

# Metaverse Expo Tokyo

## meta NEXT

# XR Fair Tokyo –VR/AR/MR–

All kinds of Metaverse/XR related  
services/technologies gather

## Summer Edition

**Dates** July 3<sup>[Wed]</sup> – 5<sup>[Fri]</sup>, 2024

**Venue** Tokyo Big Sight, Japan

Concurrent Show: 15th CONTENT TOKYO

## Autumn Edition

**Dates** Nov. 20<sup>[Wed]</sup> – 22<sup>[Fri]</sup>, 2024

**Venue** Makuhari Messe, Japan

Concurrent Shows: NexTech Week TOKYO 2024 [Autumn]  
16th CONTENT TOKYO

Supported by : XR Consortium  
Sponsored by: METAVERSE JAPAN FOR WEB3 ERA

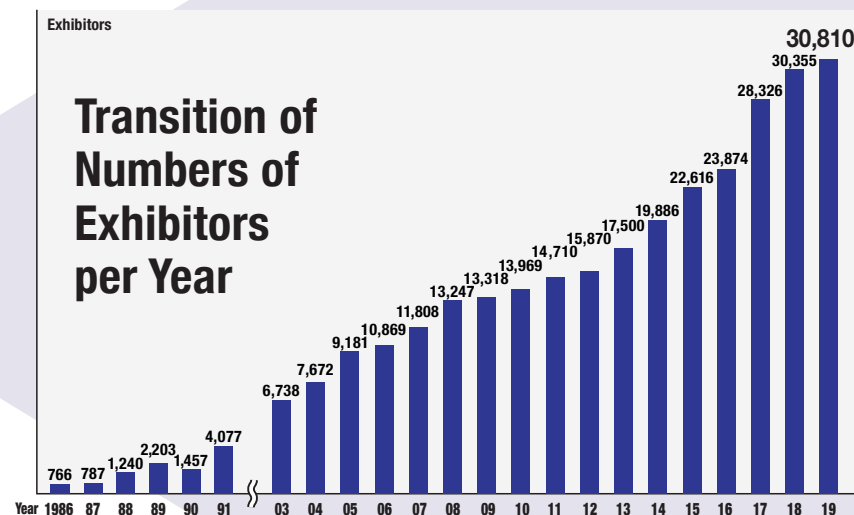
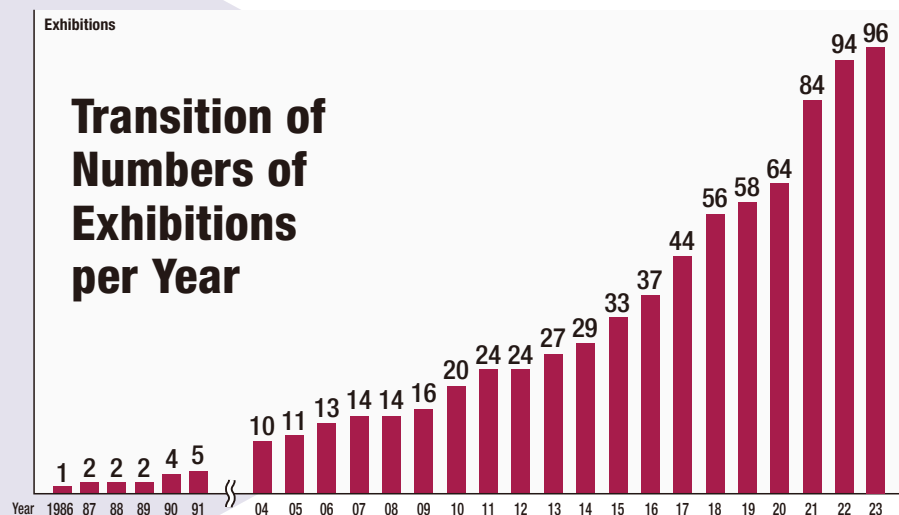


# RX Japan is Japan's Largest Trade Show Organiser

**Holding 96 exhibitions in 38 sectors a year!** (The consisting shows are 353 in total.)

RX Japan organises 96 exhibitions a year at large exhibition halls such as Tokyo Big Sight, Makuhari Messe and INTEX Osaka across a wide variety of 35 fields including jewellery, fashion, gift items, electronics, energy, IT, cosmetics and medical.

RX Japan fully contributes to expand the exhibitors' business by making the most of the expertise backed up with the experiences.



## Exhibitions organised by RX Japan (excerpts)

### CONTENT TOKYO



Japan's Largest\* Trade Show for Content Creation, Production, and Licensing

Consisting Shows:

- Production/Studio Expo
- Advanced Digital Technology Expo
- Ad Creative & Marketing Expo

etc.

