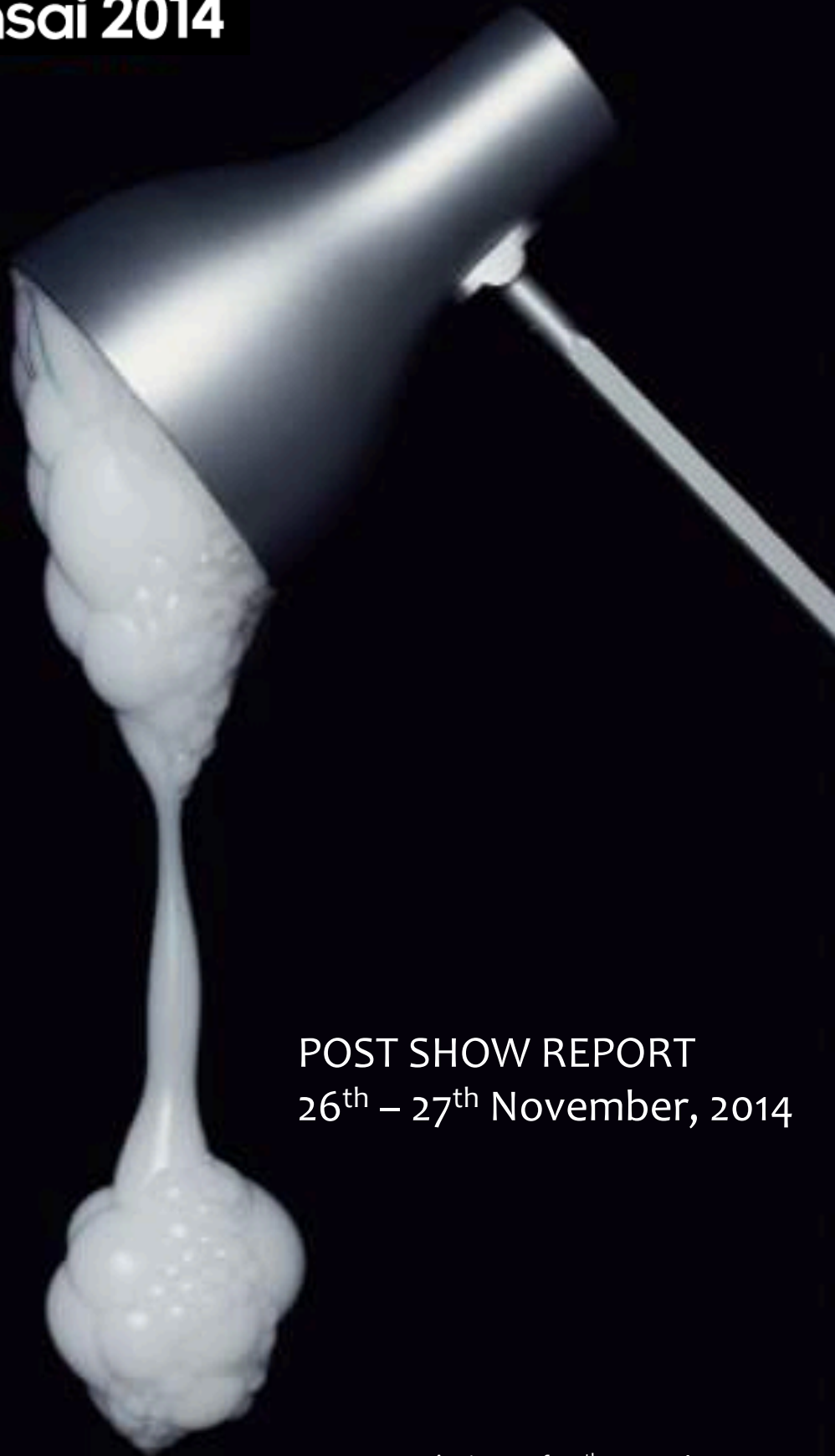


ad·tech kansai 2014



POST SHOW REPORT  
26<sup>th</sup> – 27<sup>th</sup> November, 2014

\*Frist Draft: 7<sup>th</sup> December, 2014

# Event Outline

ad:tech kansai 2014 draw to successful end of its launch in Osaka. It was held at Knowledge Capital Congr s Convention Center in Osaka on 26<sup>th</sup>-27<sup>th</sup> November 2014. The total number of attendees was 3,470 over all. There were 5 keynotes and 24 conference sessions by 111 official speakers. 34 companies had their booths at exhibition hall. ad:tech kansai achieved highest level of success in Kansai region.

