

Astropp Japan Tradeshow Assistance Service

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Introduction:

Japan is the third largest market in the world and tradeshow is the one of the most efficient way to get into the market while generating new clients in Japan. However, there is a big language and cultural barrier in exhibiting in Japan. If you do not have Japanese speaking employee, it is very hard to obtain quality business leads at the show, then your whole cost to run the tradeshow booth will be wasted. All the business is running on Japanese language in Japan and business executives are most of the cases not so English-ready.

Instead of hiring bi-lingual full-time employee, Astropp Corporation provides services to get the job done. Astropp is committed to guide you from your event planning through follow-up business activities.

Program overview:

The program consists of three stages, 1) pre-event stage, 2) event execution stage, and 3) post-event stage. The service is delivered in dual language all through the program.

Astropp is committed to guide you from your event planning phase through follow-up business activities.



1. Pre-event stage:

Astropp will learn your products and services to understand what message should be delivered to Japanese prospects. Astropp assigns members to obtain necessary skill and talking points of your offerings like your own employees would do. In this stage, Astropp members would give suggestions to your attendants about how Japanese tradeshow should be done successfully.

Preparation tasks may include on-line meeting, documents exchange in emails, and any learning material you can provide such as training video.

Optionally, Astropp can localize your collaterals including handouts and PowerPoint presentation.

Service deliverables of this stage:

- **Preparation (mandatory):** Astropp will learn your offerings (products, services and others) and digest it like your new employee. Think about how your sales messages will be interpreted in Japanese at the tradeshow. Astropp will train sales talk in Japanese and role play with hypothetical audience.
- **Collaterals (optional):** Astropp will help you create Japanese localized collaterals based on what you already have. Collaterals may include paper handouts, catalogue, and PowerPoint presentation. For the collateral data, we can work with Microsoft Word, Excel, Adobe Illustrator and InDesign and can also generate PDF. Cost for translation per word, printing cost will be charged.

- **Travel arrangement (optional):** We can help you choose the best choice for your trip. This may include, accommodation suggestions, which you should consider proximity to the event venue, cost, convenience and going out for fun. We can point you to the specific link to Expedia.com, Hotels.com or other online services so you can easily book the accomodation. Also, we can make the best suggestion for transportation from Tokyo Narita Airport or Tokyo Haneda Airport to your hotel. We can create a time schedule for your trip.

2. Event execution stage:

Astropp will provide you with guidance to execute the successful tradeshow booth operation. You will get an Astropp employee fully attending your booth to accommodate your business prospects in Japan.

Service deliverables of this stage:

- **Booth attendance (mandatory):** An Astropp employee will fully attending your booth to accommodate your business prospects through the period of the tradeshow with 60 minutes lunch break and 30 min short break daily. This is core part of the entire program.
- **Interpretation (optional):** Instead of hiring a separate interpretation service, Astropp will provides you with better business interpretation services because we understand your offering from the pre-event stage learning.
- **Business card collection (optional):** Exchanging business card in an important activities in Japanese business society. Astropp will run the traditional Japanese practice to obtain quality and quantity of business cards as the starting points of your business opportunities.



3. Post-event stage:

After the show, Astropp will help you nurture the business leads. While this is an option of the program, sending English sales messages won't work for most of the companies in Japan. We will make sure you have business card information in both languages, send Japanese messages to the prospects for better response and handover the response information to you.

Service deliverables of this stage:

- **Business card filing (optional):** We will collect all the business card information obtained throughout the event, put them in Microsoft Excel spreadsheet. We will add business category information (i.e. retail, wholesale, importer, press, etc.,) in the spreadsheet for your effective nurturing activities. The information will be stored in



dual language. If the business cards lack English information, we will add them to the data.

- **Post-event follow-up emails (optional):** We will run initial “thank you” email shooting to selected contacts in Japanese. Each email will be personalized with individual name in Japanese.
- **Lead handover (optional):** After the email shooting and initial round of the responses, we will share the responses of the emails as the qualified leads for you to follow up.

Price list:

Service stage	Deliverables	Price
Pre-event	Preparation <ul style="list-style-type: none"> - Learn your products and services - Learn sales talk 	- \$1000
	Collaterals <ul style="list-style-type: none"> - Localization of your collaterals - Printing and delivery to the tradeshow booth 	Localization <ul style="list-style-type: none"> - 35 cents / word - \$50 / PPT slide Print <ul style="list-style-type: none"> - \$60 / 100 flyers (two-side color)
	Travel arrangement guidance <ul style="list-style-type: none"> - Hotel suggestions - Transportation guidance - Travel plan support 	- \$300 / person
Event execution	Assistance at the tradeshow booth <ul style="list-style-type: none"> - Full attendance at the exhibition - Interpretation for Japanese audience - Business talk with prospects - Deal negotiation - Collect biz cards 	- \$800 / day
Post-event	Biz card data filing in dual language <ul style="list-style-type: none"> - Create spreadsheet data for biz cards with biz types category in Japanese and English 	- \$5 / biz card
	Post-event follow-up email <ul style="list-style-type: none"> - Send follow-up emails to biz card contacts in Japanese 	- \$5 / email
	Lead hand-over <ul style="list-style-type: none"> - Hand over the lead response data to you 	- \$10 / response

Sample model:

Service stage	Deliverables	Price	Sample Model A		Sample Model B	
			Qty	Item price	Qty	Item price
Pre-event	Preparation	\$1,000	1	\$1,000.00	1	\$1,000.00
	Localization of your collaterals	35 cents / word	2,000	\$700.00	800	\$280.00
	Localization of your PowerPoint	\$30 / PPT slide	30	\$900.00	0	\$0.00
	Printing & booth delivery	\$60 / 100 flyers	5	\$300.00	3	\$180.00
	Travel arrangement guidance	\$300 / person	3	\$900.00	2	\$600.00
Event execution	Full attend at the event booth	\$800 / day	3	\$2,400.00	3	\$2,400.00
Post-event	Biz card data in dual language	\$5 / biz card	200	\$1,000.00	200	\$1,000.00
	Post-event follow-up email	\$5 / email	150	\$750.00	0	\$0.00
	Lead response handover	\$10 / response	50	\$500.00	0	\$0.00
Cost			Total A	\$8,450.00	Total B	\$5,460.00

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