### Manufacturing World



Asia's Leading Trade Show for Manufacturing

Consisting Shows:

- Design Engineering & Manufacturing Solutions Expo
- Industrial AI/IoT Expo
- Additive Manufacturing Expo

etc.

### JAPAN BUILD –Int'l Building & Home Week–



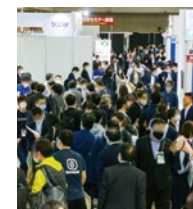
Asia's Leading Show Covering Building and Housing Industries

Consisting Shows:

- Smart Home Expo
- Smart Building Expo
- Building Renovation Expo
- Building Material & Housing Equipment Expo

etc.

### MEDICAL JAPAN



MEDICAL JAPAN is Japan's Leading Trade Show for Medical, Elderly Care and Pharmacy Industry.

Consisting Shows:

- Hospital Expo
- Clinics Expo
- Pharmacy Solutions Expo
- Elderly Care & Nursing Expo

etc.

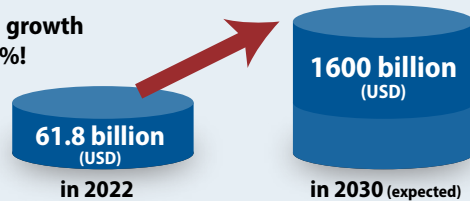
\* "Largest" in reference to the exhibitor number of trade shows with the same concept.

# Why Exhibit at **Metaverse Expo/XR Fair Tokyo?**

## 1. Specialised in **Metaverse/XR** which market is growing!

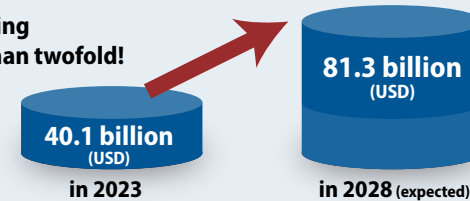
### Growth of Metaverse Market in the World:

Average annual growth rate is about 50%!



### Growth of XR Market in the World:

Increasing more than twofold!



The Japanese market is growing rapidly, as more attention is paid to the "metaverse" and "digital twin" as technologies that will revolutionise life and society.

## 2. You can show your technologies to **various industries!**



etc.

## 3. Concurrently held with **NexTech Week TOKYO** & **CONTENT TOKYO**

**NexTech Week (held in Autumn)**

Gathering next-generation technologies for DX, business efficiency and productivity improvement, etc.

**CONTENT TOKYO (twice a year)**

Gathering character IPs, VTubers and CG production companies, etc.

# Ideal Place for Quality Business

## Exhibitor Profile

### XR-related companies offering:

- Content Production for VR/AR/MR
- Head Mounted Display
- Smart Glasses
- Haptics
- Simulator

### Metaverse-related companies offering:

- Virtual Platform
- Digital Twin
- Content Production (3D, CG, Design, Avatar)
- AI/NLP
- Interoperability etc.

## Business Meetings

- Introduction of New Service/Technology
- Technical Consultation
- Finding New Customers
- Engagement with Business Partners

etc.

## Visitor Profile

### Experts from following industries/ divisions:

- Manufacturing, Construction
- Administration/HR
- Advertising/PR/Marketing
- Media, Entertainment
- Event Organisers
- Medical
- Sports
- Education, Municipals

etc.

All exhibitors must have at least one set of business table and chairs in their booths. This requirement is in response to strong requests from visitors to exhibitors to have tables and chairs in their booths in order to talk concrete business while being seated.

