

JMRA 50th Anniversary Conference **(& APRC Conference 2025)** **Call for Sponsors**

Introduction: What's JMRA?

[Founded]

1975

[Membership]

104 regular members, 52 supporting companies, 93 individuals (as of April 1, 2025)

[Purpose]

To promote ethical marketing research, raise awareness, develop talent and contribute to the economy and a better life.

[Message]

Since its founding in 1975, JMRA has been improving the quality of research through standards, education and training.

Faced with changes such as the pandemic and generative AI, JMRA is shaping a new vision for its 50th anniversary. In the future, JMRA will expand into the insight industry, embrace new technologies and strengthen cross-industry collaboration..

Event Summary

Overview of the 2025 Conference

[Conference Overview]

Date: Thursday, October 2, 2025

Venue: Meiji Kinenkan (Minato-ku, Tokyo)

Theme: Next Dep**ART**ure —50 years so far, 50 years ahead—

Expected number of participants: Approximately 1,000

Expected participants: Research agencies (43%) Manufacturers (45%) Students (12%) *

*Based on the results of offline events prior to the COVID-19 (2017, 2018)



[Call for Sponsors]

- Booth & Speech Sponsorship (Platinum, Gold, Silver)
- Merchandise & Novelties Sponsorship (for various novelties, venue facilities, etc.)

Benefits of sponsoring the conference

Create business opportunities;

[For research tech companies and access panel providers]

- **Contact points and business opportunities with marketing research management and planning departments**
(Questionnaire UI, New Solution Development, Panel Collaboration, etc.)
- **Contact points and business opportunities with research departments**
(Self-type, panel provision, business efficiency, etc.)

[For research services providers]

- **Contact points and business opportunities with on-site marketing researchers**
(Outsourcing, work requests, joint proposals, etc.)
- **Research Department Contact Points and Business Opportunities**
(Introduction of actual inspection, planning and analysis services, etc.)

A look at the 2024 implementation



← Sponsors
booth area

The main
venue →



← Sponsors
session venue

Networking
dinner →



Content Examples (2024)

Key note: "Challenges of Nissan Marketing in the Turbulent Automotive Market"

Asako Hoshino (Executive Vice President, Nissan Motor Co., Ltd.)

Panel discussion: "The past and future of the marketing research industry"

Paneler: JMRA Chairperson: Miki Igarashi & Vice Chairperson: Toru Sasaki, Fumio Suzuki, Yoshiko Takayama

Moderator: Masayuki Hagiwara (Executive Fellow, transcosmos analytics company)

Discussion: "AI and the future of marketing"

Shohei Kurita, Consumer Experience Creative Bureau, Hakuhodo Inc.

Tetsuya Sato, President & CEO, and others in charge of AI at a research company

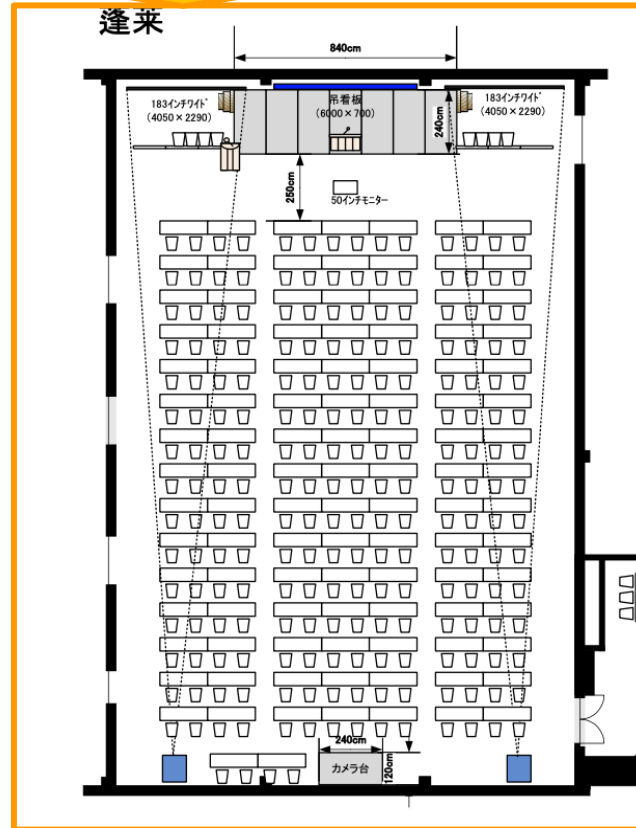
"Case Study of Research for Designing: Aiming for Products that Achieve Better UX"

