

Application is available through the Exhibitor My Page.



The 51st International Food and Beverage Exhibition

FOODEX JAPAN 2026

第51回 国際食品・飲料展



List
of options

App ads/WEB banner ads/E-mail Newsletter ads/
Business card information scanning service

Deadline	Application	February 24 (Tue)
	Payment	March 3 (Tue)

*Push notification ads can also be applied for during the show.



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App ads

01

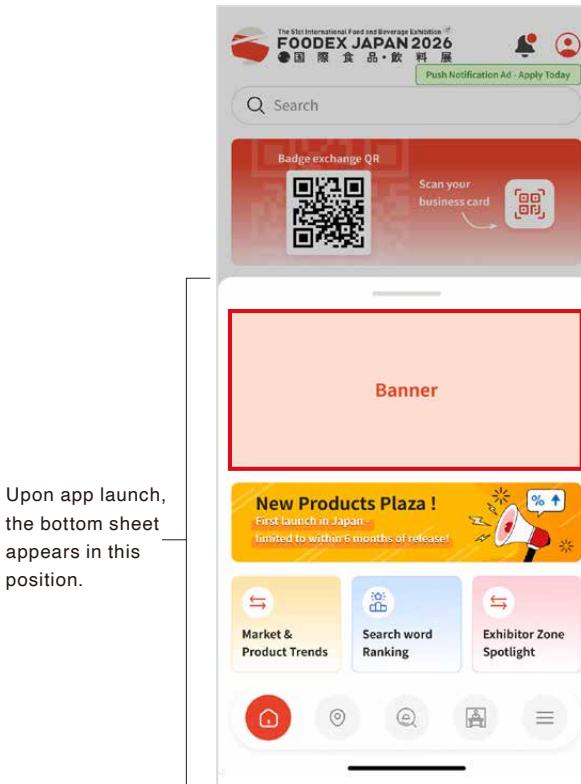
Top Page Banner ads

The premium spot shown immediately after app launch! Seen first by 100,000 users*¹

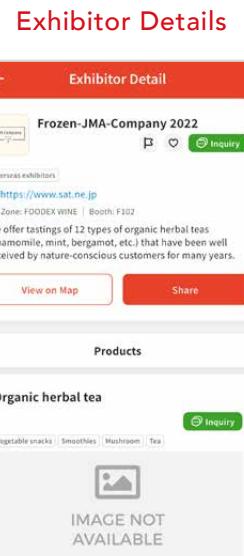
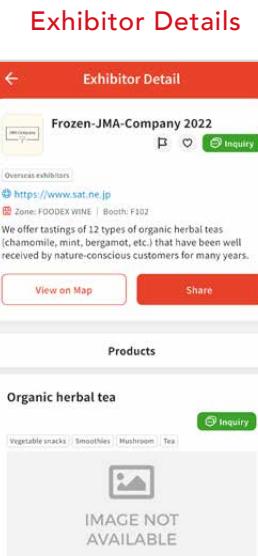
*1 Based on previous show results

- Submission Size: W1592px x H800px
- Format: JPG or PNG
- Maximum slots: 4
- Display Period:
February 10 (Tue) – End of the exhibition

- Display: Rotates every 5 seconds-
The first displayed advertisement is shown at random.
- Viewable even for users who are not logged in. Use this to increase awareness of your company and products.



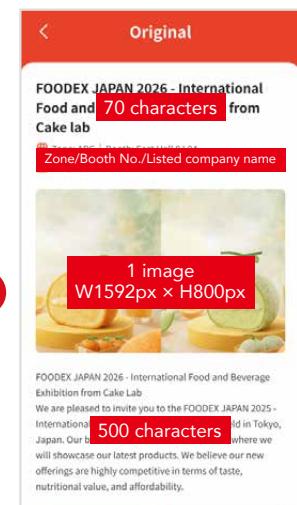
Select from three available landing configurations.



or



or



*Required information should be submitted

via a dedicated form sent by the Secretariat after application.

*From February 10 (Tue), ads will be published about one week after submission.

[Exhibitor's My Page

(https://www.jma-tradeshow.com/foodex/mypage_en/) → [Submission Forms/ Order Forms] → [Order Forms17]

Price (incl tax) **JPY 770,000**

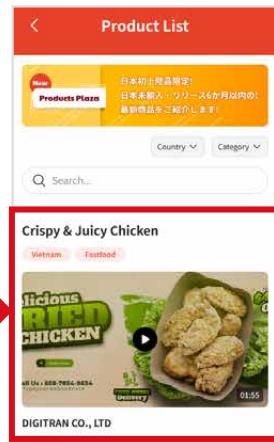
New Products Plaza New Product Spotlight Corner!