Summer Edition

# Held Twice a Year - Exhibit at Both Shows!

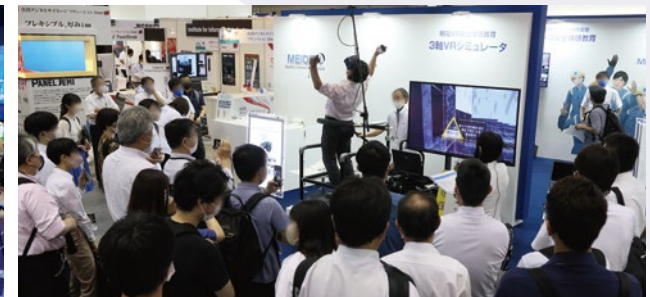
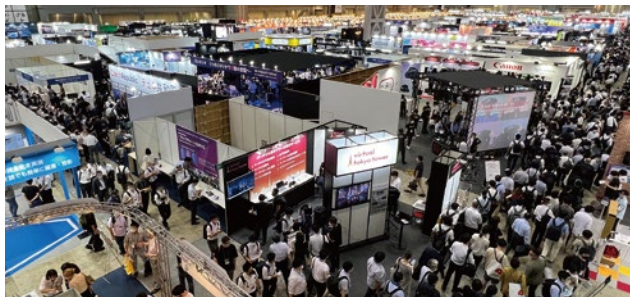
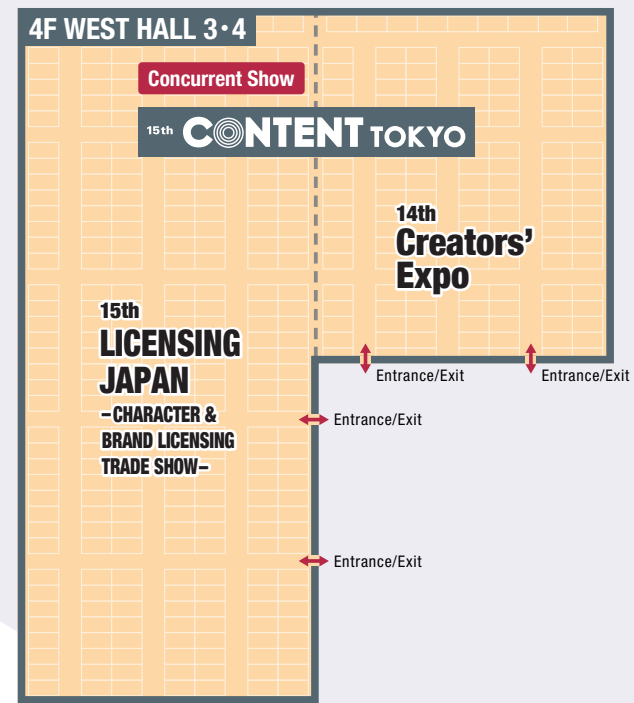
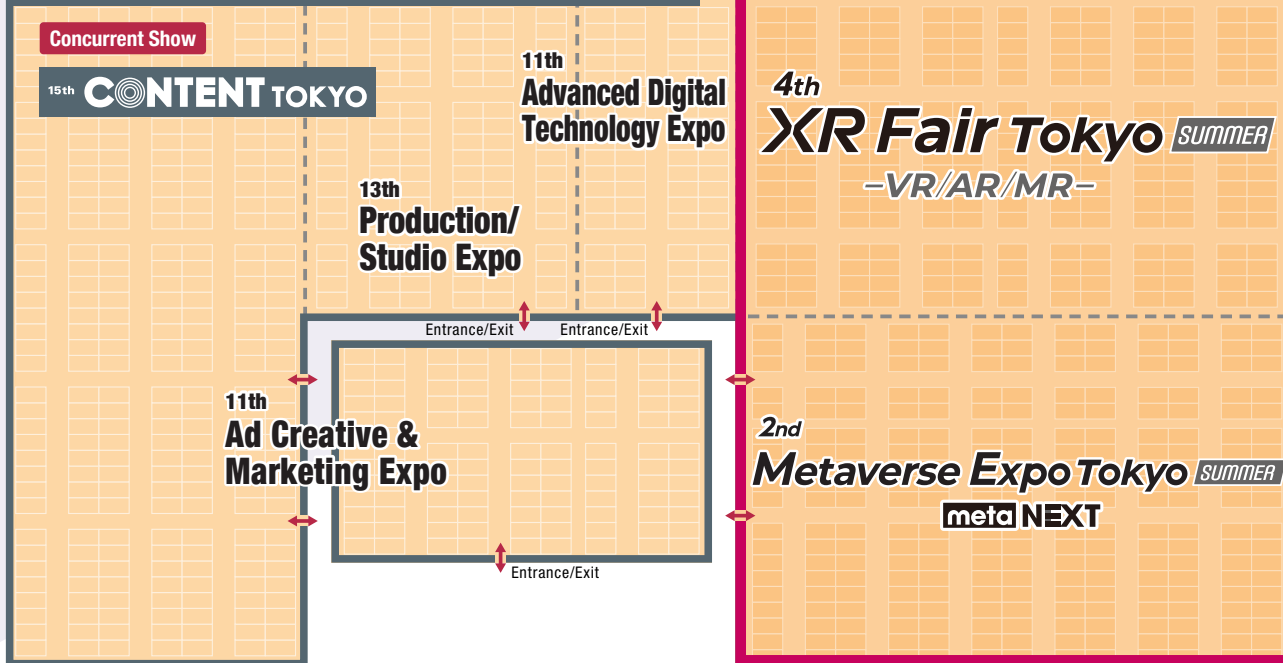
Concurrently held with “**CONTENT TOKYO**”

