimated production, installation, and removal cost (tax included)
① South Hall 2F Lobby Wall Panel	5,280,000 yen	2,780,000 yen
② West Hall South Concourse Wall Panel	5,280,000 yen	3,160,000 yen
③ South Entrance Digital Signage	1,100,000 yen	—
④ Entrance Plaza Digital Signage	1,100,000 yen	—
Subtotal	12,760,000 yen	5,940,000 yen
Package special price	8,470,000 yen	4,750,000 yen

5,480,000 yen
discount

Package price: 13,220,000 yen

(tax included)

Application deadline: Monday, June 30

A medium on the route when heading from Yurikamome Tokyo Big Sight Station to the venue.

Basic information

Display position

Entrance Plaza

Advertising size

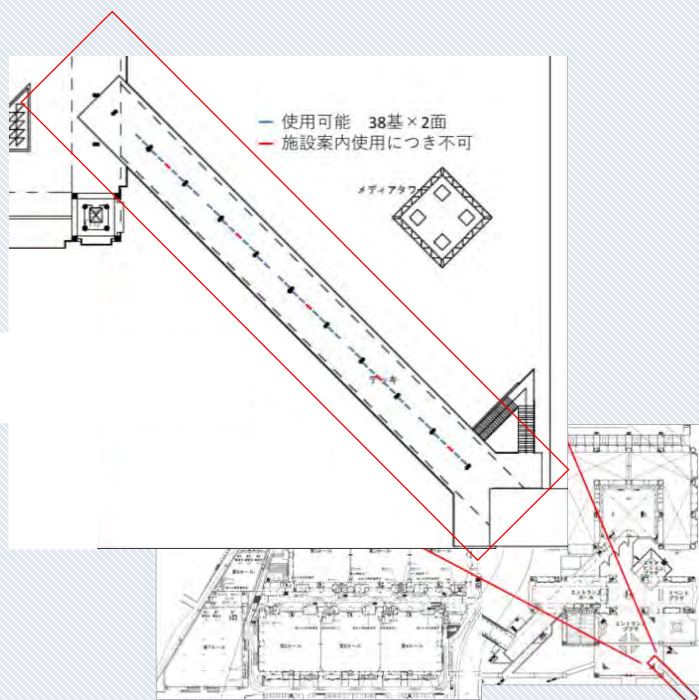
W750mm

× H1100mm

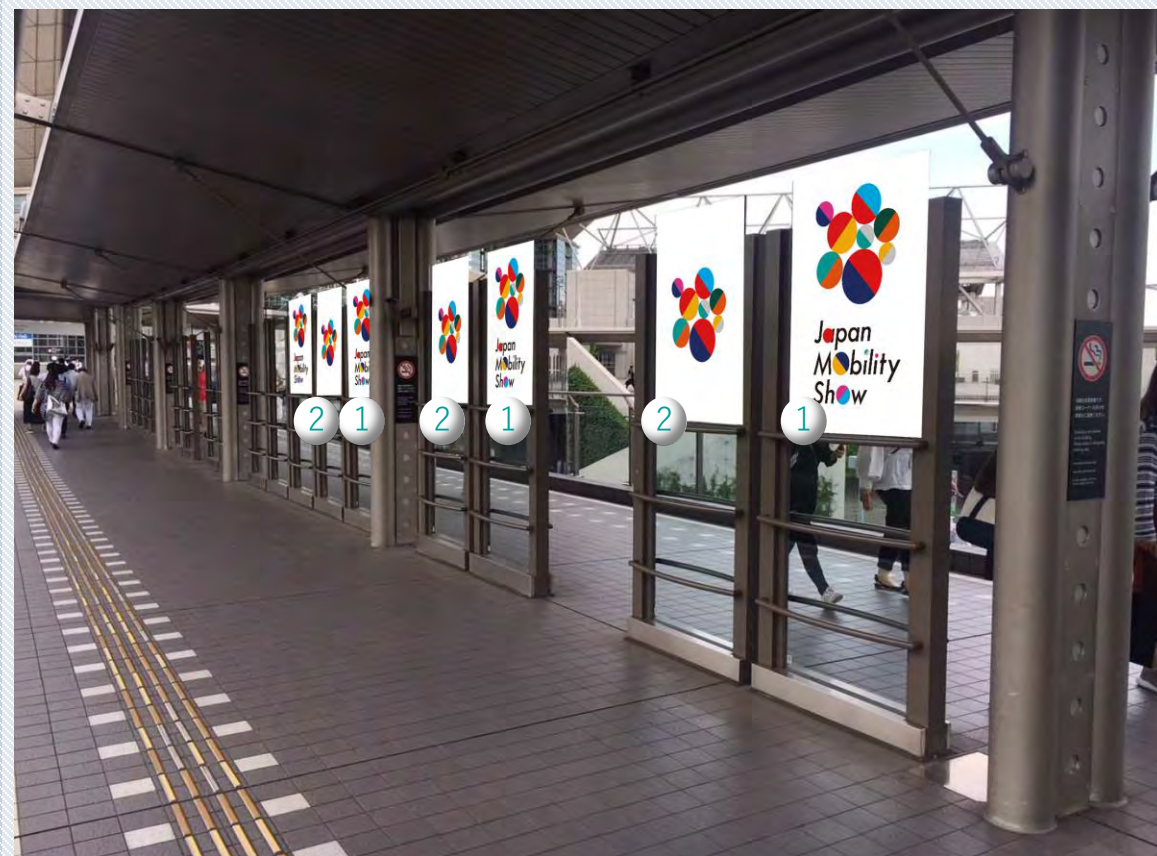
× 38 surfaces

Number of sales slots

2 slots (①/②)



Display image



Application deadline: Friday, August 29

Cost:

Implementation price:
2,200,000 yen/1 slot

(tax included)

*Production, installation, and removal costs are separate (estimated 1,640,000 yen) (tax included)

A medium on the route when heading from Yurikamome Tokyo Big Sight Station to the venue.

Basic information

Display position

Entrance Plaza

Advertising size

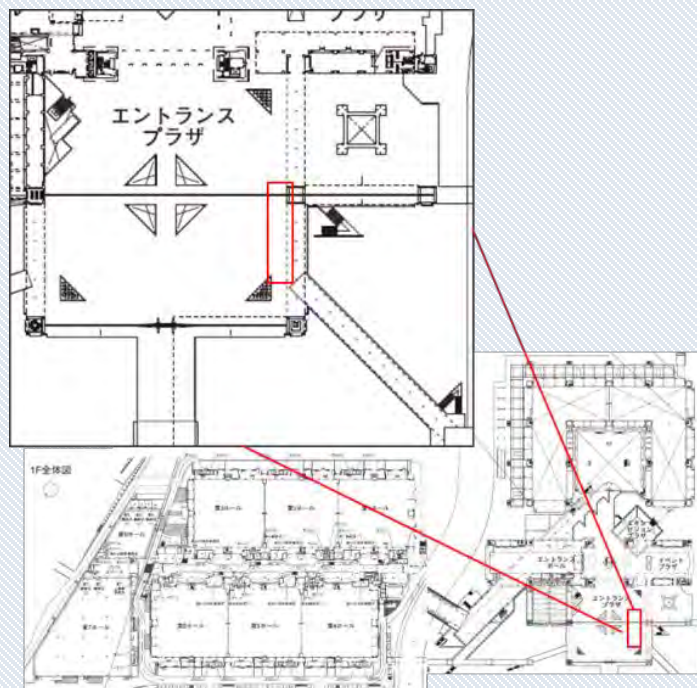
W750mm

× H1100mm

× 60 surfaces

Number of sales slots

1 slot



Display image



Application deadline: Friday, August 29

Cost:

Implementation price:
2,640,000 yen/1 slot

(tax included)

*Production, installation, and removal costs are separate
(estimated 2,270,000 yen)

(tax included)

Pillar wrapping at the main entrance, on a route where the majority of visitors pass.

