

# Inter BEE

International Broadcast Equipment Exhibition

Nov. 16(Wed.)-18(Fri.) 2011

Makuhari Messe, Japan

Organizer : **JEITA** Japan Electronics and Information Technology Industries Association



## Exhibition Manual



For the information and application of exhibition, please visit website.

**Inter BEE online**  
**www.inter-bee.com**

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\* Applications, marked "※" will be accepted on a first-come and first-served basis.

## From the Management Office

### 01-1 Exhibition Regulation

01-1-1 Exhibition Outline

01-1-2 Inter BEE 2011 Exhibition Regulations

### 01-2 Safety Measures

01-2-1 Basic Policy and Organizational Framework concerning Disaster Prevention and Safety Measures **Important**

01-2-2 Requests to Exhibitors Concerning Disaster Prevention and Safety Measures **Important**

01-2-3 Exhibitors' Response to an Emergency **Important**

01-2-4 Disaster Evacuation Route **Important**

01-2-5 Emergency Drill **Important**

### 01-3 Emergency Conservation Measures

01-3-1 Requests to Help Save Energy **Important**

### 01-4 Personal Information Protection Law

01-4-1 Personal Information Protection Law **Important**

01-4-2 Use of Personal Information by Exhibitors **Important**

### 01-5 Inquiries List

01-5-1 Payment of Charges **Important**

01-5-2 Inquiries List **Important**

01

## Exhibition Outline

■ Name	International Broadcast Equipment Exhibition 2011 (Inter BEE 2011)
■ Period	Wednesday, November 16 – Friday, November 18, 2010 (3 days)
■ Exhibition Hours	November 16 and 17: 10:00 a.m. to 5:30 p.m. November 18: 10:00 a.m. to 5:00 p.m.
■ Location	Makuhari Messe Exhibition Halls 4, 5, 6, 7, 8 2-1, Nakase, Mihama-ku, Chiba City, Chiba Prefecture 261-0023, Japan
■ Visitors	Companies involved in broadcasting, program production and CATV; their engineers and other employees
■ Admission	Free (Registration system)
■ Organizer	<b>JEITA</b> Japan Electronics and Information Technology Industries Association
■ Supported by	Japan Broadcasting Corporation (NHK) National Association of Commercial Broadcasters in Japan (NAB-J)
■ Managed by	Japan Electronics Show Association (JESA)





# Inter BEE 2011 Exhibition Regulations

## 1. Exhibitor eligibility / booth details

### 1-1. Exhibitor eligibility

Corporations and organizations involved with products included in the following list or related businesses are eligible to participate in Inter BEE:

- Equipment manufactures
  - Electronic components, devices, and materials manufacturers
  - Broadcasting and communications companies
  - Software and content production companies
  - Trading and distribution companies
  - Service companies
  - Newspapers, magazines and other publishing companies
  - Educational and research institutes
  - Government organization, administrative corporations, public-interest corporations,
  - nonprofit public and industry organizations
  - Members of the sponsoring organization (JEITA) are also eligible to participate.
- (1) Advertising companies and other related agencies are not allowed to represent any company that exhibits products even if said products are included in the aforementioned list of eligible businesses or products.
- (2) The Organizing Committee reserves the right to refuse applications from companies that have violated regulations at a previous show or whose activities may be considered detrimental to visitors and/or other exhibitors regardless of in prior to or after holding an exhibitor contract. In such case, paid booth fees will be refunded. (see section 2-4: Exhibit application and contract agreement)

### 1-2. Exhibits

All types of equipment, accessories, measuring units, components and software used for broadcasting and program production.

#### Professional Audio Equipment Zone

##### ■ Audio Equipment

Microphones, Recorders, Digital Audio Workstation, Consoles, Mixers, Mastering Equipment, Audio-compression / Transmission technology, Converters, Effectors, Amplifiers, Speakers, Players, Acoustic design / control, Audio Equipment for Facilities, Intercoms, Transmission Cables, Accessories, Power Supply, Racks / Cases / Bags, Other Related Peripheral Equipment

#### Professional Lighting Equipment Zone

##### ■ Lighting Equipment

Studio Lighting Equipment, Stage Lighting Equipment, Lighting Control Systems, Lighting Control Consoles, Wireless Remote Control Devices, Stage and TV Studio Lighting, Elevating Unit for TV Studio Lighting Battens, Lighting System for Photography Studios, Other Related Peripheral Equipment

#### Video and Broadcast Equipment Zone

##### ■ Production

- Cameras and Related Equipment
  - HDTV Systems, Studio Cameras, VTR-Pack Cameras, Camcorder, Crane Cameras, Lenses, Other Related Peripheral Equipment
- Recording Equipment
  - Video Servers, File Server System, DVD Systems, BD System, VTRs, Memory Cards, Memory Devices, Optical Disks, Video Tape, Data Compression Technology, Other Related Peripheral Equipment
- Electronic Displays
  - Video Monitors, Projectors, LCD / PDP / LED Displays, Prompters, Other Related Peripheral Equipment

##### ■ Post-production

- Editing and Production Equipment
  - Editing Devices, Switchers, Routing Switchers, Non-linear Editing Systems, Subtitled, Title Production Systems, Character Generators, Composite Systems and Software, Painting Systems, Media Converter, Encoders, Other Related Software and Peripheral Equipment
- Multimedia Systems
  - CG Production Systems, Animation Production Systems, Virtual Studio Systems, Software and Systems, Other Related Software and Peripheral Equipment
- Production Management Systems
  - Content Management Systems, Systems Integration Technologies, Database Technologies, Storage Equipment, Archive Systems, Other Related Software and Peripheral Equipment

##### ■ Output and Transmission Systems

- Output Systems
  - Automatic Program Output Systems (TV & radio), Automatic CM Output Systems (TV & radio), Server Systems, IT Solutions (broadband systems), File System (Audio), File System (Video), Graphic Libraries System, Film and Telecine, Graphic System, External Information Response System (weather, Stock, Traffic information etc), Other Related Peripheral Equipment
- Relay Systems
  - Base Station Facilities, FPU's, SNG, OB Van, Automotive Related Systems and Peripherals, Communications Radios, Emergency News Systems, Other Related Peripheral Equipment
- Transmission Systems
  - Radio Broadcasting Equipment, FM Broadcasting Equipment, Terrestrial Television Broadcasting, One-segment Broadcasting, Satellite Broadcasting, CATV, Multicasting, Transmission Cables, Wireless Systems, Fiber Optics, Other Related Peripheral Equipment

##### ■ Broadcasting Equipment

- Electric Power Units
  - No-break Power Units, Constant-Voltage / Constant-Current Regulated Power Units, Automotive Power Sources, Battery Packs, Battery Charger- Discharger Equipment, Other Related Peripheral Equipment
- Measuring Equipment and Converters
  - Test Signal Generators, Measuring Equipment, Signal Converters, Other Related Peripheral Equipment
- Stand-by and Peripheral Products
  - Cabinets, Racks, Pedestals, Camera Tripods, Camera Platforms, Cranes, Steadycams, Furniture, Camera Carrying Cases, Other Related Peripheral Equipment

##### ■ Publications / Publicities

Related Books, Music Libraries, Related Software and Service, Consulting Service

#### Cross-media Zone

##### ■ IPTV

Video Compression Techniques, Video Editing/Control Systems, Video Delivery Systems/Services, Data Broadcasting Systems, Video-on-demand Systems, Software, Other Related Techniques/Products/Services

##### ■ Mobile TV

Video Editing Systems For Mobile Terminals, Video Delivery Systems For Mobile, Mobile Contents/Applications, Mobile Terminal Equipment, Wireless Systems, Wi-Fi/WiMAX, LTE, Other Related Techniques/Products/Services

##### ■ Digital Cinema

Digital Cinema Filming Systems, Digital Cinema Editing Systems, Digital Cinema Delivery Systems, Digital Cinema Servers, Projection Systems, On-demand Services/contents, Other Related Techniques/Products/Services

##### ■ Digital Signage

Digital Signage Editing/Control Systems, Image Receiving Systems, Video Content Delivery Systems, Communication Network Services, Advertising Media Services, Other Related Techniques/Products/Services

##### ■ 3D Image

3D Image Output Systems, 3D Image Editing Systems, 3D Image Receivers/Terminals/Systems, 3D Screening Systems, 3D Contents, Other Related Techniques/Products/Services

##### ■ Digital Contents

Live-action Contents, Animations, Computer Graphics, Virtual Realities, Other Related Techniques/Products/Services

# Inter BEE 2011 Exhibition Regulations

## 1-3. Exhibition categories

Professional Audio Equipment Zone	full overhead lighting only
Professional Lighting Equipment Zone	all overhead lighting off only
Video and Broadcast Equipment Zone	either full overhead lighting or all overhead lighting off can be selected
Cross-media Zone	full overhead lighting only

When an item to be exhibited falls into both categories, two options are possible: the exhibit may either be placed in the category of greatest importance, or the exhibitor may exhibit in both categories. If the Video and Broadcast Equipment Category is selected, the exhibitor may choose to have all overhead lighting on or off. In addition, exhibitors in the Professional Lighting category may illuminate towards the ceiling; however, considering the influence on surrounding exhibitors, please note that this kind of exhibitors' booth will be located at the far end of the show space.

## 1-4. Booth standards, specifications and description

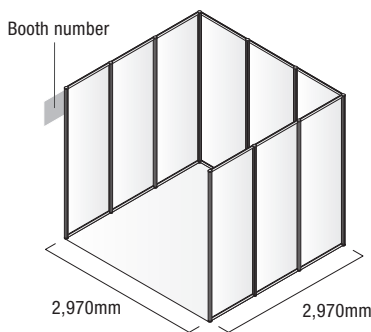
### 1. Standard Booth

(1) 1 to 4 row booths & Facilities (1 to 18 booth spaces)

a. Booth space : 2,970mm(W) x 2,970mm(D)

b. Specification :

For exhibitors with 1- to 4-row booths, system panels will be installed as back panels on the sides neighboring booths of other exhibitors. However, system panels will not be placed on the corner-facing sides of corner booths.

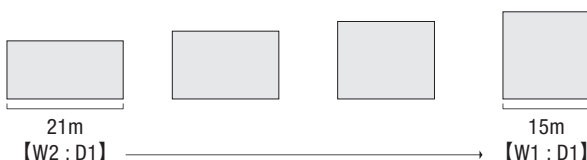


(2) Block booths (20 or more booth spaces)

The standard for block booths is: 1 booth space = 9 m<sup>2</sup>. The floor will be marked in an area equal to (W:D) 2:1 or 1:1 based on the total floor space reserved (9 m<sup>2</sup> x no. of booth spaces). The actual dimensions will be provided to exhibitors at the lot drawing for booth space allocation.

[Sample booth dimensions]

Example of an application for 25 booth spaces: Dimensions are marked out for an area of 225m<sup>2</sup> (9m<sup>2</sup> x 25 booth spaces), ranging from a rectangular shape with a wider entry dimensions than a square.



(3) Booth height limitations

The standard height is 2.7m. Details of booth wall heights are shown below.

a. 1 to 18 booths(row-type booth)

The allowable height of booth walls set back 1.0m from the corridors and / or foundation panels will be 3.6m.

[1 row] Less than 2.7m  
Less than 3.6m

[2 rows]

[3 rows, 4 rows]

b. More than 20 booth spaces (block booths)

The height limit is 6m.

[Block format] Less than 6m

(4) If product sizes exceed height limitations

The height limitation on product exhibits and decorations is stipulated above. If exhibited products exceed these height limitations, the exhibitor should submit product specifications and other requested information to the Show Management Secretariat when the exhibition application is submitted, and the exhibitor must receive prior permission from the Inter BEE Organizing Committee. Product exhibits are to be displayed within the specified space limitations of the exhibition booth and not displayed in a way that would encroach upon corridor spaces. Exhibited products that have received prior permission to exceed height limitations must be exhibited in their original state. No additional decorations are permitted.

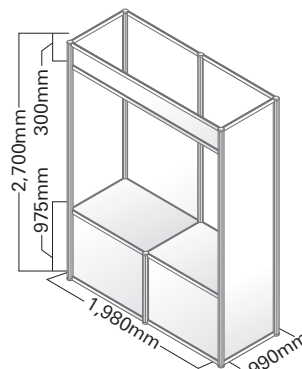
### 2. Small Package Booth

a. Booth space : 1,980mm(W) x 990mm(D) x 2,700mm(H)

b. Specification : The following facilities are included in

- Wall panels
- Display counter (975mm high with storage space)
- Fascia (300mm width)
- Company Name Display
- Fluorescent light
- Electricity socket (single-phase 100V, up 1 kW output)

\*Small package booth exhibitors may apply for up to two booths.





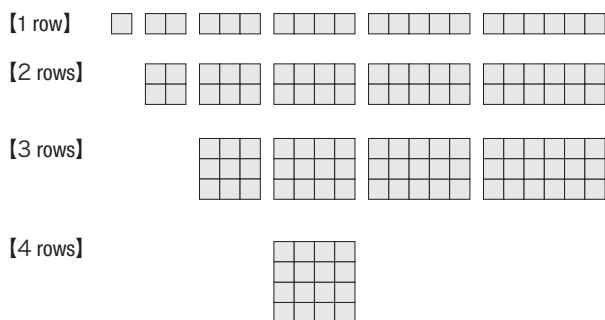
# Inter BEE 2011 Exhibition Regulations

### 3. Booth description

At Inter BEE, booths are available in two types, a standard booth and small package booth. Regardless of type, however, all fees for booths will be referred to as the exhibit booth fee on the invoice statement.

## 1-5. Number of booths and booth type

	Booth Type	Number applied for
Standard booth	1 row	1. 2. 3. 4. 5. 6
	2 rows	4. 6. 8. 10. 12
	3 rows	9. 12. 15. 18
	4 rows	16
	Block format	20. 25. 30. 35. 40. 45. 50. 55. 60. 65. 70. 75. 80. 85. 90. 95. 100
Small package booth		1. 2



- Exhibitors in rows (less than 18 booths) may have booths of other exhibitors on one or three sides.
- Industry organizations and joint exhibitors may apply for more than 100 booths.
- After the deadline for applications, the Organizing Committee will determine the layout of the show site. If the total space applied for exceeds the capacity of the site, the Organizing Committee reserves the right to determine an impartial method to reduce the number of booths applied for by exhibitors.

## 1-6. Allocation of booths

Booth locations will be determined by lot drawing. Lots will be drawn among exhibitors who have the same number of booths or share the same configuration in the same categories. However, depending on actual conditions at the booth allocation, lots may be drawn among exhibitors who have approximately the same number of booth spaces (±10 spaces) in the same stage (i.e. exhibitors with 25 to 35 booth spaces).

In addition, exhibitors in the Professional Lighting category may illuminate towards the ceiling; however, considering the influence on surrounding exhibitors, please note that such exhibitors' booth will be located at the far end of show space. (The drawing of lots is scheduled for July 26.)

### 1. Primary lot drawing

Exhibitors who have submitted applications by Friday, May 31, may participate in the primary lot drawing. Please be aware that the number of booths can be changed until the end of June and that the Organizing Committee may adjust the order of the drawing in the event that exhibitors change the number of booths for which they applied to fit their needs after the end of June.

### 2. Secondary selection

Exhibitors applying from Saturday, June 1, through Friday, June 24, may select their booth locations from the locations that remain vacant, in the order of which applications are received.

### 3. Spare booth spaces

If booth spaces remain available at the end of the lot drawing dates, the remaining spaces will be placed on the floor as spare booths. Exhibitors submitting applications after Saturday, June 25 can select their booth locations from the available spare booths on a first-come, first-served basis.

### 4. Fixed booth spaces

The Organizing Committee has determined the following booth spaces to be fixed:

- Because lots are drawn among exhibitors with the same number and type of booths in the same exhibit zones, an exhibitor not meeting this criterion will be afforded a fixed booth space(s).
- Cooperative exhibitors
- Overseas cooperative exhibitors and related domestic exhibitors.
- Booths for which the exhibition type "Publications/Publicities" was chosen.

5. Utility booths will be setup in spare open spaces after the booth lot drawing is completed. However, exhibitors should be aware that further changes in booth allocation may occur due to exhibitor cancellations, reduction in booth spaces, etc.

6. The position of entry ways and the use of block booths by exhibitors may be adjusted by the Organizing Committee in consideration of overall visitor flow.

### 7. Overhead lighting

Full overhead lighting delivers approximately 500 lux, but exhibitors in the Video and Broadcast Equipment category may choose to locate their booths in areas where all overhead lighting is decreased (approximately 50 lux). Please note that this option may not be available, depending on the ratio of visitors requesting overhead lighting. For exhibitors in the Professional Audio Equipment category, only the option of full overhead lighting (approximately 500 lux) is available and all overhead light is not available for those in the Professional Lighting category (approximately 50 lux).

Exhibition Categories	Overhead lighting
Professional Audio Equipment Zone	Full overhead lighting (approx. 500 lux)
Professional Lighting Equipment Zone	All overhead lighting off (approx. 50 lux)
Video and Broadcast Equipment Zone	Full overhead lighting (approx. 500 lux) or All overhead lighting off (approx. 50 lux)
Cross-media Zone	Full overhead lighting (approx. 500 lux)

## Inter BEE 2011 Exhibition Regulations

## 2. Booth fees / exhibit applications and contract details

### 2-1. Booth fees

#### 1. Standard Booth

(1) The exhibition fee per booth space is as follows:

General exhibitors (standard rate)	@¥283,500 (including tax)
<ul style="list-style-type: none"> <li>• JAPAN Electronics Show Association members</li> <li>• IABM Members (member rate)</li> </ul>	@¥252,000 (including tax)

(2) Small package booth (includes basic decorations)

One booth	@¥152,250 (including tax)
Two booths	@¥304,500 (including tax)

### 2-2. Items included in the booth fee

Invitation leaflets and registration cards for visitors	150 per booth	
Badges	For exhibitors	10 per booth
	For constructors	5 per booth
Electric power supply costs and expenses Single-phase 100V or 200V	1kW per booth	
Electric power usage	Free of charge	
Bar code registration system	System charge	Free of charge
	Bar code terminal rental charge	1 terminal per exhibitor
Home page listing	1 page per company	

### 2-3. Other fees

1. The following items are not included in the both fees.

\*includes consumption tax

Invitation leaflets and registration cards for visitors (in excess of the number of free leaflets and cards indicated above.)	¥30 per set	
Badges	Exhibitors (in excess of 10 badges per booth)	¥1,000 per badge
	Constructors (in excess of 5 badges per booth)	¥500 per badge
Electric power supply costs and expenses	Single-phase 100V or 200V	¥6,825 per kW
	Three-phase 200V	¥6,825 per kW
Bar code registration system Rental charge for bar code terminal	For two or more terminals, ¥8,400 per terminal	
Overtime work	¥10,500 per hour	

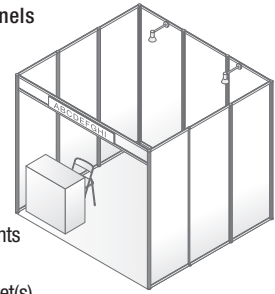
#### 2. Booth decorations other than basic panels

Booth decorations other than system panels are to be handled by exhibitors.

The Show Management Secretariat offers package booth programs.

Basic specification of package booth

- Fascia
- Company name display
- Reception counter(s)
- Chair(s)
- Spotlights
- Fluorescent lights
- Carpeting
- Electricity socket(s)



One Package booth	¥73,500 (including tax)
Two Package booths	¥115,500 (including tax)
Three Package booths	¥157,500 (including tax)

\*Numerous variations are available. Details will be available in the Exhibitor Manual.

#### 3. Other

Additional expenses may be charged as required by law and regulations. Details regarding these charges will be provided in the Exhibitor Manual.

### 2-4. Exhibition application and contract agreement

To apply for and contract exhibition space, fill in the information required on the exhibition contract application form, and submit the form to the Show Management Secretariat of the Japan Electronics Show Association (JESA), which will confirm your full understanding of the exhibition regulations.

Upon receiving the application form, the Show Management Secretariat will send a receipt confirmation notice via e-mail. The receipt date stated in this confirmation e-mail is regarded as the contract date, whereupon exhibitors are liable for participation fees. If applying in multiple categories, a separate application is required for each category. However, the Organizing Committee reserves the right to advise exhibitors on the most appropriate location for their booths. In addition, exhibitors are required to submit one application per Category if applying for booth spaces in multiple Categories.

1. Applications should be sent to:  
**Japan Electronics Show Association (JESA)**  
 12F Ote Center Bldg., 1-1-3 Otemachi, Chiyoda-ku, Tokyo 100-0004  
 TEL : 03-6212-5231 FAX:03-6212-5225

#### 2. Application deadlines

(1) **First application deadline: Friday, May 31<sup>st</sup>, 2011.**  
 Applicants may participate in the primary booth allocation lot drawing.

(2) **Second application deadline: Friday, June 24<sup>th</sup>, 2011.**  
 Applicants may participate in the secondary selection.

\*Even prior to these deadlines, no more applications will be accepted if all booth spaces have been filled.

(3) After the second deadline

Applications will be accepted after June 25<sup>th</sup>, 2011 or until all available booth spaces are taken.

#### 3. Submitting a company profile

First-time exhibitors to the show are required to provide a company profile and catalog(s) of product(s) planned to be exhibited upon submission of the exhibit application / contract. And, if there are major changes made to the corporate profile or catalog(s) of product(s) planned to be exhibited after the company has submitted these documents, an updated profile and / or catalog(s) must again be submitted.

Applications without these documents will be put on hold until the Show Management Secretariat confirms the receipt of these items.

# Inter BEE 2011 Exhibition Regulations

## 4. Cooperative exhibitions or neighboring exhibitions which involve more than two companies

Exhibitors who wish to maximize the effects of exhibitions by holding cooperative exhibitions with group / affiliated companies in one booth or neighboring exhibitions with other companies, must submit applications according to the following criteria.

### (1) Collaboration exhibitions

One of the exhibiting companies should submit an application and pay booth fees. Please fill in and submit "Collaboration exhibitor registration form" which is sent to you by the Show Management Secretariat upon completion of application of cooperative exhibitions. By submitting this form, you can print the names of affiliated companies on the lists and the layout.

### (2) Neighboring exhibitions

- The total number of booths requested by each company conforms to the standard booth specification and configuration.
- Each company should pay its booth fees separately.
- The position of booths will be decided by the lot drawing among the total number of booths applied for.
- We will confirm if the panels on the sides neighboring booths of other exhibitors and booth numbers are available on the questionnaire.

### (3) Cooperative exhibitions

- Total number of booths requested by each company does not conform to the standard booth specification and configuration.
- Exhibitors wish to have booths facing each other on each side of the entryway.
- The number of booths requested by each company conforms to the standard booth specification and configuration.
- Each exhibitor should pay booth fees separately.
- The position of booths will be decided by the Show Management Secretariat beforehand. It is not possible to choose the position of booths.
- We do not allow linking of standard booths and small package booths.
- Please be aware we reserve the right to refuse applications if we cannot verify validity of the cooperative exhibitions. Also, please be aware that we cannot accommodate your requests concerning the configuration of booths.

## 5. Refusal of application

Applications from any persons involved in bankruptcy, composition, receivership, civil rehabilitation, or corporate reorganization proceedings, or persons who are suspended from current account transactions from financial institutions will not be accepted.

Similarly, applications from any persons deemed by the Association to be involved in similar circumstances will not be accepted. If an exhibitor company is found to fall into one of the categories described above after the contract has been concluded, the contract will be voided and that company will not be permitted to exhibit. In such a case, participation fees paid by exhibitors will be refunded. If deemed necessary by the Association, an investigation or inquiry into the surrounding circumstances will be conducted.

## 2-5. Payment of booth fees

Booth space payments are to be paid via electronic bank transfer according to the schedule below. JESA will issue an invoice and designate the bank account for remittance at this time. Checks and promissory notes are not acceptable as payment. Transfer fees are to be borne by the exhibitor.

Payment deadline

Primary applicant	Friday, July 29
Secondary applicant	Wednesday, August 31

## 2-6. Cancellation or reducing the number of booths

If an exhibitor cancels or reduces the number of booth spaces applied or, regardless of the reason, some or all of the following cancellation fees will apply. Consumption tax (5%) will be added to all fees.

