



# IPF Japan 2020 Virtual

## Virtual Expo

### Booth Reservation Information

#### 6 Pavilions

- Molding Machines / Auxiliary Equipment
- Testing, Measuring & Secondary Processing & Factory Equipment
- Mold Design / Mold Manufacturing / Mold Parts & Systems
- Smart Factory / Robot / IoT
- Recycling Equipment / Bioplastics / Raw Materials & Additives
- Contracted Manufacturing & Processing Service

#### Interactive period

November 18<sup>th</sup> 10:00 am to 20<sup>th</sup> 6:00 pm , 2020<sup>※1</sup> [3 days]

#### Hosting period

From the end of interactive period to May 21<sup>st</sup> 12:00PM, 2021<sup>※1</sup> [6 months]

※1 Japan Standard Time

24hour  
OPEN!!

Apply from the IPF Japan official website.

IPF Japan

検索

<https://www.ipfjapan.jp/english>



The venue for IPF Japan 2020 has moved from Makuhari Messe to a virtual exhibition.

# IPF Japan 2020 Virtual



## Interactive period

**November 18<sup>th</sup> 10:00 am to 20<sup>th</sup> 6:00 pm, 2020<sup>※1</sup> [3 days]**

This exhibition will be open 24 hours.

By using features such as chat and webinar, Exhibitors and Visitors can interact with each other on a real-time basis.

Exhibitors must be stationed in their booths for 3 days from 10 am to 6 pm <sup>※1</sup> during core time.

## Hosting period

**From the end of interactive period to May 21<sup>st</sup> 12:00 pm, 2021<sup>※1</sup> [6 months]**

Visitors can view all contents except interactive features.

Exhibitors can follow up those who could not visit during the interactive period.

## About IPF Japan

IPF Japan is one of the prominent plastic trade fairs in the world. At IPF Japan, Japanese plastic machinery makers who are world leaders in the technology for plastic molding-related equipment, all gather to demonstrate their latest developments.

Due to the development of the novel corona virus pandemic, IPF Japan 2020, originally scheduled to be held from October 6 to 10 at Makuhari Messe near Tokyo, has been canceled.

※1 Japan Standard Time

## **1. Real-time Interaction**

By using features such as chat and webinar, exhibitors and visitors can interact with each other on a real-time basis.

## **2. Immediate Access to Visitor Information**

Exhibitors can see and acquire visitor information while interacting with them, which allows exhibitors to approach their potential customers in various ways.

## **3. Unlimited Number of Items and Web Seminars**

Exhibitors can register unlimited number of exhibiting items and web seminars.

## **4. 6-month hosting exhibits materials after 3-day interactive period**

IPF Japan 2020 Virtual will be available for six months after the end of the interactive period. During the hosting period, exhibitors can update their products/services.

## **5. Virtual Exhibition: Safe and easy access from anywhere in the world.**

Even during the time of the pandemic, our virtual platform allows exhibitors to safely navigate visitors to their booths.

# IPF Japan 2020 Virtual Composition

(visitor's point of view)



## 1 Admission registration

Register on the official IPF Japan website



## 2 Entrance

Log in to the Exhibition from the official IPF Japan website



## 3 Pavilion selection

Select one pavilion from six pavilions and enter



## 4 Exhibition hall in the pavilion

- (1) Search exhibitors with items and keywords of visitor's interest
- (2) Click on the booth icon, logo, company name to visit the booth



## 5 Exhibitor booth

There are two main types of features in the booth.

- (1) Collect information: Visitors can gather information on exhibit materials by clicking COMPANY PROFILE, EXHIBITS/SERVICES, VIDEOS and DOWNLOADS.
- (2) Interactive communication: Using CHAT, WEBCAST, and MAILBOX, visitors and exhibitors can contact each other in a virtual space.

※ This feature is not available during the hosting period.



## 6 Pavilions

### Molding Machines / Auxiliary Equipment

Injection Molding Machines, Extruders, Blow Molding Machines, Thermoforming Machines Cylinders, Screws, Heaters, Dryers, Mixers, Mold Temperature Controlling Machines, etc.