①Top Screen

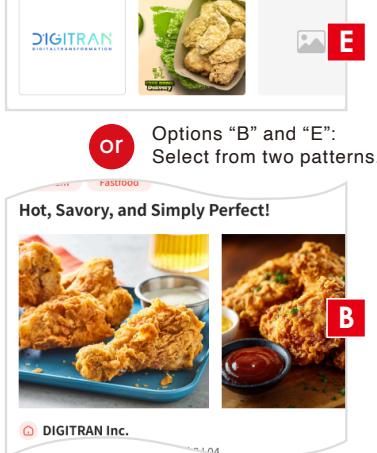
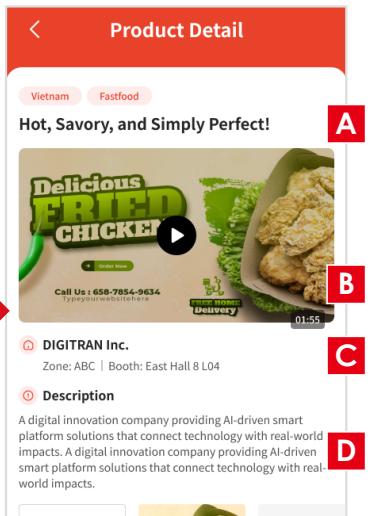


Upon app launch,
the bottom sheet
appears in this
position.

②Section List



③Detail Page



**One of the top visitor purposes every year!
Focused exclusively on the latest information.**

*1 Applicable only to new products (released within 6 months) or items not yet imported.

- Posting Period: February 10 (Tue) – End of the exhibition
- Maximum Slots: 60 slots
- Display order of ②: random
- Submission Requirements: As specified below

<Data Specifications>

- A** : Up to 70 characters
- B** : 1 video or 3 photos
- C** : Listed exhibitor Name / Booth Number
- D** : Up to 500 characters
- E** : 3 images or hide

*Required information should be submitted via a dedicated form sent by the Secretariat after application.

*From February 10 (Tue), ads will be published about one week after submission.

*Available to logged-in users only.

After the show, user data (business card details, etc.) of visitors who took action on your page will be provided. Enables direct follow-up with highly interested customers after the exhibition.

**Large File
OK!**

<Data Specifications>

Video (Supported Formats)

- mp4 / webm / mov / avi / mkv /m4v / 3gp / ogv
- Size: W1592px xH800px (Up to 2GB)

Photos(Supported Formats)

- png / jpg / jpeg / webp
- Size: W1592px xH800px (Up to 10MB per image)

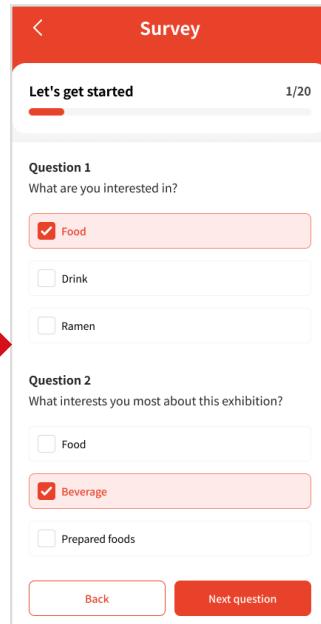
03

Visitor Survey Sponsored Ads

①Top Screen
(when the bottom sheet is collapsed)



②Visitor Survey



③Coupon Displayed
After Completing the Survey



Let survey respondents experience your product sample.

Visitors who complete the survey will receive your product as a gift. A great way to let visitors experience the appeal of your product. Samples will be distributed at survey counters located at the East, West, and South Hall entrances.