Basic information

Display position

Entrance Plaza

Advertising size

W750mm

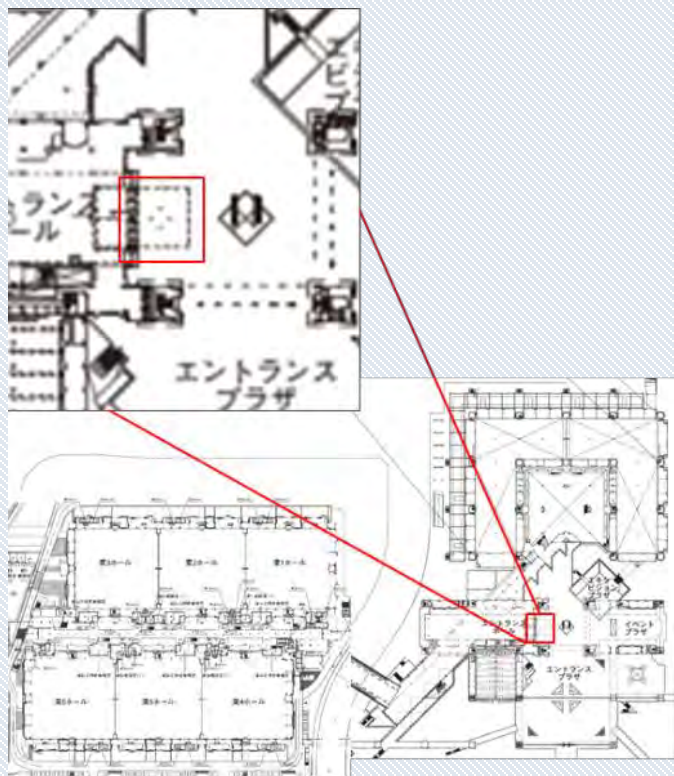
× H2275mm

× 4 surfaces

× 4 pillars

Number of sales slots

1 slot



Display image



Application deadline: Friday, August 29

Cost:

Implementation price:
3,520,000 yen/1 slot

(tax included)

*Production, installation, and removal costs are separate
(estimated 1,640,000 yen)

(tax included)

Pillar wrapping in the entrance hall, located in a high-traffic area.

Basic information

Display position

Entrance Hall

Advertising size

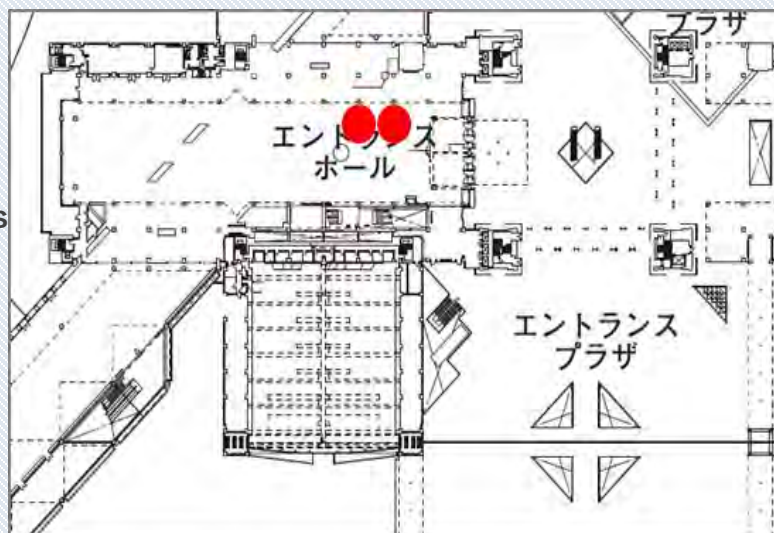
W2800mm

× H2800mm

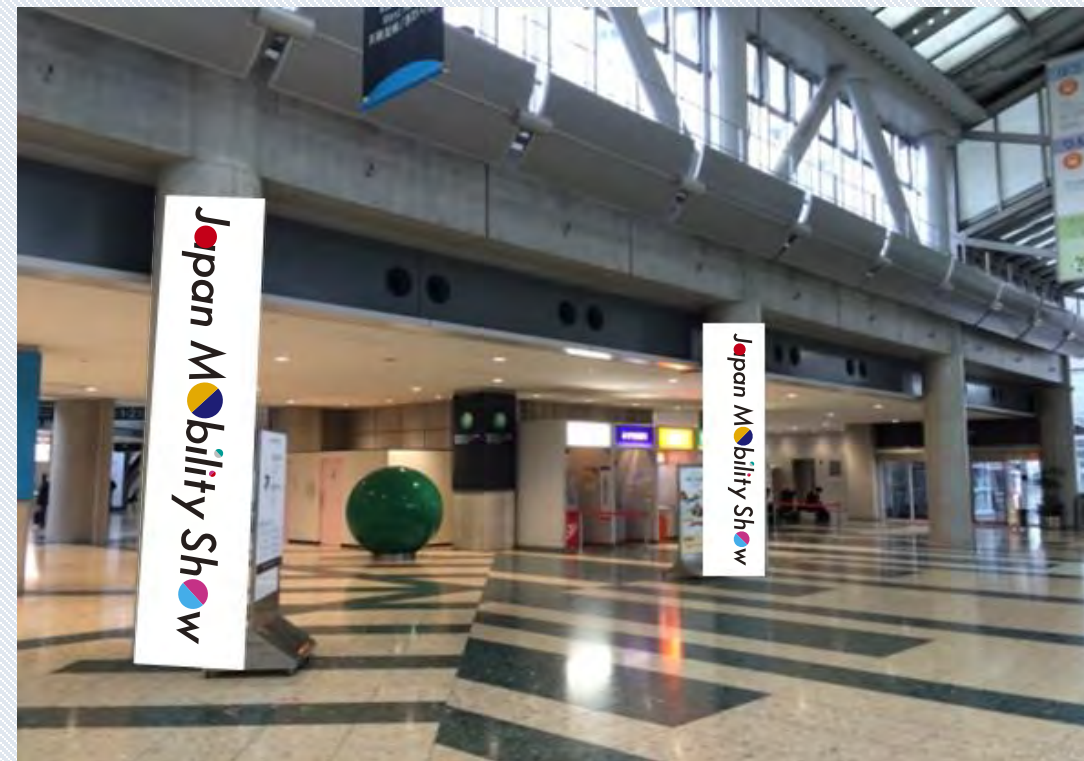
× 2 pillars

Number of sales spots

1 slot



Display image



Application deadline: Friday, August 29

Cost:

Implementation price:
5,280,000 yen/1 slot

(tax included)

*Production, installation, and removal costs are separate
(estimated 1,010,000 yen)

(tax included)

Large banners hung from the top of the entrance hall.

Basic information

Display position

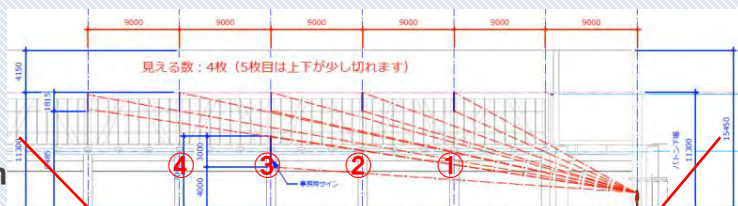
Entrance Hall

Advertising size

W12000mm

× H1715mm

× 2 surfaces (from

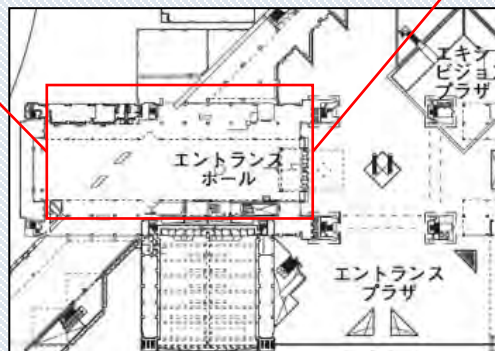


Number of sales slots

3 slots (3 slots out of ①-④)

1 slot will be used by the organizer.

The usage location will be adjusted in the future.



Display image



Application deadline: Friday, August 29

Cost:

Implementation price:
3,300,000 yen/1 slot

(tax included)

*Production, installation, and removal costs are separate
(estimated 1,390,000 yen)

(tax included)

A set slot of 5 pillar wrappings on the route to the East Hall.

