

Exclusive Global Conference for Brand Marketers

# Brand Summit 2018



## **Brand Summit 2018 Participation and Sponsorship Information**

**July 23rd-26th, 2018  
@ Hotel Shiroyama Kagoshima**

**as of March. 2nd, 2018**

# What is Brand Summit?



**Exclusive global conference participated by invite-only.  
Discussion among CMOs, experts, and leaders of  
Marketing and innovations to increase brand impact.**

Brand Summit is an exclusive global conference with brands, advertisers, marketing managers, agencies, media, digital solution partners of high expertise and management class. Experts of various backgrounds will discuss latest trends and bolder innovations, latest case studies of challenges and solutions of brand marketing. You will broaden advertising perspectives, interact, and strengthen networking to win both domestically and internationally in the fast-paced competitive market.

## **【Overview】**

**Date: July 23<sup>rd</sup>(Mon) - 26<sup>th</sup>(Thurs), 3 nights stay**

**Place: Hotel Shiroyama (Kagoshima)**

**Participants: Limit to 300 people**

**\*Conduct screening**

**Organized by: Comexposium Japan K.K.**

# Objectives for Brand Companies to Participate

## ① Gain the next leading keywords and insights

Join in numerous sessions and presentations by partner brand companies to grasp industry trends, share challenges, and hear the latest marketing cases. With the exclusiveness of the closed atmosphere, you will gain insight and information in which you cannot gain elsewhere.



## ② Acquire new perspective and organize issues

Discuss on selected themes among participants in a "Round table discussion" style where you can give feedbacks. Through deep discussion among leaders of various industries and backgrounds, your issues may be organized and you may acquire new perspectives.



## ③ Networking beyond industries

Exclusive off-site location creates an atmosphere for top executives and management to interact and build networks from diverse industries and companies. Every year, many business opportunities arise in this summit.



# Voice of Brand Participants



Usually I do not have time to talk with partners individually. However, since I was able to see the services and issues of various companies, comparison and investigating was easy.

Cosmetics/ Toiletries



Technical aspects such as digital and data marketing was linked to customer experience and brand awareness so the program covered the whole marketing aspect – it was more than I expected.

Food/ Drinks



The program was great because I got various advice on our issues from participating solution companies - which is different from gaining insights just from agencies.

Financial services

## 2017 Participating Brand Companies

3M Japan	Kirin	Osaka Science Museum
Adastria	Kose	Philips Japan
Adidas Japan	Kyushu Railway	Procter & Gamble Japan
Aeon Bank	Lifenet Insurance	R.O.U
Angfa	Lion	Recruit Sumai
Asahi Kasei Home Products	LVMH	Sanrio Entertainment
Beams	Mercedes-Benz	Sapporo Breweries
BMW Japan	Japan	Seiyu
CHINTAI	Mitsubishi Electric	Sekisui House
Credit Saison	Morinaga Milk	Senshukai
Dadway	Industry	Seven Bank
Daiichi Sankyo Healthcare	Morishita Jintan	Shiseido Japan
Daimaru Matsuzakaya Department	Mos Food Services	Sony Network Communications
Ebara Foods Industry	New Balance Japan	S.T.
Eli Lily Japan	Nihon L'oreal	SUBARU
Ferrari Japan	Nissin Foods Holding	Suplus
Haagen-Dazs Japan	NTT Docomo	Taiko Pharmaceutical
House Foods Group	Open House	Tatsumi-Honke Brewing
House Foods	Oriental Land	Toyota Marketing Japan
HP Japan	Kabaya Foods	Toyota Motor
Japan Airlines	Kanebo Cosmetics	TSI Holdings
Johnson & Johnson	Kao	Unilever Japan
Japan Tobacco	KDDI	USJ
Kentucky Fried Chicken Japan	Kellogg Japan	WOWOW

# 2017 Agenda and Participants

DAY 1	
18:00	Opening Remark
18:10	Opening Keynote
19:00	Premium Presentation
19:30	Branding Strategy Presentation 1
20:00	Networking Dinner
21:30	The end of Day1

DAY 2	
8:00	Networking Breakfast
8:00	Power Breakfast (Sponsored)
9:10	Brand Panel Session
10:00	Branding Strategy Presentation 2,3
11:00	Networking Break
11:20	Digital Branding Tactics 1-3
11:50	Networking Lunch& Presentation
12:50	Brand Case Study Workshop 1
14:50	Branding Strategy Presentation 4.5
15:50	Break
16:05	Master Track 1-4
18:45	Digital Branding Tactics 4-6
19:15	Cocktail Reception
19:45	Networking Dinner
21:45	The end of Day2