Mikio Kiura, Representative Director, Anchor Design Koki Kusano, UX Researcher, Melpay

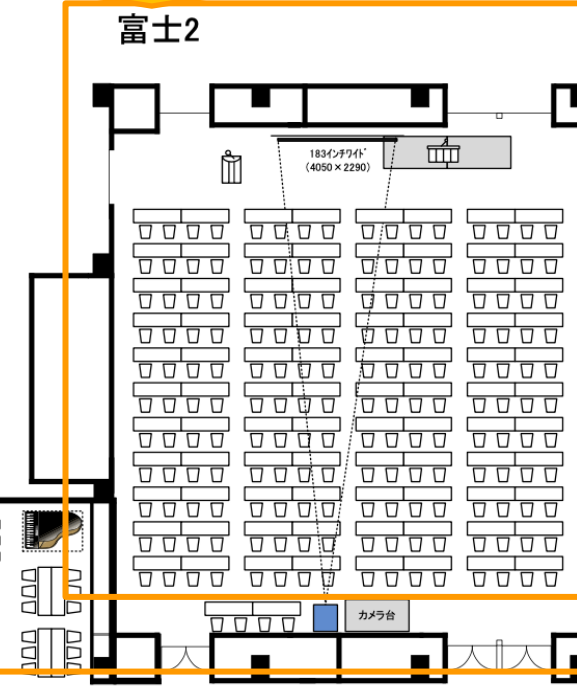
A total of 12 other mini-seminars by sponsoring companies

Image of the venue (Meiji Kinenkan)

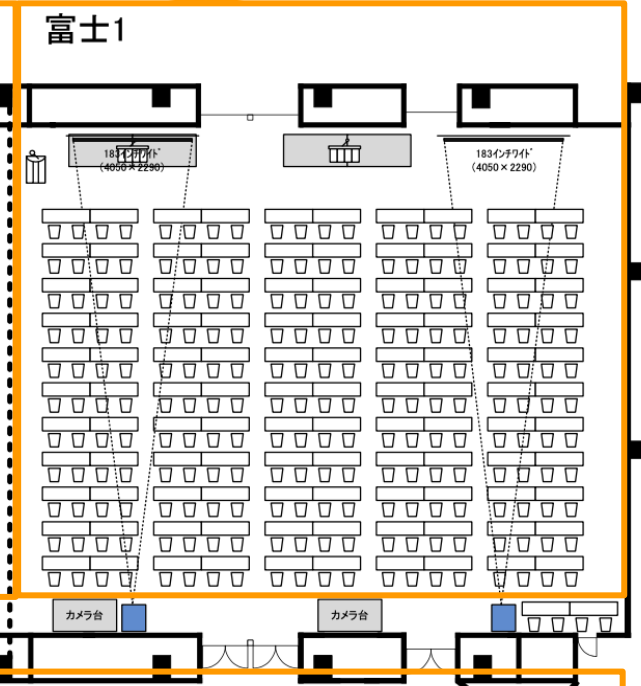
Session room (350 seats)



Session room (300 seats)