July 1 to July 31, 2011	60% of exhibition booth fee
August 1 to August 31, 2011	80% of exhibition booth fee
On or after September 1, 2011	100% of exhibition booth fee

Please notify us promptly of cancellations of exhibitions, and additions / reductions of booth spaces. Please fill in and submit "Application for booth cancellation or changes for number of booth(s)" that is sent to you by the Show Management Secretariat. The Show Management Secretariat will inform you that it has received the application as a confirmation.

## 3. Important exhibit details and prohibitions

### 3-1. Exhibiting of products from outside of Japan (including fixtures)

Inter BEE plans to make all exhibition halls open to the display of bonded goods. Therefore, it will be possible for exhibitors to display overseas products (those manufactured outside Japan or items that have not yet cleared Customs proceedings) even if they have not cleared Customs by the time the exhibition begins.

### 3-2. Protection of industrial property rights

The exhibition sponsors will file an application with the director-general of the Japanese Patent Office to protect exhibits and their content under the provisions of the regulations listed below. Upon approval of this application, exhibitors will be eligible to apply for industrial property right protection regarding exhibited items for which patent and copyright applications have not yet been submitted. Details of this protection will be provided after the application to the Japanese Patent Office has been accepted.

- Patent Law (Article 30, Paragraph 3)
- Utility Model Law (Article 11, Paragraph 1)
- Trademark Law (Article 9, Paragraph 1)

### 3-3. Prohibited activities

The following activities are considered as prohibited:

- Exhibit space transfer**  
Subletting, selling, transferring, or exchanging exhibition space, either in whole or in part, to any third party, including other exhibitors.
- Directing visitors to other venues**  
Directing Inter BEE visitors to simultaneous product or technology exhibits off-site is prohibited.
- Engaging in sales activities**  
Selling products other than publications and software on-site during the show is prohibited. Exhibitors who wish to sell publications and software are required to submit details and seek approval in advance.

# Inter BEE 2011 Exhibition Regulations

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## 4. Inappropriate behavior

Aggressively attempting to attract visitors to view demonstrations while standing outside of booths or in aisles is prohibited.

Persistent sales approaches and/or techniques considered to be excessive are also prohibited.

## 5. Exhibiting for the purpose of obtaining personal information

It is prohibited to use booths for the primary purpose of collecting personal information on visitors, rather than to display products and services. Furthermore, all exhibitors are requested to abide by the stipulations in Japan's personal information protection legislation. Details on the collection and handling of personal information will be available in the Exhibition Manual.

(5) The organizer will make every effort to provide effective management, enhanced safety, and maintenance of order at the venue as well as ensure the safety of exhibition visitors. Any act by an exhibitor(s) that is considered detrimental to the aforementioned may lead to the termination of that exhibitor's demonstration. Exhibitors shall be liable for any accidents that may occur during exhibitor demonstrations, and Inter BEE sponsors and / or the organizing committee shall bear no responsibility whatsoever in such circumstances. In the event of an accident, the exhibitor is required to take appropriate action and report it immediately to the organizer.

## 4. Complying with the exhibition schedule

Prior, during and after the show, all exhibitors are requested to comply with the exhibition schedule specified by the organizer. Construction activities to the booth, delivery and/or wrap-up activities during the exhibition are prohibited.

## 3-5. Termination or shortening of exhibition duration due to unavoidable or potential calamity

(1) If the exhibition is canceled because of an event of force majeure, such as an earthquake, typhoon, fire, disease, terrorist act or order from the public authorities, the organizers reserve the right to shorten the duration of the exhibition or the hours that the exhibition is open to the public, either before or during the exhibition. If the exhibition sponsors deem such action necessary, this information will be promptly published on the official Website and exhibitors will be notified. Neither the exhibition organizers nor the Association shall assume any liability for losses incurred by exhibitors in such a case.

(2) If an unavoidable calamity that occurs prior to the opening of Inter BEE forces cancellation of the exhibition, participation fees paid by exhibitors will be refunded in full, minus charges for expenses already incurred.

(3) Neither the exhibition organizers nor the sponsors shall be held liable to refund exhibition expenses, either in full or in part, if the exhibition duration is unavoidably shortened because of a calamity or potential calamity.

(4) The exhibition sponsors and the Show Management Secretariat assume no responsibility for expenses incurred by exhibitors if the exhibition is canceled or shortened because of a calamity.

## 3-4. Responsibilities of exhibitors

### 1. Prompt fee payment

Exhibitors will pay all exhibitor fees and expenses invoiced by Show Management Secretariat and bear responsibility until all payments are complete.

### 2. Obeying the law

The laws and regulations of Japan shall be followed in all cases related to the transfer and management of display and related items, and in management and other matters related to constructs and structures for use in exhibits.

### 3. Liability for damage, management of exhibited items, and insurance.

(1) The sponsors, organizing committee and Show Management Secretariat will make every effort to ensure the security of exhibits during the show period by, for example, implementing security guard patrols. However, the management cannot assume responsibility for damages arising from natural disaster, fire, theft, loss of property or other occurrences beyond its control and recommends that exhibitors take steps of their own.

(2) Exhibitors shall be liable for any fatalities or injuries occurring to visitors, other exhibitors or third persons as well as damage to items at the exhibition site. Inter BEE sponsors and / or the organizing committee shall bear no responsibility whatsoever in such circumstances.

(3) A booth manager, whose responsibility is to supervise all activities that take place in the exhibitor's booth, must be confirmed with the organizer prior to the start of the exhibition.

(4) Exhibitors are recommended to provide for adequate insurance coverage during the exhibition.

## 3-6. News gathering and filming

Staff members appointed by the sponsors and / or the organizer will be authorized to gather news and / or conduct interviews as well engage in filming and / or photography. Exhibitors are requested to cooperate with such news gathering and filming activities and also agree that any image, photograph, information, etc. obtained during the exhibition can be used solely for the purpose of promoting Inter BEE.

## 3-7. Dealing with disputes between exhibitors

Any disputes between exhibitors concerning exhibits, publicity materials related to exhibits, intellectual property or the use of booths shall be resolved between the parties concerned. The exhibition sponsors shall bear no responsibility whatsoever in such instances.

# Inter BEE 2011 Exhibition Regulations

## 4. Matters related to the booth set-up

### 4-1. Booth design

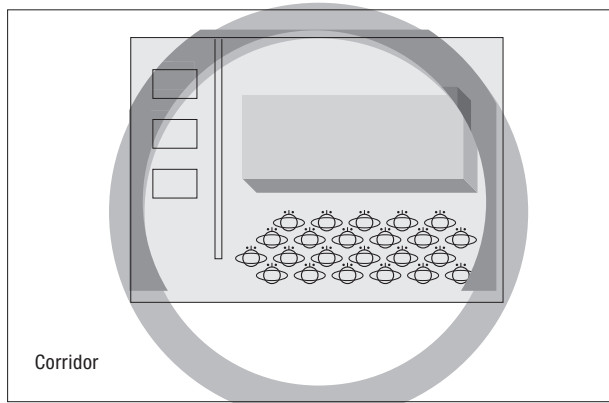
Product exhibits, demonstrations, etc., must be conducted within the exhibitor's booth. If for some reason this rule is not followed properly, the organizing committee and / or the Show Management Secretariat will request that the exhibitor comply with the rule; any further noncompliance may result in termination of the exhibitor's booth.

1. Prohibition of usage of space beyond booth boundaries
  - (1) Exhibitors are responsible for controlling crowds around their booths, which might block walkways in public spaces. If a stage is set up in a booth, the Exhibitor must ensure that the booth layout makes it possible to bring all visitors inside the boundaries of the booth.
  - (2) Inviting visitors into booths and/or conducting surveys in walkways in public spaces is strictly prohibited.
  - (3) Exhibits, decorations, fixtures, plants and packaging materials should not be left outside of booths, but must be stored within booths.
  - (4) Lighting directed toward aisles, exhibition hall walls or ceiling is prohibited.

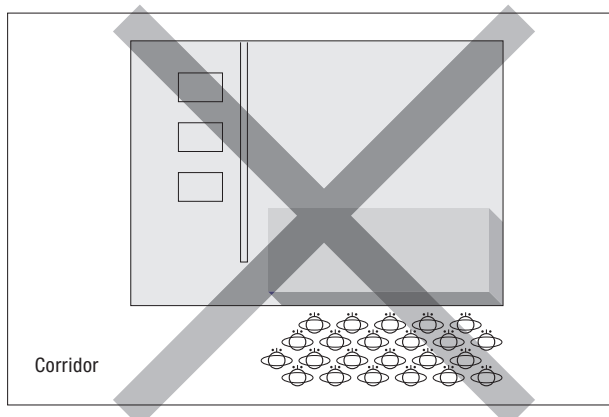
#### 2. In-booth stages

Exhibitors planning to set up a stage in their booths must ensure that the booth layout makes it possible to bring all visitors inside the boundaries of the booth. Further more, depending on the height of the stage and the video equipment installing, take sufficient care of the visitors viewing angle and of an appropriate distance. If any problems occur in line with in-booth stages, the Show Management Secretariat will request immediate countermeasures.

#### Good example



#### Bad example

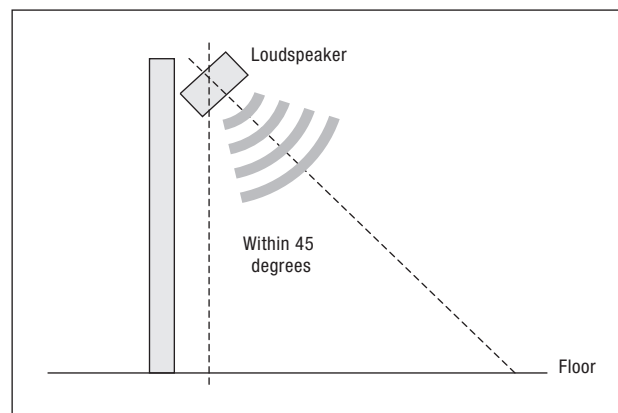
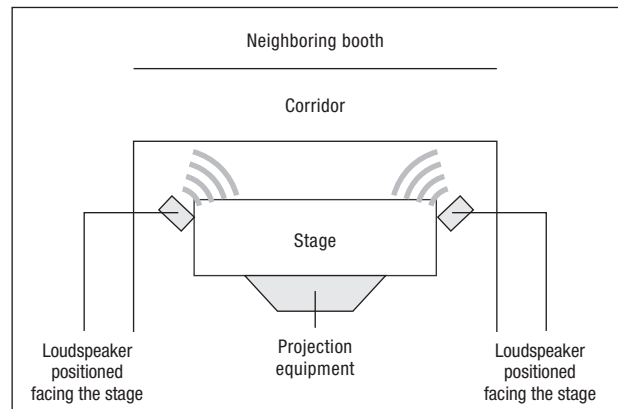


#### 3. Visibility of neighboring booths

Exhibitors planning to set up independent booths must pay attention to the locations of the neighboring booths to design the booths in a way that ensures visibility of neighboring booths.

#### 4. Speakers

Exhibitors are prohibited from setting up public address systems, such as loudspeakers or mixers, directly facing neighboring booths. So as not to inconvenience visitors or neighboring booths, these systems must be positioned facing the stage. If installing loudspeakers on booth walls or displays fixture pillars, the central axis of each speaker must be 45 degrees or less.



### 4-2. Ceiling structure and two-floor construction

#### 1. Ceiling structure

Ceilings, either whole or partial, are prohibited. However, if ceilings are absolutely necessary for such reasons as to create shading, soundproofing, etc., they may be constructed with fireproof blackout curtains. The exhibitor must obtain permission from the local fire department. Direct sunlight can be shaded. However, it is possible that indirect rays of fluorescent light will reflect on TV monitors, etc., in booths. Also, it might be required to install automatic fire detectors or fire extinguishers in concealed spaces such as sound-proof rooms depending on the area of the booth. Please follow the instructions from the local fire department.

#### 2. Two-floor construction / Suspended Structure

Two-story structures and suspending decorations from the ceiling are not allowed.



# Inter BEE 2011 Exhibition Regulations

## 4-3. Floor work

Prior to performing flooring work, exhibitors are required to submit to the Show Management Secretariat the actual number of anchor bolts to be used in the floor plan. The use of concrete nails, dry pits, and the mounting of pit lids to anchor bolts is prohibited.

1. Restoring the site to its original condition  
Restoration to original condition Floor work is permitted on the condition that all flooring will be restored to its original state after the exhibition. After usage, if the bolt heads project above the surface, they must be sawn off, not hammered in or cut with acetylene torches. All expenses for restoration shall be borne by the exhibitor. In the event that the floor is not restored to its original condition after the final floor inspection, or the restoration is incomplete, the Show Management Secretariat will complete the restoration work and charge the total amount of expenses to the exhibitor after the exhibition.
2. Floor restoration expenses  
Exhibitors are required to pay the floor restoration fees regardless of the size of anchor bolts used. ¥1,050 (including consumption tax) per anchor bolt.

## 4-4. Fire prevention regulations

Inspections by the local fire department will be carried out during the display construction work of after its completion. Any work not in accordance with the below regulations may be suspended, or the structure(s) in question removed. Exhibitors are required to follow the instructions below.

1. Any type of material, whether cloth or paper, affixed to plywood for display purposes should be fireproof.
2. Materials such as display mountings, artificial flowers, draperies, drop curtains, display plywood, fiber blinds, blackout curtains, carpeting or other flammable materials must be fireproof. Please attach a Fireproof tag to each of these materials in an easily visible location.
3. Avoid using paper flowers, urethane, acetate, polyester, nylon or other materials that are difficult to fireproof.
4. The use of plastic foam is prohibited. Please substitute Styrofoam or similar materials.

## 5. Exhibited items and management

### 5-1. Counterfeit or imitation products are strictly prohibited

1. The display, distribution, or demonstration of counterfeit or imitation products that infringe on a third party's intellectual property rights (e.g. patents, trademarks, design rights, copyrights, overseas rights, etc.) or any other related activity is strictly prohibited.
2. If the Organizing Committee discovers counterfeit or imitation products being displayed, distributed, or demonstrated, it reserves the right to remove these products from the exhibition venue immediately with all costs incurred becoming the responsibility of the offending exhibitor.
3. In addition to inspections for counterfeit or imitation products, all exhibitors shall cooperate with the Organizing Committee whenever any type of inspection is conducted.
4. Any disputes concerning the intellectual property rights of exhibited products shall be resolved between the parties concerned.

### 5-2. Comparison displays

As a general rule, exhibitors are requested to limit product comparisons (see guidelines below) to demonstrations between products and / or technologies of their own company or group companies. Exhibitors who plan to compare their products or technologies with those of other companies should first obtain advance permission from the other company and such comparisons must not infringe upon the property rights of that company.

1. Comparisons using exhibits and demonstrations.
2. Comparisons using information panels and pamphlets.
3. Verbal comparisons in audio announcements.
4. Other comparisons related to products and technologies.

When the organizers and / or Organizing Committee determine that the aforementioned guidelines on comparison displays have not been observed, they reserve the right to terminate the display or order that corrective measures be taken with all costs incurred by the exhibitor. If said corrective measures are determined to be insufficient, the exhibitor may be barred from future participation in Inter BEE.

### 5-3. Suitable displays

The following regulations must be strictly observed for all displays in the exhibition booths.

1. Safety and precaution signage  
All booths must have adequate safety and precaution signage positioned in clearly visible locations around the displays.
2. Displays should reflect real-life situations  
Product presentations and / or displays should be demonstrated in real-life situations as much as possible and not in an exaggerated or unrealistic manner. If this is not practical, the product(s) must have accompanying captions stating how they are used in actual applications.



# Inter BEE 2011 Exhibition Regulations

## 5-4. Vehicle display

When displaying broadcast relay vans or other vehicles, please be certain that the vehicle can be stored within the space stipulated by the booth specifications. If this height is exceeded, please specify that "display exceeds height regulations" and complete the over-height application form.

## 5-5. Restrictions on Audio Volume

When explaining products or making demonstrations, audio volume in the booth must be maintained at the levels less than 75dB. Please remember that it is important to maintain audio volume at reasonable levels to ensure that visitors can hear the presentations of other exhibitors.

1. The value is the standard, when measured from 2 m away from the border line of booth. These levels must be observed throughout every booth.
2. During the exhibition period, the Show Management Secretariat will regularly measure sound levels. Exhibitors are also asked to voluntarily measure sound levels within their booths before and during the exhibition. Contact the on-site Management Office to borrow measuring equipment.
3. Breach of noise-level restrictions: Any exhibit exceeding the specified noise levels must be modified to conform to regulations. Failure to conform may result in the loss of exhibiting privileges.
4. Regardless of these regulations, if complaints are received from neighboring exhibitors or noise is noticeable in other areas of the site, the Show Management Secretariat will require the exhibitor in question.
5. Please make sure that a person responsible for audio equipment is stationed in your booth at all times, and that the audio equipment is operated in accordance with the regulations.

## 5-6. Demonstration regulations

### 1. Copyrights

Exhibitors playing music or replaying recorded audio or video material must pay royalties on said material (unless the exhibitor owns the rights or has made separate arrangements for payment of royalties). Royalties are payable to the Japanese Society for the Rights of Authors, Composers and Publishers (JASRAC), which handles royalties in Japan. Please contact JASRAC for details on arrangements and royalty calculation methods.

### 2. Illumination / Lighting

No illumination that projects directly into another company's lighting or onto walls or corridors is permitted. Exhibitors in the Professional Lighting category who need to illuminate in distance to describe or feature its exhibit product may illuminate only towards the ceiling within the exhibitor's booth.

When strong lighting equipment such as LEDs are used in displays and / or signboards, they must be positioned so as not to inconvenience visitors or neighboring booths.

### 3. Smoke machines

The use of smoke machines (including alcohol, oil or petroleum smoke machines, and dry ice machines) is not permitted.

### 4. Other

Please take preventive measures to avoid the generation of the following during demonstrations. Please be considerate of other exhibitors and visitors.

1. Hot air
2. Gases
3. Odors
4. Vibration

## 5-7. Handling of hazardous items

### 1. The Fire Prevention Law Prohibits the Following Activities on the Exhibition Site

- (1) Smoking
- (2) Live flames (spark-producing items, exposed elements, etc.)
- (3) Liquefied petroleum gas (LPG) or other flammable / pressurized gases
- (4) Hazardous objects (gasoline, kerosene, other oils, etc.)
- (5) Hazardous materials (explosives, matches or disposable lighters in large quantities, etc.)

### 2. Exemptions for prohibited activities

Excluding smoking, exemptions for prohibited activities and / or the use of some of the aforementioned substances may be granted by local fire safety authorities if it is determined that only minimal amounts of substances will be used or that the activities are necessary to enhance the exhibit. For exhibitors seeking exemptions, please fill in the relevant items on the "Hazardous Materials Usage Application" in the exhibitor's manual and submit the form together with two declaration copies explaining the nature of the performance or exhibit. The association will submit all applications to the fire safety authorities at a single time, and only the items granted exemptions will be allowed to be used in the venue.

### 3. Smoking

Smoking is prohibited in booths. Smoking is permitted only in specially designated smoking areas.

### 4. Live Flames

The following should be strictly observed when using live flames:

- (1) Minimize the size and quantity of on-site equipment to the extent possible and use devices of the same type.
- (2) Protect the surrounding area with fireproof materials.
- (3) Monitor conditions closely and provide adequate fire safety equipment.
- (4) At least one fire extinguisher must be available (with a 2-unit minimum fire extinguishing capability and a minimum size of 10).
- (5) A designated person responsible for fire prevention and extinguishing any possible fire must be stationed in the booth.
- (6) Live flames must be at least 5 m from fire exits, hazardous materials and other flammable materials

### 5. Liquefied Petroleum Gas (LPG) or Pressurized Gas

The following rules should be strictly observed when using LPG and other pressurized gases (oxygen, hydrogen, nitrogen, carbon dioxide, argon gas, etc.):

- (1) After installation, test all containers for leaks, and if necessary display a "Caution: Do Not Use Near Flammables" sign on them.
- (2) Use pressurized gases under the lowest possible pressure, and handle containers carefully. Bringing flammable gas cylinders (except cartridge types) onto the exhibition site is prohibited.
- (3) To prevent gas leakage, use a complete connector for all connecting parts and monitor continuously with a gas leak detector.

### 6. Hazardous Materials

When using hazardous substances in the exhibition venue, the following regulations must be strictly observed.

- (1) Bring only one day's supply or less onto the exhibition site.
- (2) Do not replenish supplies during exhibition operating hours.
- (3) Provide adequate fire safety measures and handle materials carefully at all times.
- (4) Place hazardous materials 6 m and other materials 3 m or more from fire escapes.
- (5) A Type 10 fire extinguisher must be readily available.
- (6) Place hazardous materials 5 m away from areas in which open flames are being used.
- (7) Appoint personnel to monitor safety.

# Inter BEE 2011 Exhibition Regulations

## **6. Violation of the regulations and discrepancies in interpretation / Others / Organizing Committee**

### **6-1. Violation of the regulations and discrepancies in interpretation**

Concerning official regulations, if an exhibitor violates regulations or if there is a discrepancy in interpretation or the application of these regulations, the following measures will be taken. Please note that the interpretation of the regulations as defined in the original Japanese language documentation will take precedence.

1. If the Organizing Committee determines that an exhibitor has violated regulations governing exhibitor booths and implementation of exhibits, the association will request that the exhibitor take the necessary corrective measures.
2. If the same violation described in section 1 above occurs again, or a discrepancy in interpretation of these regulations occurs, the Organizing

Committee will take the appropriate action and as a final ruling order, order the exhibitor in question to take the necessary corrective measures. Please note that once the committee reaches a final ruling, the committee will not enter into any further discussion with the exhibitor in question, nor be responsible for any incurred liabilities whatsoever.

3. If an exhibitor has been ordered to take corrective measures described in section 2 above, the exhibitor will be required to submit in writing on the same day, a description of the necessary corrective measures taken and the schedule at which they will be completed.
4. If an exhibitor has been ordered to take corrective measures described in section 2 above, and fails to do so accordingly, or if the corrective measures taken are determined to be insufficient by the Organizing Committee, the following penalties may apply.
  - (1) The exhibitor will be prohibited from continuing with exhibition activities from the next day.
  - (2) If the penalty in section 1 above is not abided to, the exhibitor will be barred from exhibiting at the subsequent Inter BEE exhibition.

### **6-2. Others**

1. Other prohibited activities and regulations that are not included in these regulations will be detailed in the Exhibitor Manual that will be distributed at a later date.
2. Promissory notes cannot be accepted for payment for booth fee and all the expenses. Transfer fees are to be borne by the exhibitor.
3. These regulations are subject to change as deemed necessary by the show sponsors, the Organizing Committee or the association. If changes occur to the regulations, they will be posted on the Inter BEE Official Website, or brought to the attention of exhibitors by other means.

4. Observing these regulations is the sole responsibility of the exhibitor. The show sponsors, Organizing Committee and the association will not accept any responsibility resulting from violations of existing laws and / or local ordinances by exhibitors.

### **6-3. Organizing Committee**

The Organizing Committee functions as a body to deliberate and decide matters related to the management of the exhibition, including regulations and plans. The Organizing Committee will be represented at the exhibition site during the preparation and execution phases of the exhibition. These representatives will be responsible for maintaining the exhibition environment, dealing with problems and ensuring that the exhibition regulations are adhered to at all times. They have the authority to address problems as they arise.

