

Sponsorship Proposal
**“The Empowerment Textbook on Payment, Finance
and Retail Services 2023”**

Perfect Guide to Enhance Cashless System & Card Payment Business

The Best Combination Plan of Advertorial on Annual Magazine and the portal information site focusing on the cashless payment in Japan!

The separated offprint on your article and direct mailing Campaign are available.

You can realize the most effective promotion through both of online and offline approaches.

The image shows the cover of a 2022 textbook titled "「決済・金融・流通サービスの強化書 2023」". The cover features a cartoon bear character holding a microphone, a red banner with the text "発表します" (We will announce), and a red banner with "協賛企業募集" (Sponsorship company recruitment). The main title is "カード決済&リテールサービスの強化書 2022" (Card Payment & Retail Services Reinforcement Book 2022). Below the title, it says "Afterコロナのキャッシュレス、流通サービスなどを徹底網羅" (After COVID-19, comprehensively covering cashless, distribution services, etc.). On the right side, there is a vertical red banner with the text "ネットとリアルとの連動" (Synergy between online and offline). At the bottom, a white box contains the text "決済の事例、セキュリティ、金融サービス、流通のDX 関連動向を凝縮して紹介" (Introducing condensed cases of payment, security, financial services, and DX trends in distribution).

A Collection of Progressive Cases and Trend News on Payment, Security, Money service and DX Movement in Retail Business in Japan

We, TI Planning Co.,LTD have published the annual magazine or The Empowerment Textbook series for 7 years, to provide information on card payment, security and related technologies. The magazines have been distributed in influential business events like “Retailtech Japan”and its articles have been carried on our card-payment-information site “payment navi”.

In this year of 2023, we are very glad to announce to publish the annual magazine again and to call for your sponsorship. Your case report and related news must attract much attention of other players in payment-related business, and you could get high reputation.

■About our media

All our media focus on card payment, cutting-edge monetary service, retail business, case report of them and measures of security.

Annual magazine-styled book “The Empowerment Textbook on Payment, Finance and Retail Services 2023”

* Planning to issue 15,000 copies.

* Free distribution at “Retailtech Japan 2023” (28th Feb.- 3rd march, 2023) and other business events.

Card payment information portal site “payment navi”

* Your article will be posted on this site.

* The magazine-styled book will be announced on this site, too.

E-mail Newsletter

* Our e-mail newsletter will introduce your article on “Payment navi”.

* A link to your online article will be put on the first page of the newsletter.

■ Feature of sponsorship plans

Any plan includes publishing article on your technologies, products or services on that book and posting it on our website putting a link to the registration site on your corporate site.

You can select one of these 4 plans as below:

1) **Platinum**

Price: 3,000,000 yens,

4th cover (back cover) or 2nd cover (inside front cover) + 6-page article *1

300 complimentary copies of book

4 times delivery on e-mail newsletter.

2) **Gold**

Price: 1,500,000 yens,

4-page article *1,

200 complimentary copy of book

3 times delivery on e-mail newsletter.

3) **Silver**

Price: 1,000,000 yens,

2-page article *1,

150 complimentary copy of book

2 times delivery on e-mail newsletter.

4) **Bronze**

Price: 500,000 yens,

1-page article (~ 1600 Japanese letters),

100 complimentary copy of book

1 time delivery on e-mail newsletter.

*1 - About 1600~1800 Japanese letter = 1 page

- 1,000 offprint separately printed article shall be provided for the Platinum, Gold, and Silver sponsors, which are printed both side of A3-sized seats.
- Gold sponsors should provide its advertisement of 2 pages to compose an offprint with covers in front and back of the 2-page article.
- If you want to place an advertisement, contact us.
- In some case when you want to send the fee from outside of Japan, we will ask you to pay in advance.

■ Bonus License

Platinum, Gold, and Silver sponsors could get a group license of “Paymentnavi Pro 2023” (April, 2023 – March, 2024), with which you can access to all contents on our information site. This group license can enable to access it for all member in a concerned section of your company but in the case of middle or small sized corporates with less than 50 employees, anyone can use it in the company.

Bronze sponsor corporates could get 10 licenses of “paymentnabi Pro 2023”.

■ Scheduling Model of a Tied-in Article

To create an advertorial, typical arrangements of schedule will be as follows,

Model Case 1.

Your entry for sponsorship on 13th January, 2023
~ 20th January/ Interview
~ 27th January/ Providing First Proof
~ 3rd February/ First check & correction by sponsor
10th – 13th February/ Revisional Process
~ 16th February/ Finishing proofing

Model Case 2.