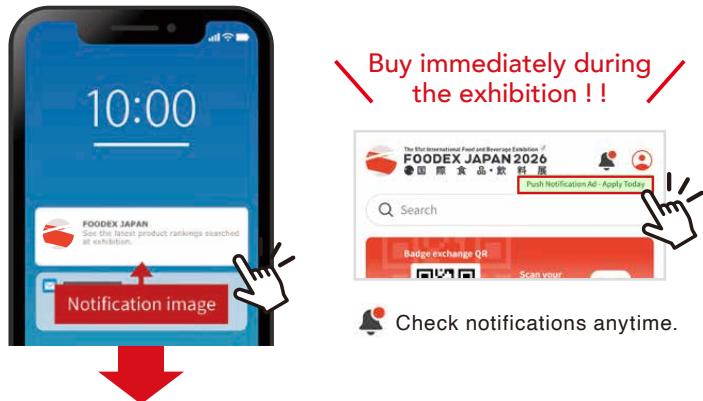
- Content: **A** Company name **B** Booth number
C Short product description (up to 70 characters)
D Gift image (960px × 960px)
- Maximum slots: 5
- Estimated sample number: The Secretariat will contact you separately
 - *Max 1,000 items (Details regarding quantities and delivery destinations will follow from the secretariat.).
 - *Individually packaged only (no health permit required).
 - *Distribution support on the day provided by the secretariat.
- Distribution Period: March 10 (Tue) to March 13 (Fri).
- Display order: random

*Required information should be submitted via a dedicated form sent by the Secretariat after application.

*Visitor data for those who took samples will be sent within a week of the event.

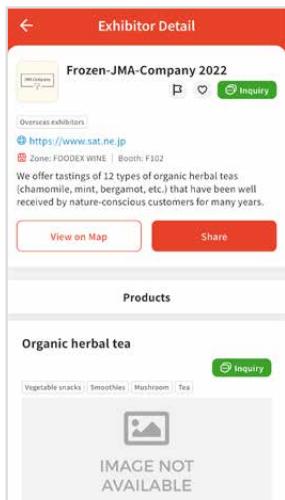
04

Push notification Ads



After tapping the notification, you can choose from three different landing options.

Exhibitor Details



Map



Your Custom Landing Page



or

or

or

**Applications accepted during the exhibition.
Promote based on insights gained during event operation.**

- Targeting (subject to Secretariat approval):
Targeting available by product category (major categories). Visitor interests are collected during visitor registration.
- Notification character count : In accordance with iOS and Android
- Period: 4 days during event
- Registration :
 - Advance Registration (by Fri, Mar 6)
Apply via the web form on Exhibitor My Page.
 - Same-Day Registration (from Sat, Mar 7):
Apply via the web form, then visit your nearest Secretariat for payment. Payment by credit card only. Receipts available upon request.
 - *Register at least 2 hours before your message is sent.
 - *Submit message content no later than 1 hour before sending.
- Landing Destination (select one)
 - ① Exhibitor Details: Existing exhibitor detail page
 - ② Map: Pinned booth location
 - ③ Original Landing Page
Options ①&② link to existing pages.
For option ③, required information must be submitted by the exhibitor.
- *Required information should be submitted via a dedicated form sent by the Secretariat after application.
- *The secretariat will contact you if targeting differs from your content.

[Exhibitor's My Page

(https://www.jma-tradeshow.com/foodex/mypage_en/) → [Submission Forms/ Order Forms] → [Order Forms17]

Pre-show purchase

Price (incl tax) **JPY 27,500 /** Price (incl tax) **JPY 33,000**

On-site purchase

05

Exhibit Products Articles Ads

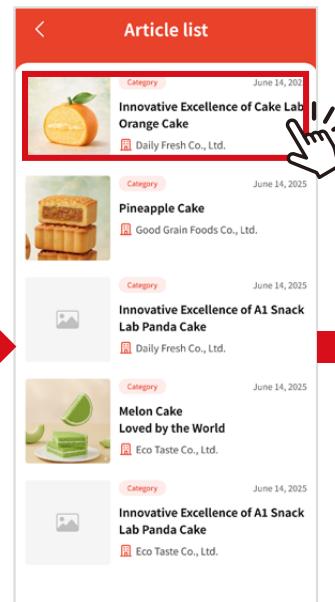
①Top Screen



Upon app launch,
the bottom sheet
appears in this position.

*Required information should be submitted
via a dedicated form sent by the Secretariat after application.
*From February 10 (Tue), ads will be published
about one week after submission.

②Corner Page



③Detail Page



“Market Product Trends”
Submit products that inspire learning.

Feature your products alongside our expert insights.
Let's shape the industry's future!

Submission Requirements

- A** : Title (up to 70characters)
- B** : Zone / Booth Number / Company Name
- C** : Image (W1592px ×H800px)
- D** : Body text (up to 500 characters)
- E** : Up to 3 related products

*Select 3 items from the product information.

*After the exhibition concludes, **E** will be deleted.

Others

- Display Period: 1 year
- Exclusive for logged-in users!

Visitor info for "③Details Page" views will be sent about a week of the exhibition's end.