a trade show for content creation, production, and licensing

**Dates** July 3 [Wed] – 5 [Fri], 2024

**Venue** Tokyo Big Sight, Japan

Floor Plan (Preliminary): 1F WEST HALL 1·2, Tokyo Big Sight



Autumn Edition

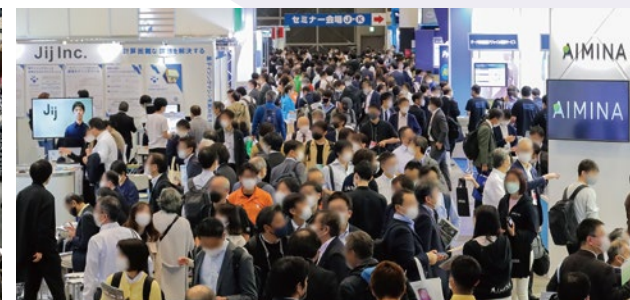
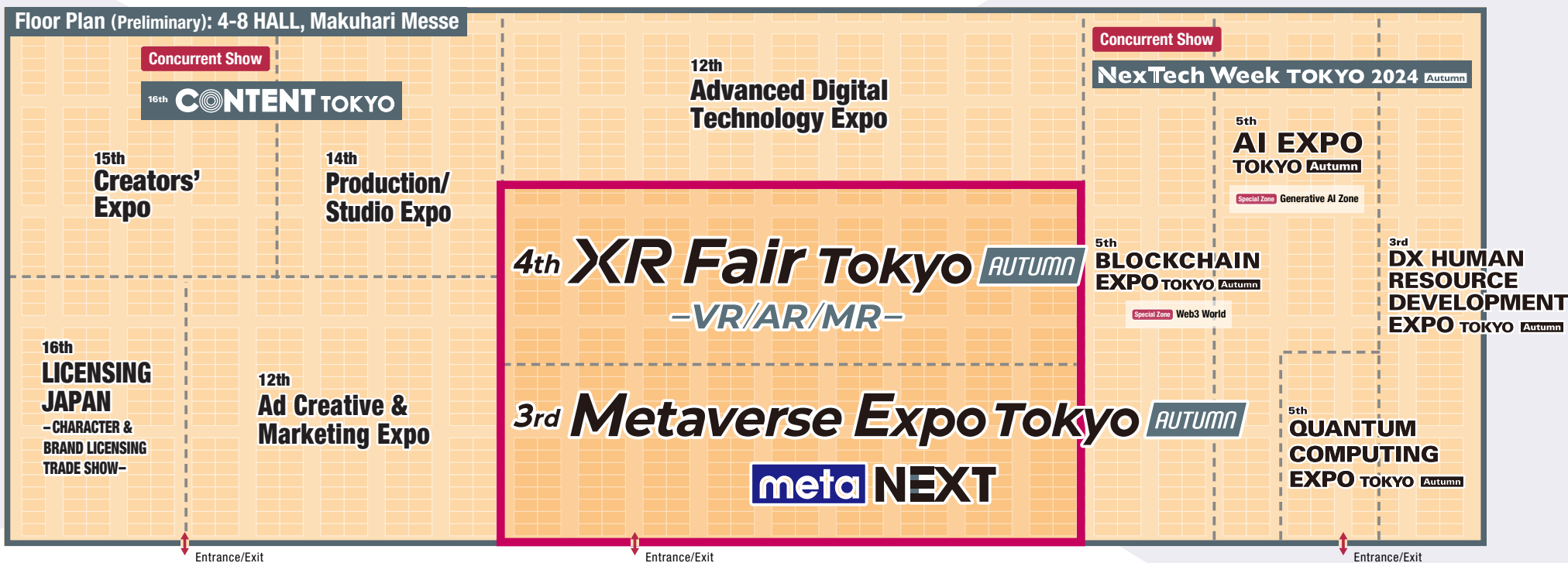
# Held Twice a Year - Exhibit at Both Shows!

Concurrently held with “NexTech Week” “CONTENT TOKYO”

trade shows for advanced technologies that will change the world.