Basic information

●Display position

East Hall Route

●Advertising size

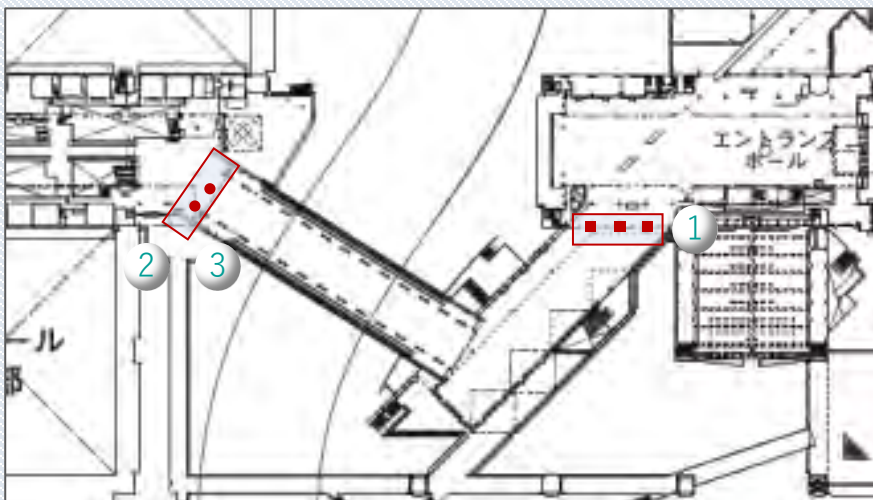
①W2640mm × H2800mm × 3 pillars
(Side surfaces W870mm / Front W900)

●Number of sales slots

1 slot

②W2860mm × H2450mm × 1 pillar

③W3580mm × H2450mm × 1 pillar



Display image



Application deadline: Friday, August 29

Cost:

Implementation price:
2,640,000 yen/1 slot

(tax included)

*Production, installation, and removal costs are separate
(estimated 1,640,000 yen)

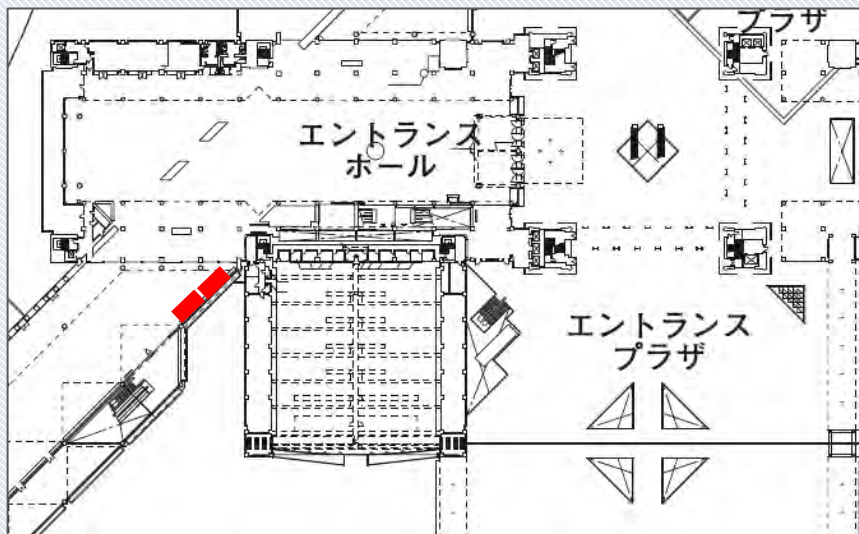
(tax included)

Panels installed on the route to the East Hall, with high appeal due to their large size.

Basic information

- Display position
East Hall Route
- Advertising size
W5000mm × H5000mm × 2 surfaces

- Number of sales slots
1 slot



Display image



Application deadline: Friday, August 29

Cost:

Implementation price:
5,280,000 yen/1 slot

(tax included)

*Production, installation, and removal costs are separate
(estimated 6,070,000 yen)

(tax included)

Large banners hung from the ceiling of the East Hall aisle.

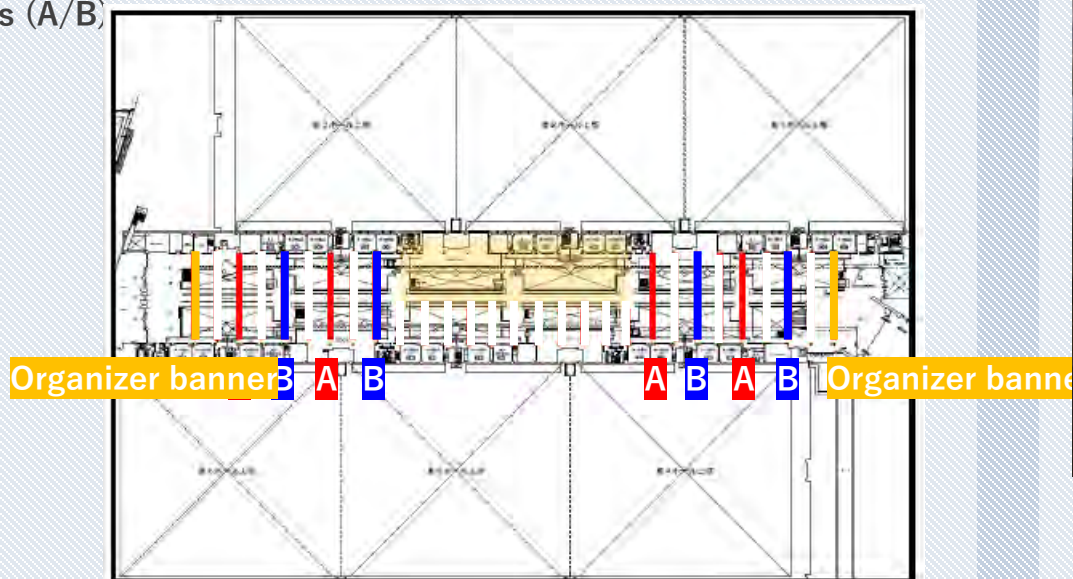
Basic information

● Display position ● Advertising size

East Hall W4000mm × H3000mm × 2 surfaces (front and back) × 4 pieces

● Number of sales slots

2 slots (A/B)



Display image



Application deadline: Friday, August 29

Cost:

Implementation price:
3,520,000 yen/1 slot

(tax included)

*Production, installation, and removal costs are separate
(estimated 2,780,000 yen)

(tax included)

Banners hung on the side of the East Hall aisle, with high appeal due to their large size.

Basic information

Display position

East Hall

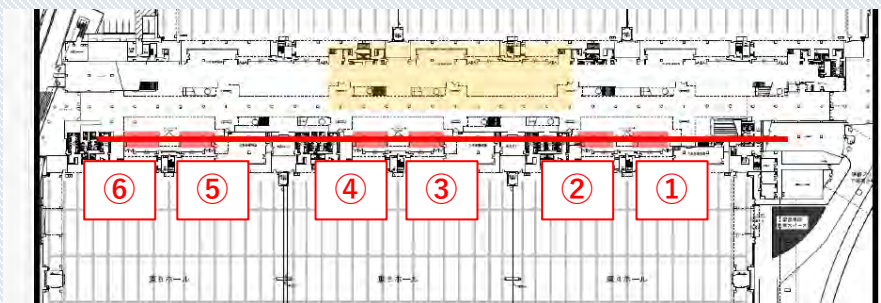
Advertising size

W5000mm × H4450mm

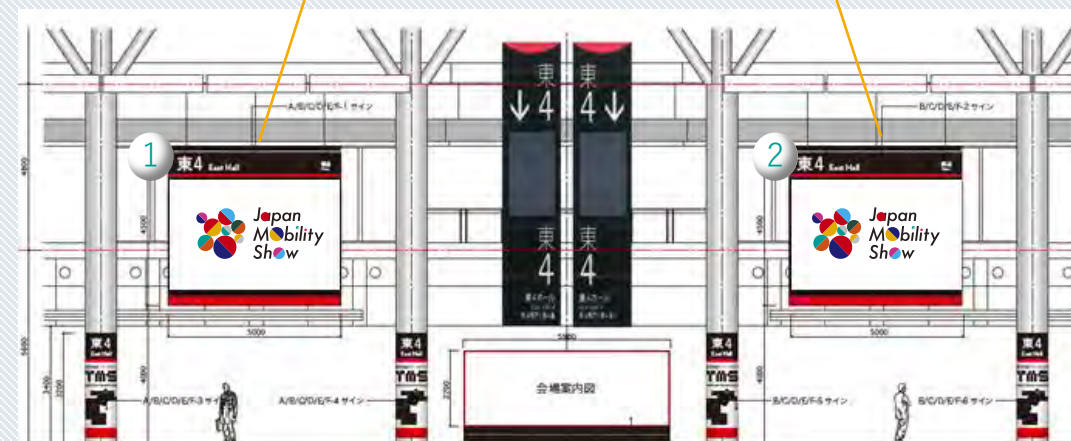
(The band surrounding the actual advertising part is included in the size on the left. *Size to be adjusted)

Number of sales slots

6 slots (①-⑥)



Display image



Application deadline: Friday, August 29

Cost:

Implementation price:
2,200,000 yen/1 slot

(tax included)

*Production, installation, and removal costs are separate (estimated 1,510,000 yen) (tax included)

A set of pillar wrappings on the East Hall aisle. The majority of East Hall visitors will come into contact with them.