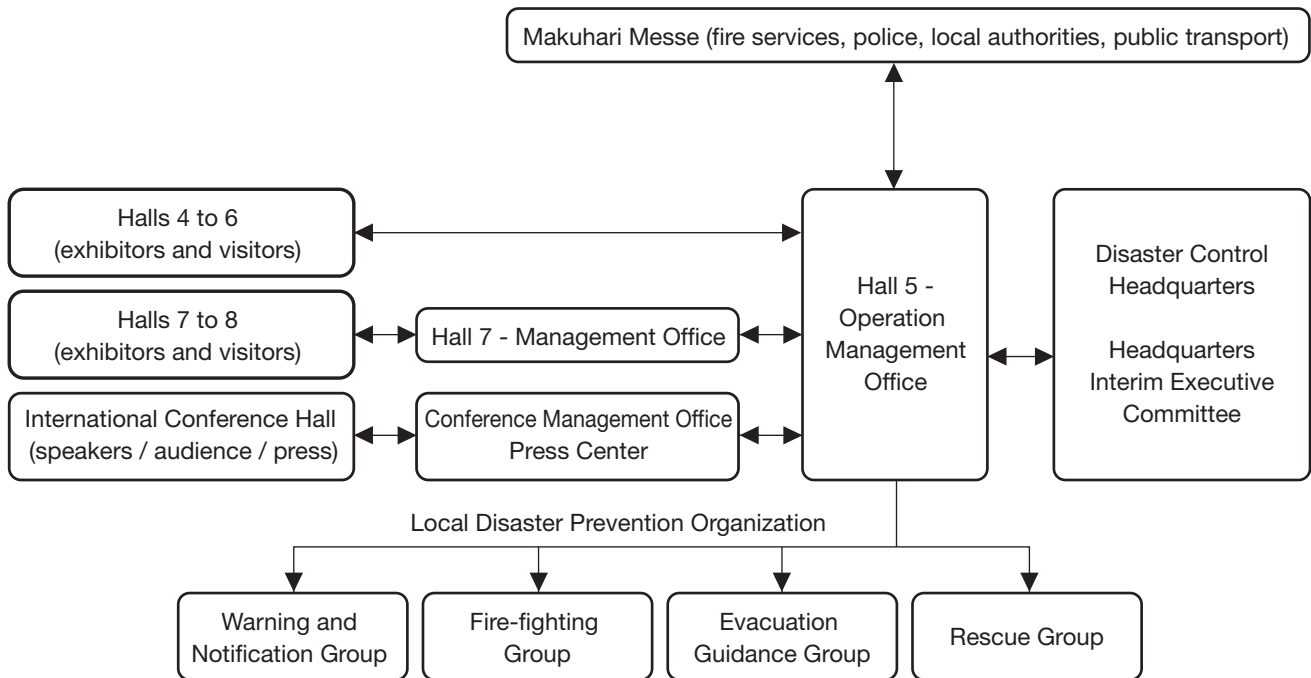
# Basic Policy and Organizational Framework concerning Disaster Prevention and Safety Measures

## 1. Basic Policy

The Management Office will respond to disasters in accordance with its basic principle of "prioritizing the safety of visitors and exhibitors".

In the event of a disaster, the Management Office will assemble a local disaster prevention organization to gather and provide information, give evacuation instructions, and conduct initial fire-fighting and rescue activities. The Management Office will also cooperate with Makuhari Messe to circulate information between concerned organizations, and strive to ensure the safety of all parties concerned.

## 2. Organizational Framework



# Requests to Exhibitors Concerning Disaster Prevention and Safety Measures

In order to operate a safe exhibition Inter BEE has formulated a "Disaster Prevention and Safety Measures Manual", so we hope that exhibitors can cooperate with the following requests.

## 1. Advance Preparations

We recommend that all exhibitors refer to the below items and formulate their own safety and disaster prevention manual.

The Management Office has separately issued a "Disaster Prevention and Safety Measures Guidelines" for exhibitors formulating manuals, so please make use of these reference materials.

<p><b>(1) Registering with the Management Office</b></p> <p><small>*All exhibitors must submit</small></p>	<ul style="list-style-type: none"> <li>① Contacting the booth manager So that the Management Office can contact you in the event of an emergency, register the mobile phone number and e-mail address of the person in charge of the booth with the Management Office by <b>Friday, October 28</b> via the "<b>Registration of Booth Manager and Booth Staff</b>". Information that you register with us will be managed in accordance with personal information protection policy when holding this event and will be deleted after the conclusion of the exhibition.</li> <li>② Number of booth staff Please register the estimated maximum number of staff (company employees, external staff, part-time workers, etc.) occupying and working at the booth for each day to the Management Office by <b>Friday, October 28</b> via the "<b>Registration of Booth Manager and Booth Staff</b>". The Management Office will provide this information to public organizations such as the police or fire-fighting services in the event of a disaster.</li> </ul>
<p><b>(2) Booth disaster prevention and safety measures</b></p>	<ul style="list-style-type: none"> <li>① Formulate a disaster prevention and safety manual to be used in the management of the booth</li> <li>② Establish an emergency contact network and select contact managers (own company, partner companies, Management Office)</li> <li>③ Divide roles among staff members             <ul style="list-style-type: none"> <li>• Ensure visitor safety and give evacuation instructions</li> <li>• Ensure the safety and confirm the whereabouts of booth staff</li> <li>• Support rescue activities</li> <li>• Maintain the booth (stop demonstrations, stop transmission of electrical energy, look after exhibit products, etc.)</li> </ul> </li> <li>④ Prepare disaster equipment             <ul style="list-style-type: none"> <li>• Basic emergency set</li> <li>• Flashlight, etc.</li> </ul> </li> <li>⑤ Check the the site             <ul style="list-style-type: none"> <li>• Confirm suspected danger spots in the booth</li> <li>• Confirm the closest primary evacuation place (open spaces such as wide aisles and resting place)</li> <li>• Confirm the closest evacuation exit and route</li> <li>• Confirm the location of fire-extinguishers</li> <li>• Participate in the emergency drill</li> </ul> </li> </ul> <p><small>* 9.00-9.15 a.m. 16<sup>th</sup> November (Wed.) (for more details refer to section 01-2-5)</small></p>

# Requests to Exhibitors Concerning Disaster Prevention and Safety Measures

## 2. Safety Precautions when Setting Up Booths

After taking into consideration possible disaster scenarios, exhibitors are requested to take the following safety measures when designing and setting up their booth.

<p><b>(1) Electrical work</b></p>	<ul style="list-style-type: none"> <li>① Booth staff will circulate information on the location of temporary distribution boards and select a person to be responsible for turning off the breaker in the event of an emergency. The temporary distribution board to be installed by the Management Office (primary mains work) will act as an earth leakage breaker that automatically cuts off the electrical supply when an earth leakage is detected.</li> <li>② Do not conceal the temporary distribution board. Also, be sure not to place any packages etc. in front of the temporary distribution board.</li> <li>③ When installing large-scale lighting equipment such as PAR lighting fixtures, be sure to take measures to prevent them falling such as securing them with wire.</li> </ul> <p style="text-align: right;">* For more details please refer to section 04-2-5</p> <div data-bbox="1031 775 1425 994" data-label="Image"> </div>
<p><b>(2) Designing and setting up booths</b></p>	<ul style="list-style-type: none"> <li>① When designing block booth be sure to keep 1/3 (one-third) of the side adjacent to the aisle open to allow for an evacuation route.</li> <li>② To prevent truss beams falling, strike four or more anchor bolts in one place when securing them to the floor.</li> <li>③ When installing exhibition panels (OCTANORM), take measures to prevent them falling by reinforcing the panels, reinforcing the beams in the corner sections, and installing weights.</li> <li>④ Take measures to prevent independent fixtures falling by securing them to the wall or floor surface.</li> <li>⑤ When installing video monitors, speakers, channel characters, lighting fixtures, and other fixtures located in high places; take measures to prevent them falling by securing them with bolts or wires.</li> </ul> <p style="text-align: right;">* For more details please refer to section 04-1-3</p> <div data-bbox="1059 1258 1425 1648" data-label="Image"> </div>
<p><b>(3) Safety while working</b></p>	<ul style="list-style-type: none"> <li>① People working in high places must wear a helmet and a safety belt.</li> <li>② When using a stepladder for work, be sure to secure it with an anti-opening bracket.</li> <li>③ When using a rolling tower, be sure to install a handrail and outrigger with a height of at least 900mm around the work floor.</li> </ul>

## Exhibitors' Response to an Emergency

Please be prepared to act in the event of an emergency by informing all booth staff about how to respond to a disaster.

<b>Earthquake</b>	During	<ul style="list-style-type: none"> <li>•Prioritize your own safety</li> <li>•Secure the safety of booth visitors and booth staff (guide people to the primary shelter)</li> </ul>
	Straight after	<ul style="list-style-type: none"> <li>•Give booth visitors evacuation instructions in accordance with officials' instructions when evacuation orders appear outside the evacuation hall over the P.A. system</li> <li>•Continue to evacuate all booth staff</li> <li>•Persons in charge of the booth will maintain the booth (stop transmission of electrical energy, look after exhibit products, etc.)</li> </ul>
	After	<ul style="list-style-type: none"> <li>•Support rescue activities as necessary</li> <li>•Confirm the safety of booth staff and identify the status of damage</li> <li>•Make a report to the Management Office</li> </ul>
<b>Fire</b>	When discovered	<ul style="list-style-type: none"> <li>•Ensure people's safety (instruct visitors and exhibitors in the near vicinity to evacuate)</li> <li>•Notify the Management Office</li> </ul>
	During	<ul style="list-style-type: none"> <li>•Conduct initial fire-fighting activities with a fire extinguisher (prior to the Management Office dealing with the problem)</li> </ul>
<b>Suspicious objects</b>	When discovered	<ul style="list-style-type: none"> <li>•Notify the Management Office</li> </ul>
<b>Incidents</b>	During	<ul style="list-style-type: none"> <li>•Ensure people's safety (instruct visitors and exhibitors in the near vicinity to evacuate)</li> <li>•Notify the Management Office</li> </ul>
	After	<ul style="list-style-type: none"> <li>•The victim files a damage report</li> <li>•Police investigate and deal with the problem</li> </ul>
<b>Emergency</b>	During	<ul style="list-style-type: none"> <li>•Check the well-being of people being rescued</li> <li>•If moderate: Lead people to the first-aid center or the closest Management Office location</li> <li>•If serious: Call for an ambulance (if requested by the person concerned or the person accompanying the injured person)</li> </ul>
		<div style="border: 1px solid black; padding: 5px;"> <p>▶ Primary action: _____</p> <ul style="list-style-type: none"> <li>Contact the Management Office</li> <li>→ call an ambulance from the Management Office's office</li> <li>→ the Management Office will guide the ambulance into the grounds</li> </ul> </div> <div style="border: 1px solid black; padding: 5px; margin-top: 10px;"> <p>▶ Urgent situations: _____</p> <ul style="list-style-type: none"> <li>Directly request an ambulance by calling direct from your mobile phone</li> <li>→ notify the Management Office</li> <li>→ the Management Office will guide the ambulance into the grounds</li> </ul> </div> <p>* Prioritize the well-being and wishes of the people being rescued</p>



## Disaster Evacuation Route

### 1. Evacuation orders

If necessary, the Management Office will give instructions via the P.A. system to evacuate people to the outside the exhibition hall.

### 2. Example of emergency broadcast message

(1) In the event of a fire:

"This message is for everyone in the venue. There is currently a fire in the vicinity of ○○. The disaster prevention organization has started to deal with the fire, so please calmly follow the instructions of officials and evacuate to the outside of the exhibition hall via the emergency exit."

(2) In the event of an earthquake

① Straight after

"This message is for everyone in the venue. An earthquake has just occurred. Ensure your own safety such as watching for falling objects, and please wait a while in a safe location within the venue. The Makuhari Messe building is supported by a safe structure. We will let you know as soon as we have more details."

② Evacuation order

"This message is for everyone in the venue. An earthquake centered in ○○ measuring at ○○ on the Japanese scale has just occurred. Although the Makuhari Messe building is supported by a secure structure, booths and exhibits may collapse due to aftershocks, so please calmly follow the instructions of officials and evacuate to the outside of the exhibition hall via the emergency exit."

③ In the event of a tsunami warning

"This message is for everyone in the venue. An earthquake centered in ○○ measuring at ○○ on the Japanese scale has just occurred. A tsunami warning has been announced at Tokyo Bay, so please calmly follow the instructions of officials and evacuate to the second floor of the exhibition hall via the emergency exit." The second floor is 11 meters above sea level."

(3) Incidents (bomb warning, etc.):

- ① Calling for attention: "Sakura sakura" (music) played 5 times in succession.
- ② Warning lifted: "Tooryanse" (music) played 5 times in succession

### 3. Evacuation guidance

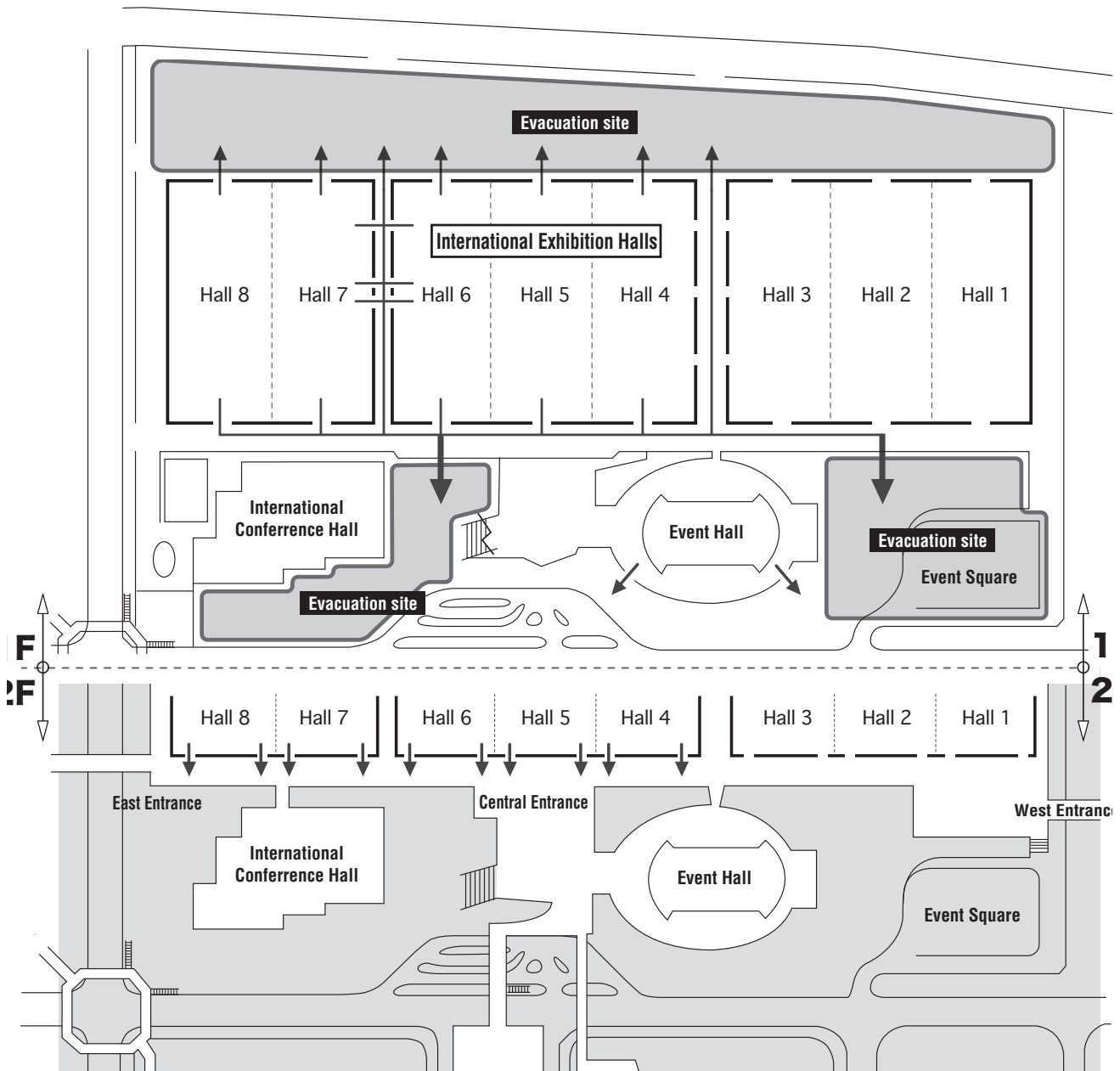
Please act calmly and follow the instructions of the Evacuation Guidance Group.

# Disaster Evacuation Route

## 4. Evacuation route

(1) When evacuating to the outside of the Exhibition Hall

When evacuating to the outside of the Exhibition Hall in event of an earthquake or fire, etc., please go to the outside of the exhibition hall shutters.

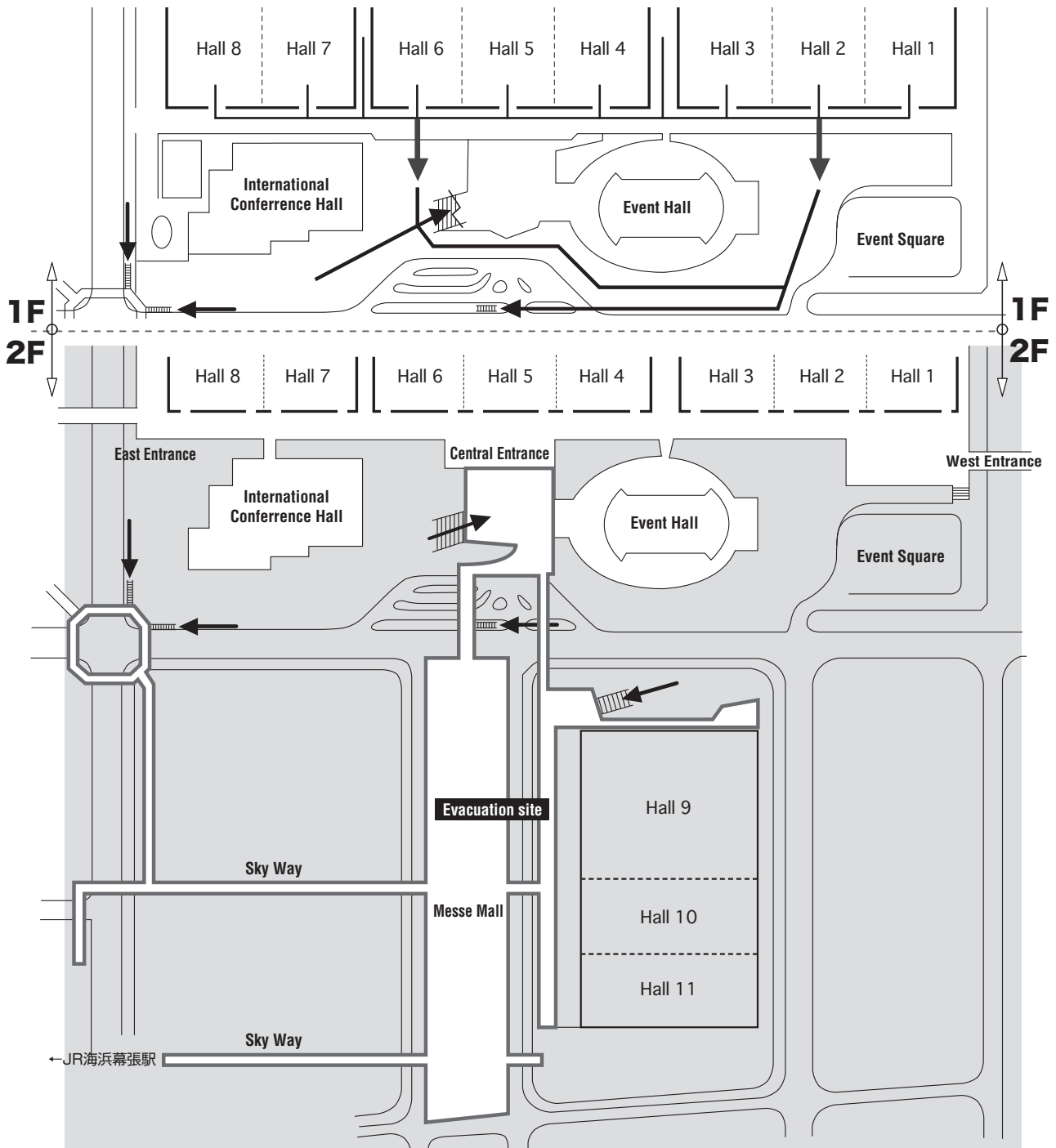


# Disaster Evacuation Route

## (2) When evacuating after a tsunami warning

When a tsunami warning is announced, evacuate to the second floor aisles of Makuhari Messe or to Messe Mall.

\* 1st floor of Makuhari Messe exhibition hall - 8m above sea level; 2nd floor of the exhibition hall - 12m above sea level



## Emergency Drill

We will carry out the below described exhibitor emergency drill to ensure that safety is secured and evacuation instructions are provided swiftly in the event of a disaster.

While we understand that this will be held during a busy time of the day for all exhibitors, we hope that all booths will cooperate when the P.A. system announces the drill. (Voluntary)

**Date: November 16 (Wed.) 9.00-9.15 a.m.**

	Organizer	Local Disaster Prevention Organization	Exhibitors
<b>9:00 a.m.</b>	Scenario: Occurrence of a strong inland earthquake		
<b>9:01 a.m.</b>	P.A. system announcement (Status report and request to ensure safety)	Evacuation Guidance Group's allocation of emergency exits	Simulation of evacuation instructions (voluntary)
<b>9:03 a.m.</b>	P.A. system announcement (mock earthquake and evacuation orders)	Open emergency exits and start guiding people to the evacuation point	Confirm emergency exits and inform all staff
<b>9:05 a.m.</b>	Confirm and notify the damage(request fire-fighting and emergency services)	Ensure safety and confirm the status of damage Confirm a fire	Confirm the safety of booth staff and the booth
<b>9:10 a.m.</b>	Confirm venue safety	Confirm people requesting help	Summarize information for managers
<b>9:15 a.m.</b>	P.A. system announcement (Order to disband)		

## Requests to Help Save Energy

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### 1. Energy saving activities

When we checked with Tokyo Electric Power the power supply situation in the staging of an exhibition, it was confirmed that there is currently no possibility of the situation interrupting the Inter BEE event. However, considering that energy-saving activities are impacting companies and households through the government's announced "Summertime Energy-Saving Measures" (electrical power supply and demand review meeting), Inter BEE 2011 is voluntarily conducting the following activities to save energy. While this may cause exhibitors some inconvenience, we hope to rely on your understanding and cooperation.

### 2. Energy saving measures by the Management Office

- (1) Reduced air conditioning services
- (2) Cutting ceiling lights at second floor common areas and restaurants
- (3) Reduced escalator services

### 3. Exhibitors' energy-saving measures

- (1) Use of components with low consumed power (LED lights, etc.)
- (2) Energy saving considerations when designing booths

### 4. Cool Biz energy-saving campaign

Promote Cool Biz throughout the event

#### 【Reference】

Estimated maximum supplied power from May 2011: 55 million kW

Maximum demanded power for the third week in November 2010: approx. 46 million kW

Maximum demanded power for the third week in November 2009: approx. 47 million kW

Maximum demanded power for the third week in November 2008: approx. 45 million kW

# Personal Information Protection Law

## 1. Handling of Personal Information

The Japan Electronics Show Association (“the Association”) is entrusted with organizing the exhibition by the Inter BEE organizer. Personal information relevant to this exhibition is appropriately handled in accordance with the Personal Information Protection Policy of the Association.

The Association, which mainly comprises electronic device and electronic component manufacturers, holds exhibitions, seminars, and other activities for the progress of the electronics and information technology industries in cooperation with sponsors. In these activities, the Association fully understands the importance of properly handling personal information and the responsibility for protecting the information.

Therefore, the Association strictly handles information that could be used to identify individuals (“Personal Information”) obtained through its activities, in compliance with laws and other regulations concerning Personal Information.

The Association defines Personal Information as information that identifies individuals, including pieces of information that do not identify individuals directly, but could easily be matched with other information to identify individuals. The Association collects the following Personal Information through documents, electronic media, or websites.

- (1) Name, address, telephone number, fax number, e-mail address, place of employment, affiliation or position
- (2) Bank account or credit card details required for direct-debits or payments for charges related to events

## 2. Purpose of Using Personal Information

The Personal Information obtained from users at events that the Association operates or is entrusted to operate, will be used for the following purposes under the terms and conditions:

- (1) For sending reports or outlines, etc. regarding the Association’s operations
- (2) For handling invitations such as an exhibitions, seminars, lectures, and other events which the Association is entrusted with, and managing these events (\*)
- (3) For administering the Association’s website
- (4) For providing and distributing the Association’s documents such as journals, reports, and proposals
- (5) For handling consultations and messages received from users regarding the activities which the Association operates or is entrusted to operate
- (6) For sending notification, questionnaires, etc. regarding the activities which the Association operates or is entrusted to operate
- (7) For sending proposals and communications regarding the activities which the Association operates, etc.

\*The Association gathers personal information in order to improve its services regarding the operation, registering visitors prior to and during exhibitions, and accepting reservations to attend exhibitions, conferences and other special programs.

The Association also collects personal information for use in user questionnaires and for responding to requests for reference materials. Information-gathering activities are also used to provide registered visitors to exhibitions with information on promotions, and the products and services of companies related to the Association. The Association uses personal information only for these purposes.



