

Call for Official Speakers Opens for ad:tech tokyo 2025 (Deadline: Friday, May 23)

An Overarching Conference of the Advertising and Marketing Industry in its 17th Year

Comexposium Japan K.K. (Head Office: Minato-ku, Tokyo; President & CEO: Yuko Furuichi), the organizer of global marketing conferences, has announced the official call for speakers for the 17th edition of ad:tech tokyo, to be held from Wednesday, October 22 to Friday, October 24, 2025, at Tokyo Midtown and The Ritz-Carlton Tokyo.

Applications will be accepted until 18:00 on Friday, May 23 (JST). Interested speakers must complete the Entry Form with the required information. First-time applicants will also be required to submit a video for a review. As the conference will include sessions conducted in English, applications from English-speaking presenters are also welcome.

In addition, the "Best Session" awards will be announced at the official networking party on Friday, October 24. Awarded sessions will be recognized on stage and featured across ad:tech tokyo's official social media channels, providing broad visibility and recognition as top-rated sessions.

Official Speaker Entry Form:

https://adtech-tokyo.com/en/speaker/speakers_corner.html



What Is an Official Speaker at ad:tech tokyo?

Official speakers at ad:tech tokyo represent industry experts from Japan and abroad, selected to discuss key challenges identified by the Advisory Board Members. These speakers participate in the conference as a form of pro bono contribution, leveraging their expertise and skills which has been an honored tradition upheld across all previous ad:tech events worldwide. There are no fees required to speak at the event.

Benefits of Speaking as an Official Speaker

1. Boost Your Credibility and Visibility in the Industry

As an official speaker, your name and profile will be featured on the ad:tech tokyo official website and social media channels, enhancing your visibility within the industry.

You may also include your speaking experience in your personal profile and social media, strengthening your professional credentials. This recognition can lead to invitations to speak at other conferences and serve as a valuable asset for your future career.

2. Connect with Industry Leaders through Speaker Exclusive Networking

Official speakers gain access to networking parties and a dedicated speakers' lounge, providing valuable opportunities to connect with fellow speakers from a wide range of sectors. By joining the speaker community, you become part of a unique network that can lead to new business collaborations and long-term partnerships.

3. Enjoy Full Access to All ad:tech tokyo Contents

You will receive a complimentary Full Conference Pass (worth 220,000 JPY) as a Speaker Pass. This pass grants you access to all keynotes, official sessions, networking parties, and every part of the conference beyond your own speaking session.

4. Gain Recognition through Session Rankings

"Best Session" awards will be announced during the official networking party on Friday, October 24, and will be featured both on stage and across ad:tech tokyo's official social media channels. If your session ranks highly, your achievement will receive broad exposure and industry-wide recognition.

Official Speaker Selection Process

1. The Advisory Board and the ad:tech tokyo will decide on the conference program which the candidates can apply for.

2. Apply from 'Official Speaker Entry Form'

【Important】 For the First-Time Speakers

We will be conducting a video screening.

Please take a video of up to 2 minutes of the message you wish to convey during the session of your choice. The quality of your video will not be affected by the judging process, so a selfie taken with a smartphone is fine.

3. From the applicants who applied through entry form, the following will be considered and decided based on our selection manual.

- Relevancy to the session theme
- Level of active involvement in the business
- Are you the right person to talk about the subject?
- Are you considering contributing to the whole industry?
- Overall balance

In addition, if you have experience

- Past ad:tech tokyo appearances

4. After the selection is made, you will be notified of your acceptance by e-mail.

Session Themes

We are now accepting applications for 40 themes selected in collaboration with the Advisory Board.

https://www.adtech-tokyo.com/pdf/program_en.pdf?250428

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https://www.adtech-tokyo.com/en/speaker/speakers_corner.html

What is ad:tech tokyo?

The logo for ad:tech tokyo features the text 'ad:tech tokyo' in a bold, lowercase, sans-serif font. A vertical ellipsis (three dots) is positioned above the colon in 'ad:tech', and a vertical line extends from the top dot down to the colon.

ad:tech is a global marketing conference held in major cities around the world, bringing together marketers from all sectors including advertisers, agencies, solution providers, media companies, and more. First launched in Japan in 2009, ad:tech tokyo will celebrate its 17th edition in 2025. As marketing management becomes increasingly shaped by a wide range of technologies—not just limited to ad technology—the event continues to offer a comprehensive overview of the industry and delivers the latest insights from the forefront of innovation.

The event will be held from Wednesday, October 22 to Friday, October 24, 2025, at Tokyo Midtown and The Ritz-Carlton, Tokyo.

*Please note that only workshops will be held on October 22.

Official website (English): <http://adtech-tokyo.com/en/>

About Comexposuim

The Comexposium Group is one of the leading event organisers worldwide, creating B2B and B2C events that bring communities together to discover and explore businesses, passions and interests. Comexposium organises more than 150 professional and general public events, covering more than 10 sectors of activity including food, agriculture, fashion, construction, and hi-tech. The group connects 48,000 exhibitors and 3.5 million visitors, 365 days a year.

Comexposium Japan K.K. introduced the ad:tech brand to Japan in 2009 and has since built a successful 17-year track record through ad:tech tokyo. It also hosts the Brand Summit, a pioneering residential marketing conference in Japan. Through these events, Comexposium Japan K.K.

provides Japanese marketers with the knowledge, insights, and networks needed to compete on the global stage.

Official website (English): <https://www.comexposium.com/en/>

コムエクスポジウム・ジャパン株式会社のプレスリリース一覧

https://prtimes.jp/main/html/searchrlp/company_id/13647

■ Inquiries about this Release

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