

CCTKYOTO

Our theme, *Tradition and Innovation*, is particularly meaningful as the first CCT Conference in Asia, marking a significant expansion of our community in terms of both geographic and cultural scope. By bringing the conference to Kyoto, we engage in the very process of reinventing tradition within our academic community, fostering a more inclusive dialogue that embraces diverse cultural perspectives and rethinks the intersections of tradition and modernity in consumer culture.

As the cultural capital of Japan, Kyoto's unique blend of historic craftsmanship and modern innovation provides an ideal setting for discussions on how traditions are reinterpreted, commodified, and sustained within consumer culture.

Consumer researchers will gather in Kyoto to share knowledge and discuss the latest theories and topics of relevance to the field. The conference has an expected attendance of 250-300 scholars.





CO-CHAIRS



MICHELLE YANG

Associate Professor Kyoto University, Japan



JULIEN CAYLA

Associate Professor Nanyang Technological University, Singapore



YUTAKA YAMAUCHI

Professor Kyoto University, Japan

The co-chairs are engaged and research-active scholars with strong interdisciplinary expertise, connecting marketing, sociology, and organization studies. They are well-connected within the international academic community and have extensive experience in organizing major conferences and workshops.

Consumer Culture Theory (Michelle and Julien)
Organization Studies (Yutaka)



CONFERENCE SPONSORSHIP PACKAGE

Platinum Sponsorship Package One opportunity available

\$15,000 USD

Entitlements:

- Acknowledgement: Opening Address
- Acknowledgement: Closing Address
- Acknowledgement & Logo Feature: Conference Program
- Logo (with hyperlink) on Conference Website
- Display Banner: Welcome Event
- Display Banner: Registration
- Provide Promotional Materials
- Advertisement (1 page) in printed Conference Program
- 3 x Complimentary Conference Registrations
- 3 x Complimentary Tickets Closing Event



CONFERENCE SPONSORSHIP PACKAGE

GOLD Sponsorship Package

Two opportunities available

\$10,000 USD

Entitlements:

- Acknowledgement: Opening Address
- Acknowledgement: Closing Address
- Acknowledgement & Logo Feature: Conference Program
- Logo (with hyperlink) on Conference Website
- Display Banner: Registration
- Provide Promotional Materials
- Advertisement (Half page) in printed Conference Program
- 2 x Complimentary Conference Registrations
- 2 x Complimentary Tickets Closing Event



CONFERENCE SPONSORSHIP PACKAGE

SILVER Sponsorship Package

Three opportunities available

\$5,000 USD

Entitlements:

- Acknowledgement: Opening Address
- Acknowledgement: Closing Address
- Acknowledgement & Logo Feature: Conference Program
- Logo (with hyperlink) on Conference Website
- Provide Promotional Materials



PACKAGE COMPARISON

ENTITLEMENTS	PLATINUM SPONSOR	GOLD SPONSOR	SILVER SPONSOR
	\$15,000 USD	\$10,000 USD	\$5,000 USD
Acknowledgement: Opening Address			✓
Acknowledgement: Closing Address	✓	✓	✓
Acknowledgement & Logo Feature: Conference Program	✓	✓	✓
Logo (with hyperlink) on Conference Website			
Display Banner: Welcome Event		-	-
Display Banner: Registration	✓	✓	-
Provide Promotional Materials	✓	✓	✓
Advertisement in the printed Conference Program	Full Page	Half Page	-
Complimentary Conference Registrations	3	2	-
Complimentary Tickets - Closing Event	3	2	-



TERMS& CONDITIONS

Notice of cancellation must be submitted in writing to: cctc.kyoto@gmail.com

- 10% cancellation fee will apply prior to 30 January 2026.
- 50% cancellation fee will apply prior to 30 March 2026.
- 75% cancellation fee will apply prior to 30 May 2026.

Cancellation received on or after 30 May 2026 will not be refunded.

All associated costs with display space, printing, advertising, banner production, copy-writing are to be covered by the sponsor.

CONTACTUS

For sponsorship enquiries, please contact: yang.ichieh.3m@kyoto-u.ac.jp

Additional sponsorship opportunities are available - please contact us for more information.



https://cct2026.com