**Dates** Nov 20 [Wed] – 22 [Fri], 2024

**Venue** Makuhari Messe, Japan



# Active Business Meetings took place at The Venue

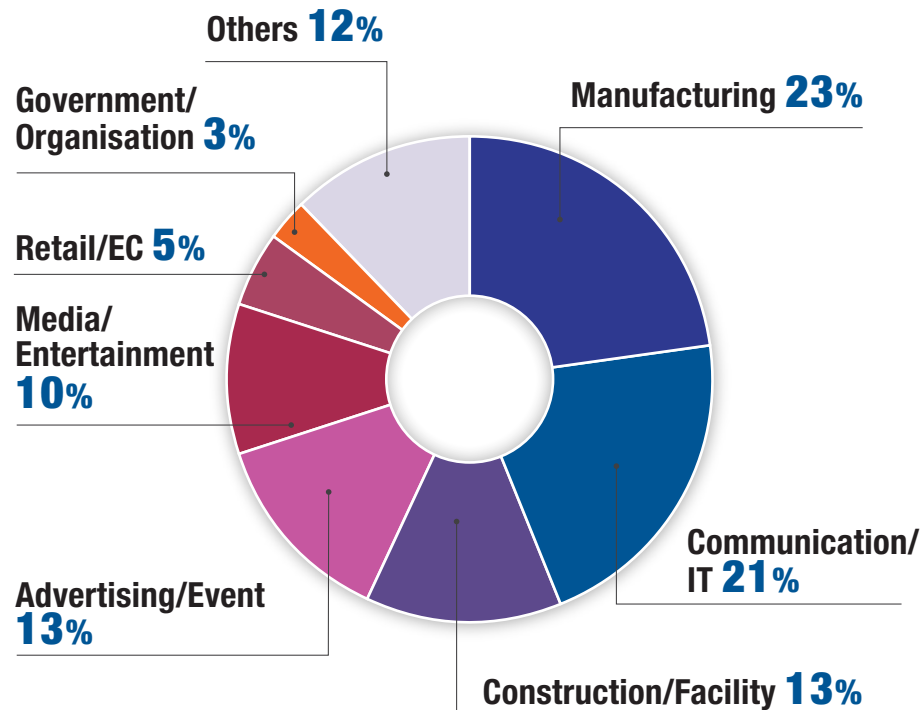
Scenes from the past edition



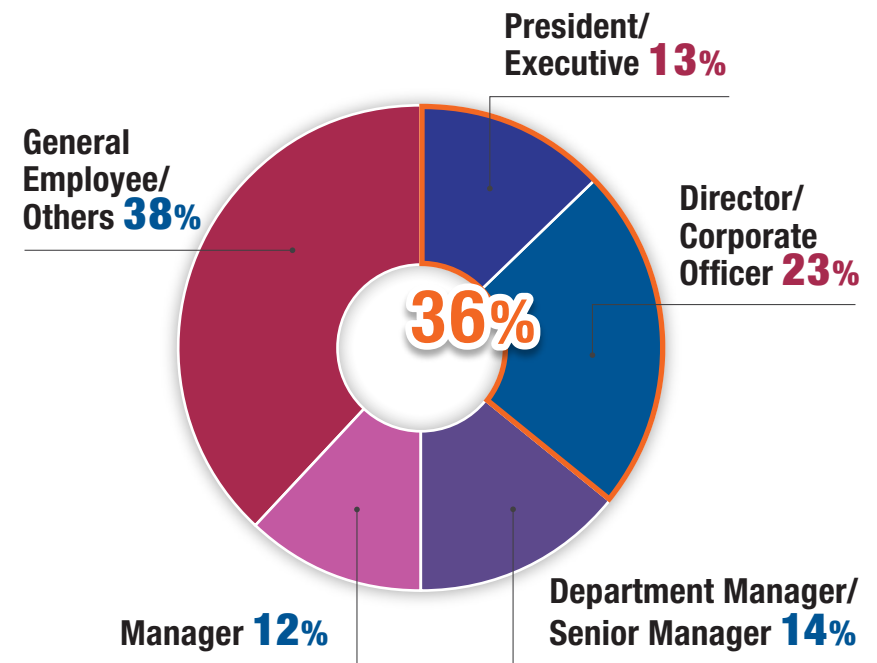
# Top Executives & Professionals Gather!

## Visitor Profile at Past Edition

### Profile by Industry



### Profile by Title/Position





# Professionals from Various Industries Gather!

## Excerpts of Visitor Companies at Past Edition

(including concurrent shows)

