

CEATEC 2026 Overseas Media Program

**Connect with international media relevant to
your technology and market to enhance your global visibility!**

Showcase your innovation to the world at CEATEC 2026.

CEATEC's Overseas Media Program offers exhibitors a strategic opportunity to gain international visibility and connect with influential global media. In collaboration with professional PR consultants, CEATEC invites leading overseas journalists to the exhibition and arranges interviews at your booth or designated area. Through targeted media outreach before and during CEATEC, this program helps amplify your brand presence, strengthen your global profile, and communicate your story to key international audiences.



Get Your Company Featured by International Media at CEATEC 2026

A prime opportunity to present your technologies and services to a global audience. Media are selected based on each exhibitor's technology field and product domain.

■ Program Highlights & Benefits

- ✓ **Media Interviews** Opportunities to engage with international media (online and on-site)
- ✓ **Global Outreach** Targeted media engagement before & during CEATEC
- ✓ **PR Support** Expert guidance from international PR professionals

Who Should Apply?

- Companies seeking international visibility
- Startups & SMEs expanding overseas
- Exhibitors launching new products
- Organizations building media relationships
- Companies preparing for fundraising

Program Contents & Price

JPY 330,000 (Exclusive paid option for CEATEC exhibitors)

- Includes: Arrangement of at least two media interviews (online and/or on-site)
- Expert feedback and guidance on your English media materials and key messages
- and Targeted information delivery to relevant overseas media.

Program Flow (Overview)

Application Deadline: June 30, 2026

- From July: Pre-show media survey, press materials preparation, and interview coordination.
- During CEATEC (October 2026): On-site interviews at booth or designated space and media engagement opportunities.

Examples of international media relevant to CEATEC exhibitors

(Representative outlets that have shown strong interest through our PR partner)

Technology & Gadgets

WIRED · CNET · ZDNET · Engadget · 9to5Mac · Stuff · Trusted Reviews

Business & Economy

Forbes · The Economist · Bloomberg · VentureBeat

General & Broadcast Media

BBC Tech of Business · NBC Today Show · The Independent · Daily Express

International PR Partner: Gallium Ventures

Gallium Ventures is an award-winning global strategic communications agency, supporting everything from startups to public companies. <https://galliumventures.com/>

How to Apply

Email us at:

exhibitor_int2026@ml.ceatec.com

We will send you the application form and program details.

Important Note

CEATEC will coordinate interview opportunities with international media; however, publication or broadcast coverage is subject to each media outlet's editorial decision and cannot be guaranteed. Additional terms will be provided in the application materials.