## Personal Information Protection Law

### 3. Providing Personal Information to Third Parties

No personal information collected by the Association will be provided to unrelated third parties except the cases listed below. However, visitors to exhibitions organized by the Association are issued with personalized barcodes. These barcodes are read upon entering the exhibition and Conference programs, and at the booths of exhibiting companies and organizations (exhibitors). As a result, information that might be considered personal in nature is shared between the Association and the exhibitors. Visitors are requested to understand that exhibitors might send information directly to them by e-mail or post after the exhibition. In addition, user data from the website and exhibition sites are sometimes provided to third parties in a format that prevents identification of individuals. Such information is not considered personal in nature.

- (1) In cases where the consent of the individual is obtained in advance
- (2) In cases where there is a legal obligation to provide Personal Information
- (3) In cases where it is difficult to contact individuals when necessary for protecting their property or personal safety
- (4) In cases where it is difficult to contact individuals when it is especially necessary for improving public health or promoting children's health and welfare
- (5) In cases where it is difficult to carry out the activities by informing the individuals when it is necessary to cooperate with a national organization, local authority, or its consigners in accordance with laws

The Association will restrict the purposes of using Personal Information and take necessary actions according to the above-mentioned cases when it is required to provide Personal Information to third parties

### 4. Website Operated by the Association

On exhibition websites operated by the Association, cookies are used to provide services customized to individual users and to count the total number of accesses by all users to the site. Individual IP addresses are also collected to collate data on usage of the website and monitor trends in site usage, but these addresses are not used in any way that might lead to the identification of individual users. However, the Association shall be exempt from this stipulation if its legal rights are infringed upon or interfered with by a user(s), or the potential of such infringement or interference is suspected.

### 5. Managing Personal Information

The Association will protect the security of Personal Information provided by users by strictly managing Personal Information within the scope of the above purposes and by taking extensive measures to protect Personal Information from inappropriate access, loss, destruction, tampering and disclosure.

Regarding activities that the Association is entrusted to operate, the Association will comply with the organizing committee's personal information policies.

When entrusting the handling of Personal Information, the Association will conclude nondisclosure agreements with the contractors and supervise them.

## Personal Information Protection Law

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### 6. Disclosure, Modification, and Ceasing Use of Personal Information

When a user requests disclosure, modification, or cessation of use of their Personal Information, the Association will take appropriate action immediately based on the situation.  
Users can confirm registered details for e-mail transmission on websites managed by the Association and alter these details.

### 7. Personal Information Managing System

The Association will establish a strict system for protecting Personal Information supervised by the administration manager, and carefully manage Personal Information.

### 8. Questions

If there are any questions regarding the protection of Personal Information, please contact us at:

**Japan Electronics Show Association (JESA)  
Administration Section**

12F Ote Center Bldg., 1-1-3 Otemachi,  
Chiyoda-ku, Tokyo 100-0004, Japan

Tel: +81-3-6212-5231 Fax: +81-3-6212-5225

E-mail: [jesa.info@jesa.or.jp](mailto:jesa.info@jesa.or.jp)

## Use of Personal Information by Exhibitors

### ■ Use of Personal Information by Exhibitors

With respect to the handling of visitors' personal information, the Association shall adopt the aforementioned measures in order to fulfill the requirements of the Personal Information Protection Law. All exhibitors are also required to fulfill the requirements of the Law. The Association therefore requests that exhibitors strictly observe and implement the following items with regard to the handling of personal information obtained at Inter BEE

- ◆ Methods shall be devised for confirming the wishes of the provider (individual) regarding the use of business cards, names written on name lists, information written on survey forms, details written on business cards or personal information obtained using the barcode system.
- ◆ Business cards, names written on name lists, information written on survey forms, details written on business cards or personal information obtained using the barcode system must not be resold.
- ◆ Business cards, names written on name lists, information written on survey forms, details written on business cards or personal information obtained using the barcode system must be used only by the departments and divisions of one's company and must not be passed on to other departments or divisions.
- ◆ In cases where the provider of collected personal information requests not to be contacted, or the information is not to be provided to others, and also in cases where the individual has made it clear that he / she wants the information deleted or erased, use of that personal data is to be stopped immediately, and appropriate measures taken. Also, in cases where the provider of personal information requests disclosure of details held, steps must be taken to provide a response as soon as possible.
- ◆ Appropriate measures must be devised under the guidance of the person in charge of the management of personal information to prevent the leaking of personal information contained on business cards, names written on name lists, information written on survey forms, details written on business cards or personal information obtained by using the barcode system.
- ◆ Exhibitors shall be responsible for the management of business cards, names written on name lists, information written on survey forms, details written on business cards or personal information obtained using the barcode system.

Other appropriate measures shall be taken in accordance with the Personal Information Protection Law.

### ■ Handling of Personal Information Collected at Booth

When collecting personal information from visitors at booths (apart from data supplied through the barcode system), we recommend that you inform them about the intended use of such information and obtain their prior consent. Samples of items visitors are to be advised of at reception desks are provided on the next page. Please use these as a guide for written notices based on your company's policy regarding the protection of personal information.

# Use of Personal Information by Exhibitors

■ Examples of written notices on the handling of personal information by Company X

■ Purposes of Using Personal Information

■ Handling of Personal Information

■ For further enquiries on this matter, please contact the following office.

**Receiving business cards** Please provide us with one business card.

**Surveys** We ask for your cooperation in taking part in this survey.

**Use of barcode system** We will ask permission to scan your barcode.

Our company will use personal information collected for the following purposes, and it will be managed and handled according to stringent protocols.

- ◆ To allow our sales representative to contact you concerning our products on display.
- ◆ To inform you about our products, services, seminars and events.
- ◆ To invite you to the next Inter BEE exhibition and provide other information.

- ◆ We shall not provide personal information to a third party without your consent.
- ◆ We shall manage personal information strictly in accordance with our protocols for its safe management so that such information is not lost, destroyed, falsified or improperly disclosed.
- ◆ We perform appropriate data maintenance to ensure the accuracy of personal information that we obtain. If requested by the person in question to disclose, amend, cease using or delete his or her information, we shall endeavor to do so in an appropriate manner and without delay.

X, Inc., ABC Division  
 Contact: Bill Smith  
 Tel: 123-4567-8910  
 E-mail: aaaa@zzzz.com

## Payment of Charges

Page	Service details	How to pay	When to pay
2-3-2	VIP Room	Japan Electronics Show Association	Early December after the closing of Inter BEE 2011
2-4-1	Invitation Leaflet	Japan Electronics Show Association	
2-4-2	Visitor Barcode Service	Neonet Inc.	
2-5-1	Customer's Room	Japan Electronics Show Association	
2-5-2	Presentation Room	Japan Electronics Show Association	
2-5-3	Meeting Room	Japan Electronics Show Association	
2-5-4	Suite Room	Japan Electronics Show Association	
2-6-1	Web Site Banner Advertisement	Japan Electronics Show Association	
2-6-2	E-mail Magazine Text Banner Ads	Japan Electronics Show Association	
2-6-3	Guide Map Advertisement	Japan Electronics Show Association	
2-6-4	On-site Signboard Ads	Japan Electronics Show Association	
3-2-1	Overtime Work	Japan Electronics Show Association	
3-2-2	Additional Exhibitor / Worker Budes	Japan Electronics Show Association	
4-2-3	Floor Work	Murayama Inc.	
4-2-5	Power Supply	Japan Electronics Show Association	
4-2-5	Electrical Power Work Installation Diagram	Japan Electronics Show Association	
4-2-5	Optional Power Transmission	Japan Electronics Show Association	
4-2-6	Green Power Certification System	Japan Natural Energy Company Limited	A / N (As needed)
4-3-1	Foreign-Made Product Exhibition Plan	Ishikawa-Gumi Ltd.	Early December after the closing of Inter BEE 2011
4-5-2	Exhibitors' Utility Booths (Storage)	Japan Electronics Show Association	
5-1-1	Transport within Japan	Ishikawa-Gumi Ltd.	
5-1-1	Load-in / Load-out Services	Ishikawa-Gumi Ltd.	
5-2-1	Booth Display & Rental Fixtures	Murayama Inc.	
5-2-2	PC Rental	Kissei Comtec Co., Ltd.	
5-3-1	Internet Connection	Makuhari Messe Inc.	
5-3-2	Telephone Line	Murayama Inc.	
5-3-3	Antenna Installation	Tofuna Eizo Inc.	
5-2-3	Catering Service for Booths	Nilax Inc.	
5-4-1	Hotel Reservations	Nippon Travel Agency Co., Ltd.	A / N (As needed)
5-4-2	Food / Beverage Tickets	Makuhari Messe Inc	
5-4-3	Lunch Box Delivery Service	Wako Sangyo Co., Ltd.	
5-4-4	Part-time Staff / Interpreter	Ken & Staff Co., Ltd.	Early December after the closing of Inter BEE 2010
5-4-5	Booth Photography	Kurano Photo Office	
5-4-6	Booth Cleaning	Chibaken Bldg-Maintenance Corp.	

## Inquiries List

Management Office	Address / Tel. / Fax/ E-mail	Contact	Related document
Japan Electronics Show Association (JESA)	12F Ote Center Bldg., 1-1-3 Otemachi, Chiyoda-ku, Tokyo 100-0004, Japan Tel: +81-3-6212-5231 Fax: +81-3-6212-5225 E-mail: exhibitor@inter-bee.com	Ishizaki Kondo Ogawa Oda	General

Item	Management Office	Address / Tel. / Fax / E-mail	Contact	Related document
Bar Code System	Neonet Inc. EDMS Dept.	12F World Trade Center Bldg., 2-4-1 Hamamatsu-cho, Minato-ku, Tokyo 105-6112, Japan Tel: +81-3-6430-3193 Fax: +81-3-6430-3196 E-mail: edms@neonet-inc.jp	Suzuki Kamiie	02-4-2
Ceiling Construction	Makuhari Messe, Inc. Convention Affairs Sect.	2-1, Nakase, Mihama-ku, Chiba-shi, Chiba Prefecture 261-0023, Japan Tel: +81-43-296-0602 Fax: +81-43-296-0529	Hamada Takada Fujiwara	04-1-4
Booth Display, Hazardous Items, Floor Work, Temporary Telephone Service, Rental Furniture, Package Booth(s)	Murayama Inc.	2-13-10, Koraku, Bunkyo-ku, Tokyo 112-0004, Japan Tel: +81-3-3813-1202 Fax: +81-3-3813-1274 E-mail: interbee@murayama.co.jp	Abe Norose Yamazaki	04-2-1 04-2-3 04-5-1 05-2-1 05-3-2
Electrical Work	Shoho Denki Co., Ltd.	1-28-15, Kamiikebukuro, Toshima-ku, Tokyo 170-0012, Japan Tel: +81-3-3918-7993 Fax: +81-3-3918-7800 E-mail: interbee@shohodenki.co.jp	Tsuihiji Suzuki	04-2-5
	Suzuki Denki Co., Ltd.	2-12-15, Hanakawado, Taito-ku, Tokyo 111-0033, Japan Tel: +81-3-3842-8201 Fax: +81-3-3845-3040 E-mail: eigyobu@suzukidenki.co.jp	Iida Sekiya	
Bonded Goods, Loading Work on the Show Site, Move-in and Move-out Work (in Japan)	Ishikawa-Gumi, Ltd.	5-9-4, Higashi-Shinagawa, Shinagawa-ku, Tokyo 140-0002, Japan Tel: +81-3-3474-8102 Fax: +81-3-5460-9841 E-mail: igl-exhi@ishikawa-gumi.co.jp	Hasegawa Saito Hashimoto	04-3-1 05-1-1
Internet Connection	Makuhari Messe, Inc. Information Machine Room	2-1, Nakase, Mihama-ku, Chiba-shi, Chiba Prefecture 261-0023, Japan Tel: +81-43-296-0493 Fax: +81-43-296-0492	Takauchi Otsuka	04-4-3 05-3-1
PC Rental	Kissei Comtec Co., Ltd.	Otsuka S&S Bldg., 3-32-1 Minamiotsuka, Toshima-ku, Tokyo 170-0005, Japan Tel: +81-3-5843-0333 Fax: +81-3-5979-6335	Baba	05-2-2



## Inquiries List

Item	Management Office	Address / Tel. / Fax/ E-mail	Contact	Related document
Antenna Installation	Makuhari Messe, Inc. Information Machine Room	2-1, Nakase, Mihama-ku, Chiba-shi, Chiba Prefecture 261-0023, Japan Tel: +81-43-296-0536 Fax: +81-43-296-0012 E-mail: messe@tfvc.jp	Shishikura Beppu	05-3-3
Accommodation	Nippon Travel Agency Co., Ltd. Chiba Branch	4F, Chiba Center Square Bldg. 2-3-16 Chuo, Chuo-ku, Chiba-shi, Chiba 260-0013 Japan Tel: +81-43-227-2307 Fax: +81-43-225-2241 Email: ibee_2010@nta.co.jp	Nakao Mukasa	05-4-1
Meal Ticket	Makuhari Messe, Inc. Accounting and Management Sect.	2-1, Nakase, Mihama-ku, Chiba-shi, Chiba Prefecture 261-0023, Japan Tel: +81-43-296-0525 Fax: +81-43-296-0529		05-4-2
Catering Service for Booths	Nilax Inc.	2-1 Nakase Mihama-ku, Chiba-shi, Chiba 261-0023, Japan TEL: +81-43-296-0512 FAX: +81-43-296-2003	Hori	05-2-3
Lunch box Delivery Service	Wako Sangyo Inc.	5-38-3, Kyodo, Setagaya-ku, Tokyo 156-0052, Japan Tel: +81-3-3427-8331 Fax: +81-3-3427-8332	Sano	05-4-3
Receptionist interpreters	Ken & Staff Co., Ltd.	YKS Bldg. 4-14-7, Takadanobaba, Shinjuku-ku, Tokyo 169-0075, Japan Tel: +81-3-3367-0020 Fax: +81-3-3367-0027	Fujita	05-4-4
Booth photography	Kurano Photo Office	860-54, Higashifukai, Nagareyama-shi, Chiba 270-0101, Japan Tel: +81-471-55-3806 Fax: +81-471-55-3806 E-mail: y.kurano@nifty.com	Kurano Umamura	05-4-5
Cleaning Booth	Chibaken Bldg-Maintenance Corp. c / o Makuhari Messe, Inc.	2-1, Nakase, Mihama-ku, Chiba-shi, Chiba Prefecture 261-0023, Japan Tel: +81-43-296-0534 Fax: +81-43-296-0753 E-mail: cbm-sato@atlas.plala.or.jp	sato	05-4-6
Copyright Royalties	Japan Society for Rights of Authors, Composers and Publishers (JASRAC) Tokyo Event / Concert Branch Office	10th Floor, Nihon Seimei Shinjuku Nishiguchi Bldg., 1-17-1, Nishi Shinjuku, Shinjuku-ku, Tokyo 160-0023, Japan Tel: +81-3-5321-9881 Fax: +81-3-3345-5760		04-4-2
Japanese Legal Protection of an Exhibit in the Pre-Application Stage That Included an Invention / New Design of Practical Utility, or a Trademark:	Japan Electronics Show Association (JESA)	12F Ote Center Bldg., 1-1-3 Otemachi, Chiyoda-ku, Tokyo 100-0004, Japan Tel: +81-3-6212-5231 Fax: +81-3-6212-5225 E-mail: exhibitor@inter-bee.com	Mori	

## Promotion Tool

### 02-1 Providing Information

02-1-1 Inter BEE Official Web Site

Important

02-1-2 News Center

### 02-2 Correspondence With Media

02-2-1 Press Releases

02-2-2 International Visitor Service

Please cooperate

### 02-3 VIP

02-3-1 VIP Registration

02-3-2 VIP Room

### 02-4 Customer Relations

02-4-1 Invitation Leaflet

Important

02-4-2 Barcode System for Visitor Registration

02-4-3 Business Meeting Room

02-4-4 Visitor's Badges Identification

### 02-5 Sales Promotion

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02-5-3 Meeting Room

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02-6-2 E-mail Magazine Text Banner Ads

02-6-3 Guide Map Advertisement

02-6-4 On-site Signboard Ads

02

# Inter BEE Official WebSite

## OFFICIAL WEBSITE RENEWAL!

Inter BEE's Official Website **Inter BEE online** is a portal site to provide information not only for visitors but also for industry professionals. We revamped searching capabilities and design in order to improve usability of the website. The website offers exhibitor information, conference information, access information as well as information covered extensively by Inter BEE News Center.

## Inter BEE online SPECIAL FEATURES!

This helpful website provides you with the latest news of the industry and Inter BEE information throughout the year.

The screenshot shows the Inter BEE online website interface. Callouts on the left side point to specific sections: 'Management Secretariat News' points to the top navigation bar; 'Exhibitor update information' points to the 'Update by Exhibitors' section; 'Exhibitor press release information' points to the 'Press Release by Exhibitors' section. Callouts on the right side point to: 'Free word search' pointing to the search bar; 'Web banner advertisement' pointing to the PR Advertisement section; 'Industry information' pointing to the 'What's New' and 'Industry News' sections; and 'Inter BEE TV / Magazine' pointing to the 'Latest Magazine' section.

## ■ Exhibitor Exclusive Page

The website offers a page dedicated to each exhibitor where they can enter their own information while viewing other pertinent information such as individual guides in real-time.

## ■ HOW TO MAKE ENTRIES ON THE EXHIBITOR INFORMATION PAGE

To list information on the Exhibitor Information page, first log in onto the Exhibitor Exclusive page and then enter the pertinent information. In addition to allowing you to list detailed exhibitor information, the Exhibitor Exclusive page also lets you download text materials, access online document submission services, and view bulletins from our office.

### (1) Contents listed on the Exhibitor Exclusive page

- Address
- Booth points of interest
- Exhibit product information (3 points)
- Exhibit product name
- Exhibit product description
- Exhibit product photo
- List of other exhibit products
- Press releases
- Booth event information
- Related links

### (2) Download text documents of all types

- Exhibit guide
- Exhibitor manual
- Camera-ready art
- Banners of various types
- Sector area maps

### (3) Document submission screen

- Online document submission of all types
- Download documents for submission
- Check status of submitted document type

### (4) Bulletins from the office

Inter BEE Official WebSite

Online Magazine and **InterBEE TV**

**InterBEE online**, the official website of Inter Bee, will provide information to potential visitors through its Online Magazine and **InterBEE TV**. The magazine publishes articles and **InterBEE TV** shows videos about the latest industry information such as information about exhibitors and exhibitions related to Japan and countries overseas.

We plan to shoot footage of all the booths during the show and distribute the videos on **InterBEE TV**. We'd appreciate it if you could cooperate with us in covering your booth.

※We are going to distribute information on the website and provide product information of each exhibitor to potential visitors throughout the year.

※Inter BEE TV will be broadcast with the cooperation of Youtube. You can watch it not only on your PC but also on mobile terminals such as your cell phone or iPod.



Magazine



InterBEE TV

■ HOW TO LOG IN TO THE EXHIBITOR EXCLUSIVE PAGE

(1) First access **InterBEE online** (<http://www.inter-bee.com/en/>) and then click on the Exhibitor's page icon.



(2) Log in by entering the ID and Password received from the space assignment committee and display the Exhibitor Exclusive page on the screen.



(3) Select the menu and follow the navigation instructions.



Menu screen



Entry screen

[English text entry advice]

The English page is designed to be viewed primarily by overseas users so please use only regular-size English characters (1-byte) when making entries. Do not use full-size (2-byte) characters such as in those found in Japanese and / or foreign language software as these 2-byte characters (full-size) will not be legible on English-language only PCs.

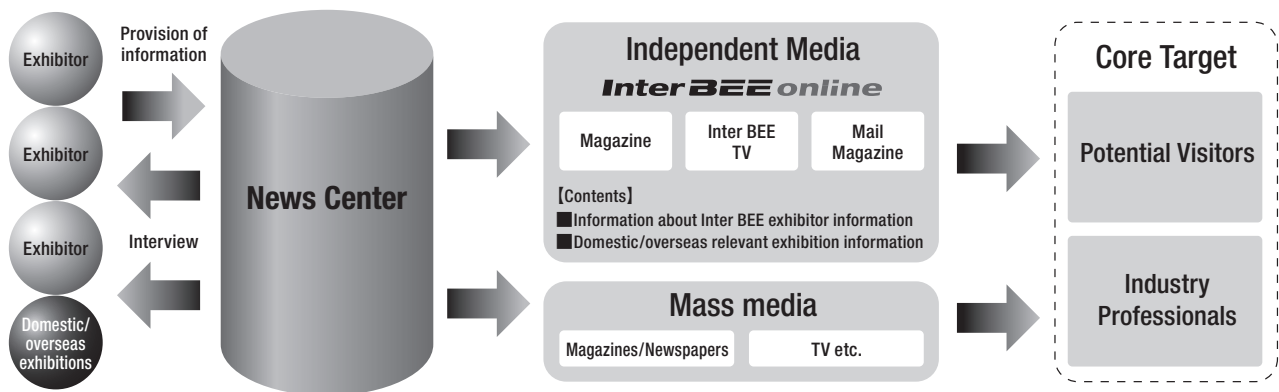


# Inter BEE News Center

## Inter BEE News Center

**Inter BEE News Center** is a planning / press / editing team that distributes information such as exhibition information provided by each exhibitor as well as information about exhibitions related to Japan and countries overseas.

Information provided to the **Inter BEE News Center** is distributed in the form of articles and videos by the press team. The information is provided to target customers through the Online Magazine and **Inter BEE TV** on the **Inter BEE online** website.



You can use the Inter BEE News Center free of charge. Please utilize it actively and cooperate with our press team.

## Inter BEE News Center's activity schedule

	Covering Inter BEE exhibitors	Covering domestic/overseas relevant exhibitions	Column
Apr.		Cover NAB	Report of latest digital image 3D Films Movie Shooting Etc Updated regularly
May			
Jun.		Cover Broadcast Asia, KOBA	
Jul.	Start covering exhibitors		
Aug.		Cover SIGGRAPH	
Sep.		Cover IBC	
Oct.		Cover CEATEC JAPAN	
Nov.	Plan to shoot footage of all the booths during the show		
Dec.			
Jan.			
Feb.			
Mar.			

## Contact the News Center

### 1. FAX

Please fill out "News Center Information Distribution Application" and send it to the fax number below.

FAX: +81-3-6212-5225

### 2. E-mail

Please send an e-mail with exhibitor name, the names and characteristics of products / technologies you wish to advertise, contact name and contact information to the e-mail address below. The subject should be "Information Provision"

E-mail: newscenter2011@mls.inter-bee.com

Inter BEE supports media exposure through the following methods.

#### ■ Press release posting on the **InterBEE online**

Exhibitors' press releases can be posted on **InterBEE online** by inputting into the Inter BEE Exclusive Exhibitor site. Note: For details on the Exclusive Exhibitor Site, please see 02-1-1.

#### ■ Press release posting at the Inter BEE Press Room

A press room will be set up during Inter BEE on the 1st floor of Hall 5, which will provide various services for media personnel such as the dissemination of information. In the press room, information on new products, technologies, etc., from all exhibitors will be made available to media agencies in the form of press releases, novelties, and other related press kits. Therefore, we strongly recommend that each exhibitor prepare press releases and press kits for distribution.

##### Format:

No particular format requirements. Exhibitors can use their own press releases and press kits.

Promotional videos and CD-ROMs and other giveaways in addition to press releases can also be placed.

Content: Press releases should include:

1. Exhibiting company's name
2. Exhibition Category
3. Booth number
4. Address and telephone number for inquiries

Number of Copies to submit

1. Japanese: 50 copies
2. English : 20 copies

Submission Deadline and Address

Please submit press release directly to the on-site Press Room on November 15.

## International Visitor Service

Inter BEE adopts a variety of measures to impress visitors from overseas. These include making our website available in different languages (with particularly extensive information in English), providing notices in different languages, adopting international symbols on notice boards at exhibition venues, and setting up special events for overseas visitors. In view of the high number of overseas visitors expected to attend this year's exhibition, we ask for the assistance and cooperation of exhibitors in creating an environment that will impress such visitors.