Search Term Ranking Ads

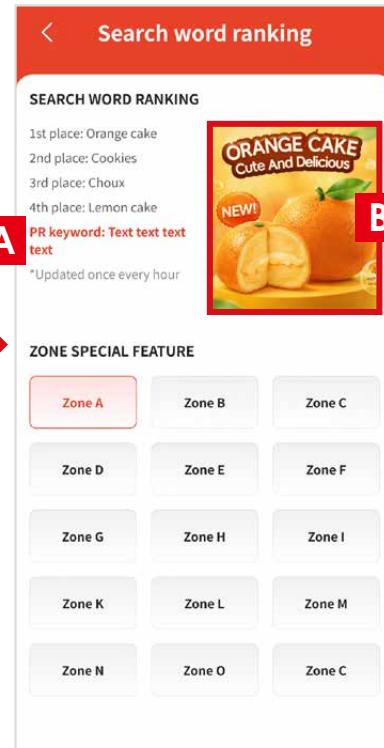
①Top Screen



Upon app launch,
the bottom sheet
appears in this position.

*Required information should be submitted
via a dedicated form sent by the Secretariat after application.
*From February 10 (Tue), ads will be published
about one week after submission.

②Section List



[Exhibitor's My Page
(https://www.jma-tradeshow.com/foodex/mypage_en/)] →
[Submission Forms/ Order Forms] → [Order Forms17]

**“Trend awareness” ranks high among visitor
Promote in the spotlight corner !**

A Search Term Ranking PR Ads

- Maximum slots: 4
- Display Period:
February 10 (Tue) –End of the exhibition
- Display:
Rotates every 5 seconds
The first displayed advertisement is shown at random.
- Link:
“Exhibitor Details” or “Map” or
“Original Landing Page ” (see p4)
- Content Requirements:
Listed company name(booth no.)
+48-character PR text
- This section is for logged-in users only.
A list of users who clicked will be provided about one week after the exhibition.

B Search Term Ranking Banner Ads

- Submission Size: W960px × H960px
- Format: JPG or PNG
- Maximum slots: 4
- Display Period:
February 10 (Tue) –End of the exhibition
- Display:
Rotates every 5 seconds
The first displayed advertisement is shown at random.
- Link:
“Exhibitor Details” or “Map” or
“Original Landing Page ” (see p4)
- This section is for logged-in users only.
A list of users who clicked will be provided about one week after the exhibition.

A Price (incl tax)

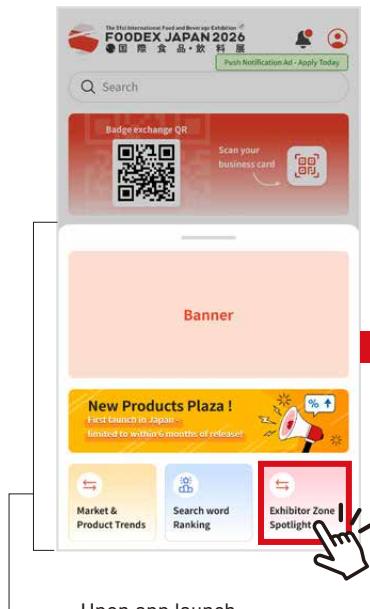
JPY 13,750

B Price (incl tax)