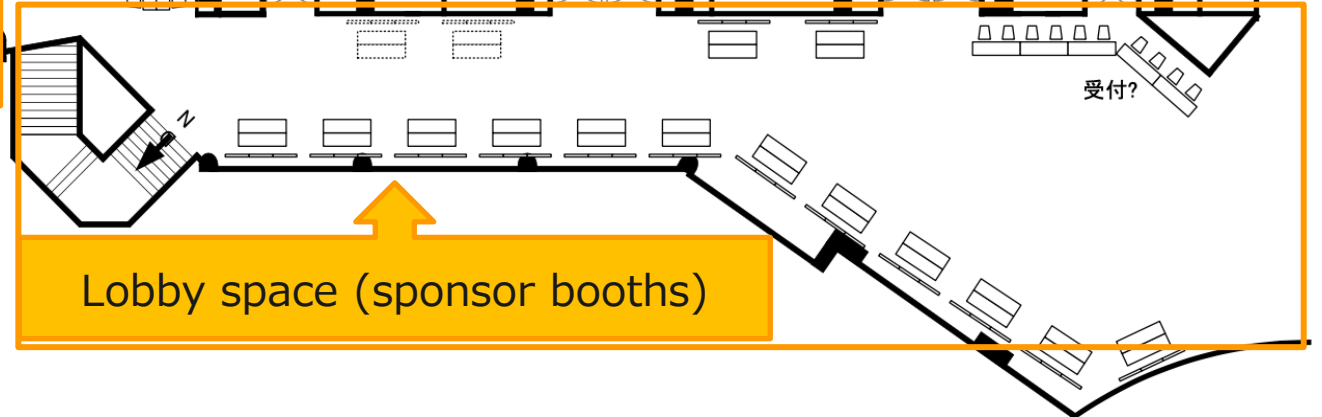


Session room (400 seats)



*In the afternoon of 2 Oct, partitions 富士1 and 2 will remove and 3 tracks will be installed.

Lobby space (sponsor booths)



Booth & Speech Sponsorship Menu

Booth & Speech Sponsorship: Overview of costs and benefits

	Platinum (Number of slots: 2)	Gold (No limit on the number of slots in principle) * 5	Silver (No limit on the number of slots in principle) * 5
Cost (excluding tax)	2 million JPY	1.3 million JPY	800,000 JPY
Exhibition space * 1	300×150cm	300×150cm	200×150cm
Television commercial during break * 2	○	×	×
Flyer enclosed in bag * 3	○	○	○
Logo on invitation letter	○	○	○
Sponsor board	○	○	○
Sponsor announcements at the venue	○	○	○
Logo on the stage	○	○	○
Logo on staff uniforms	○	○	×
20 minutes mini-session slot	○	○	×
10 minutes mini-session slot	×	×	○
Specify the time for the mini session * 4	○	×	×
Others	Slide, introduction on the association website, etc.		

*1: The booth size is subject to change. Please note in advance.

*2: The commercial is about 30 seconds to 1 minute. Please prepare the video by each company.

*3: Up to 1 A4 size. Please prepare the flyer by each company.

*4: If there are requests for mini sessions from multiple companies in Platinum, the time will be fixed in the earliest order of application.

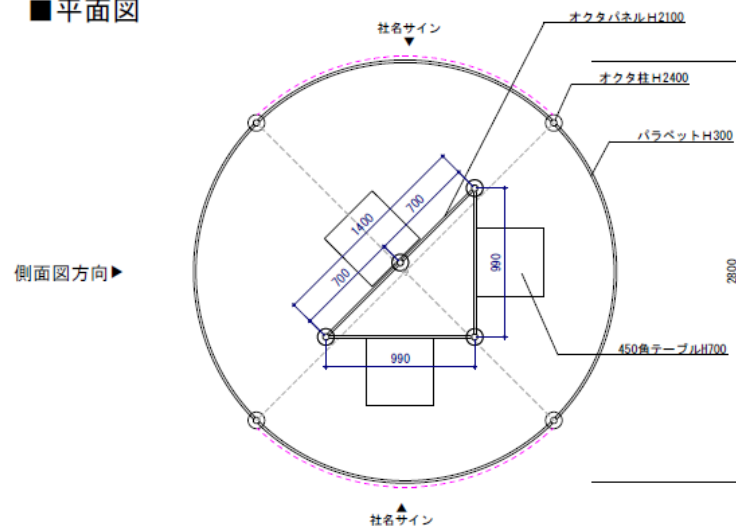
*5: The deadline will be reached when there are 13 companies in total in Gold and Silver.