(1) Register English-language information in the Inter BEE Exhibitor Exclusive Page

\*See 02-1-1 「Inter BEE Official Website」

(2) Provide English-language press releases

\*See 02-2-1 「Press Release」

(3) Make English-language materials available

(4) Assign staff that can communicate with overseas visitors

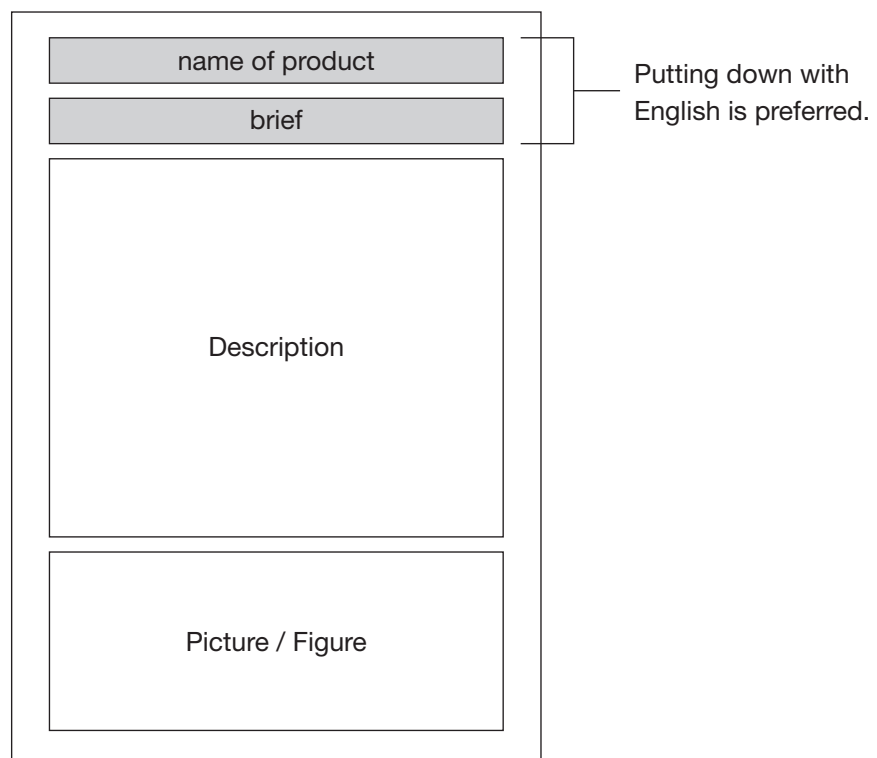
\*When translators are assigned at booth, please make the staff to wear badge or arm band to be found easily by overseas visitors.

Announcement of overseas visitor friendliness on your exhibitor information will promote overseas guest traffic.

(5) Use different languages and international symbols in notices and panels at exhibition booths

\*Most of overseas might communicate in English, however, a lot of visitors will come from Asian countries and regions. Therefore, multilingual signage or print material would be effective and appreciated.

example of materials



## VIP Registration

Following VIP services are available for vital customer and executives (directors and above) from exhibiting companies who visit the site by car. Please fill in VIP Registration or fill in the data in an designated excel format and submit it to Japan Electronics Show Association by Friday, November 4, 2011. The excel format can be downloaded at Download Corner on the Exclusive Exhibitor Site. When registered VIP visits the site, please be sure to check in at the VIP reception desk located in the first floor of International Conference Hall.

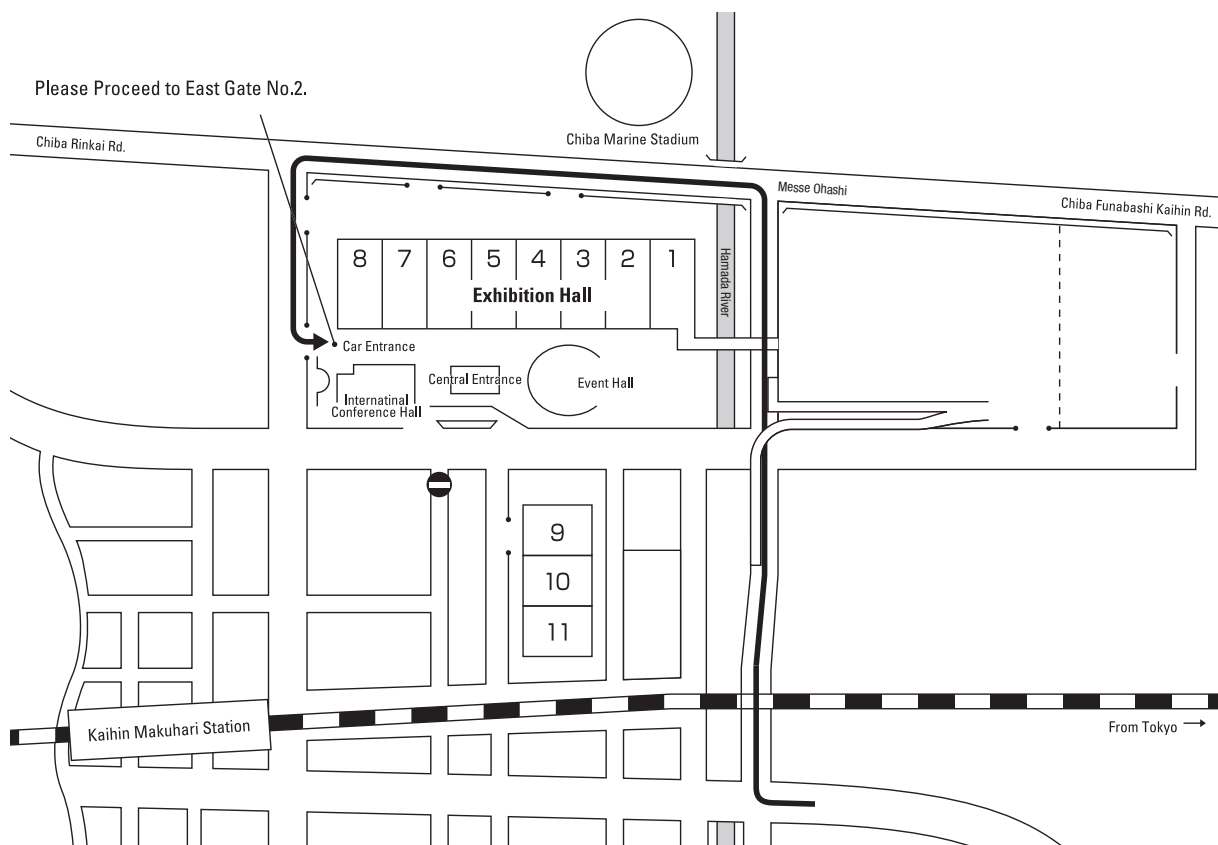
### ■ VIP car escort service

VIP Vehicle sticker will be issued (valid through the event). The VIP vehicle with the sticker can enter from the gate to VIP Reception Counter. VIP vehicle parking lot will be reserved. VIP vehicle sticker is will be distributed around Wednesday, November 9. The back of the sticker shows entry route to the exhibition site. (Note: This sticker is valid only for VIP visit, not allowed to use any other purpose, such as commuting between your office and Makuhari Messe.)

### ■ VIP Reception Counter

VIP Reception Counter will be set up in the first floor of International Conference Hall and staff will provide following services:

- (1) Entry to the site
- (2) Car page, car allocation
- (3) Venue information



# VIP Room

VIP Room will be set up in the International Conference Hall. Exhibitors who wish to use the room, are required to submit Application for VIP Room to Japan Electronics Show Association by Friday, November 4.

## ■ Room capacity

From 6 up to 8 people

## ■ Room charge

¥5,250 per hour per room (drink service and tax included).

## ■ Hours

From 1 to 2 hours at a time, between 9:00 a.m. and 5:00 p.m. from November 16 to 18.

## ■ Facilities

- (1) Reception set
- (2) Exhibition information
- (3) 1 soft drink for each participant (coffee, tea, orange juice, cola and oolong tea).

Note : Meal services (Shokado Bento box lunch) are available.

Shokado Bento box lunch



¥2,100 (tax included)



¥3,500 (tax included)



## Invitation Leaflet

### ■ Invitation Leaflet

150 Japanese invitation leaflets (with envelopes and registration cards) per one booth and English invitation leaflets will be distributed to exhibitors free of charge. Exhibitors requiring invitation leaflets should fill in the "Application for Invitation leaflet" and submit it to the Japan Electronics Show Association by Wednesday, August 31.

Design image for Envelop



### ■ Supplementary materials

If additional materials other than those initially provided to you are required, they will be available for sale at the following costs:

Complimentary ticket, letter of invitation, and envelope set: ¥30 per set (including consumption tax).

Complimentary ticket and letter of invitation set: ¥20 per set (including consumption tax).

Envelopes: ¥10 each (including consumption tax).

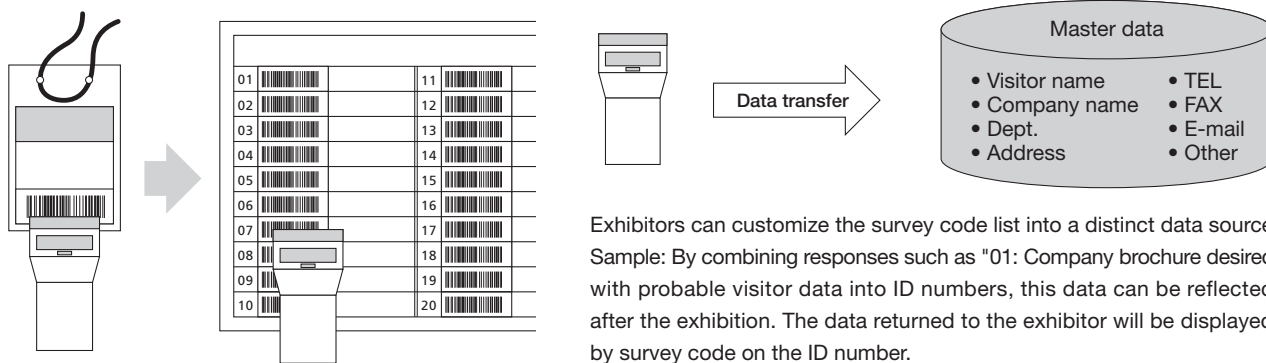
### ■ Schedule of distribution of materials from the Management Office to exhibitors:

Orders for complimentary tickets, letters of invitation, and envelopes received by the deadline will be sent from the Management Office to exhibitors in late September.



# Barcode System for Visitor Registration

A barcode system will be used to register visitors. All visitors are required to carry an entry pass printed with a barcode while inside the exhibition grounds. Barcode readers in every booth allow exhibitors to read these barcodes and gather data about visitors. In addition, by using the Exhibitor's Survey CodeList, this system can also be used to gather visitor data specific to your exhibit. All exhibitors requesting the bar code registration system are required to fill in and submit the "Application for Visitor Barcode" Service to Neonet Inc. by Friday, November 4.



Exhibitors can customize the survey code list into a distinct data source. Sample: By combining responses such as "01: Company brochure desired" with probable visitor data into ID numbers, this data can be reflected after the exhibition. The data returned to the exhibitor will be displayed by survey code on the ID number.

## Barcode System Advantages

1. No need to manually record visitor information during the exhibition or to input business card contents afterwards.
2. Information on visitor questionnaires will be included in the data supplied a week after the exhibition (by November 30). It can immediately be used for post-exhibition sales activities. The data will be provided in a excel format for exhibitors to process easily.
3. In addition to receiving ID data, exhibitors can use the Exhibitor, s Survey Code List to obtain data to create databases of individual categories and information on the interest visitors showed in individual products for quick reflection in marketing activities.
4. Exhibitors , original questionnaires may be linked to this system with additional fees. The details will be discussed upon request.

## Exhibitor's Survey Code List

The Exhibitor's Survey Code List will be provided per user of the barcode system prior to the exhibition. This is an A4-size sheet of paper that allows exhibitors to assign 20 information codes specific to their (for example, the list can be used to create codes for surveys that visitors fill out in booths, or to exhibits.) assign codes to catalogs and other publications distributed to visitors. After the exhibition concludes, data from barcode readers will be tabulated according to individual exhibitors' code lists to provide customized data, in addition to data about the exhibition as a whole. Two sheets will be prepared; one with code numbers 1 to 20 and the other with 21 to 40, which allows exhibitors to assign 40 information codes. Two copies of each sheet will be provided. Upon delivery of code list, the hardcopy will be delivered in order to avoid errors in reading. Barcode sticker will enable exhibitors to create exhibitor's own designed survey code list.

Thus, you can use this code list as a distinctive and effective tool tailored to your company's marketing needs. To use it, first fill in the items for your company on the survey code list, and then read the codes with your booth's barcode reader. The data collected during the exhibition will be collated and returned to you with numbers corresponding to the items on your list.

Code list example

01		Product explanation	11		Strength of lead
02		Catalog	12		Person in charge
03		Meeting	13		No. of visits
04		Estimate	14		Invited visitor
05		Demo	15		

## Barcode System for Visitor Registration

### ■ Delivery option

#### 1. Delivery Item

Information on visitors' business card (excluding URL), contents on Inter BEE visitor questionnaire, survey codes (if survey code list used)

#### [Condition of visitor data input]

Minimum information that can identify visitors, such as visitor name and contact information will be delivered.

**Examples: (followings are valid information)**

(visitor's name and phone number) / (visitor's name and Fax number) / (visitor's name and E-mail address) / (visitor's name and address), etc.

Notabilia about delivered data

In some cases, delivered visitor data contains unreadable characters. This is because some visitors use nonstandard characters, symbols or unreadable handwritten input that barcode readers unable to read.

#### 2. Delivery method

Delivery is made via a downloadable Microsoft Excel file.

\*Delivery data is encrypted to safeguard security.

The download website URL and login ID / password will be advised to the person in charge via e-mail

### ■ Barcode System Usage Fees

The Show Management Secretariat bears system standard charge and the rental charge for one bar code reader. Any other expenses charged to exhibitors will be sent by Neonet Inc., which is in charge of the bar code registration system.

System standard charge	1st reader : Free
	2nd reader or more: @¥8,400 / reader
Visitor data processing fee	@¥35 / a record

The barcode rental fee will be payable by credit card on last day of the event.

### ■ Sending documents in advance

After making your application, we will e-mail the following documents in advance to the person making the application.

- Information on places loaning barcode readers (PDF)
- How to use the Exhibitor's Survey Code List (PDF)
- Exhibitor's Survey Code List printing system (the URL of the printing system will be included in the e-mail text)

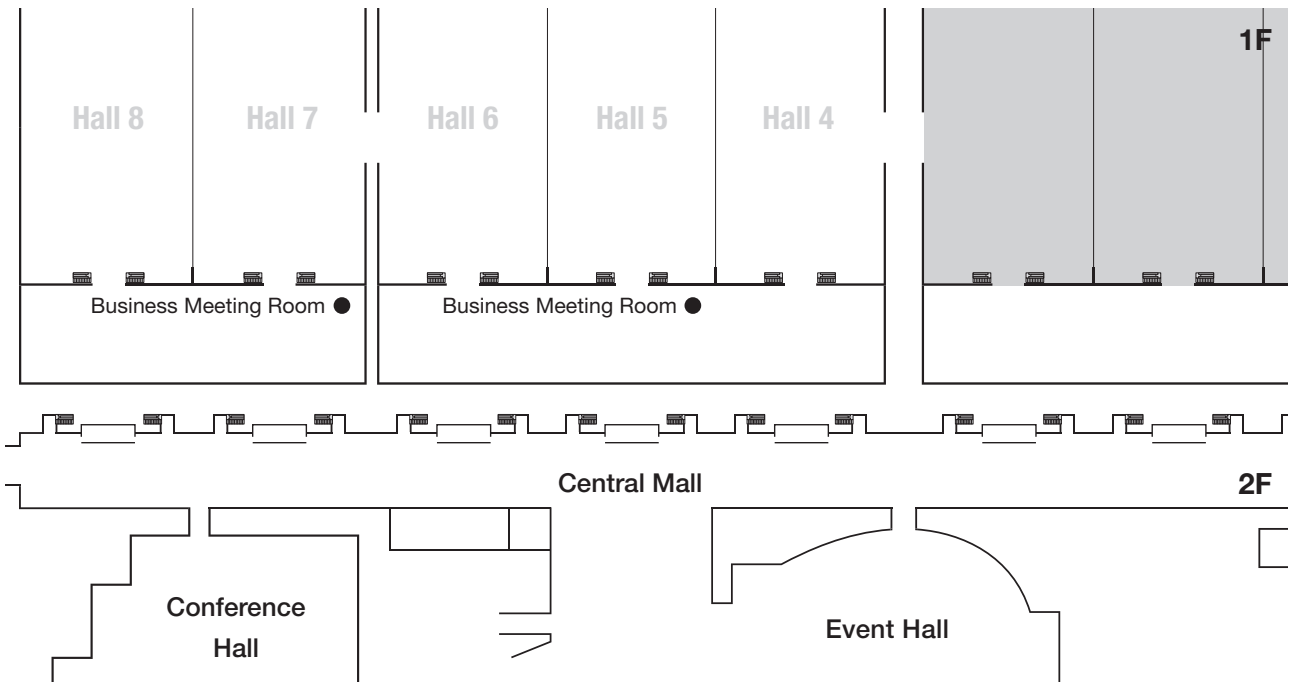
# Business Meeting Room

Rooms will be set aside for business discussions and where clients can be received.

- (1) Facilities : Table, Chairs, Free drink
- (2) Location : Exhibition Hall 5, 7, 1F
- (3) Period : November 16 to 18, 10:00 a.m. to 5:30 p.m. (until 5:00p.m. on Nov. 19)

## ■ Use method

Please show your exhibitor badge at the entrance when using these rooms.



# Visitor's Badges Identification

Visitor's badges will be color-coded as follows, in order to identify type of business for visitors.

## ■ Type of business

①User	State-run Broadcasting Station
	Commercial TV Broadcaster
	Radio Station
	Postproduction
	Production House
	Movie Production Company
	Video Software Production Company
	Recodring Company
	Related PA Equipment
	Related CATV
	Related Stage and Lighting
	Related Contents Publishers
	Related Internet Business
	Telecommunications Carrier
	Content Delivery Network
	Facilities and Stores
	Government office, Organization
Trading Company	
Other User	
②Manufacture	Equipment Manufacture
③General	Ad Agency
	Other
④Student	Student

①User (Pink)



②Manufacture (Blue)



③General (Orange)



④Student (Yellow)



## ■ Other visitors

International (Green)



Press (Black)



※Badge Design is subject to modification.

# Customers' Room

Customers' room will be set up in the second floor for exhibitors to hold meetings, interviewing and workshop in comfortable environment. Those who want to use the customers' room are requested to submit the "Application for customers' room" to Japan Electronics Show Association by Wednesday, August 31. Application will be accepted on a first-come-first-served basis and application will no longer be accepted after all rooms are filled.

## Overview of Facilities

(1) Facility dimensions: 62m<sup>2</sup> (4.9m x 12.7m)

Power supply specifications (100 V and 200 V, 50 Hz, power supply capacity 1kW) and equipment: counter tables, counter chairs.

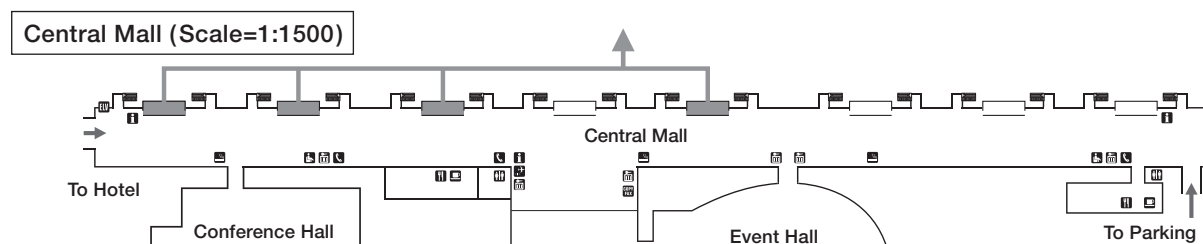
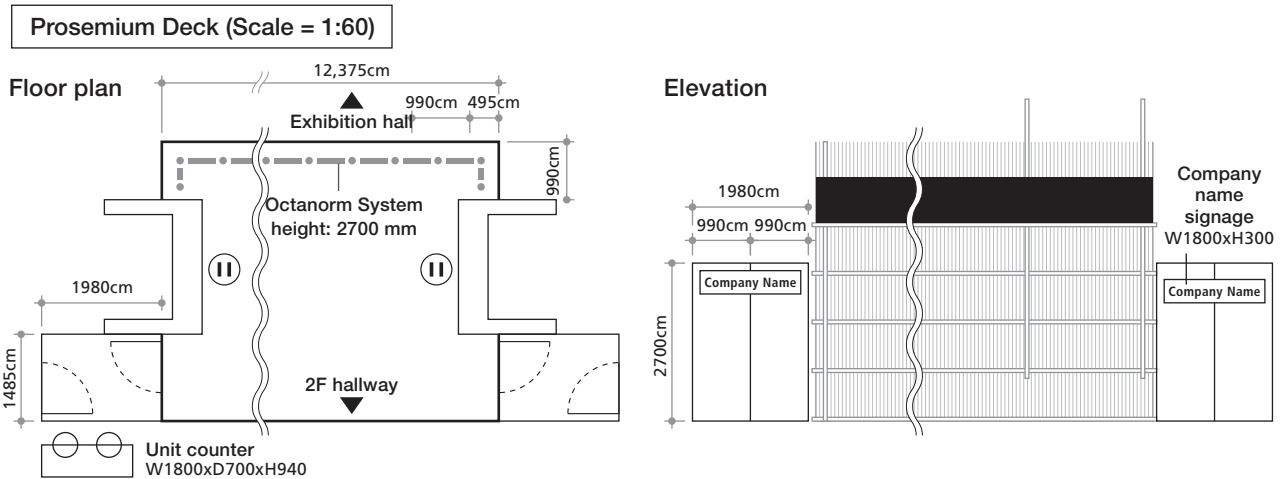
(2) Location: Proseminum Decks (4, 6, 7, 8) on the 2nd floor

(3) Rental fee: ¥210,000 (including consumption tax).

(4) Rental period: November 15 (Tuesday) – 18 (Friday)

(5) Notes:

- The use of these facilities is restricted to product introductions to visitors; product displays and /or demonstrations are prohibited.
- Indoor fixtures must be prepared individually and the installation of fixtures other than those provided by the Management Secretariat (e.g. counter tables and chairs) outside of the rooms is prohibited.
- Walls will be installed with system panels in the exhibition halls; however, printing of company names or logos in the exhibition hall is prohibited.
- Concerning electricity use, enter the capacity in accordance to the "Application for Supply of Electricity". (see appendix 04-2./5.1.)



# Presentation Room

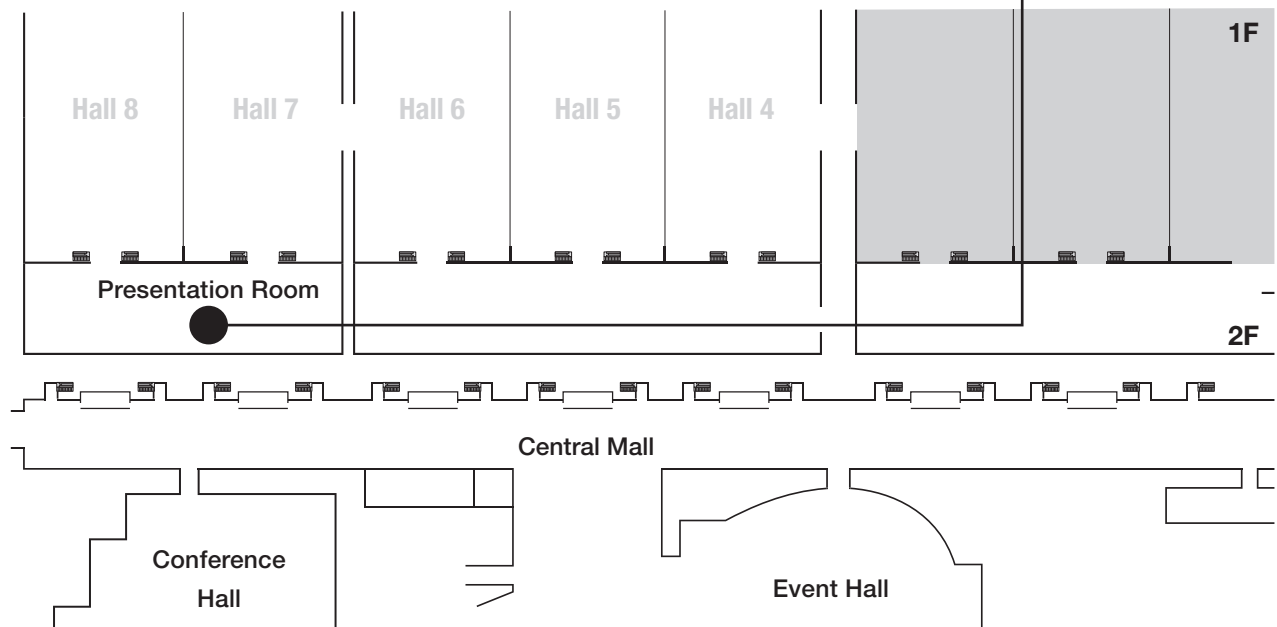
Presentation room will be set up in the Exhibition Hall for exhibitors to hold presentation seminar and press briefing in convenient environment. Those who want to use the presentation room are requested to submit the "Application for Presentation Room" to Japan Electronics Show Association by Friday, October 14. Application will be accepted on a first-come-first-served basis and application will no longer be accepted after all rooms are filled. The maximum applicable time unit is 2 per one company per day.