Basic information

Display position

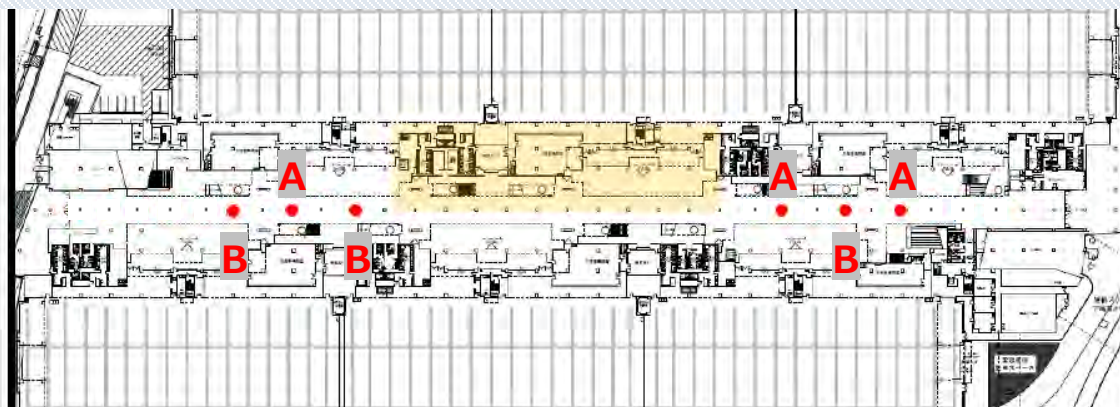
East Hall

Advertising size

W3270mm × H2800mm × 3 pillars

Number of sales slots

2 slots (A/B)



Display image



Application deadline: Friday, August 29

Cost:

Implementation price:
2,640,000 yen/1 slot

(tax included)

*Production, installation, and removal costs are separate
(estimated 1,390,000 yen)

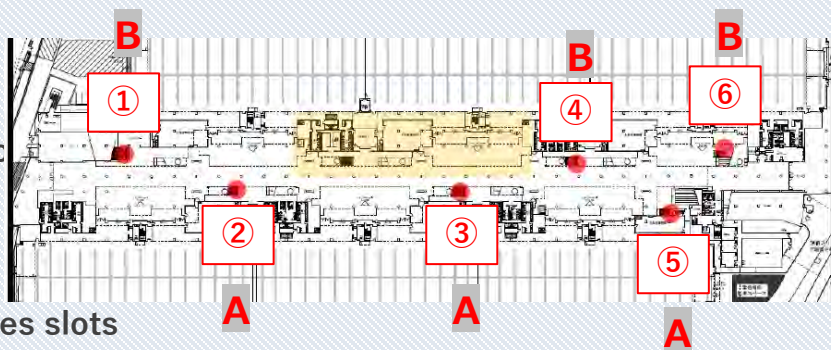
(tax included)

A highly appealing slot that uses the stair risers in the East Hall as advertising surfaces.

Basic information

Display position

East Hall



Number of sales slots

2 slots (A/B)

Advertising size

A { ②W3200mm × H120mm × 38 surfaces
③W3200mm × H120mm × 38 surfaces
⑤W2780mm × H120mm × 38 surfaces

B { ①W4900mm × H120mm × 38 surfaces
④W3200mm × H120mm × 38 surfaces
⑥W2500mm × H120mm × 38 surfaces

Display image



Application deadline: Friday, August 29

Cost:

Implementation price:
3,520,000 yen/1 slot

(tax included)

*Production, installation, and removal costs are separate
(estimated 2,530,000 yen)

(tax included)

Pillar wrapping on the route to the West Hall. If both upper and lower parts are implemented, it's possible to make them into a large connected frame.

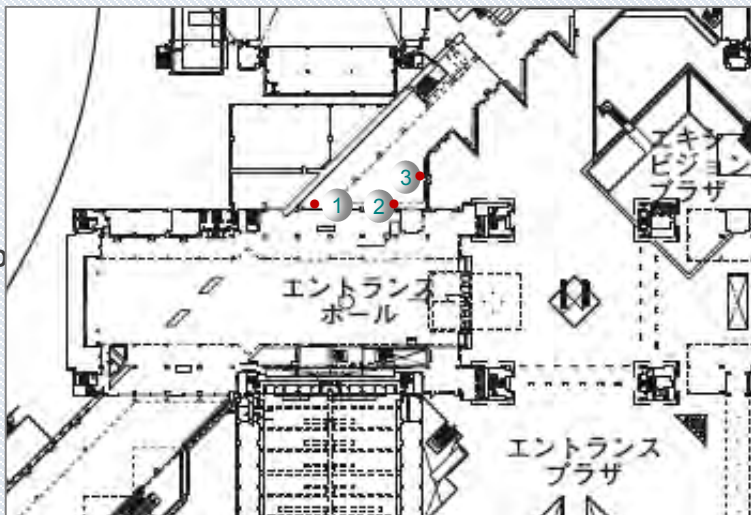
Basic information

● Display position
West Hall Route

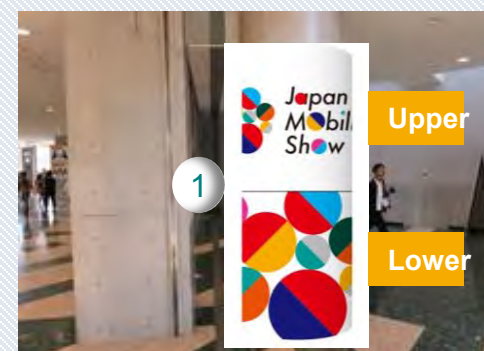
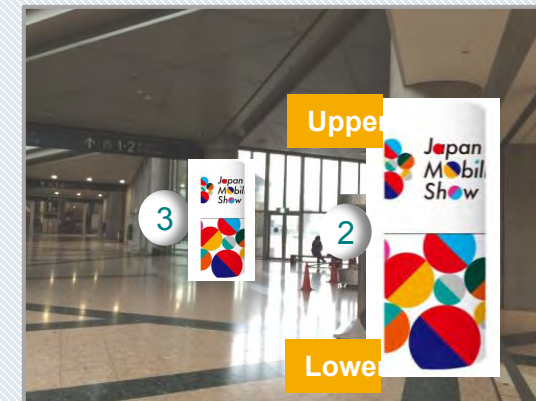
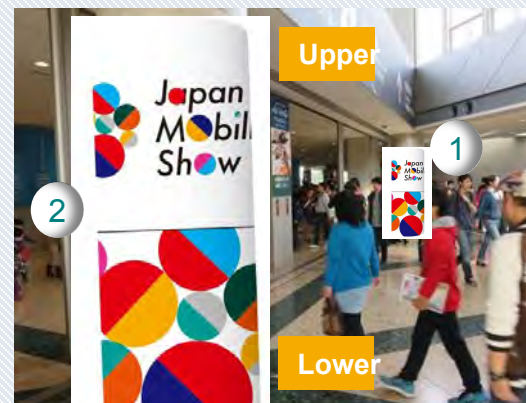
● Number of sales slots
Upper 2 slots
Lower 2 slots
Total 4 slots

● Advertising size
W3750mm × H1400mm
(Upper and lower division of W3750mm × H2800mm pillar wrapping space)

*Pillars are 2 locations from among ①-③



Display image



Application deadline: Friday, August 29

Cost:

Implementation price: Upper 1,375,000 yen/1 slot
Lower 1,100,000 yen/1 slot (tax included)

*Production, installation, and removal costs are separate (estimated 940,000 yen) (tax included)

Large banners installed on the upper wall of the West Hall atrium.