### Testing, Measuring & Secondary Processing & Factory Equipment

Testing Machines, Measuring Instruments, Sensors, Controllers  
Printing Machines, Welders, Cutting Machines, Surface Treatment Machines, Deburring Machines, Air Conditioning Systems, Dedusters, Clean Rooms, Automatic Warehouses, etc.

### Mold Design / Mold Manufacturing / Mold Parts & Systems

Mold Design Software, Mold Processing Machines, Mold Parts, Hot-Runner, etc.

### Smart Factory / Robot / IoT

Technologies and services that lead to visualization, automation, labor saving, and predictive safety of information, Robots, IoT

### Recycling Equipment / Bioplastics / Raw Materials & Additives

Shredder, Sorting/Separating Equipment, Volume Reduction Equipment  
Biomass Resins, Biodegradable Resins, High-performance Materials, Additives, Colorants, Purging Materials, Cellulose Nanofibers, Carbon Fiber, etc.

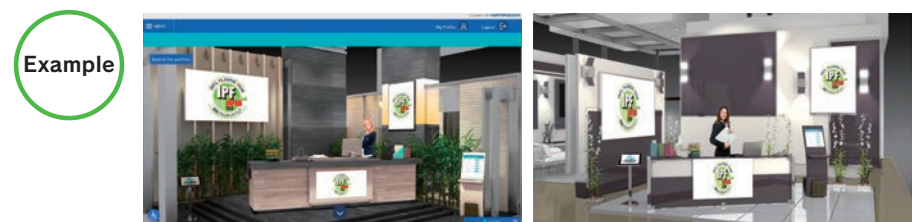
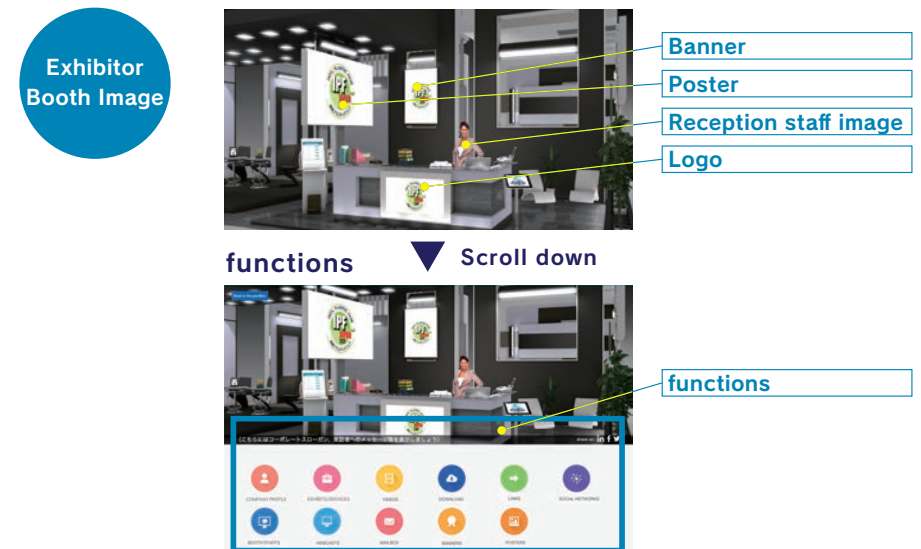
### Contracted Manufacturing & Processing Service

Molder, Prototype Manufacture, Mold Maker  
Parts for Automobile, Electrical Appliance and Medical Industry, Sheet, Film, Rubber Product Plating and Coating, Printing, Decoration, etc.

## Booth Design

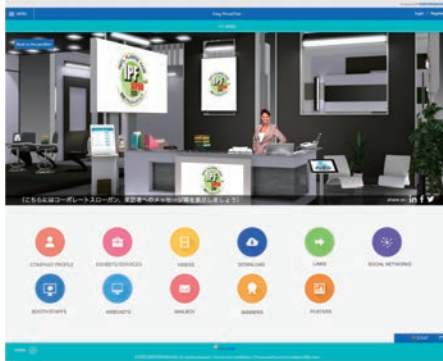
Exhibitors can easily customize the booth design.

