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AFTER SHOW REPORT

ad:tech kansai 2016
December 1st-2nd, 2016
@Grand Front Osaka

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12/1^{Thu} 2^{Fri}
10:00 - 17:00
デジタルマーケティングの情報源
ad:tech kansai

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1. ad:tech kansai 2016 Summary



Event Name : ad:tech kansai 2016

Date : December 1st - 2nd, 2016

Venue : Grand Front Osaka knowledge Capital Congres Convention Center (Osaka, Japan)

Number of Attendees : 3,015 (Day1 1,306 / Day2 1,709 / Unique Number of Attendees 1,945)

Sponsors : 9 Exhibitors : 15 Partners / Media Partners : 16

Official Speakers : 128

ad:tech kansai 2016 celebrating its 3rd time this year, had 4 Keynotes and 32 Official Sessions with 128 Official Speakers up on stage.

Various companies exhibited at the exhibition hall this year as well such as Advertising Agencies / Marketing Companies / Media / Solution Providers.

A total attendance of 3,015 gathered to participate in this event throughout 2days. In terms of participant ratio, the number of advertisers was 22.7%, which is much higher than the record from the previous year being 17.0%.

Keynote Speakers such as Takafumi Horie and Kentaro Kimura from Hakuhodo Kettle was on stage of Keynote Day 1 and Koutaro Sugiyama from Light Publicity and Ishihiro Seko from Kindai University for Keynote Day 2.

The official sessions were held on a wide range of topics such as “branding ” “technology” “preventive medicine and marketing”.

2. Sponsors & Partners

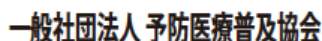
Silver Sponsors



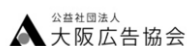
Sponsors



Exhibitors



Partners



Media Partners



3. Photo Report: Conference / Exhibition Hall ①



3. Photo Report: Conference / Exhibition Hall ②

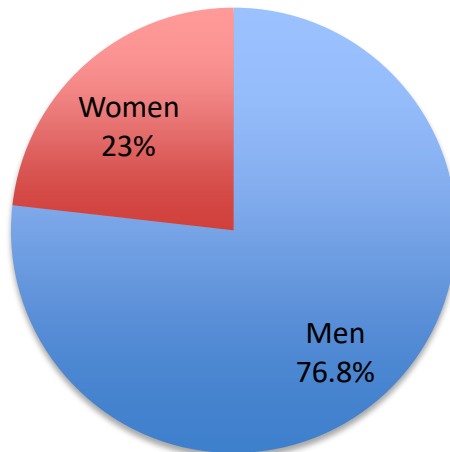


4. Analysis of Attendees ①

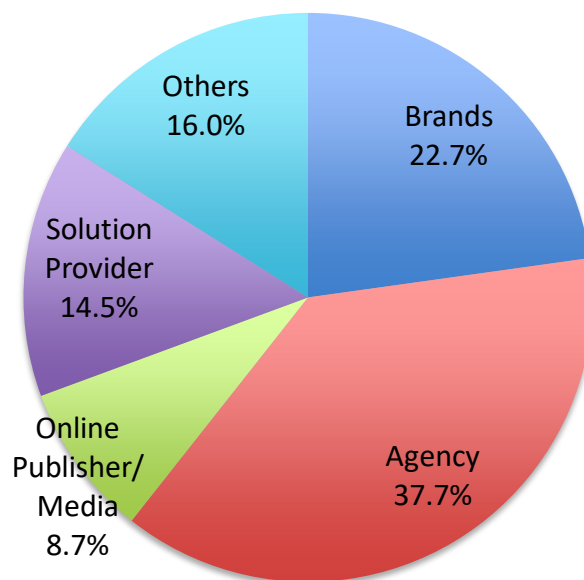
Total Number of Attendees

3,015 (Day1 1,306 / Day2 1,709)