Basic information

Display position

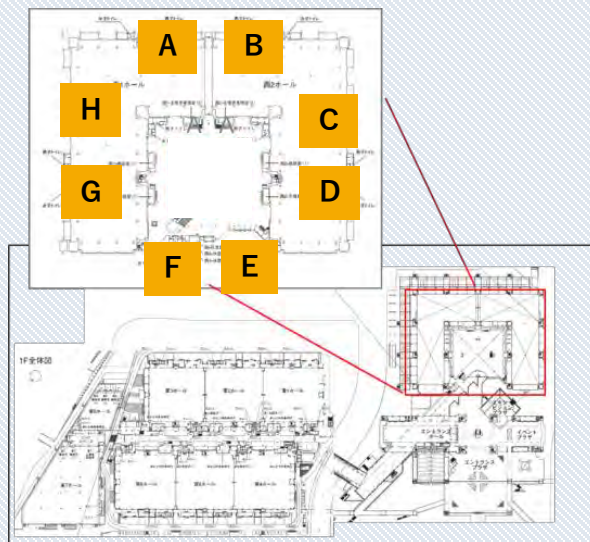
West Hall

Advertising size

W13500mm × H1930mm

Number of sales slots

8 slots (A-H)



Display image



Application deadline: Friday, August 29

Cost:

Implementation price:
1,320,000 yen/1 slot

(tax included)

*Production, installation, and removal costs are separate
(estimated 880,000 yen)

(tax included)

Pillar wrapping in the West Hall atrium (around the Talk Stage). If both upper and lower parts are implemented, it's possible to make them into a large connected frame.

Basic information

● Display position

West Hall

● Number of sales slots

Upper 3 slots Lower 3 slots Total 6 slots (A-F)

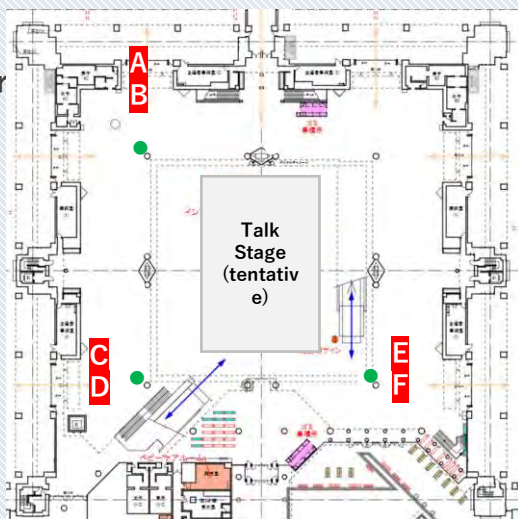
● Advertising size

W3545mm × H1400mm

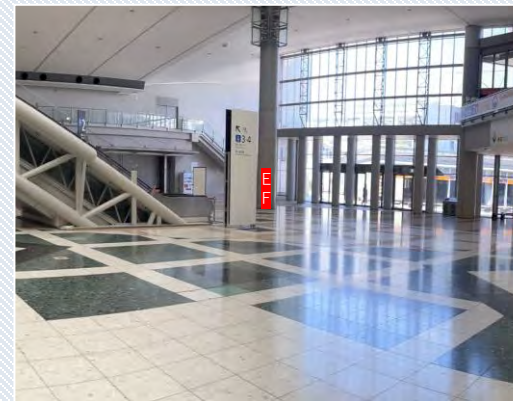
(Upper and lower division of

W3545mm × H2800mm pillar)

*Depending on the position of the Talk Stage, the pillar wrapping implementation location may change.



Display image



Application deadline: Friday, August 29

Cost:

Implementation price:

Upper 1,320,000 yen/1 slot

Lower 1,100,000 yen/1 slot

(tax included)

*Production, installation, and removal costs are separate (estimated 940,000 yen)

(tax included)

Panels installed on the wall of the South Concourse leading to the West Hall, with high appeal due to their large size.

Basic information

Display position

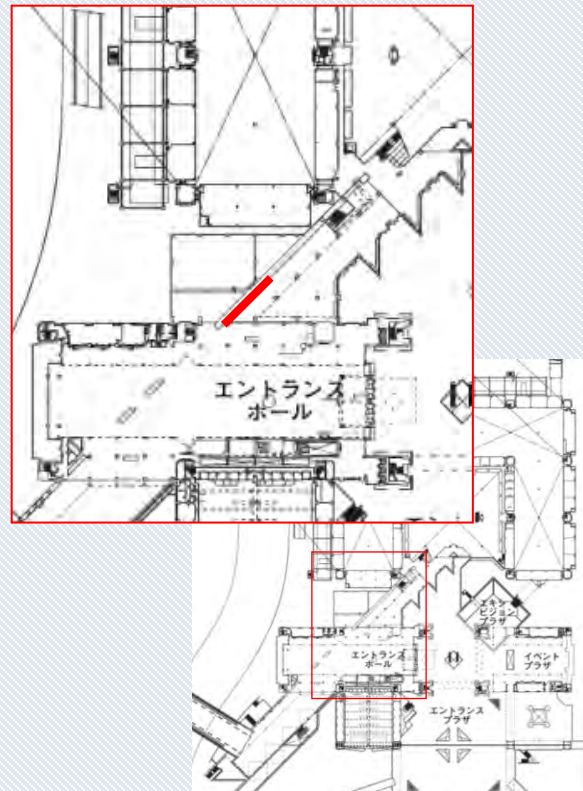
West Hall South Concourse

Advertising size

W4000mm × H3000mm

Number of sales slots

1 slot



Display image



Application deadline: Friday, August 29

Cost:

Implementation price:
5,280,000 yen/1 slot

(tax included)

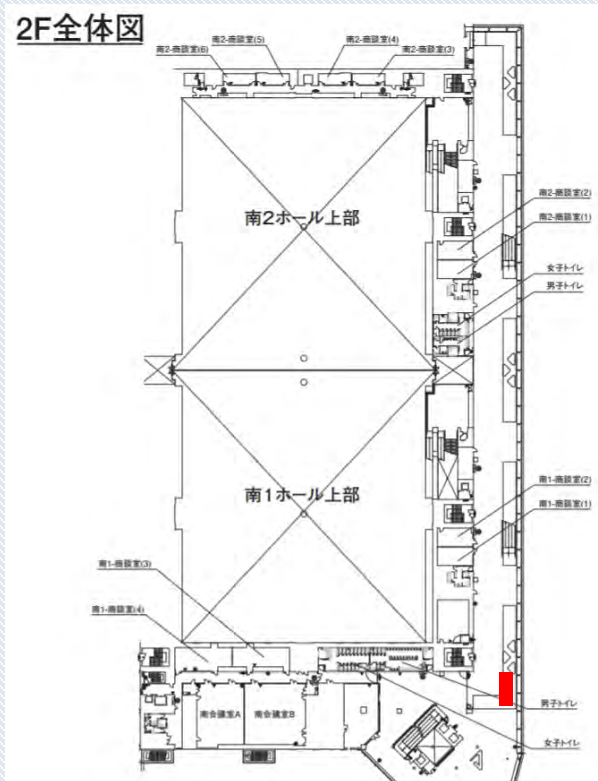
*Production, installation, and removal costs are separate
(estimated 2,780,000 yen)

(tax included)

Panels installed in the 2F lobby of the South Hall, with high appeal due to their large size.

Basic information

- Display position
South Hall 2F Lobby
- Advertising size
W4000mm × H3000mm
- Number of sales slots
1 slot



Display image



Application deadline: Friday, August 29

Cost:

Implementation price:
5,280,000 yen/1 slot

(tax included)

*Production, installation, and removal costs are separate
(estimated 3,160,000 yen)

(tax included)

A set of pillar wrappings on the route to access the South Hall, with appeal to visitors heading to the South Hall.

Basic information

Display position

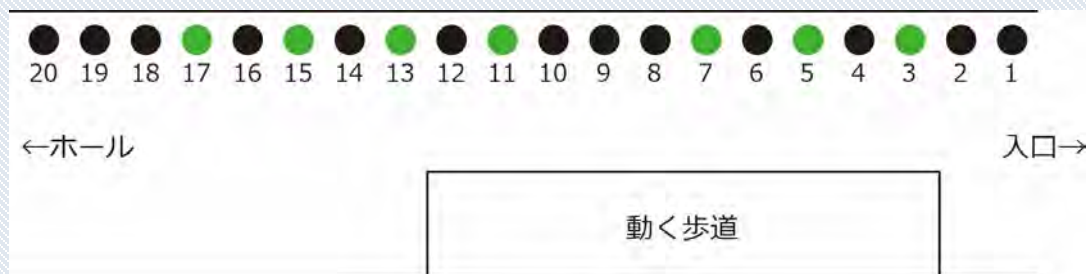
7 pillars on the window side of the route to access the South Hall

Advertising size

W760mm × H1980mm × 7 pillars

Number of sales slots

1 slot



Display image



Application deadline: Friday, August 29

Cost:

Implementation price:
2,640,000 yen/1 slot

(tax included)

*Production, installation, and removal costs are separate
(estimated 1,510,000 yen)

(tax included)

Large digital signage near the entrance gate. It has appeal to visitors in the waiting line.