Your entry for sponsorship on 20th January, 2023
~ 27th January/ 2023: Interview
~ 3rd February/ 2023: Providing First Proof
~ 8th February/ First check & correction by sponsor
10th – 13th February/ Revisional Process
~ 16th February/ Finishing proofing

We will adjust to your schedule to interview with you. Your earlier request could make us arrange better schedule.

■ Pure Advertisement

We would like to get your advertising creative as a master copy to print by 10th February in 2023. Sized 297mm (Height) × 210mm (Width). Data files in kinds of formats like Illustrator or PDF are acceptable, too.

■Range of Sponsorship Corporates

The range of this sponsorship plan in 2023 covers any players contributing to businesses such as:

Credit Card Payment,
Debit Card Payment,
Prepaid Card Payment,
BNPL,
Salary Payment in Digital Currency,
B to B Payment,
Cryptocurrency/ Blockchain/ NFT,
Metaverse,
Embedded Finance,
NFC/Felica Mobile payment,
QR Code/Barcode Mobile Payment,
ID Payment/ Checkout Service,
Inbound Tourism/ Regional Revitalization,
Payment Linked Marketing,
Revitalization by Local Government/ NPO,
Omni Channel Retailing,
Oversea/ International Trends,
Personal Information Protection of Credit Cards,
Tokenization,
PCI DSS,
EMV,
Fraud Detection Systems,
POS & Peripheral Devices (POS Terminal, Tablet/Mobile POS, etc.),
Self-Checkout System,
Mobile Order,
With-Covid19, Post-Covid19,
Contactless Service,
E-Receipt,
Printer,
Biometrics Authentication,
Point Service/ Coupon,

Smart Phone App,
Omnichannel/ O2O Marketing,
CRM,
Digital Signage,
Digital Marketing,
AI & IoT,
IC Tag/ RFID,
etc.

■ Contact to

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Sumikawa Bld. 4F, 1-4-2 Wakaba, Shinjuku-ku Tokyo 160-0011
TEL03-5357-7077

<https://paymentnavi.com/to-i-a-wa-sepaynavi>

■ Advertisement Editorial Guidelines

We TI Planning Co.,Ltd set a advertisement Editorial Guidelines and we will reject to put advertisements or advertorials of advertisers with features as below, even though there are exceptions we admit it appropriate.

- Advertiser who doesn't have its office nor footing in Japan,
- Advertiser who doesn't have its own website in Japanese,
- Solo proprietor who doesn't have its corporate body.

When we find a breach of laws or a risk of it in the advertisement or its link destination, we may exercise our discretion to reject or remove it.

Article I. Ethical Standards

We may exercise our discretion to reject or remove any advertisement which harms trust and dignity of our media or its brand, which is unlawful, or which is contrary to public order and morals shall be rejected to place.

Article II. Inappropriate Advertisements

We may exercise our discretion to reject or remove any advertisement that:

- is not known where its responsibility is,
- is including expression and/or contents that can cause social disorder,
- misleads or gives anxiety to users by unscientific or superstitious remarks without any ground,
- includes defamation, privacy invasion, harming trust, interference of business or a risk of them,
- hurts dignity of any nation or ethnicity or has risk of it,
- uses demagogic remarks like “Number one!” or “Top of the world” not originated from any solid, survey data of a trusted third party,
- is a comparative advertisement that doesn’t observe the guidelines formulated by Japan Fair Trade Commission.
- is reasonably anticipated to make users feel offensive.
- or others which our media can admit inappropriate.

Article III. Scope of Responsibility

Advertiser or advertising agency consent to all conditions as below:

- Our media are not responsible for any loss or damage caused by a reason which we should not be blamed of such as (1) force majeure, (2) decision of governments or change of laws, (3) fire or natural disaster such as for earthquake, (4) strike, riots, civil commotion, explosion, embargo, communication cutoff, or cyber terrorism, etc.
- Our media are responsible for delay of publication, incapability to access, change of contents, incorrect collating and missing objects that we should be blamed of. Therefore, our media should deal with them in our own responsibility. But our media are not liable to pay for that damage.
- All advertising contents require approval of our media. Our media have rights to reject and cancel any request of advertiser not only its advertisement but its entry for advertising also.
- The price and conditions of sponsorship are subject to change without notice. And sometimes the price and conditions on the publicities can be deferent from the case. Be sure to ask it us directly, please.

* This advertisement editorial guideline is valid on 31st March in 2023 and subject to revise.