### Manufacturing

- ADVANTEST
- AICHI STEEL
- ASAHI KASEI
- BROTHER INDUSTRIES
- CANON
- CANON MARKETING JAPAN
- CASIO COMPUTER
- CITIZEN WATCH
- DAI NIPPON PRINTING
- DAIKIN INDUSTRIES
- EBARA
- FURYU
- HITACHI
- HITACHI ZOSEN
- HONDA MOTOR
- HOYA
- IHI
- JAPAN AVIATION ELECTRONICS INDUSTRY
- JAPAN DISPLAY
- JAPAN RADIO
- JAPAN TOBACCO
- JEOL
- JVC KENWOOD
- KAWASAKI HEAVY INDUSTRIES
- KEYENCE
- KONICA MINO LTA HOLDINGS
- KUBOTA
- MURATA MANUFACTURING
- NEC
- NEW JAPAN RADIO
- NIKON
- NISSAN MOTOR
- NISSHINBO HOLDINGS
- NOK
- NORITZ
- OKAMURA
- OKI ELECTRIC INDUSTRY
- OMRON
- PANASONIC
- PILOT
- RIKEN
- SEIKO EPSON
- SEKISUI CHEMICAL
- SHARP
- SMK
- SONY
- STANLEY ELECTRIC
- SUBARU
- SUMITOMO ELECTRIC INDUSTRIES
- SUMITOMO HEAVY INDUSTRIES
- THE FURUKAWA ELECTRIC
- THE JAPAN STEEL WORKS
- TOKYO ELECTRON
- TOPPAN PRINTING
- TORAY INDUSTRIES
- TOSHIBA TEC
- TOTO
- TOYOTA MOTOR
- YAMAHA

etc.

### Communication/IT

- CANON ELECTRONICS
- CONEXIO
- CYBERAGENT
- DAICHIKOSHOU
- DMM.COM
- FOCUS SYSTEMS
- GREE
- I-NET
- ITOCHU TECHNO-SOLUTIONS
- KAGA ELECTRONICS
- KANEMATSU ELECTRONICS
- KDDI
- LINE
- MIXI
- NEC NETWORKS & SYSTEM INTEGRATION
- NIHON UNISYS
- NIPPON SYSTEMWARE
- NIPPON TELEGRAPH AND TELEPHONE
- NTT DOCOMO
- SCSK
- SYSTEM RESEARCH
- TIS
- TOSE
- TRANCOSMOS
- V-CUBE
- ZENRIN

etc.

### Construction/Real Estate/Infrastructure

- AEONMALL
- ASUNARO AOKI
- DAITO TRUST CONSTRUCTION
- DAIWA HOUSE INDUSTRY
- JAPAN AIRPORT TERMINAL
- JGC
- KAJIMA
- KUBOTA
- KUMAGAI GUMI
- MEIWA ESTATE
- MISAWA HOMES
- MITSUBISHI ESTATE DEVELOPMENT
- MITSUBISHI FUDOSAN
- MITSUIHOMES
- NITTO CONSTRUCTION
- NOMURA REAL ESTATE DEVELOPMENT
- OBAYASHI
- ODAKYU ELECTRIC RAILWAY
- OKUMURA
- ORIX
- PANASONIC HOMES
- PARCO
- SEMBA
- SHIMIZU
- SUMITOMO FORESTRY
- SUMITOMO MITSUI CONSTRUCTION
- SUMITOMO REALTY & DEVELOPMENT
- TAISEI
- THE KANSAI ELECTRIC POWER
- TODA
- TOKYO ELECTRIC POWER COMPANY HOLDINGS
- TOKYO TATEMONO
- TOKYU CONSTRUCTION
- TOKYU FUDOSAN HOLDINGS

etc.

### Event Organiser

- ADK CREATIVE ONE
- ADK MARKETING SOLUTIONS
- AMANA
- ASAHI ADVERTISING
- CERESPO
- CYBERAGENT
- DAIKO ADVERTISING
- DENTSU
- DENTSU LIVE
- DENTSU TEC
- DISCO
- EAST JAPAN MARKETING & COMMUNICATIONS
- FRONTAGE
- FUJIYA
- HAKUHODO
- JAPAN BROADCASTING
- LATEGRA
- MYNAVI
- NAKED
- NIHON KEIZAI ADVERTISING
- NIK.K.EISHA
- NISHIO RENT ALL
- NOMURA
- OPT
- PANASONIC VISUALS
- QUARAS
- RAY
- TANSEISHA
- THIRD/TYO
- TOKYO DOME
- TOKYU AGENCY
- TSP TAIYO
- YOMIKO ADVERTISING

etc.

### Media/Entertainment

- AMUSE
- AOI PRO.
- AX-ON
- BANDAI NAMCO AMUSEMENT
- BS NIPPON
- CA SEGA JOYPOLIS
- CAPCOM
- CS NIPPON
- CYBERAGENT
- DWANGO
- FUJI TELEVISION NETWORK
- JAPAN BROADCASTING
- JYCKENWOOD VICTOR ENTERTAINMENT
- KINGRECORDS
- KODANSHA
- NHK EDUCATIONAL
- NHK ENTERPRISES
- NIKKEI
- NIPPON TELEVISION NETWORK
- PRODUCTION IG
- SEGA SAMMY HOLDINGS
- SHUEISHA
- SONY INTERACTIVE ENTERTAINMENT
- SOTSU
- TAKARA TOMY A.R. T.S
- THE ASAHI SHIMBUN
- TOEI
- TOEI ANIMATION
- TOKYO BROADCASTING SYSTEM TELEVISION
- TSUBURAYA PRODUCTIONS
- TV ASAH
- TV TOKYO
- UNIVERSAL ENTERTAINMENT
- UNIVERSAL MUSIC JAPAN
- YOKOHAMA HAKKEIJIMA SEA PARADISE

etc.