Basic information

Display position

Entrance Plaza

Advertising size

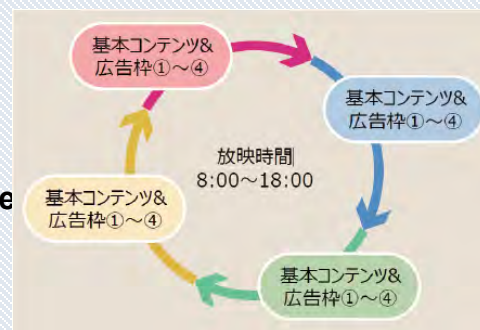
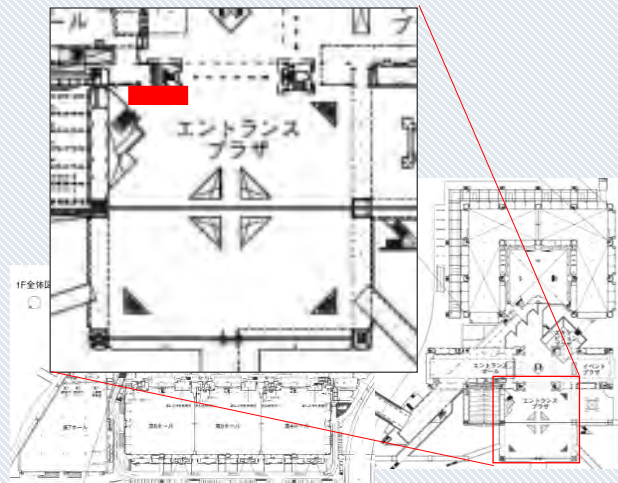
W7200mm x H4000mm

1 slot: 15 seconds

Number of sales slots

Maximum 40 slots

- During the event period (12 days), it will be broadcast a total of 392 times (In the case of 15-second material)



*Basic content = 7 minutes 2 seconds
(As of March 12, 2025)

Display image



*Due to the signage equipment being outdated, the brightness and saturation during playback may be low, and the video may be difficult to see.



Application deadline: Friday, August 29

Cost:

Implementation price:
1,650,000 yen/1 slot (15 seconds) (tax included)

□ Additional information

■ Installation location: Entrance Plaza

■ Size/Number of display surfaces: W7,500mm x H4,000mm (335 inches, 30m²)

■ Display format:

■ Delivery format:

LCD display horizontal type, video broadcasting *Content with sound is also supported

Type	Extension	Specification	
		Aspect ratio	16.9:9 (For 16:9, displayed with black margins on the left and right of the screen)
Video (still image with sound)	MP4 WMV	High-definition size Full high-definition size	1,280 pixels wide × 720 pixels high 1,920 pixels wide × 1,080 pixels high
Still image (without sound)	BMP JPG PNG	High-definition size Full high-definition size	1,280 pixels wide × 720 pixels high 1,920 pixels wide × 1,080 pixels high

■ Remarks:

***Material production costs are borne by your company. We will not edit the video.**

***Advertisements require review by the secretariat.**

***If you deliver video material with an aspect ratio of 4:3, black bands will appear on the left and right of the broadcast video, so please be aware in advance.**

***Additional fees will be charged if the material is changed during the broadcast period or if it does not meet the specified delivery date.**

☐ Guaranteed number of broadcasts

■ Implementation schedule/Number of broadcasts by package:

Date	October 29 Wed	October 30 Thu	October 31 Fri	November 1 Sat	November 2 Sun	November 3 Mon	November 4 Tue	November 5 Wed	November 6 Thu	November 7 Fri	November 8 Sat	November 9 Sun	Total number of broadcasts
	Press Day Day 1 8:00-18:00	Press Day Day 2 8:00-13:00 Official Day 13:30-18:00	Special Invitation Day 9:00-19:00 Preview Day 12:30-19:00	Public Days 9:00-19:00	Public Days 9:00-18:00	Public Days 10:00-19:00	Public Days 10:00-19:00	Public Days 10:00-19:00	Public Days 10:00-19:00	Public Days 10:00-19:00	Public Days 09:00-19:00	Public Days 9:00-18:00	
Signage broadcasting time (Japan Mobility Show 2025 opening hours)	8:00-18:00	8:00-18:00	9:00-19:00	9:00-19:00	9:00-18:00	10:00-19:00	10:00-19:00	10:00-19:00	10:00-19:00	10:00-19:00	9:00-19:00	9:00-18:00	
Signage actual broadcasting time	10 hours	10 hours	10 hours	10 hours	9 hours	9 hours	9 hours	9 hours	9 hours	9 hours	10 hours	9 hours	
Number of broadcasts per day	35 times	35 times	35 times	35 times	31 times	31 times	31 times	31 times	31 times	31 times	35 times	31 times	392 times

***The number of broadcasts is for 15-second material. Also, the implementation time is tentative and subject to change.**

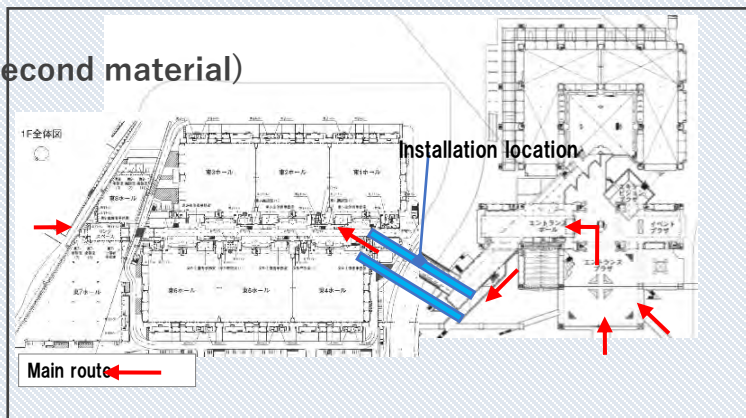
■During the event period (12 days), it will be broadcast a total of 392 times (for 15-second material).

Monitors installed on the connection bridge leading to the East Hall, where your company's ad can be broadcast.

Basic information

- Display position: 2F Connection Bridge
- Number of monitors installed: 6 monitors installed on both sides of the aisle
- Monitor size: 55 inches
*Monitor size, number of installations, and locations are subject to change.
- 1 slot duration: 15 seconds
- Number of sales slots: Maximum 40 slots
- During the event period (12 days), it will be broadcast a total of 678 times.

(In the case of 15-second material)



Display image



Application deadline: Friday, August 29

Cost:

Implementation price:
1,100,000 yen/1 slot (15 seconds) (tax included)

☐ Additional information

☒ Installation location:

Tokyo Big Sight 2F Connection Bridge

☒ Size/Number of display surfaces:

As stated on the previous page

☒ Display format:

LCD display horizontal type, video broadcasting

☒ Delivery format:

Type	Extension	Specification	
Video	WMV	Aspect ratio	16:9
		Bit rate (CBR: Constant Bit Rate)	Horizontal: 10Mbps or less Vertical: 6Mbps or less
		Resolution	Horizontal: 1920 × 1080 pixels Vertical: 720 × 1280 pixels
Still image	JPEG	Resolution	Horizontal: 1920 × 1080 pixels Vertical: 1080 × 1920 pixels

***The delivery format is subject to change.**

☒ Remarks:

***Material production costs are borne by your company. We will not edit the video.**

***Only content without sound is supported.**

***Advertisements require review by the secretariat.**

***If you deliver video material with an aspect ratio of 4:3, black bands will appear on the left and right of the broadcast video, so please be aware in advance.**

***Additional fees will be charged if the material is changed during the broadcast period or if it does not meet the specified delivery date.**

***The installation location of the displays may change.**

□ Guaranteed number of broadcasts

■ Implementation schedule/Number of broadcasts by package:

Date	October 29 Wed	October 30 Thu	October 31 Fri	November 1 Sat	November 2 Sun	November 3 Mon	November 4 Tue	November 5 Wed	November 6 Thu	November 7 Fri	November 8 Sat	November 9 Sun	Total number of broadcasts
	Press Day Day 1 8:00-18:00	Press Day Day 2 8:00-13:00 Official Day 13:30-18:00	Special Invitation Day 9:00-19:00 Preview Day 12:30-19:00	Public Days 09:00-19:00	Public Days 9:00-18:00	Public Days 10:00-19:00	Public Days 10:00-19:00	Public Days 10:00-19:00	Public Days 10:00-19:00	Public Days 10:00-19:00	Public Days 09:00-19:00	Public Days 9:00-18:00	
Signage broadcasting time (Japan Mobility Show 2025 opening hours)	8:00-18:00	8:00-18:00	9:00-19:00	9:00-19:00	9:00-18:00	10:00-19:00	10:00-19:00	10:00-19:00	10:00-19:00	10:00-19:00	9:00-19:00	9:00-18:00	
Signage actual broadcasting time	10 hours	10 hours	10 hours	10 hours	9 hours	9 hours	9 hours	9 hours	9 hours	9 hours	10 hours	9 hours	678 times
Number of broadcasts per day	60 times	60 times	60 times	60 times	54 times	54 times	54 times	54 times	54 times	54 times	60 times	54 times	

***The number of broadcasts is for 15-second material. Also, the implementation time is tentative and subject to change.**

■ During the event period (12 days), it will be broadcast a total of 678 times. (In the case of 15-second material)

Digital signage at the South Entrance of the South Hall, where your company's ad can be broadcast.