Ratio by Gender



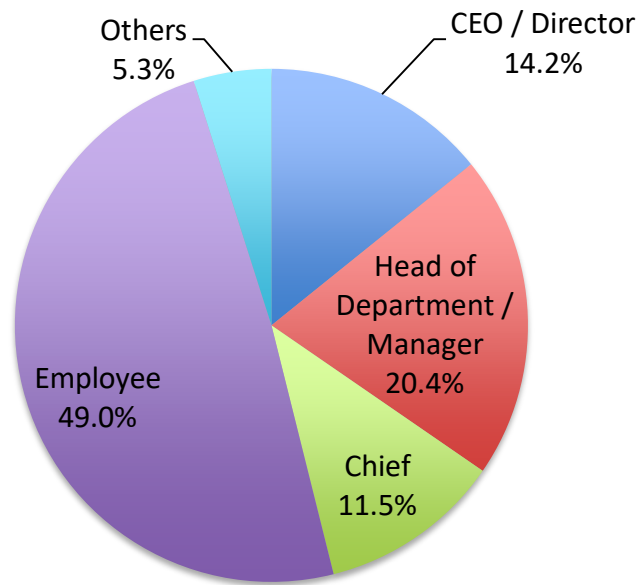
Attendee Industry Breakdown



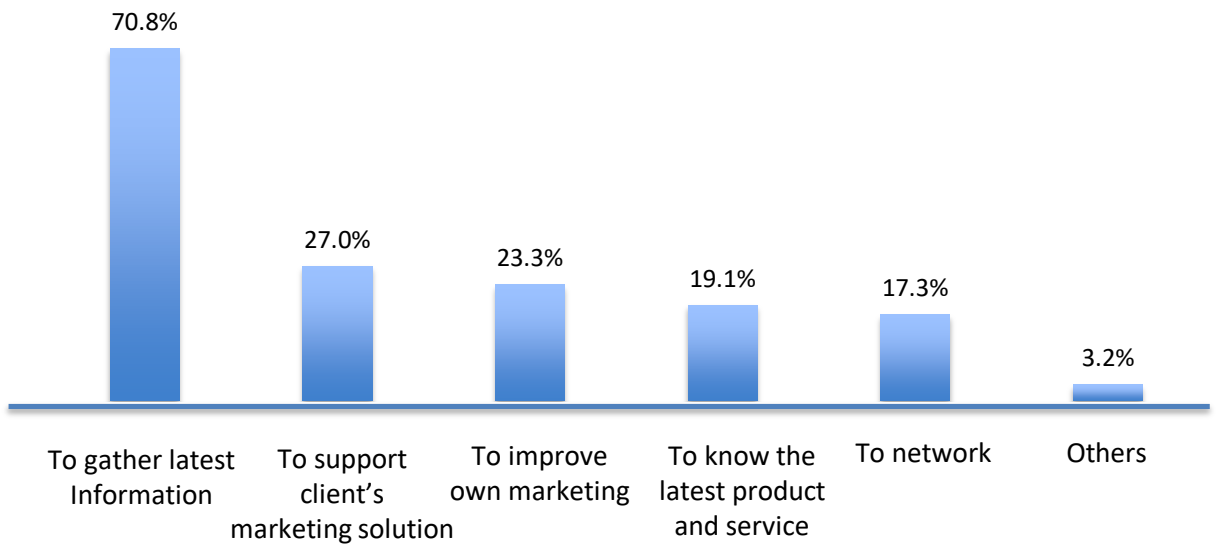
*Brand Attendee ratio have raised +5% compared to previous year.

4. Analysis of Attendees ②

Attendee Classified by Post

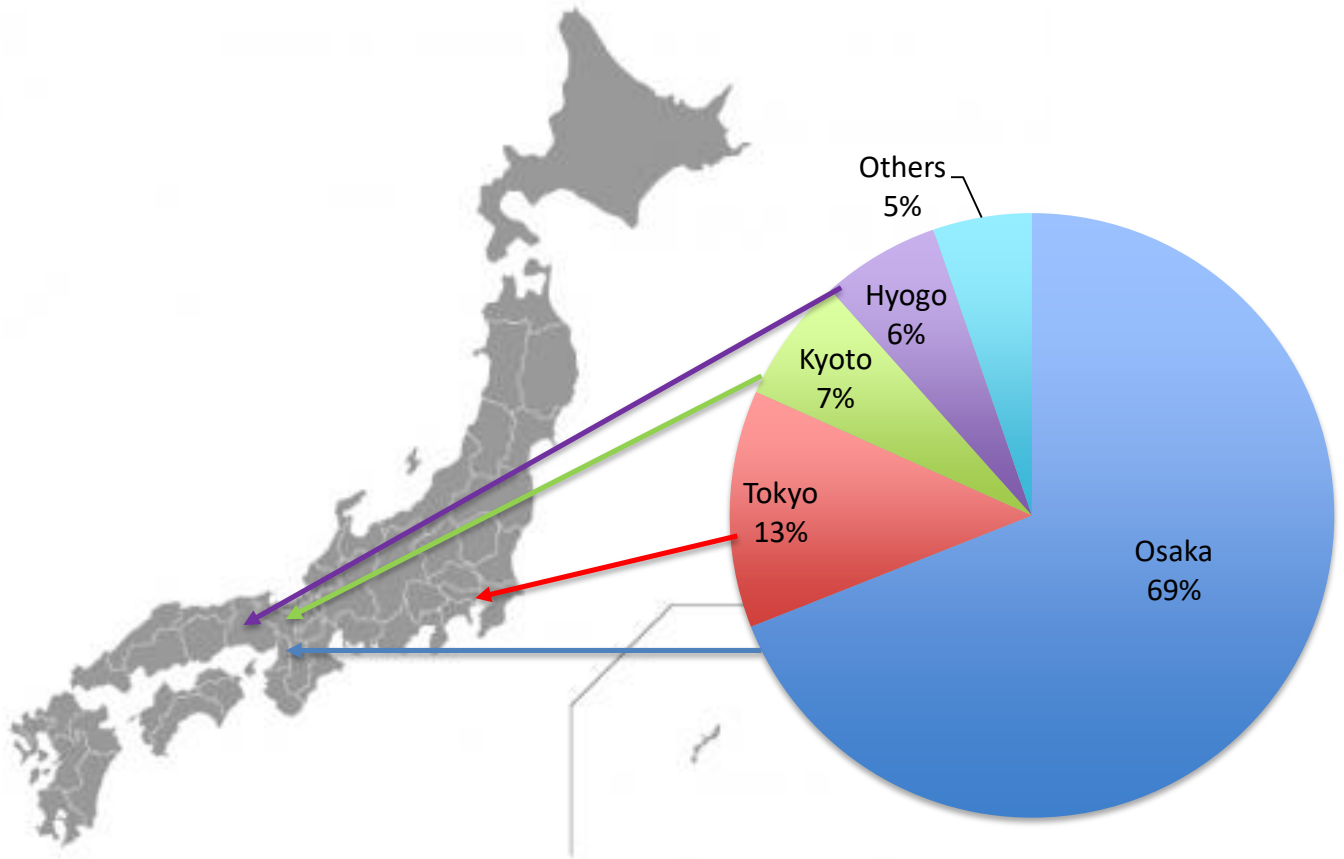


The Purpose of Attending



5. Geographical Distribution of Attendees

Geographical Distribution



ad:tech kansai

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