JPY 143,000

Zone Feature Banner Ads

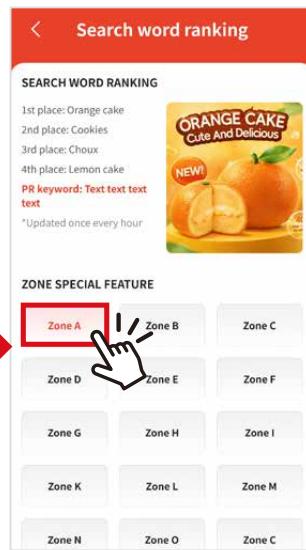
①Top Screen



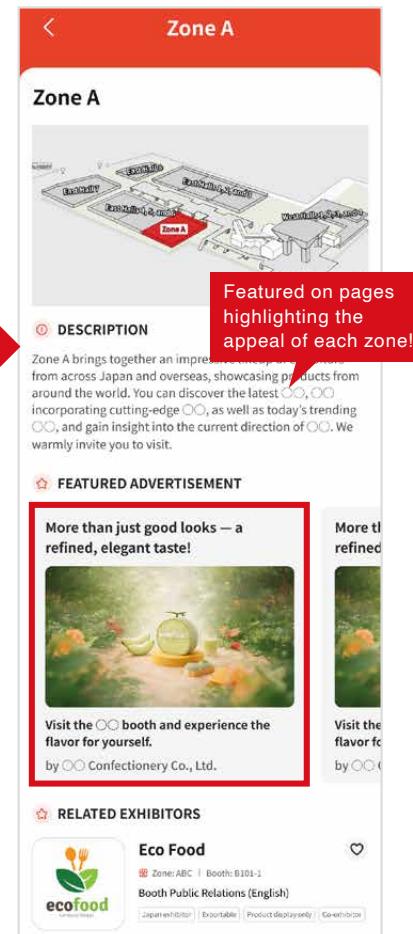
Upon app launch,
the bottom sheet
appears in this position.

*Required information should be submitted
via a dedicated form sent by the Secretariat after application.
*From February 10 (Tue), ads will be published
about one week after submission.

②Corner Page



③Details of zone page



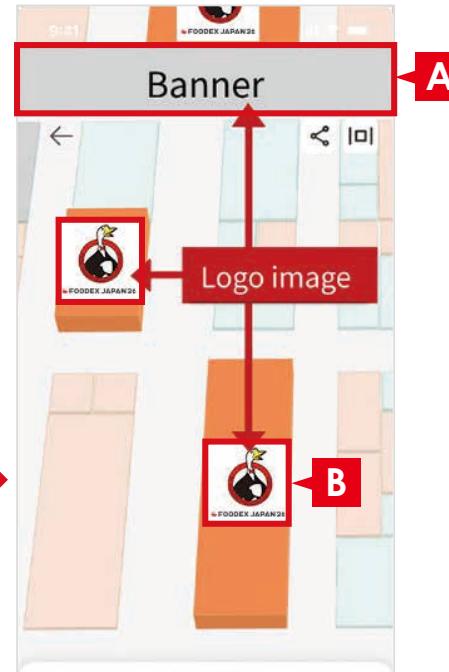
Featured on pages highlighting the appeal of each zone! Actively promote to users with strong interest and needs.

- Banner size: W1592px × H800px
- File format: JPG or PNG
- Maximum slots: 3 (each zone)
- Display Period:
February 10 (Tue) – End of the exhibition
- Display:
The first displayed advertisement is shown at random.
- Link:
“Exhibitor Details” or “Map” or
“Original Landing Page” (see p4)
- Viewable even for users who are not logged in. Use this to increase awareness of your company and products.

①Top Screen



②Floor Map



Reach active users who are actively searching for booths.

Viewable without logging in.

Use this to increase awareness of your company and products.

A Map Banner Ads

- Submission Size: W1280px × H768px
(Note: Size updated from last year)
- Format: JPG or PNG
- Maximum slots: 4
- Display Period:
February 10 (Tue) – End of the exhibition
- Display: Rotates every 5 seconds
first view is random
- Link:
"Exhibitor Details" or "Map" or
"Original Landing Page" (see p4)

B Map Logo Ads

For exhibitors with 6 booths (54m²) or more only

- Submission Size: W192px × H192px
(Standard requirement)
- Format: PNG
- Display Period:
February 10 (Tue) – End of the exhibition
- Link:
"Exhibitor Details" or
"Original Landing Page" (see p4)

*Required information should be submitted via a dedicated form sent by the Secretariat after application.
*From February 10 (Tue), ads will be published about one week after submission.

[Exhibitor's My Page
(https://www.jma-tradeshow.com/foodex/mypage_en/)] → [Submission Forms/ Order Forms] → [Order Forms17]

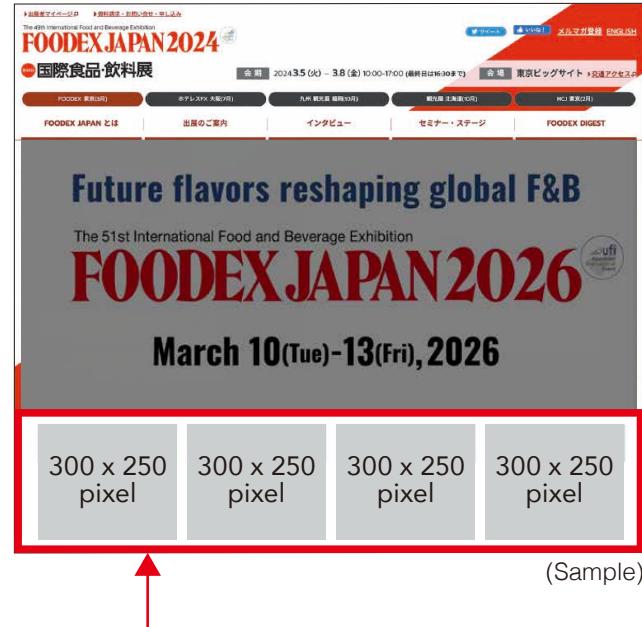
A Price (incl tax)

JPY 275,000

B Price (incl tax)

JPY 220,000

Web Banner ads



**Displayed on the
FOODEX JAPAN official website
(top page, first view).**

Over 1.5 million page views!