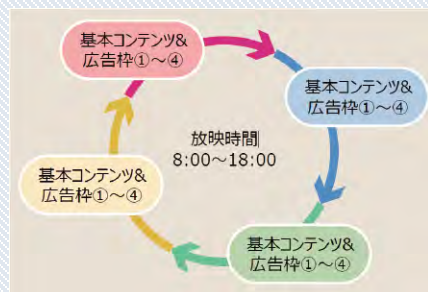
Basic information

● Display position: South Exhibition Building South Entrance

● Advertising size: W3221.4mm x H1812mm
(W1073.8mm*3 surfaces × H604mm*3 surfaces)

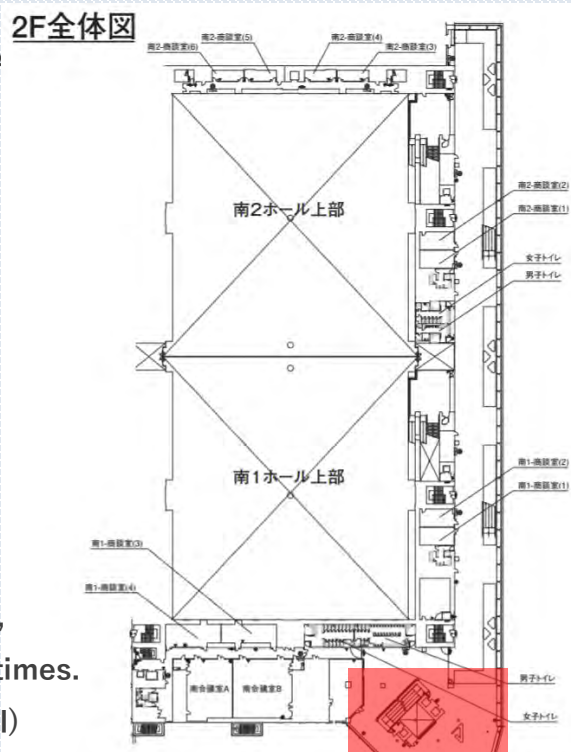
1 slot: 15 seconds

● Number of sales slots: Maximum 4



*Basic content
= 3 minutes 45 seconds
(As of March 12, 2025)

● During the event period (12 days),
it will be broadcast a total of 488 times.
(In the case of 15-second material)



Display image



Application deadline: Friday, August 29

Cost:

Implementation price:
1,100,000 yen/1 slot (15 seconds) (tax included)

□ Additional information

■ **Installation location:** South Exhibition Building South Entrance

■ **Size/Number of display surfaces:** As stated on each page

■ **Display format:**

■ **Delivery format:**

LCD display horizontal type, video broadcasting *Content with sound is also supported, but confirmation is required

Type	Extension	Specification	
Video	WMV	Aspect ratio	16:9
		Bit rate (CBR: Constant Bit Rate)	Horizontal: 10Mbps or less Vertical: 6Mbps or less
		Resolution	Horizontal: 1920 × 1080 pixels Vertical: 720 × 1280 pixels
Still image	JPEG	Resolution	Horizontal: 1920 × 1080 pixels Vertical: 1080 × 1920 pixels

■ **Remarks:**

***Material production costs are borne by your company. We will not edit the video.**

***Only content without sound is supported.**

***Advertisements require review by the secretariat.**

***If you deliver video material with an aspect ratio of 4:3, black bands will appear on the left and right of the broadcast video, so please be aware in advance.**

***Additional fees will be charged if the material is changed during the broadcast period or if it does not meet the specified delivery date.**

☐ Guaranteed number of broadcasts

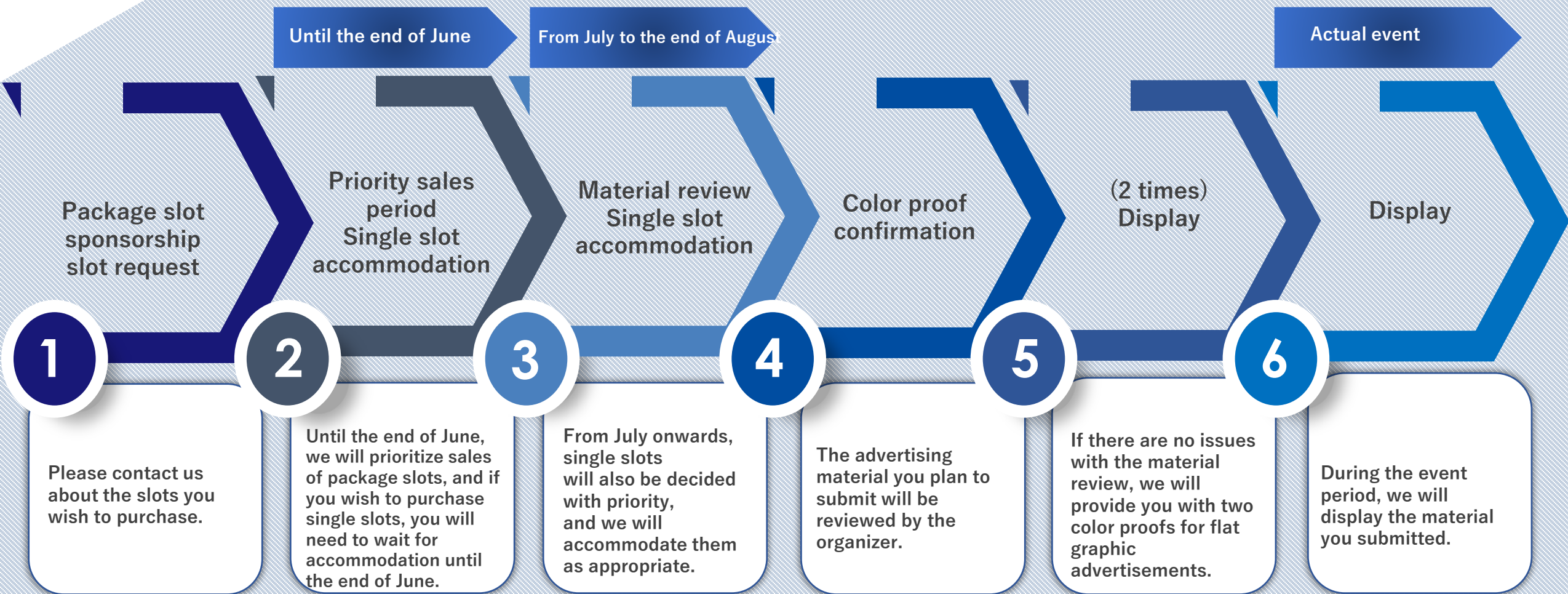
■ Implementation schedule/Number of broadcasts by package:

Date	October 29 Wed	October 30 Thu	October 31 Fri	November 1 Sat	November 2 Sun	November 3 Mon	November 4 Tue	November 5 Wed	November 6 Thu	November 7 Fri	November 8 Sat	November 9 Sun	Total number of broadcasts
	Press Day Day 1 8:00-18:00	Press Day Day 2 8:00-13:00 Official Day 13:30-18:00	Special Invitation Day 9:00-19:00 Preview Day 12:30-19:00	Public Days 09:00-19:00	Public Days 9:00-18:00	Public Days 10:00-19:00	Public Days 10:00-19:00	Public Days 10:00-19:00	Public Days 10:00-19:00	Public Days 10:00-19:00	Public Days 09:00-19:00	Public Days 9:00-18:00	
Signage broadcasting time (Japan Mobility Show 2025 opening hours)	8:00-18:00	8:00-18:00	9:00-19:00	9:00-19:00	9:00-18:00	10:00-19:00	10:00-19:00	10:00-19:00	10:00-19:00	10:00-19:00	9:00-19:00	9:00-18:00	
Signage actual broadcasting time	10 hours	10 hours	10 hours	10 hours	9 hours	9 hours	9 hours	9 hours	9 hours	9 hours	10 hours	9 hours	
Number of broadcasts per day	43 times	43 times	43 times	43 times	39 times	39 times	39 times	39 times	39 times	39 times	43 times	39 times	488 times

***The number of broadcasts is for 15-second material. Also, the implementation time is tentative and subject to change.**

●During the event period (12 days), it will be broadcast a total of 488 times. (In the case of 15-second material)

Ad Board/Ad Signage Menu will be determined through the following process.