- (1) Specifications : 82m<sup>2</sup>
- (2) Facilities : Capacity 30 persons, Podium, Projector, Screen, PA system
- (3) Location : Exhibition Hall 7, 1F
- (4) Fee : ¥ 10,500 (Including consumption tax) per an hour and a half
- (5) Period : November 16 (Wednesday) to 18 (Friday)

Time-table is are shown below

A	9:45 ~ 11:15
B	11:15 ~ 12:45
C	12:45 ~ 14:15
D	14:15 ~ 15:45
E	15:45 ~ 17:15

\* Preparation time is included.  
Please leave the room in time.





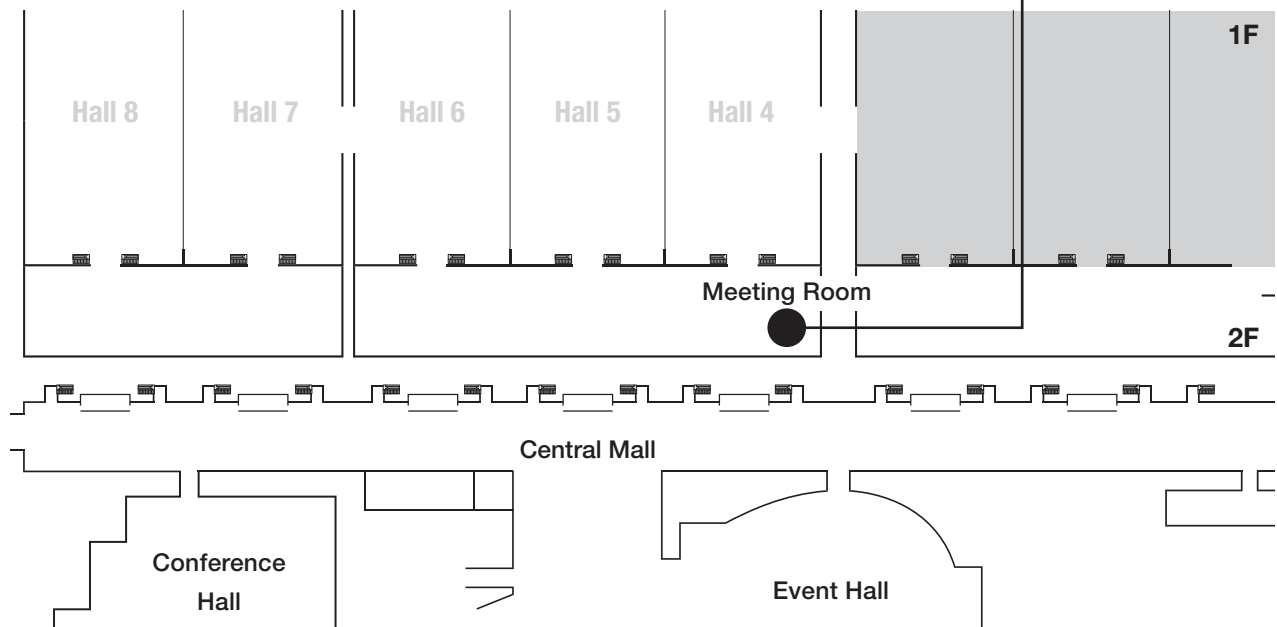
# Meeting Room

Meeting room will be set up for exhibitors to hold meetings with visitors. Those who want to use the meeting room are requested to submit the "Application for meeting room" to Japan Electronics Show Association by Friday, October 14. Application will be accepted on a first-come-first-served basis and application will no longer be accepted after all rooms are filled. The maximum applicable time unit is 2 per one company per day.

- (1) Specifications : 82m<sup>2</sup>
- (2) Capacity : 30 persons
- (3) Location : Exhibition Hall 4, 1F
- (4) Fee : ¥5,250 (Including consumption tax) per 45 minuets.
- (5) Period : November 15 (Tuesday) to 18 (Friday)

Time table is shown below

A	9:00 ~ 9:45	F	14:00 ~14:45
B	10:00 ~10:45	G	15:00 ~15:45
C	11:00 ~11:45	H	16:00 ~16:45
D	12:00 ~12:45	I	17:00 ~17:45
E	13:00 ~13:45		



## Suite Room

Suite Room will be set up for exhibitors to hold meeting, demonstration and seminar in private room. Those who want to use the customer's room are requested to submit the "Application for suite room" to Japan Electronics Show Association by Friday, August 19. Application will be accepted on a first-come-first served basis from 10:00 a.m., August 1, and application will be no longer be accepted after all rooms are filled.

## ■ Overview of Facilities

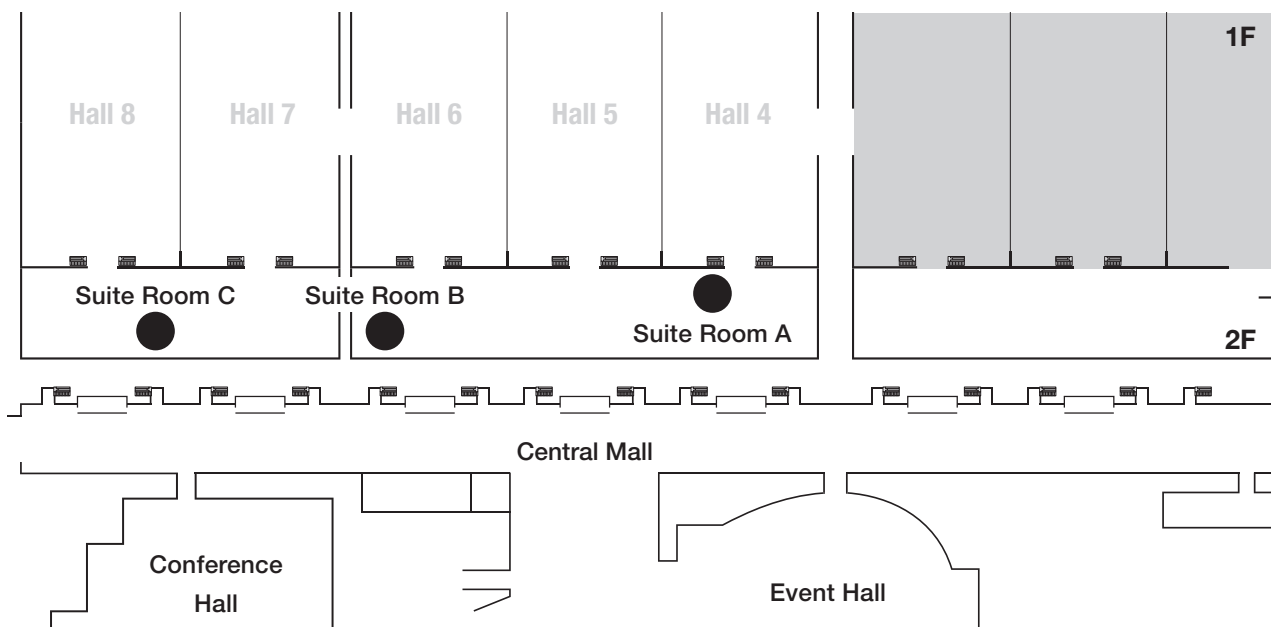
### (1) Specification and price

Room	Location	Area	Room charge (including tax)
Suite Room A	Exhibition Hall 4, 1F Multipurpose room	181m <sup>2</sup>	¥1,050,000
Suite Room B	Exhibition Hall 6, 1F Conference room	82m <sup>2</sup>	¥577,500
Suite Room C	Exhibition Hall 8, 1F Conference room	116m <sup>2</sup>	¥735,000

(2) Duration of use: November 14 (Monday) to 18 (Friday)

(3) Notes:

- Product displays are prohibited.
- After applying, please submit your floor plan for review and confirmation by the Management Secretariat.
- Fittings and other equipment to be installed in Suite room should be prepared by the exhibitor.
- Electricity construction (after the setup of distribution boards) should be carried out by the applying exhibitor.
- Power consumption fees will be paid by the exhibitor. When you use electric power, please submit "Application for power supply" (refer 04-2-5.1)
- Suite room door locking will be handled by the Management Secretariat, so please contact the office in Hall 5 to lock and unlock these doors.
- The Management Secretariat reserves the right to make adjustments to suite room locations.



## Web Site Banner Advertisement

Exhibitors are invited to place banner ads on the **InterBEE online**

Exhibitors can post advertising banners on the Inter BEE Online portal site to enhance your company's PR activities. If you wish to use this site, please submit the "Application for Web Site Banner Advertisement" by Tuesday, August 16. Up to six companies will be eligible to participate and applications will be processed in the order they arrive.

### ■ Placement Method

Constantly randomly displayed in a distinct frame on **InterBEE online** top page.



— Banner Ads Space

**InterBEE online** Top page

### ■ Period of Placement

August 22 to December 19 (Planned)

### ■ Size

40 pixels (h) x 190 pixels (w)

### ■ Price

¥105,000 (including consumption tax)

### ■ Material Submission

#### (1) Deadline

Wednesday, August 17

#### (2) Submit to

Japan Electronics Show Association (See page 01-3-2)

#### (3) Material Format

File size : Up to 20KB

Format : GIF. JPEG, 1 loop of animated GIF may be used.

#### (4) Submission Instructions

Submit by E-mail or CD-R. If submitted by e-mail, attach a non-compressed file with URL to be linked.

## E-mail Magazine Text Banner Ads

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The database for visitors of previous Inter BEE exhibitions will be used along with a variety of event information to create a helpful email magazine for participants. This email magazine is designed to promote pre-registration, enhance access to the official homepage, raise the level of awareness before the exhibition is held, etc., and it will also include text banner advertising from exhibitors. To insert advertisements in this magazine, exhibitors are requested to submit the "Application for Email MagazineText Banner Ads" to Japan Electronics Show Association by Monday, August 22.

There is a limit to the number of advertisements that can be included in the magazine and applications will be processed in the order they arrive.

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### ■ Details:

- (1) The approximately 52,000 individuals in the visitor database who registered or provided us with information will have access to the email magazine. 2011 participants who have pre-registered will also be included.
- (2) Scheduling: Ad insertion for the email magazine will be made available weekly from the 4<sup>th</sup> week of September until the 4<sup>th</sup> week of November. For each week, only the first three applications will be accepted.

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### ■ Fees

Ad insertion fee: ¥105,000 (including consumption tax) for three insertions

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### ■ Documentation requirements

1. Submission deadline: by Tuesday on the week the desired ad insertion date.
2. Submit to: Japan Electronics Show Association (see appendix 01-3-2.).
3. Document format: Text data only, up to 38 characters x 7 lines (266 characters) of Japanese double-byte characters.

Use the template that the Management Secretariat sent you after your application was received.

**\*Ad contents are restricted to information about your Inter BEE 2011 exhibition. Also, make sure to include the name and booth number of the exhibiting company.**

4. Submission method: Submit by email to [exhibitor@inter-bee.com](mailto:exhibitor@inter-bee.com)

# Guide Map Advertising

Guide map advertising is available. The guide map will be distributed at the exhibition.

The guide map includes booth information and a list of exhibitors. Exhibitors who wish to advertise are requested to submit the **Application for Guide Map Advertisement** to the Japan Electronics Show Association (JESA) by **Friday, September 16**.

## Guide Map Specifications

A4, Double gatefold, 4 colors

## Number to be Printed

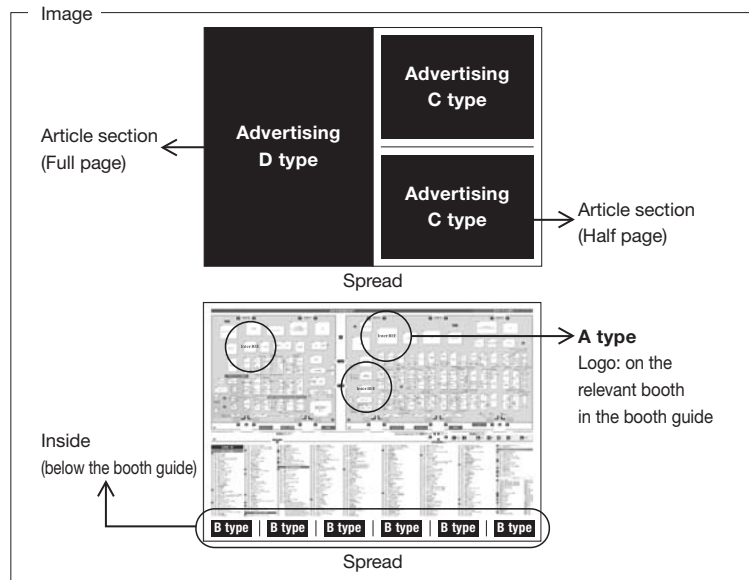
35,000

## Publishing Date

November 16 (Wednesday)

## Location of Distribution

The distribution counters at the entrance



## Application Information and Rates

	Application	Rates	Applicable exhibitors	Size	Ad space
Type A (Japanese/English)	Logo: on the relevant booth in the booth guide	¥36,750 (tax included)	Exhibitors with 16 booth spaces or more	12 mm (W) x 10 mm (H)	The text of the exhibitor's booth name will be replaced by the company's logo.
Type B (Japanese/English)	Below the booth guide	¥105,000 (tax included)	All exhibitors	50 mm (W) x 20 mm (H)	Decided by Management Office
Type C	Article section (Half page)	¥157,000 (tax included)	All exhibitors	190 mm (W) x 128.5 mm (H) (A5)	Decided by Management Office
Type D	Article section (Full page)	¥262,500 (tax included)	All exhibitors	210 mm (W) x 297 mm (H)(A4) 216 mm (W) x 303 mm (H) (Including register marks)	Decided by Management Office

## Application

Apply from 10:00 a.m. August 1 (Monday) (Japan Standard Time)

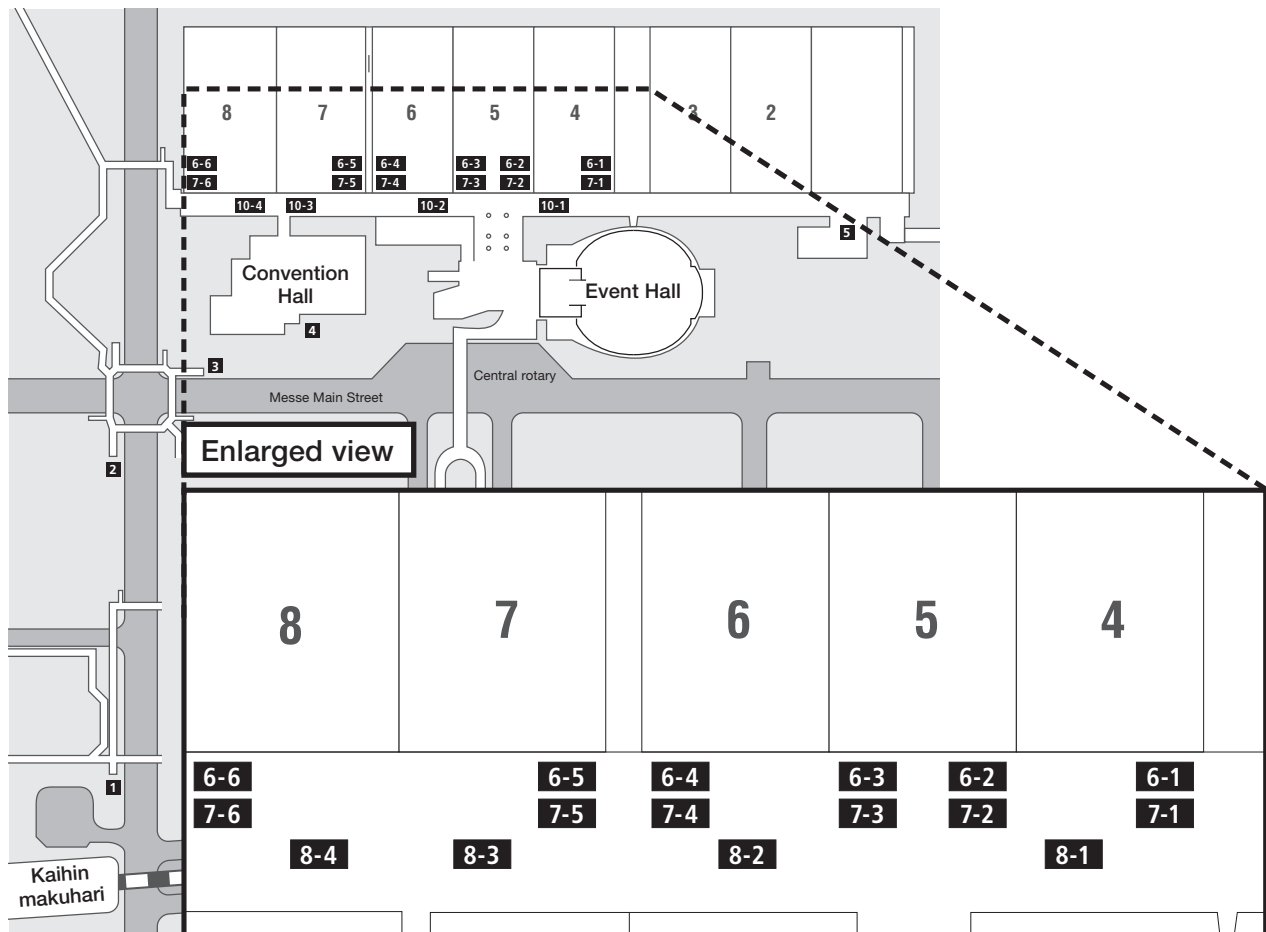
## Submission of the Script Data

1. Deadline: October 21 (Friday)
2. Submit to: Japan Electronics Show Association (refer to 01-5-2)
3. Format: Complete data formatted with Adobe Illustrator (must be outlined)  
The script data of Type A and B are recommended to display in Japanese-English or create two types of data: Japanese and English
4. Note: The advertising Data for the inside page (below the booth guide) must be relevant to the Inter BEE 2011 exhibition.

## On-site Signboard Ads

Inter BEE offers signboard ad spaces outside the exhibition site and in the surrounding area in various ranges of signboard size and location for exhibitors to enhance advertising effectiveness and visitor promotion. Exhibitors who require On-site Signboard Ads, are required to submit the "Application for On-site Signboard Ads" by Friday, September 16. Application will be accepted on a first-come-first-served basis.

### ■ Sign board Ads arrangement plan



### ■ Insertion locations and publication fees

Refer to the on-site sign and banner advertisement publication fees (appendix 02-6-4-.2) for further details.

### ■ Submission Deadlines

- (1) Deadline: Friday, October 28.
- (2) Submit to: Murayama (See page 01-5-2)  
Please submit data on CD-R.
- (3) Format:  
Full-color output will be attached to the signboard. The exhibitor's booth number must be specified in the ad space. Data should be Illustrator Ver10.
- (4) Production services:  
At the exhibitor's request, we will arrange for the production of sign banners.  
Booth numbers will be printed in these sign banners.

On-site Signboard Ads

■ Ad information and fees

① Kaihin Makuhari Station arch signboard

Code 1

Offer to sell: 1 (both sides/ 4 spaces)

Size: 400 mm (h) x 650 mm (w)

Price: ¥ 1,050,000 (including tax)



※Image

② Walkway signboard

Code 2

Available spaces: 1 (both sides)

Size: 500 mm (h) x 1,100 mm (w)

Price: ¥ 472,500 (including tax)



※Image

③ Pedestrian overpass escalator signboard

Code 3

Available spaces: 1 (both sides)

Size: 750 mm (h) x 1,600 mm (w)

Price: ¥ 577,500 (including tax)



※Image

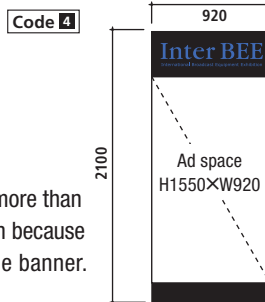


On-site Signboard Ads

④ Exterior bowed sign

Available spaces: 8 (both sides)  
 Size: 1,550 mm (h) x 920 mm (w)  
 Price: ¥ 157,500 (including tax)

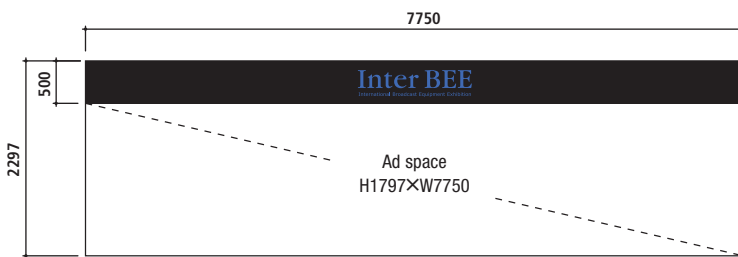
※When preparing digital data for the banners, leave more than 70 mm of text- and graphic-free space at the bottom because a tube will be inserted in this space to stabilize the banner.



※Image

⑤ West Entrance sign

Available spaces: 1 (both sides)  
 Size: 1,797 mm (h) x 7,750 mm (w)  
 Price: ¥ 735,000 (including tax)



Code 5

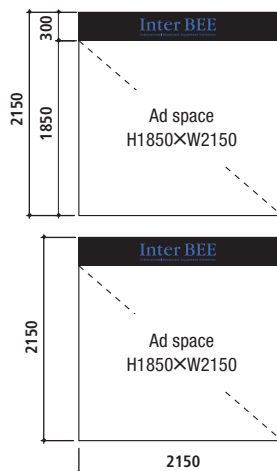


※Image

⑥ Exhibition Site entrance sign

Available spaces: 6 (both sides)  
 Size: 1,850 mm (h) x 2,150 mm (w)  
 Price: ¥ 735,000 (including tax)

- Hall4entrance Code 6-1
- Hall5entrance Code 6-2
- Hall5entrance Code 6-3
- Hall6entrance Code 6-4
- Hall7entrance Code 6-5
- Hall8entrance Code 6-6



※Image

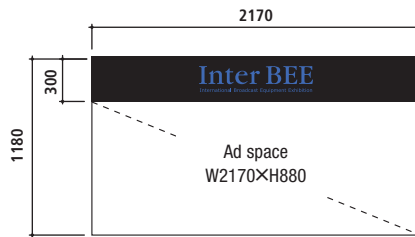
On-site Signboard Ads

⑦ Exhibition Site entrance door sign set

Code 7

Available spaces: 6 (both sides)  
 Size: 880 mm (h) x 2,170 mm (w)  
 Price: ¥ 735,000 (including tax)

- Hall4entrance Code 7-1
- Hall5entrance Code 7-2
- Hall5entrance Code 7-3
- Hall6entrance Code 7-4
- Hall7entrance Code 7-5
- Hall8entrance Code 7-6



※Image

⑧ Pillar-wrapping sign

Code 8

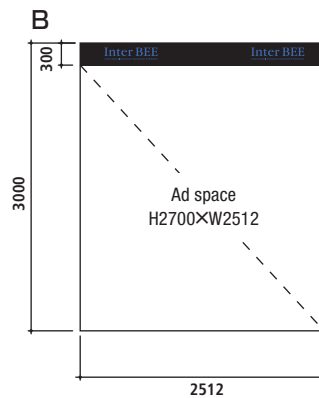
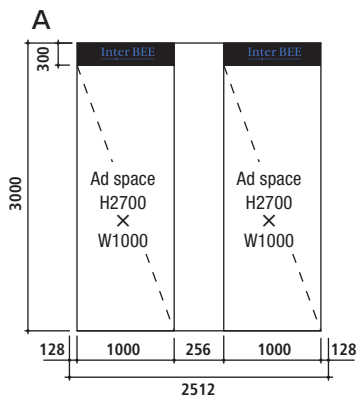
Available spaces: 4 (both sides)  
 Size: A 2,700 mm (h) x 1,000 mm (w)  
       B 2,700 mm (h) x 2,512 mm (w)  
 Price: ¥ 367,500 (including tax) / space

- Hall4 Code 8-1
- Hall6 Code 8-2
- Hall7 Code 8-3
- Hall8 Code 8-4



※Image

※When preparing digital data for the banners, leave more than 70 mm of text- and graphic-free space at the bottom because a tube will be inserted in this space to stabilize the banner.