- Submission Size: W300px × H250px
- Format: GIF / JPG / PNG
(Animation allowed Available slots: 5)
- Display Period: 3 Business days after data submission~March 31(Tue)
- Maximum slots: 5
- Link: Link to your "Exhibitor Details (Web Guide)" or "Company website" from both the English and Japanese FOODEX JAPAN top pages.

*Required information should be submitted via a dedicated form sent by the Secretariat after application.
*Ads will be published about one week after submission.

E-mail Newsletter ads

E-mail Newsletter ads

Distributed to over 200,000 Japanese buyers

Promote your brand to visitors in advance!

- Up to 38 full-width characters × 5 lines
- Distribution volume: approx. 200,000 emails per distribution.
- Distribution period:
Included once per company in visitor promotion emails sent by the Secretariat from mid-January to late February

□□□□ Co.,Ltd. <http://www.□□□□>
 ■Everyone involved in the food industry is welcome to visit!
 ■Please feel free to ask us anything about overseas trends or anything about importing and exporting goods! Our expert staff will be at the venue to assist you. A seminar will be held at the venue on ●●/●/● in ●Hall at ●●time. It will be full of useful information that you can only hear here!
 Please stop by booth number ●● at the venue.

(Sample)

*Content must be submitted in Japanese or English.

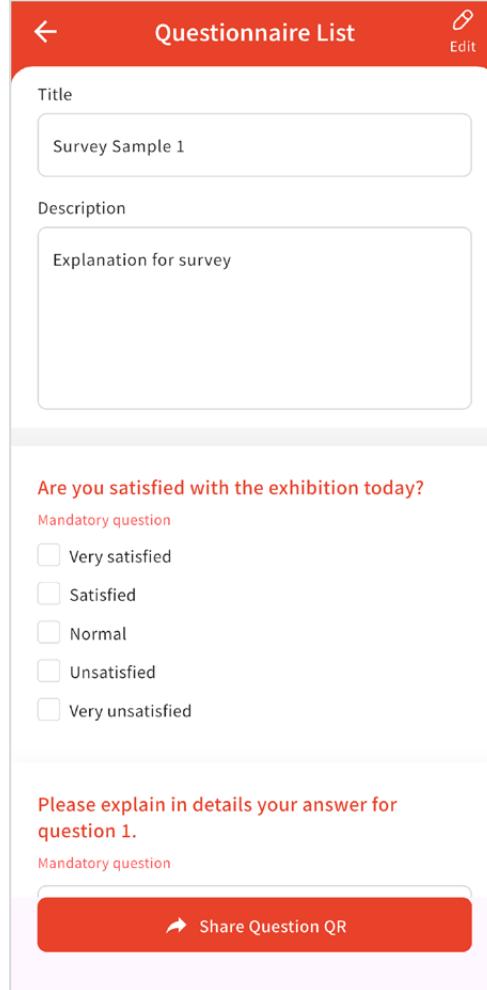
*Please submit text only, following the provided sample.

*After application, the Secretariat will contact you to coordinate the preferred distribution date.

*Required information should be submitted via a dedicated form sent by the Secretariat after application.

Business card information scanning service

Business Card Scan Survey Plus



- **One application per exhibitor.**
(Individual co-exhibitors may apply separately with pavilion organizer approval.)
- No limit on the number of staff assigned for scanning per exhibitor.
- One survey creator must be designated in the Exhibitor My Page.
- Multiple survey forms can be created. Different forms may be used for different products.
- Created surveys can be shared with on-site scanning staff.
- Survey data can be downloaded from the Exhibitor My Page, together with business card data.

*After registration, survey access will be provided within approximately one week.

*For survey creation instructions, please refer to the "How to Use FOODEX App" in the "Exhibitor's Manual" on your Exhibitor My Page.



FOODEX JAPAN Secretariat
Japan Management Association Industry Development Center

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