Event Name	ad:tech kansai 2014
Dates of Event	26 <sup>th</sup> -27 <sup>th</sup> November, 2014
Venue	Knowledge Capital Congr�s Convention Center
Organizer	dmg::evnets Japan
Website	<a href="http://adtech-kansai.com/en/">http://adtech-kansai.com/en/</a>



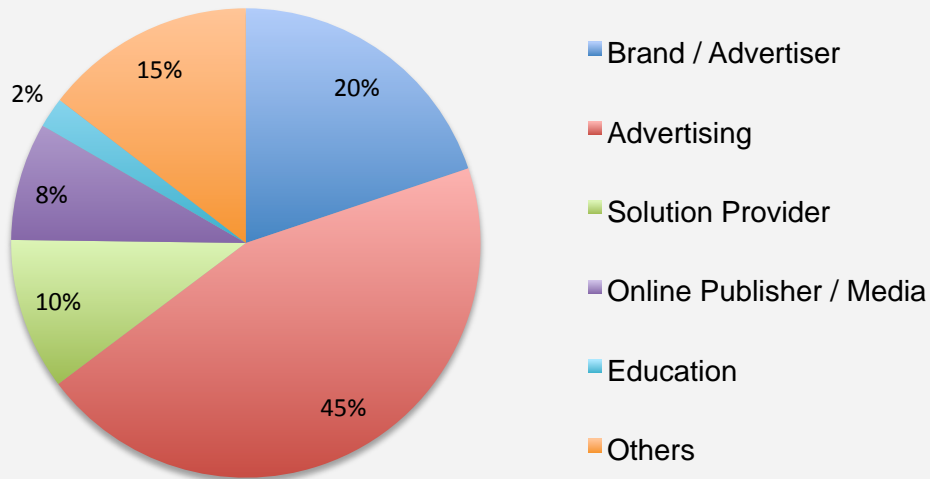
- Number of Exhibitors : 34
- Number of Official Speakers : 111
- Number of Attendees :

	26 <sup>th</sup> November	27 <sup>th</sup> November	Total
Number of Attendees	1,999	1,471	3,470 (Unique: 2,958)

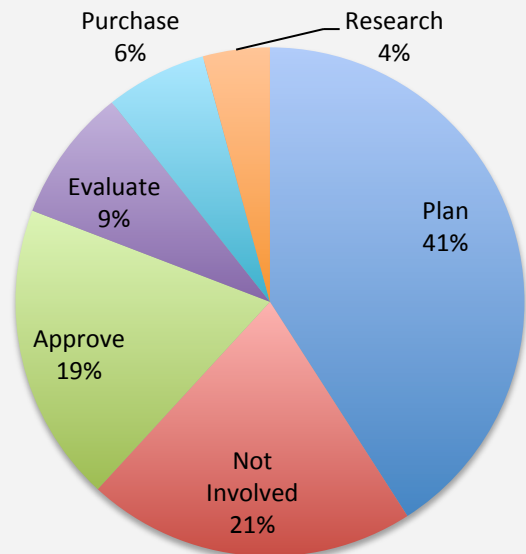
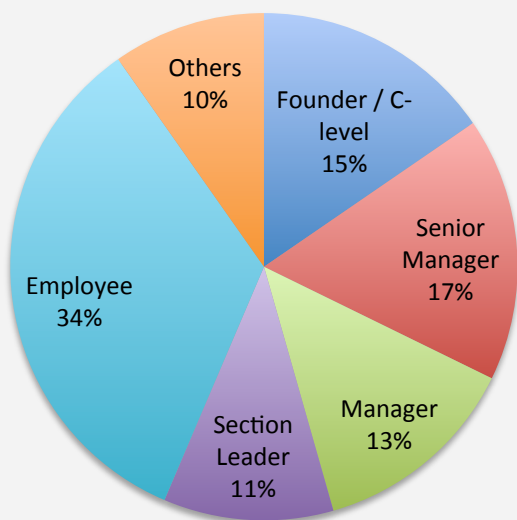
# Breakdown of Attendees

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## ▪ by Type of Company



## ▪ by Job Function ▪ by Role in Advertising Purchase



# Breakdown of Attendees

- **by Geographical Location**

No.1 Osaka 67.8%

No.2 Tokyo 18.6%

No.3 Kyoto 5.3%

※Other Location:

Kagawa, Saitama, Chiba, Nagano, Hyogo, Hiroshima, Fukuoka,  
Mie, Yamaguchi, Wakayama, Okayama, Shiga, Kanagawa,  
Shizuoka, Oita, Tokushima, Nara

※Overseas

Sydney, Berlin, Tai Wan

- **Reasons for Attending**



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\*Japan Internet  
Advertising Association

神戸広告協会

\*Osaka Advertising Association \*Kyoto Advertising Association \*Kobe Advertising Association

# Schedule

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Event	Dates	Venue
ad:tech tokyo summer	July, 2015	Tokyo (TBA)
ad:tech kansai 2015	15 <sup>th</sup> -16 <sup>th</sup> September, 2015	Knowledge Capital Congr�s Convention Center
ad:tech tokyo 2015	1 <sup>st</sup> -2 <sup>nd</sup> December, 2015	Tokyo International Forum



## Contact

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