There is no need to spend any money nor effort on booth design.



- ① Set up images to be displayed on banners, posters, and logos
- ② Select a reception staff image

# IPF Japan 2020 Virtual Booth features



Click the icon



## COMPANY PROFILE

You can register your company profile in text (up to 40,000 characters) and one image (up to 5Mb).

Notable feature



## EXHIBITS / SERVICES

You can register **unlimited number of exhibit items** using text and images (up to 5Mb\* per product).

※Videos are linked to video-sharing platforms such as YouTube and Vimeo.



## VIDEOS

You can register up to 5 videos using YouTube, Vimeo, etc.

Notable feature



## DOWNLOAD

You can register **unlimited number of materials** in PDF/Word/JPG format (Up to 5Mb per file).



## LINKS

You can register up to 4 external links. If you have multiple booths, you can register the links to your other booths.



## SOCIAL NETWORKS

Facebook, LinkedIn, Instagram, Twitter and YouTube can be registered up to one.



## BOOTH STAFFS

You can register your staff profile and their available hours.



## WEBCASTS

You can have web seminars and meetings using familiar external tools such as Microsoft Teams, Zoom, etc.

**Unlimited number of meetings / seminars.**



## MAILBOX

Accept e-mails from visitors.

Notable feature



## POSTER

Enlarge and display the poster displayed in the booth.



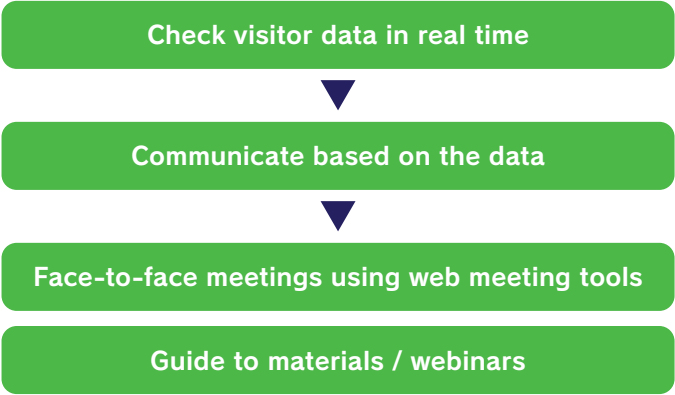
## BANNER

Enlarge and display the banner displayed in the booth.

## Interactive Communication

### Two-way communication while acquiring visitors' data in real time

Exhibitors can chat with potential customers visiting the booth, instantly check the visitor's data, offer topics or propose solutions to the problems that the visitors may have. Just like an off-line exhibition, exhibitors can ask each visitor about problems and propose their products/services to solve them. When exhibitors feel that they want to discuss more with certain visitors, they can invite them to a web meeting.

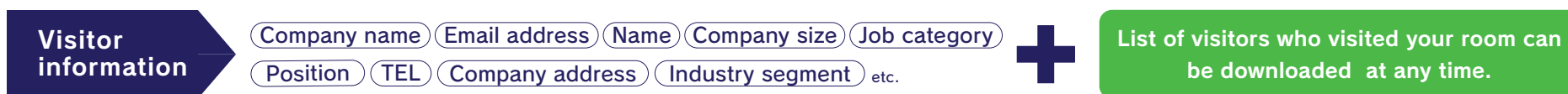


※1 You can have 1-10 booth staffs in your booth  
(Up to 10 Chat accounts per booth)

## Acquisition of visitor information

### Exhibitors can acquire information of visitors who accessed the booth in real time

Visitor information will show up in the exhibitor's monitor. Visitors list (Excel/PDF format) can be downloaded at any time.