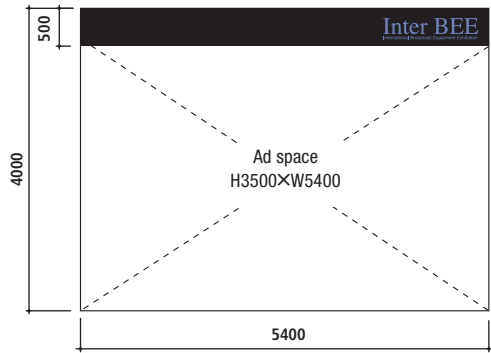
On-site Signboard Ads

⑨ Banner over exhibitor's own booth

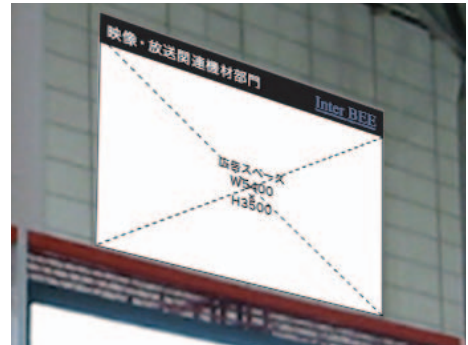
Available spaces: 1 (one side)

Size: 3,500 mm (h) x 5,400 mm (w)

Price: ¥ 1,155,000 (including tax)



Code 9



※Image

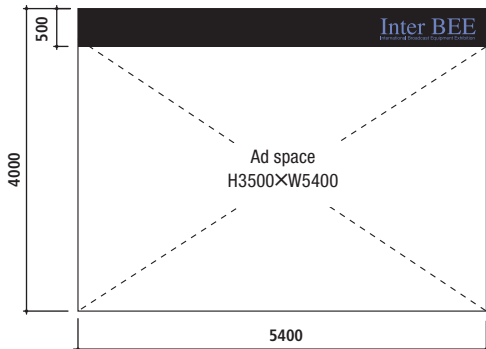
※When preparing digital data for the banners, leave more than 70 mm of text- and graphic-free space at the bottom because a tube will be inserted in this space to stabilize the banner.

⑩ Banner over exhibitor's own booth

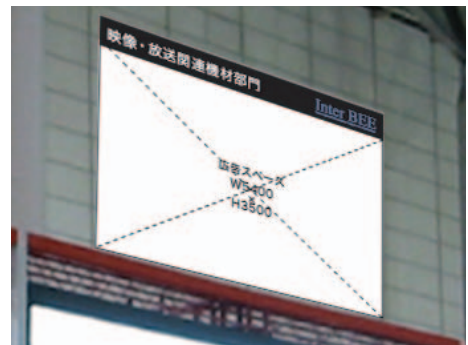
Available spaces: 1(both sides)

Size: 3,500 mm (h) x 5,400 mm (w)

Price: ¥ 1,575,000 (including tax)



Code 10



※Image

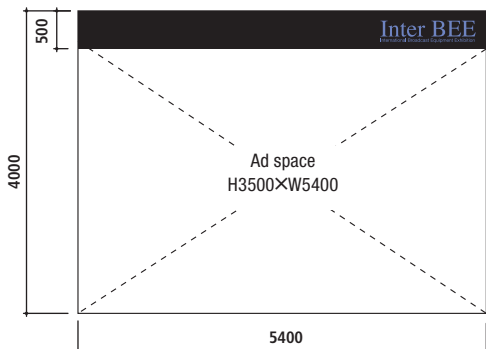
※When preparing digital data for the banners, leave more than 70 mm of text- and graphic-free space at the bottom because a tube will be inserted in this space to stabilize the banner.

⑪ Banner over exhibitor's own booth

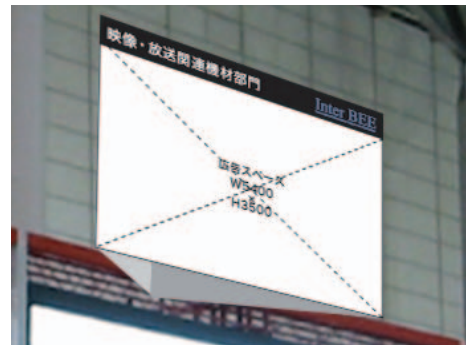
Available spaces: 1(three sides)

Size: 3,500 mm (h) x 5,400 mm (w)

Price: ¥ 2,100,000 (including tax)



Code 11



※Image

※When preparing digital data for the banners, leave more than 70 mm of text- and graphic-free space at the bottom because a tube will be inserted in this space to stabilize the banner.

## Exhibition Venue Regulations

### 03-1 Exhibition Site

03-1-1 Exhibition Site Layout / Visitor Passage **Important**

03-1-2 Transportation Guide

03-1-3 Management Office Facilities **Important**

03-1-4 Smoking **Please cooperate**

### 03-2 On-site Management

03-2-1 Work Schedule **Important**

03-2-2 Exhibitors / Workers Badge **Important**

03-2-3 On-site Photography **Please cooperate**

### 03-3 Load-In & Load-Out

03-3-1 Vehicle Stickers **Important**

03-3-2 Load-In **Important**

03-3-3 Load-Out **Important**

03-3-4 Vehicles During Show Period / Courier Service **Important**

### 03-4 Waste Disposal

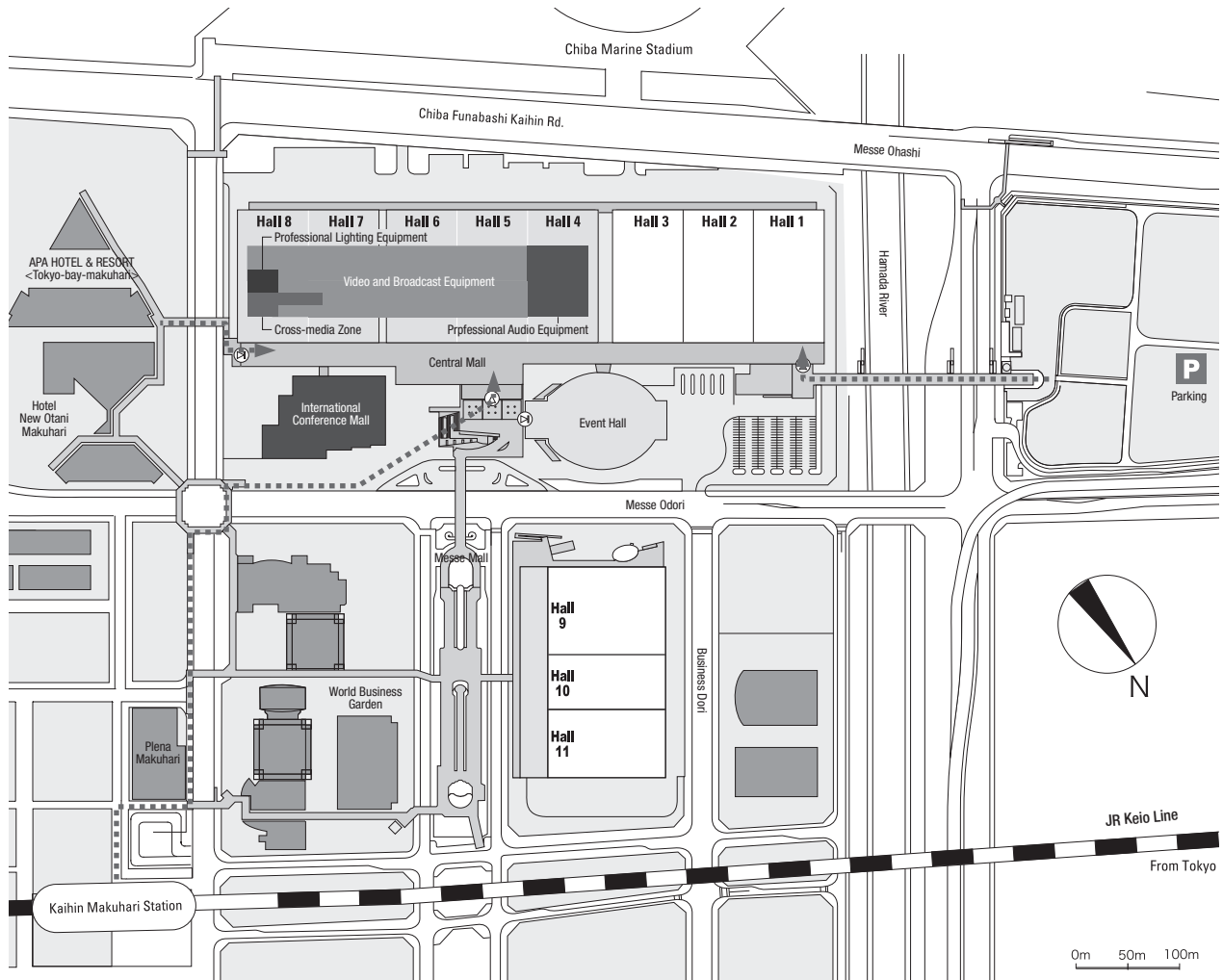
03-4-1 Environmental Measures **Please cooperate**

03-4-2 Waste Material Separation

03

# Exhibition Site Layout / Visitor Passage

..... Visitor Passage



# Transportation Guide

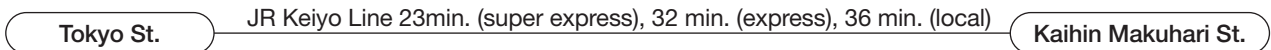
## (1) By Train or Bus

- Nearest stations to Makuhari Messe

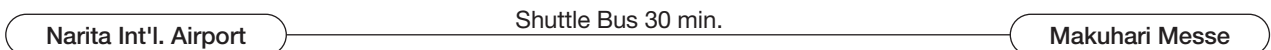
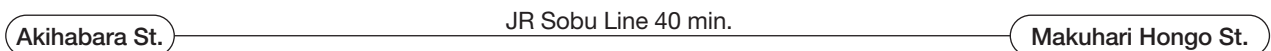
JR Keiyo Line, Kaihin Makuhari Stn. (7 min. on foot)

JR Sobu Line, Makuhari Hongo Stn., Keisei Line, Makuhari Hongo Stn. (15 min. by bus)

- From central Tokyo to Kaihin Makuhari Station



- From the center of Tokyo to Makuhari Hongo Station

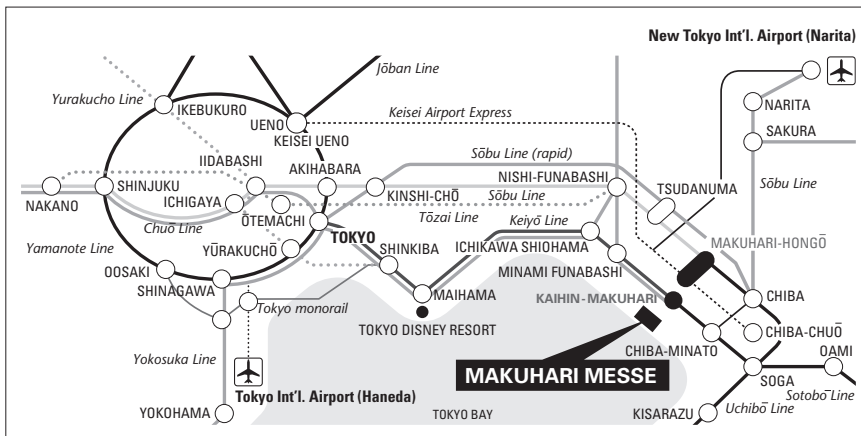


## (2) By Car

Central Tokyo Higashi Kanto Expressway Wangan Narashino Exit Makuhari Messe

Narita Airport Higashi Kanto Expressway Wangan Chiba Exit Makuhari Messe

Paid parking lot: Standard car : ¥1000 per day (8:00 a.m. to 11:00 p.m.) (No entry after 9:00 p.m.)



Location



# Management Office Facilities

## ■ On-site Inter BEE Secretariat Office Locations

1. The Secretariat Office in charge of hall management and handling exhibitor inquiries is located in Halls 5 and 7.

## ■ Exhibitor Service Facilities (Free)

### (1) Business Meeting Room

Business Meeting Room will be set up in exhibition halls for exhibitors to hold business meetings.

### (2) Exhibitors' Resting Room

Resting Rooms will be set up in exhibition halls for private use by exhibitors.

Please put on an "Exhibitor Badge" when using the rooms.

No smoking. Smoking is permitted only in the designated areas.

### (3) Ladies' Dressing Room

Ladies' Dressing Room can be used for female attendants for clothes changing.

## ■ Exhibitor Service Facilities (Charged)

### (1) Customer's Room (See page 02-5-1)

### (2) Presentation Room (See page 02-5-2)

### (3) Meeting Room (See page 02-5-3)

### (4) Suite Room (See page 02-5-4)

## ■ Visitor Service Facilities

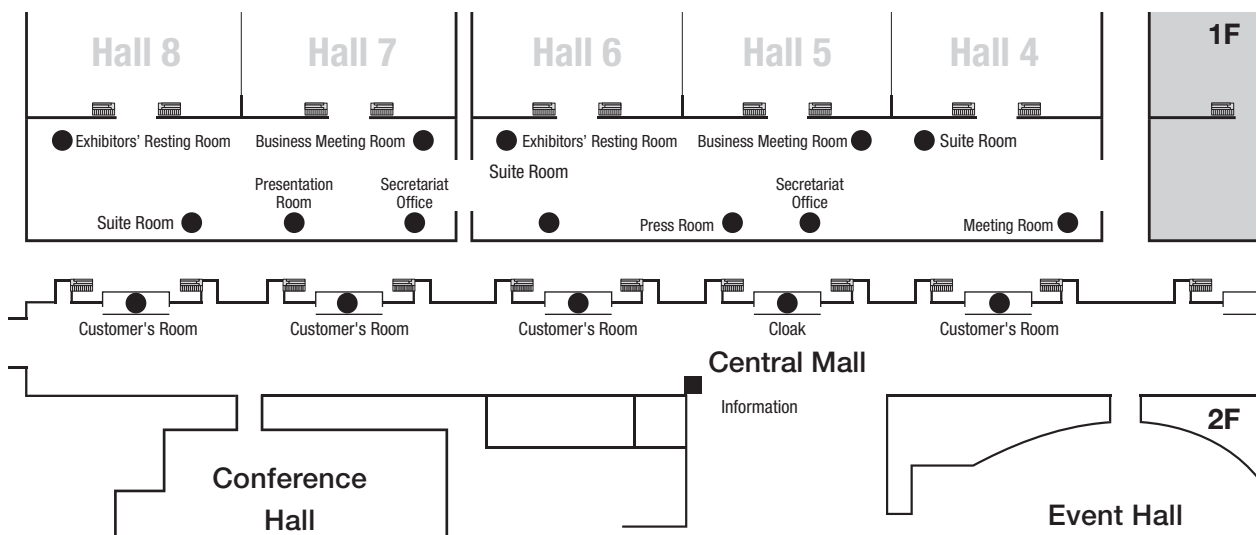
### (1) Information booth

This booth provides information on the exhibition site and booths, and handles visitor inquiries.

### (2) Press Room

### (3) Courier Service Center

### (4) Cloak





## Smoking

We ask for your cooperation for the duration of Inter BEE with respect to the following regulations on smoking to be observed at Makuhari Messe.

### (1) Exhibition Hall (during Load-in / out period)

Smoking is strictly prohibited in the exhibition hall, with the exception of designated smoking rooms.

### (2) Exhibition Hall (during exhibition period)

Smoking is strictly prohibited in the exhibition hall, with the exception of designated smoking rooms.

### (3) Ikoji Mall

Smoking is permitted only in smoking rooms designated by the Show Management Secretariat.

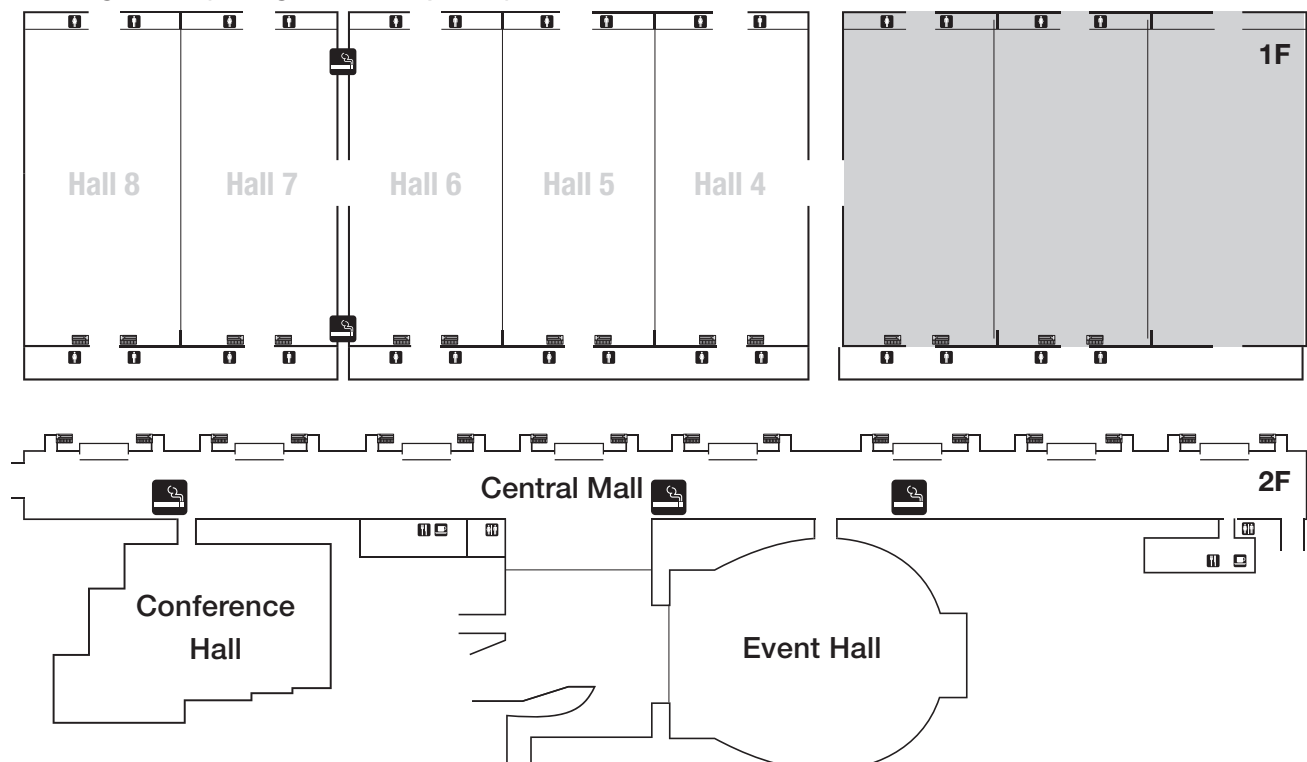
### (4) International Exhibition Hall, 2nd Floor

Smoking is strictly prohibited, with the exception of designated smoking rooms.

### (5) International Conference Hall

Smoking is strictly prohibited.

### Smoking Room (during Exhibition period)



# Work Schedule

## Work Schedule

	7:00	8:00	8:30	9:00	10:00	11:00	12:00	13:00	14:00	15:00	16:00	17:00	18:00	19:00	20:00	21:00	22:00	23:00	24:00	
12th (Sat.)									Exhibitors with 15 or more booths											
13th (Sun.)											All Exhibitors									
14th (Mon.)			All Exhibitors																	
15th (Tue.)			All Exhibitors																	
16th (Wed.)			Prep.		Exhibition Period															
17th (Thur.)			Prep.		Exhibition Period															
18th (Fri.)			Prep.		Exhibition Period								Load-out (exhibit dismantling)							

※Load-in period (exhibit set-up)

more than 15 booths: Saturday, November 12 - Tuesday, November 15 (4 days)

1-12 booths: Sunday, November 13 - Tuesday, November 15 (3 days)



### Regular working hours

8:30 a.m. – 6:00 p.m.



### Free overtime hours

Exhibitors needing to work on-site during this period are required to submit the Application for Overtime Work to the Show Management Secretariat by 5:00 p.m. on the day in question. Application forms are available at the office in each exhibition hall.



### Charged overtime hours

Exhibitors needing to work on-site during this period are required to submit the Application for Overtime Work to the Show Management Secretariat by 5:00 p.m. on the day in question. Overtime fees of ¥10,500 / hour (tax included) will be charged for work during these hours to cover expenses such as security and utilities. Upon completion of overtime work, exhibitors must file a report with the Management Office before leaving the exhibition site. Extra fees for overtime till 8:30 a.m. of the following day will be levied if this report is not turned in.

## Exhibitors / Workers Badge

Exhibitor / Workers Badges will be provided free of charge for each booth you apply for up to the limit specified below. You also have to apply for Exhibitor / Workers Badges which are provided for free. Please specify the number of badges you need on the "Application for Exhibitor/Worker Badges" and submit it to the Japan Electronics Show Association by Thursday, September 22.

These badges will also be sold at the exhibition site during the show.

### ■ Number of badges Allotted at Free of Charge

Exhibitor badge	10 badges per booth
Worker badge	5 badges per booth

Badges will be mailed out to all exhibitors end-October.

### ■ Additional Exhibitor / Worker Badges (with fee)

Should additional Exhibitor / Worker Badges be required, please submit "Application for Additional Exhibitor / Worker Badges" to Japan Electronics Show Association by Thursday, September 22.

Fees (including tax)

Exhibitor badge	¥1,000
Worker badge	¥500

### ■ Exhibitor / Worker Badge

All exhibitors must wear Exhibitor / Worker Badges provided by the Management Office. These badges are must be shown to personnel at entrances / exits when entering or leaving the site.

Valid period

	Load-in period Nov. 12-15	Exhibition period Nov. 16-18	Load-out period Nov. 18 (from 5:00 p.m.)
Exhibitor badge	○	○	○
Worker badge	○	×	○

### ■ Exhibitor Registration

A barcode system will be used to register visitors. Barcodes are printed on the Exhibitor Badge. Each exhibitor representative is required to register his/her own name. Please present two business cards along with the Exhibitor Badge at the exhibitor registration counter when you enter the exhibition site for the first time.

### ■ Paging Service

Please bear in mind that no telephone paging calls may be received via the Show Management Secretariat.

## On-site Photography

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### ■ Photos and Videos Taken by Journalists

Press Badges will be issued to journalists and should be worn at all times on-site. Exhibitors are requested to cooperate with media representatives visiting booths to gather news and/or conduct interviews.

### ■ Reporting and Taking of Photos by Management Office Reporters

During the exhibition, Management Office staff wearing Management Staff badges will be reporting and taking photos at the exhibition venues. The information they collect will be used for news updates put up on the exhibition website and for future promotional purposes. We ask for your kind cooperation.

### ■ Photos and Videos of Other Booths Taken by Exhibitors

You may not take photos or videos of another company's products without the permission of that company.

### ■ Photos and Videos of Own Booths

Although there are no regulations governing the photographing and videoing of company's own booths, we ask that when doing so you take care not to disturb visitors and other exhibitors.

### ■ Photos and Videos Taken by Visitors

We do not regulate filming by visitors. We do expect you to comply with exhibitors' wishes if they are exhibiting a product that is prohibited from filming or if filming interferes with their demonstration. However, we may prohibit filming or request visitors to confirm the purpose and details of their filming if visitors' film in filming-prohibited areas, or film someone without permission and infringe upon that person's portrait rights as a part of their rights to privacy.

## Vehicle Stickers

### ■ Vehicle Sticker

A vehicle sticker(s) issued by the Management Secretariat Office is required when loading or unloading products and materials from vehicles as well as for participants coming to the exhibition by car. A set number of stickers will be issued and delivered from the office around end- October 2011.

### ■ Load-In Vehicle Sticker

Valid period: Saturday, Nov. 12 to Tuesday, Nov. 15, 2011.

Number of stickers to be provided:

Exhibitors with 1 to 20 booths: 3 per booth

Exhibitors with over 25 booths: 2 per booth

Note: On November 14, load-in will be permitted only for block booth (more than 15 booths) exhibitors (see section 03-2-1).