Sponsor booth image (2024 reference)

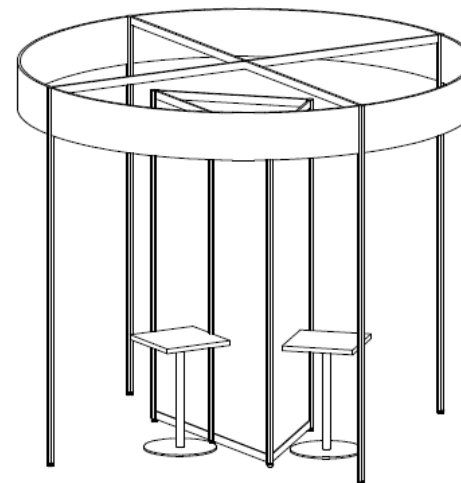
*Booth size is subject to change. Please note in advance.

Platina

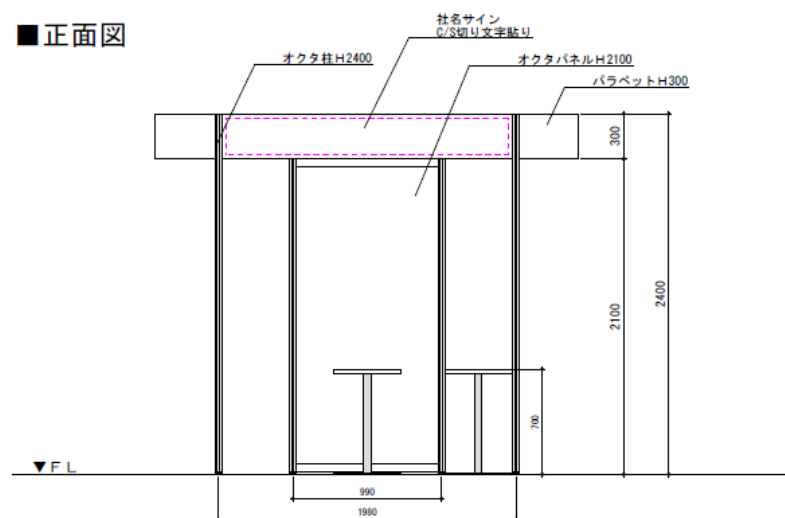
■平面図



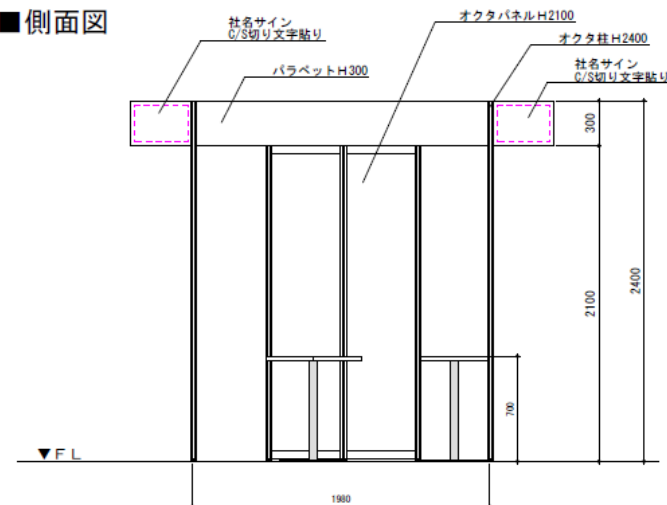
■イメージ



■正面図



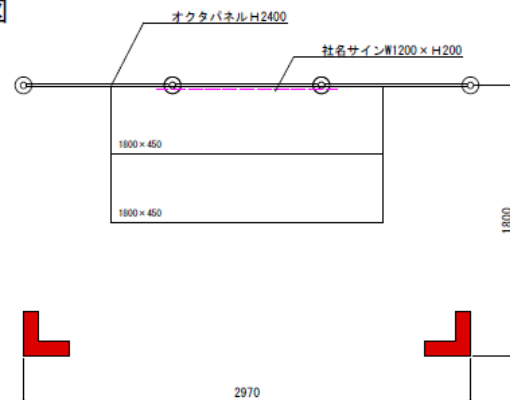
■側面図



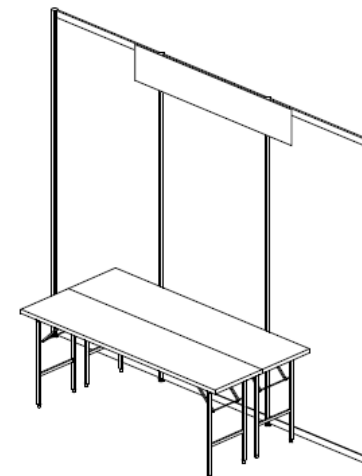
Sponsor booth image (2024 reference)

Gold/Silver

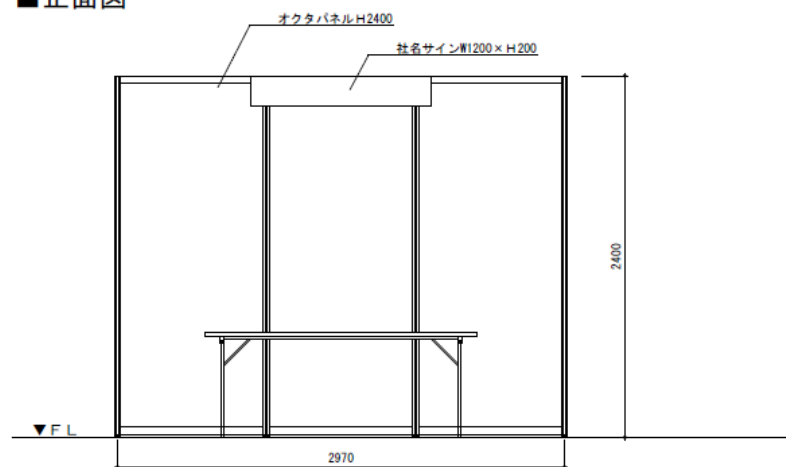
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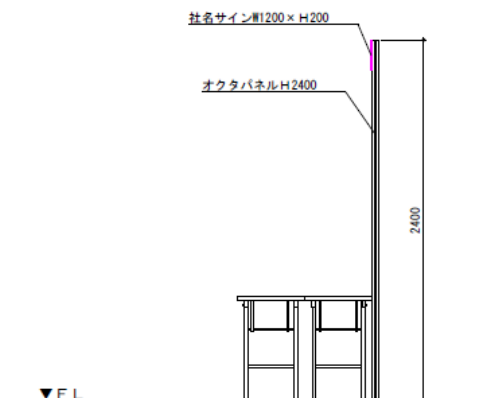
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■ 正面図



■ 側面図



Merchandise & Novelties Sponsorship Menu

Merchandise & Novelties Sponsor

Item	Specification	Fee (excluding tax)	Number of vacancies
Tote bag	Company logo (monochrome) on tote bag	400K JPY	2
Uniform	Company logo on staff uniforms	300K JPY ~	4
Drink	Company logo on water (plastic bottles) distributed at the venue	300K JPY	1
Clear file	Company logo on clear files distributed at the venue	200K JPY	1
Ballpoint pen	Company logo on ballpoint pens distributed at the venue	200K JPY	1
Wet wipes	Company logo on wet wipes distributed at the venue	200K JPY	1
Notepad	Company logo on notepad (made by Nolty) distributed at the venue	600K JPY	1
Brief CM	30-second to 1-minute CMs are aired repeatedly during breaks	100K JPY	5



↑ **Uniform Sponsor**
(as of 2024)



↑ **Tote bag Sponsor**
(as of 2024)

*Please contact the secretariat for requests and costs other than those listed above.

- **Payment:**

JMRA will issue an invoice after the conference.
Please pay **in JPY** by the end of November 2025.

- **Contact:**

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