IPF Japan 2020 Virtual  
**Booth fee**

3-day interactive period + 6-month hosting period per booth

One booth **¥310,000** (excluding tax)

**Booth Fee Includes these items below.**

Booth	one	Logo, Poster, Banner, 10 ID accounts for chatting
Exhibits / Services	unlimited	Text, Images (up to 5 Mb per product.)
Material Download	unlimited	Materials in PDF / Word / JPG format (Up to 5 Mb per file)
Videos	Up to 5	Unlimited video registration by attaching the link address of the external service to "EXHIBITS / SERVICES"
Web meetings and seminars	unlimited	Unlimited number of web meeting / seminar registration.
Listed on the official site	-	Exhibitors Information will be posted on the official IPF Japan website. (product / service information, webinar schedule, etc.)
Visitor info	-	Exhibitors can download the data of visitors who visited the exhibitor's booth.



## You can exhibit in multiple booths!

Option

### Additional booth

Multiple booths are recommended for exhibitors as follows:

#### Exhibitors who need to interact with more than 11 visitors at the same time on live chat

Each booth can register the chat account ID only for up to 10 people. Having multiple booths enables you to interact with more visitors individually.

#### Exhibitors whose exhibits/services cover multiple fields/pavilions

By setting up a booth in each pavilion, you can expect more visitors from various routes.

Use multiple booths to improve the effect of the exhibition!!

### Examples of multiple-booth exhibit

#### Multiple booths in one pavilion

E.g. Injection molding machines and extrusion machines exhibited in two separate booths in [Plastic Molding Machines & Auxiliary Equipment Pavilion].

#### Multiple booths in multiple pavilions

E.g. One booth to exhibit molding machines in [Plastic Molding Machines & Auxiliary Equipment Pavilion] and another booth for exhibiting automation systems in [Smart Factory & Robot & IoT Pavilion].

#### Multiple booths for group company

E.g. "ABC Company Iroha Shoji" booth and "XYZ Inc. Iroha Shoji" booth, exhibiting under the name of overseas company represented by the same trading company "Iroha Shoji".

# IPF Japan 2020 Virtual Exhibition fee

## Additional options



### IPF Japan Official Website Banner Advertising

The Company logo will be posted on the TOP page of the IPF Japan official website. All visitors will visit this page when they register for admission. Before the exhibition starts, it will link to the designated website. During the exhibition, it will directly link to the booth to navigate visitors.

Advertising fee **¥310,000** (excluding tax)/ lot

Publication period: From 10:00 on October 1<sup>st</sup> 2020 to 17:00 on May 21<sup>st</sup> 2021



### E-mail newsletter advertising

The e-mail newsletter will be distributed to about 50,000 people in the plastic and rubber industry, mainly from the last IPF Japan visitors. We are planning to distribute a monthly e-mail newsletter, with some extra editions right before the Exhibition starts. In these e-mail newsletters, exhibitors can advertise their featured products/services in advance and encourage people to visit their booths.

Advertising fee **¥100,000** (excluding tax)/ lot

Manuscript specifications: Text mail 5 lines (Up to 76 characters per line)

Number of distribution: More than 50,000 (Previous IPF Japan visitors and exhibitors in Japan) Distribution date:

Monthly newsletter (Announcement of the exhibition, Organizer's Seminar Announcement etc.): Once a month from October to November 2020, twice in total

Extra editions of newsletter (Special editions of the Exhibits): Multiple times in November 2020

The email newsletter body will be delivered in Japanese.

## IPF Japan Official Website Top Page



Limited to 10 companies!!

Ad area

- ※One lot per company is available. Applications will be accepted on a first-come, first-served basis.
- ※Additional fees will be required if design/layout work is necessary.
- ※Size: W328px × H246px, format: JPG/PNG
- ※Advertising is limited to exhibitors.
- ※Still image only.



- ※Monthly newsletters have up to 3 ad lots per distribution. Extra editions have up to 5 ad lots per distribution.
- ※Applications will be accepted on a first-come, first-served basis. Adjustment may take place depending on the number of applications.
- ※Only exhibitors are eligible to advertise.
- ※The sample e-mail newsletter above was sent in 2017.

## Organizer's Seminar

To increase the number of highly motivated visitors, the organizers will hold themed seminars. The guest speakers will be key persons in the field and the content of the presentations should be well worth the visit.



High-performance  
Raw Material



Mold



Car



Smart Factory



Circular economy



Composite

※Seminar themes are subject to change and may change without prior notices.