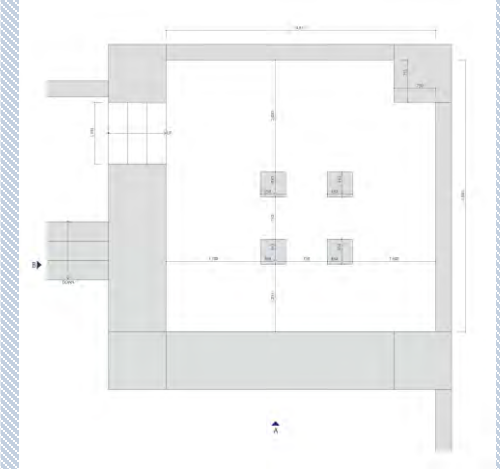




Smoking Area Sponsorship

A sponsorship menu where you can implement advertisements/promotions for your company's products in the smoking area.
You can effectively approach your target in a place where smokers definitely gather.

Location	West Hall Rooftop Exhibition Space
Rights ①	<u>Advertisement display</u> You can display advertisements of your company name/product name in the smoking area ② <u>Sampling</u> You can sample novelties in the smoking area ③ <u>Sales</u> You can sell your company's products in the smoking area ④ <u>Experience</u> You can have visitors experience your company's products in the smoking area
Number of slots	1 slot
Remarks	All necessary equipment and personnel for the above rights should be arranged by the sponsor. Please consult with us individually if you have requests for rights content other than the above.



*Photos: JAPAN MOBILITY SHOW 2023

Application deadline: Thursday, July 31

Cost:

2,200,000 yen (tax included)



Food Area Drink Sponsorship

A sponsorship menu that provides space in the food area where you can implement advertisements/promotions for your company's products.
You can effectively approach visitors in an environment where they enjoy a variety of dishes.

Number of slots: 1 slot limited

Rights ① [Provision of your company's space in the food area of the West Hall Rooftop Exhibition Space](#)

We will provide a space where you can sell your company's beverage products in the food area.

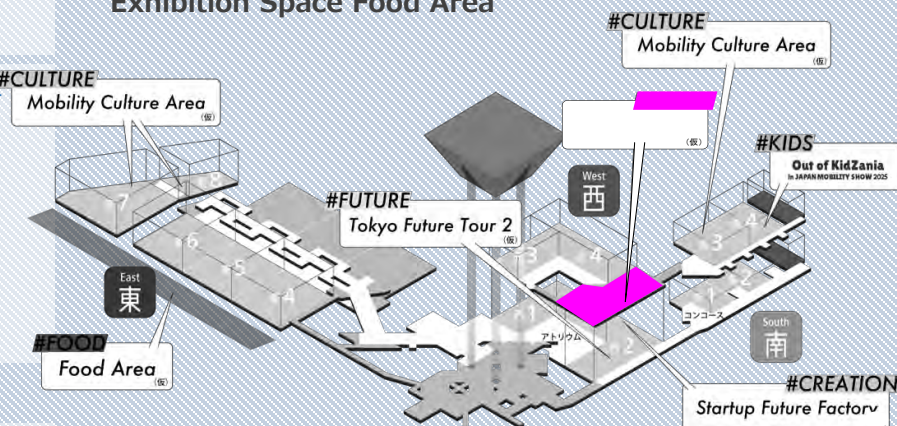
Sampling of products around the booth is also possible.

*However, alcoholic beverages are excluded (non-alcoholic beverages are allowed)

Location West Hall Rooftop Exhibition Space Food Area, one section (approximately 5m × 5m)

Remarks All necessary equipment and personnel for sales and sampling should be arranged by the sponsor.
The basic form of implementation is with a food truck. Electricity can be used, but gas cannot be used.
The food truck will remain in place during the event period (it cannot be moved in and out).
Food truck rental is also possible (2,200,000 yen or more including tax [varies depending on size and specifications]).

■ Planned installation area: West Hall Rooftop Exhibition Space Food Area



Rights ② Limitation of beverage manufacturers sold at food area vendors

Limiting commercially available drinks sold at food area vendors to your company's products

Rights ③ Advertisement display

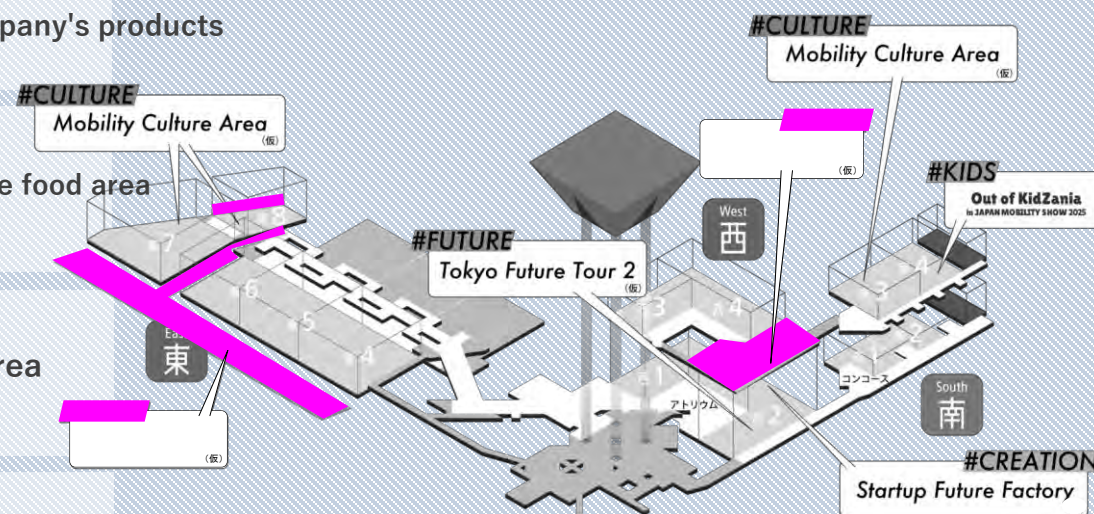
Display of advertisements of your company name/brand name/product name in the food area

Rights ④ Exposure provision

Exposure of your company name/logo on event signboards in the food area

Location JAPAN MOBILITY SHOW Food Area as a whole

Remarks Drinks other than commercially available drinks sold at food area vendors are excluded.
(Original drinks from food area vendors, vending machines, existing stores in Tokyo Big Sight, etc. are excluded)
Purchasing is not directly from your company but through each food area vendor.
Please consult with us individually regarding any other questions or requests.



Application deadline: Thursday, July 31

Cost:

8,800,000 yen (tax included)

Promotion Support Menu Notes

- All sponsorship menus will be decided on a first-come, first-served basis.
(Only the Ad Board/Ad Signage Menu has a package slot priority sales period.
Please check p.70 for details.)
- The planning/development content and advertisement content will be reviewed by the organizer.
Please understand that we may not be able to accept them based on a comprehensive judgment.
- Changes/cancellations after application are basically not accepted.
- The content and various specifications of all sponsorship menus are subject to change.
- The development content (documentation photos/videos, etc.) may be used by the organizer for PR activities.
- For documentation photos/videos used by your company, please individually confirm/address portrait rights of speakers/visitors, etc.
- Please feel free to contact/inquire about any unclear points/consultation matters.

Promotion Support Menu

Apply Here

Application Form

<https://forms.office.com/r/F3UHmetJXv>

If you have any requests such as "I wonder if this could be done" besides the contents of this guide, we will flexibly plan and respond, so please contact us through the inquiry form below.

Inquiries about the Promotion Support Menu

JAPAN MOBILITY SHOW 2025 Promotion Support Menu Inquiry Form

Please access via the URL below, fill in the question items, and inquire through the form.

<https://forms.office.com/r/NJuh94GMv6>

*We will contact you within 3 business days of receiving your inquiry.

Please understand that depending on the content of your inquiry, it may take time to respond.