### Retail/E-commerce

- AEON
- ANIMATE
- ATRE
- BEAMS CREATIVE
- CA4LA
- COCA-COLA BOTTLERS JAPAN
- DAIMARU MATSUZAKAYA DEPARTMENT STORES
- FAMILYMART
- HAPPINET
- HUB
- ISETAN MITSUKOSHI HOLDINGS
- ITO-YOKADO
- IZUMI
- KEIO DEPARTMENT STORE
- KINOKUNIYA COMPANY
- KINTETSU DEPARTMENT STORE
- MARUI COMPANY
- NITORI
- ODAKYU DEPARTMENT STORE
- PARCO
- POKÉMON CENTER
- SEVEN-ELEVEN JAPAN
- SHIBUYA CHIKAGAI
- SHIMACHU
- SHIMAMURA
- SOGO & SEIBU
- START TODAY
- TAKASHIMAYA
- TOKYU HANDS
- TOWER RECORDS JAPAN
- WATAHAN
- YURINDO
- ZENSHO HOLDINGS

etc.

### Municipalities/Organisation

- ACQUISITION, TECHNOLOGY & LOGISTICS AGENCY
- CHIBA INDUSTRY ADVANCEMENT CENTER
- TOKATSU TECHNO PLAZA
- CHIBA PREFECTURAL FEDERATION OF SMALL BUSINESS ASSOCIATION
- CHIBA VETERINARY MEDICAL ASSOCIATION
- EMBASSY OF FRANCE
- FUKUOKA CITY
- GUNMA GOVERNMENT
- IBARAKI PREFECTURE
- JAPAN AIR SELF-DEFENSE FORCE
- JAPAN GROUND SELF-DEFENSE FORCE, MINISTRY OF DEFENSE
- JAPAN MINISTRY OF DEFENCE
- KANAGAWA PREFECTURAL GOVERNMENT
- KAWAGUCHI CITY
- KAWASAKI CITY
- KYOTO UNIVERSITY
- LUXEMBOURG MINISTRY OF ECONOMY
- MINISTRY OF ECONOMY, TRADE AND INDUSTRY
- NATIONAL POLICE AGENCY
- NIHON UNIVERSITY
- PREFECTURAL CITIZENS' COUNCIL FOR LAKE INAWASHIRO
- RITSUMEIKAN UNIVERSITY
- SAITAMA PREFECTURE
- THE ASSOCIATION FOR OVERSEAS TECHNICAL COOPERATION AND SUSTAINABLE PARTNERSHIPS (AOTS)
- THE MINISTRY OF JUSTICE
- THE NATIONAL ART CENTER, TOKYO
- TOKYO FIRE DEPARTMENT
- TOKYO FIRE DEPARTMENT FIRE ACADEMY
- TOKYO METROPOLITAN GOVERNMENT
- TOKYO METROPOLITAN SMALL BUSINESS CENTER
- YAMANASHI PREFECTURAL UNIVERSITY
- YOKOHAMA CITY

etc.

### Sports/Medical

- AIR WATER
- CAREERLINK
- DAINIPPON SUMITOMO PHARMA
- DIC
- DUNLOP SPORTS MARKETING
- JAPAN SOCIAL ESPORTS LIFE
- KANEKA
- KANSAI PAINT
- KASHIWABA-KAI
- LION
- MURATA OPHTHALMOLOGY CLINIC
- NANAIRO&KIDS DENTAL CLINIC
- NISSAN MOTORSPORTS & CUSTOMIZING
- OG SPORTS
- OTSUKA PHARMACEUTICAL FACTORY
- SAKATA INX
- SEIKAGAKU
- SOUFUKU-KAI
- SPORTS CLUB NAS
- TAIKEN ACADEMY
- TOKYO COLLEGE OF SPORTS AND RECREATION
- TOKYO ESPORTS GATE
- TOKYO SPORT BENEFITS

etc.