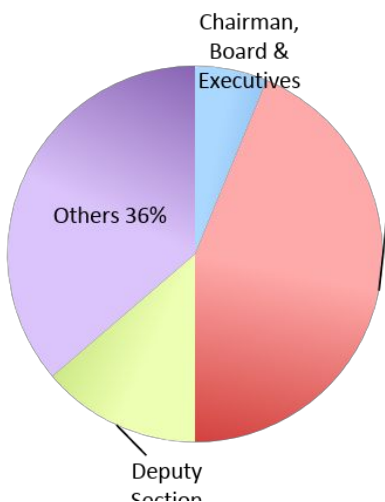
DAY 3	
8:00	Networking Breakfast
8:15	Breakfast Presentation 1,2
9:00	Brand Interview
10:10	Round Table Discussion
11:20	Networking Lunch& Presentation
12:40	One to One Meeting 1~4
15:40	Brand Case Study Workshop 2
17:00	Wrap Up Discussion
17:30	Cocktail Reception
18:00	Networking Dinner
20:00	The end of Day3

\*Agenda from 2017.

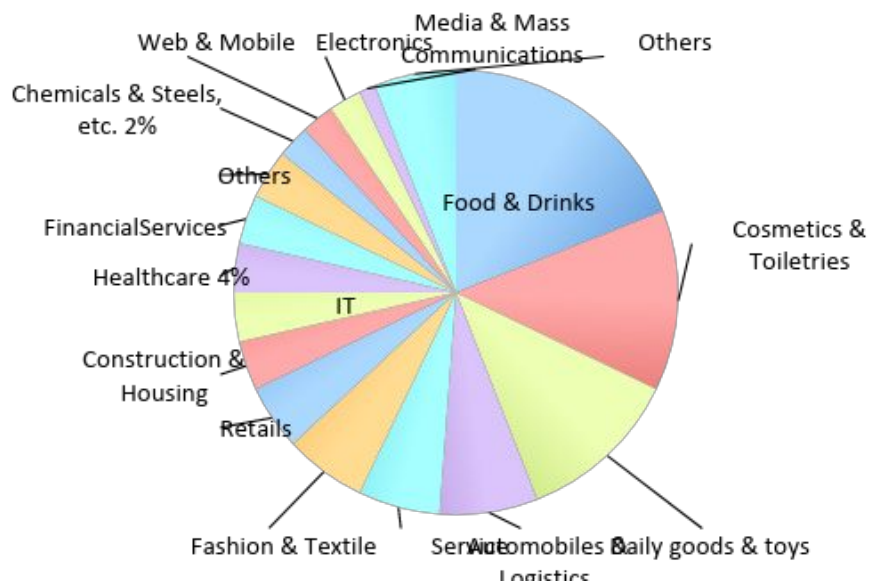


Just like Monaco's "eCommerce One-to-One", brands and partners consult on structured one-to-one. We operate the discussions using global know-hows to make them efficient.

## Positions of Brand Companies



## Industries of Brand Companies



# Partner Participation and Sponsorships

## ■Partner Participations (190 slots)

Pass Options	Price	Content
Economy Pass	¥350,000	2 occupants per room. 1 entry in the "one to one" meeting.
Regular Pass	¥450,000	1 occupant per room. 2 entries in the "one to one" meeting.
Business Pass	¥650,000	1 occupant per suite room. 2 entries in the "one to one" meeting.

## ■Sponsorships

\*Please enter via web site.

Sponsor Menu	Price	# of slots	# of pass incl.	Details
Premium Sponsor	¥5,000,000	1	4	Title Partner. 30 mins presentation to all of the participants in the main hall.
30 mins Presentation Sponsor	¥3,100,000	4	3	30 mins presentations to all of the participants in the main hall at a chosen fixed time slot.
10 mins Presentation Sponsor	¥1,500,000	6	2	10 mins presentation to all of the participants in the main hall at a chosen fixed time slot.
Round Table Sponsor	¥2,400,000	2	2	60 mins round table discussion. Confirm with executive team beforehand.
Breakout Presentation Sponsor	¥2,400,000	6	2	30 mins presentation simultaneously with 3 companies each in a separate room. Each company does same presentations twice. Possible to have 2/3 or participants as audience.
Breakfast Sponsor	¥1,500,000	2	2	15 mins presentation during breakfast time to all of the participants.
Lunch Sponsor	¥1,500,000	4	2	15 mins presentation during lunch time to all of the participants
Dinner Sponsor	¥1,500,000	2	2	5 mins introduction/speech during dinner time to all of the participants.
Lanyard Sponsor	¥800,000	1	1	Sponsor logo with iMedia logo on the neck strap for all of the participants.
Mini Breakfast Sponsor	¥600,000	4	1	10min presentation at one of the breakfast venue on Day3 (25th). *There will be 4 different breakfast venues on Day3
Mini Lunch Sponsor	¥600,000	4	1	10min presentation at one of the Lunch venue on Day3 (25th).*There will be 4 different Lunch venues on Day3



## 【Contact】

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