## Promotion by the Organizer

### Media advertisements

We are planning to put "IPF Japan 2020" advertisement on media inside and outside of Japan. National papers (The Nikkei, Nikkan Kogyo Shimbun), professional journals and overseas journals.

### Direct Mail

Invitations of the IPF Japan 2020 Virtual will be sent to visitors of IPF Japan 2017.

### Advertising through electronic media

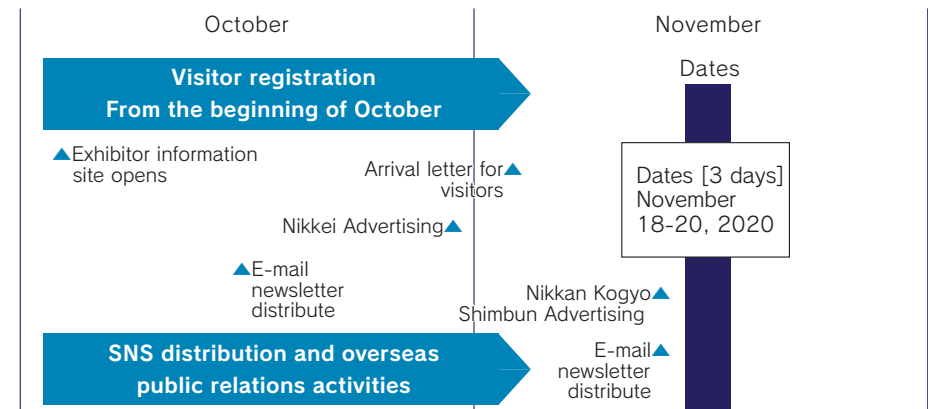
Using IPF Japan's visitor databases of more than 50,000, we distribute e-mail magazines once a month until the end of the exhibition. The email magazines will include information of exhibitors and various seminars.

### Overseas Public Relations

E-mail magazines will be distributed to visitors of IPF Japan 2017 and prior. We also conduct public relations activities through ASEAN countries and other industry associations.

### Website, social networking

Exhibitor information is distributed worldwide in Japanese and English on the official website and SNS. Exhibitor products and seminar schedule information will be released before the exhibition period.



## Show profile

Interactive period

IPF Japan 2020 Virtual (International Plastic Fair Virtual)

From November 18<sup>th</sup>, 10:00 am to 20<sup>th</sup> 6:00 pm, 2020 <sup>※1</sup> [3 days]

This exhibition will be open 24 hours. Exhibitor staff will be stationed at the booth during core time (10:00 am - 6:00 pm). During core time, interactive communication is available between exhibitors and visitors.

Hosting period

From the end of interactive period to May 21<sup>st</sup>, 2021 <sup>※1</sup> [6 months]

Venue

Online (Special Virtual Exhibition) <sup>※2</sup>

Entrance Fee

Free Admission (pre-registration is required on website)

Organizer

International Plastic Fair Association

<sup>※1</sup> Japan Standard Time

<sup>※2</sup> Easy virtual Fair will be used as a virtual exhibition platform.

## IPF Japan 2020 Virtual schedule

Deadline of booth reservation

Sept.25,2020

Apply from the IPF Japan official website.

Pre-registration of exhibitor information

Sequentially from Sept. 1

Registered information will be released in advance on the official website of IPF Japan!

Payment deadline of booth fee

Oct.30

Booth information registration period

Oct.1-Nov.17

Online tutorials for Exhibitors

Mid-Oct.

Tutorial for operating the platform and using its features.

Distribution of invitation letters for exhibitors

(For sending direct mail to visitors)

Mid-October (planned)

From November 18<sup>th</sup>, 10:00 am to 20<sup>th</sup> 6:00 pm, 2020<sup>※1</sup>

Interactive period

From the end of interactive period to May 21<sup>st</sup>, 2021<sup>※1</sup>

Hosting period

6F, 2-11-15 Yotsuya, Shinjuku-Ku ,Tokyo 160-0004 ,JAPAN

contact

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