### Advertising/PR/Marketing

- BYTEDANCE
- CROOZ
- DAICHIKOSHOU
- DELOITTE TOHMATSU MIC RESEARCH INSTITUTE
- EPLUS
- FACE
- GMO MEDIA
- HANEDA FUTURE RESEARCH INSTITUTE
- JAPAN COMPUTER VISION
- JAPAN DISPLAY
- JOHNSON & JOHNSON
- KAO
- KYOCERA
- LAWSON ENTERTAINMENT
- MARVELOUS
- MITSUBISHI ELECTRIC
- MITSUBISHI SHOKUHIN
- MTI
- NEC NETWORKS&SYSTEM INTEGRATION
- NICHIRYOKU
- NTT ADVERTISING
- NTT COMMUNICATIONS
- PHITEN
- RAKUTEN GROUP
- RICOH COMPANY
- SHOCHIKU
- SHOGAKUKAN
- SOFTBANK
- SOHGO SECURITY SERVICES
- SUNTORY COMMUNICATIONS
- SUNTORY LIQUORS
- TDK
- TYFFON
- UT GROUP

etc.

# Exhibition to Develop **New Business and Increase Sales**

**Conduct direct business meetings with highly potential visitors who have specific issues, and increase your company sales!**

◆ **Exhibitor Comments of Past Edition** (excerpts from exhibitor survey and interview)

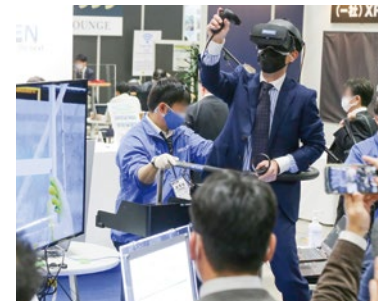
## CZECH PAVILION

MR/VR



## MEIDEN SYSTEM SOLUTIONS CORPORATION

VR



We had business meetings with companies in a wide range of industries, including manufacturing, construction, medical, and manufacturers, with specific projects in progress. We had 2,000 leads, and are expecting the sales amount to reach 20 million JPY.

## NANGOK R/STUDIOS

MR



The visitors were highly potential more than we had imagined and held 50 business meetings. Four test run are already underway, including those with manufacturing industries such as automobiles and electronics, as well as real estate and schools. We expect to receive order for tens of millions JPY throughout the year.

## DAFTCRAFT, INC.

VR/AR



We met a good number of visitors even under the COVID-19 pandemic and had business meetings with manufacturers, architects, publishers, and others. We are still in the process of discussing five specific business deals and expect to receive approximately 3 million JPY per order.

Benefit 1

## Targeting

Focus PR on **core customers**

Benefit 2

## Direct Appeal

Appeal to visitors **face-to-face**

Benefit 3

## Differentiation

Stand out from your peers

**SUMMER** **Speaking Plan at Special Session**



- Benefit 1** Show Management will advertise your session to the industry.
- Benefit 2** Info of your session applicants will be provided. You can approach them right after the show.
- Benefit 3** The cost is based on the number of applicants. Participation at a cost according to the results.

[Download the Details](#)

## Advertisement Opportunities

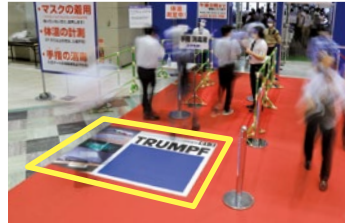
A variety of plans are available to further enhance the results of your exhibiting.

Examples (Excerpts)

### Banner Ads on Official Show Website



### Show Entrance Floor Ads



### Hanging Banner Ad



### Digital Signage Ads



,etc.

[Download the Details](#)

# Extensive Services to Maximise your Result

## 1 Support for exhibition preparation by dedicated staff from Show Management

Dedicated staff offers support for exhibition preparation and achieving better results so companies can join at ease even for the first time.



(image)

## 2 Online exhibitor & product search

Online show catalogue enables visitors to search exhibitors/exhibits. By showcasing your products information, you can attract a number of visitors to your booth.



(image)

## 3 Exhibition invitation URL

Exhibitor's exclusive exhibition invitation URL. Exhibitors can send the exhibition invitation URL to all customers.



(image)

## 4 Product information (press release) delivery service for the press

Key point is delivered to about 400 medias in and out of Japan. You can introduce products to many people in the press. The executive office selects companies to post randomly.



(image)

\*The listed companies will be selected arbitrarily by the Show Management.

# Click Below for More Information!



Price Information



Speaking Plan at  
Special Session



Schedule for  
Exhibitors



Advertising  
Opportunities



Exhibit Contract Form

## Contact

**RX** Organiser: RX Japan Ltd. Metaverse Expo Tokyo / XR Fair Tokyo –VR/AR/MR– Show Management

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[xr-fair.jp/hub/en-gb.html](https://xr-fair.jp/hub/en-gb.html)