### ■ Show Period Vehicle Sticker

Valid period: Wednesday, Nov. 16 and Thursday, Nov. 17, 2011.

Number of stickers to be provided: 1 per exhibitor (company).

Note: Use the Move-Out Vehicle Sticker on the last day of the event (Friday, Nov. 18).

### ■ Priority Load-Out Vehicle Sticker

Valid period: Friday Nov. 18, 2011.

Number of stickers to be provided: 1 per exhibitor (company).

Vehicles with this sticker will be allowed to enter Makuhari Messe directly.

### ■ Equipment Move-Out Vehicle Sticker

Valid period: Friday Nov. 18, 2011.

Number of stickers to be provided: 1 per exhibitor (company).

This vehicle sticker does not allow vehicles to enter Makuhari Messe directly.

Park in the waiting area and follow directions of the crew to enter the exhibition.

Sticker type	1-2 booths	3~5 booths	6~9 booths	10~18 booths	20-25 booths	30~40 booths	45~65 booths	70~100 booths
Number of stickers	1 sticker	2 stickers	3 stickers	4 stickers	5 stickers	6 stickers	8 stickers	10 stickers

### ■ Decoration Move-Out Vehicle Sticker

Valid period: Friday Nov. 18, 2011.

Number of stickers to be provided: see the section below.

This vehicle sticker does not allow vehicles to enter Makuhari Messe directly.

Park in the waiting area and follow directions of the crew to enter the exhibition.

Vehicle sticker information

1. Additional stickers are not available and stickers will not be reissued if lost or misplaced.
2. Refer to sections 03-3-2 and 03-3-3 for further details on shipping & receiving.
3. An exhibitor badge or worker badge is required to enter the exhibition (see section 03-2-2).

Sticker type	1 - 2 booths	3~5 booths	6~9 booths	10~18 booths	20 - 25 booths	30~40 booths	45~65 booths	70~100 booths
Number of stickers	2 stickers	4 stickers	6 stickers	8 stickers	10 stickers	12 stickers	16 stickers	20 stickers

### ■ Vehicle sticker information

1. Additional stickers are not available and stickers will not be reissued if lost or misplaced.
2. Refer to sections 03-3-2 and 03-3-3 for further details on shipping & receiving.
3. An exhibitor badge or worker badge is required to enter the exhibition (see section 03-2-2).

### ■ Load-In

1. All on-site exhibitors / workers involved in setting up and dismantling booths must wear Exhibitor / Worker Badges during the load-in / load-out period. Those without badges will not be permitted to enter the exhibition halls.
2. All motor vehicles entering the exhibition premises must have a Vehicle Sticker. Vehicles with sticker should obtain Order of Load-in / Load-out Tickets Exchange at the Load-in / Load-out Waiting Area.
3. Please follow the management staff's instructions when entering into the exhibition hall.
4. Person in charge of the construction of each booth should check the main cable in the booth beforehand.

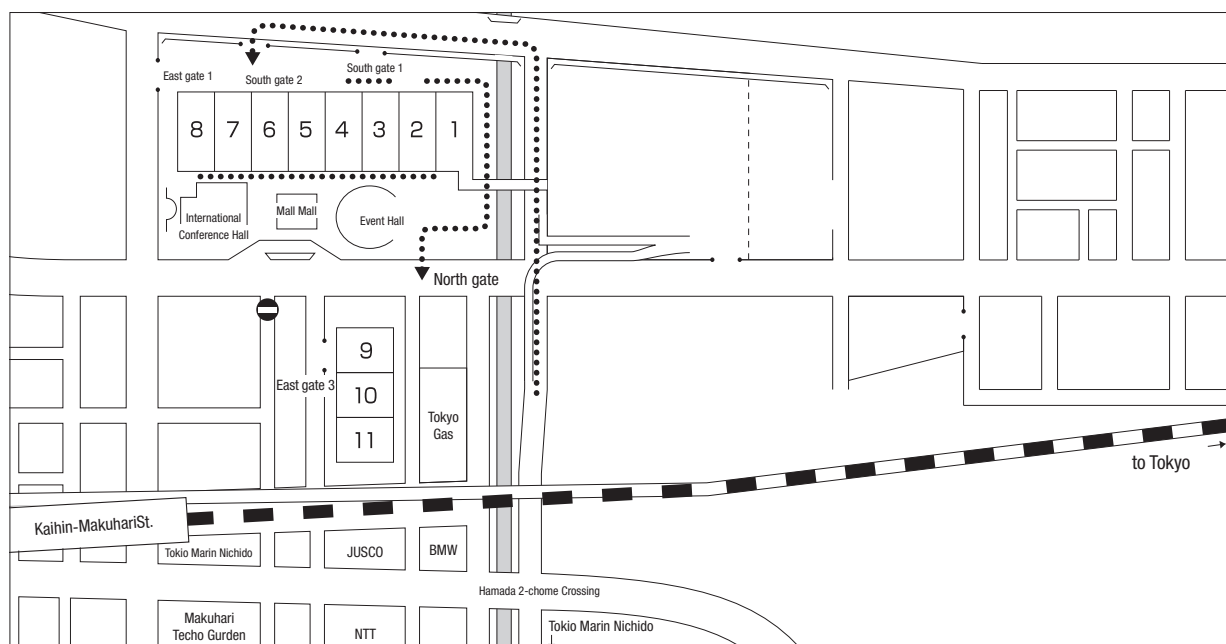
### ■ Waste Disposal

1. During the load-in / load-out period, removing certain types of waste, such as bulky-waste materials, carpeting and production sheets is the responsibility of each exhibitor.
2. Exhibitors will be invoiced separately for the removal of any such materials left on the premises. Exhibitors are encouraged to use recyclable materials.
3. A recyclable materials disposal area will be prepared on the exhibition premises.

### ■ Load-In Vehicles

Vehicles with Load-in vehicle sticker will be allowed to enter Makuhari messe.  
Please enter at south gate 2 directly.

### ■ Load-in Route



**Load-Out**

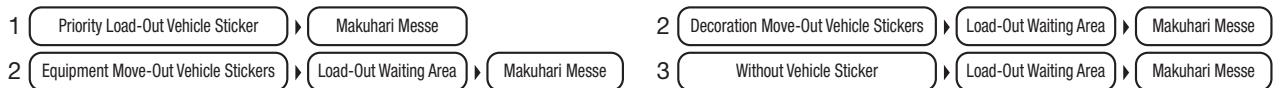
1. One Priority Load-Out Vehicle Sticker will be distributed per exhibitor. Load-out vehicles with this sticker may enter the exhibition premises without going through the Load-Out Waiting Area on November 18. Because only 1 sticker will be distributed per exhibitor, this ticket should be assigned to each exhibitor's priority load-out vehicle.
2. "Equipment Move-Out Vehicle Sticker" and "Decoration Move-out Vehicle Sticker" are required to wait at the Load-Out Area. Please follow staff's directions.
3. The show Management Secretariat will not be responsible for damages or loss to exhibits left on the exhibition site after 8:00 p.m. on November 18. If load-out is not completed by this time, the exhibitor will be charged an overtime space rental fee.

**Waste Disposal**

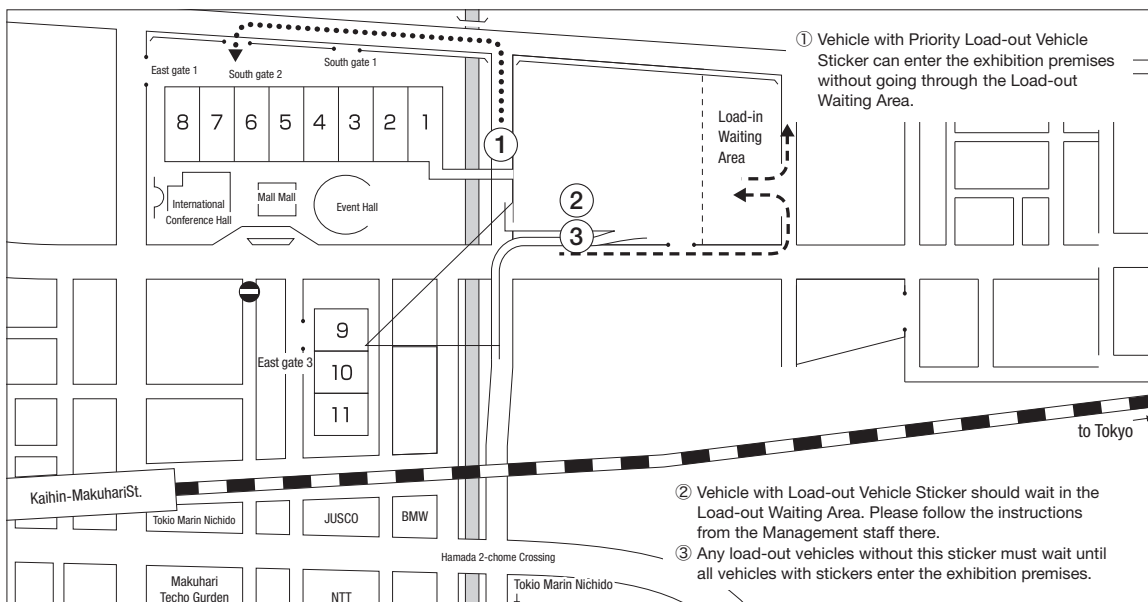
1. During the load-in / load-out period, removing certain types of waste, such as bulky-waste materials, carpeting and production sheets is the responsibility of each exhibitor.
2. Exhibitors will be invoiced separately for the removal of any such materials left on the premises. Exhibitors are encouraged to use recyclable materials.
3. A recyclable materials disposal area will be prepared on the exhibition premises.

**Load-Out Vehicles**

1. One Priority Load-Out Vehicle Sticker will be distributed per exhibitor. Load-out vehicles with this sticker may enter the exhibition premises without going through the Load-Out Waiting Area. Because only 1 sticker will be distributed per exhibitor, this ticket should be assigned to each exhibitor's priority load-out vehicle.
2. Equipment Move-Out Vehicle Stickers and Decoration Move-Out Vehicle Stickers will be distributed. Any load-out vehicles without this sticker must wait until all vehicles with stickers enter the exhibition premises. All load-out vehicles (excluding those that have Priority Load-Out Vehicle Stickers) are required to wait at the Load-Out Waiting Area (Order of Load-out Tickets Exchange), where Load-Out Vehicle Stickers will be exchanged for Order of Load-out Tickets. These tickets permit entry to the exhibition premises according to the number on the ticket.
3. Vehicles without a ticket will not be permitted to enter the exhibition premises, even if they have a Load-Out Vehicle Sticker.



**Load-out Route**

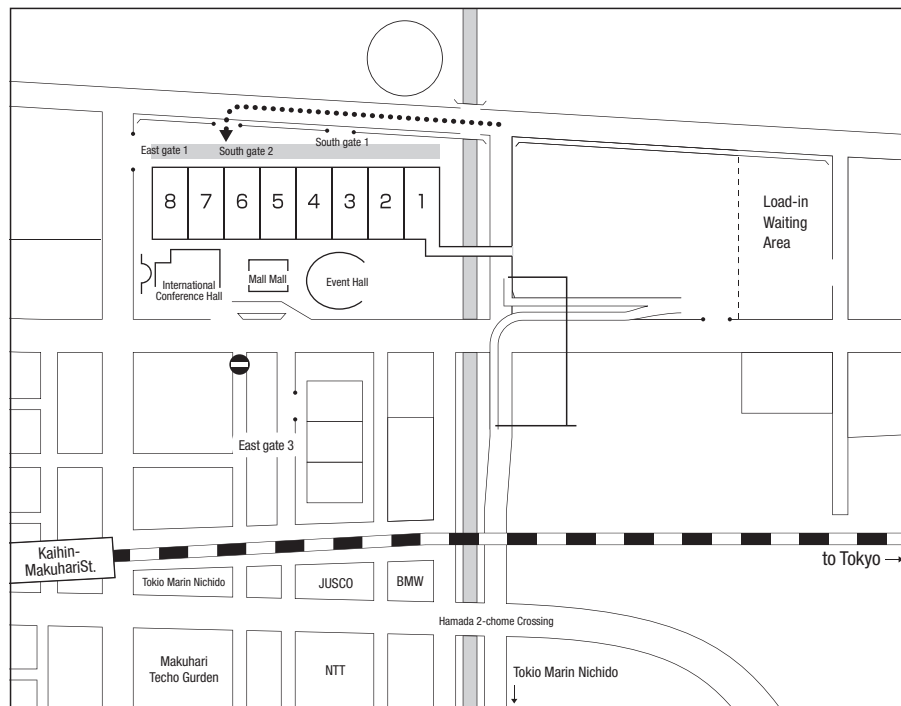




## Vehicles During Show Period / Courier Service

### Exhibitor Vehicles during the Exhibition Period

1. The Show Duration Vehicle Sticker for passenger cars will be distributed and remain valid from 8:00 a.m. to 6:00 p.m. from November 16 to November 17. This sticker permits to access to the specified on-site parking lot. Only 1 sticker will be issued per exhibitor, and no additional stickers will be issued. All vehicles in the specified parking lot must have a sticker.
2. This sticker is not valid for load-out purposes on November 18.
3. Should additional load-in vehicle (parking is not allowed) required during the exhibition period, they will be issued at the gate.



### Courier Service

1. Shipping to the site (Exhibition Hall)

Exhibitors who plan to send goods such as products and printed materials by courier are required to specify the delivery receipt date and time, and to state the following information on an invoice: Exhibition name, Booth number and Name of exhibitor. Exhibitors are not required to provide a Load-In Vehicle Sticker for goods delivered by courier.

2-1, Nakase, Mihama-ku, Chiba-shi, 261-0023, Chiba Prefecture  
 Makuhari Messe, Inter BEE 2011 XX Hall  
 Booth number : XXXX  
 Exhibitor name : XXXXXXXX  
 Contact : XXXXX  
 Contact person's mobile phone number : XXXXX

2. Shipping from the site (Exhibition Hall)

The exhibition center has a courier center and courier companies will always be stationed there during the show.

## Environmental Measures

### ■ Measures Adopted at Inter BEE

In accordance with the environmental policy formulated by the Japan Association for the 2005 World Exposition, Inter BEE asks that all exhibitors, visitors and sponsors think about the contribution that they can make to create a recycling-oriented society. Inter BEE promote the “3Rs” (reduce, reuse and recycle) concept and try to reduce the generation of waste at Inter BEE exhibitions.

### ■ Cooperation Requested to Exhibitors

#### (1) Control the generation of waste (reduce)

Please consider what you can do to reduce the generation of waste. Keeping in mind the need to reduce industrial waste starting at the design stage for booth display, please avoid the need to carry out construction work at the exhibition site wherever possible by bringing pre-assembled or completed booth facilities to the site.

#### (2) Actively reuse recycled products (reuse)

Please actively use materials that can be recycled or materials that have already been recycled.

#### (3) Step up recycling of waste (recycle)

Please separate waste materials, as outlined below, as a means of increasing the percentage of recycled waste. Please deposit recyclable items in the special recycling bins that have been placed at the load-in gate at each hall of the exhibition venue. We ask for your cooperation especially with regard to the bringing in and taking out of large quantities of waste.

- Waste paper (cardboard, paper, pamphlets)
- Empty cans (empty aluminum and steel cans; this does not apply to empty spray cans or gas containers, which are nonburnable)
- Plastic bottles (please dispose after emptying contents)
- Burnables (food scraps, wood and paper scraps)
- Nonburnables (plastic waste, glass and metal scraps)

**“Thorough separation of waste” is a practical step you can take to help recycle.**

# Waste Material Separation

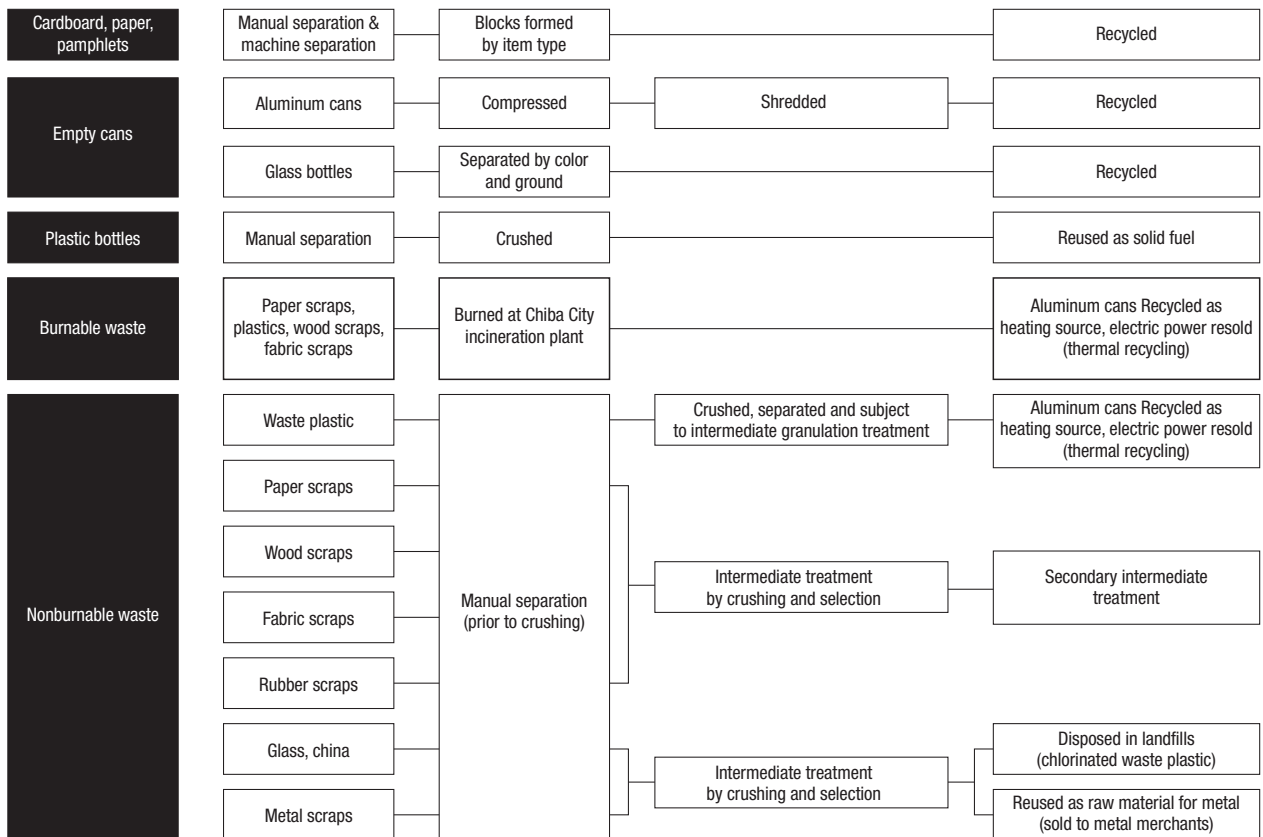
## Measures Adopted at Inter BEE

We ask exhibitors to remove waste generated from setting up and dismantling their respective booths, or to take responsibility for the disposal of such waste, including costs incurred. If an exhibitor should leave waste inside the exhibition venue, the exhibitor will be billed later for the cost of disposal.

Please separate waste materials as outlined below, to increase the percentage of recycled waste. Please deposit recyclable items in the special recycling bins placed at the receiving bays of each exhibition venue. We ask for your cooperation, especially with regard to bringing in and taking out large quantities of waste. We ask exhibitors to devise measures for reducing waste at booths and to make arrangements so that, if at all possible, cardboard, exhibition materials and other items do not require disposal when setting up and dismantling booths. You may contact the following office for further details on waste treatment within Chiba Prefecture.

**Chiba-Prefecture Bldg. Maintenance Corporation**  
**Makuhari Messe Office**  
**Tel: +81-43-296-0534**  
**Contact: Sato**

## Waste Recycling Flowchart



## Booth Regulations

### 04-1 Booth Standards

- 04-1-1 Booth Standards **Important**  
Exceeds Height Regulation
- 04-1-2 Standard Booth Facilities
- 04-1-3 Important Points for Booth Design **Important**  
Prohibition of usage of space beyond booth boundaries /  
Visibility of neighboring booths / In-booth stages /  
Speakers / Prohibition of using space other than within the booth
- 04-1-4 Ceiling Structure
- 04-1-5 Universal Design

### 04-2 Booth Display Regulations

- 04-2-1 Display Contractor Registration
- 04-2-2 Product Liability (PL) Law **Important**
- 04-2-3 Floor Work
- 04-2-4 Fireproofing Regulations
- 04-2-5 Electric Power  
Power Supply **Important**  
Electrical Work **Important**  
Power Activation
- 04-2-6 Green Power Certification System

### 04-3 Product Exhibit Regulations

- 04-3-1 Bonded Goods
- 04-3-2 Products for Exhibit
- 04-3-3 Display-Area lighting

### 04-4 In-Booth Demo Regulations

- 04-4-1 Prohibition **Important**  
Prohibition on Sales /  
Prohibition of Usage of Space beyond Booth Boundaries /  
Restriction on Smoke Effects
- 04-4-2 Sound Emissions and In-booth Demonstrations **Important**
- 04-4-3 In-booth Wireless LANs **Please cooperate**

### 04-5 Booth Management Regulations

- 04-5-1 Hazardous Item Handling
- 04-5-2 Exhibitors' Utility Booths (Storage)
- 04-5-3 Others **Important**  
Exhibition Hall Management and Insurance /  
Cancellation and Change of Exhibition Duration under  
Unavoidable Circumstances



**Booth Configurations**

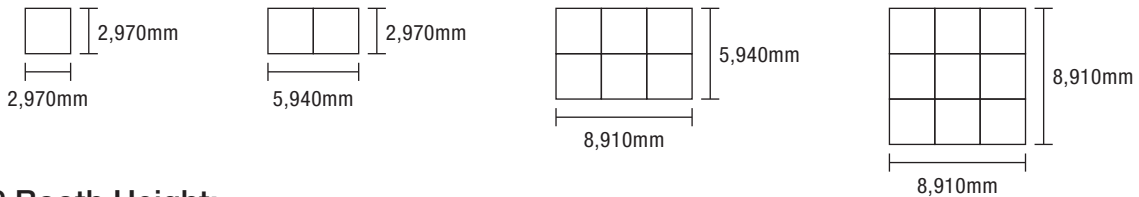
- 1 row ..... (1, 2, 3, 4, 5, 6)
- 2 rows ..... (4, 6, 8, 10, 12)
- 3 rows ..... (9, 12, 15, 18)
- 4 rows ..... (16)
- Block format ..... (20, 25, 30, 35, 40, 45, 50, 55, 60, 65, 70, 75, 80, 85, 90, 95, 100)

**Booth Standards and Height**

**(1) Booth spaces for row booths**

**1. Booth Standards:**

One booth space: 2.97 m (w) 2.97 m (d).

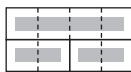


**2. Booth Height:**

The standard height is 2.7 m. The details of height of booth walls are shown below. The allowable height of group exhibit booth walls is same as those booths with 3 rows.

**● 1 row (1, 2, 3, 4, 5, 6)**

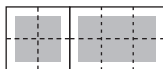
The allowable height of booth walls will be 3.6 m at set back 1.0 m from the corridors and / or foundation panels.



- ... Area where the hight is limited up to 2.7m or lower
- ... Area where the hight is limited up to 3.6m or lower

**● 2 rows (4, 6, 8, 10, 12)**

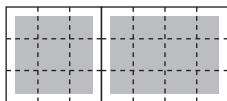
The allowable height of booth walls will be 3.6 m at set back 1.0 m from the corridors and / or foundation panels.



- ... Area where the hight is limited up to 2.7m or lower
- ... Area where the hight is limited up to 3.6m or lower

**● 3 rows (9, 12, 15, 16, 18)**

The allowable height of booth walls will be 3.6 m at set back 1.0 m from the corridors and / or foundation panels.



- ... Area where the hight is limited up to 2.7m or lower
- ... Area where the hight is limited up to 3.6m or lower

**(2) Booth spaces for block booths (20 or more)**

**1. Block booth standards.**

The standard for block booths is 1 booth space, 9m<sup>2</sup>. The floor will be marked in an area equal to 2:1 or 1:1 (w:d) based on the total floor space reserved (9 m<sup>2</sup> no. of booth spaces).

The actual dimensions will be provided to the exhibitors at the lot drawing for booth space allocation.

**2. Booth height of block format**

The overall allowable height will be 6m.



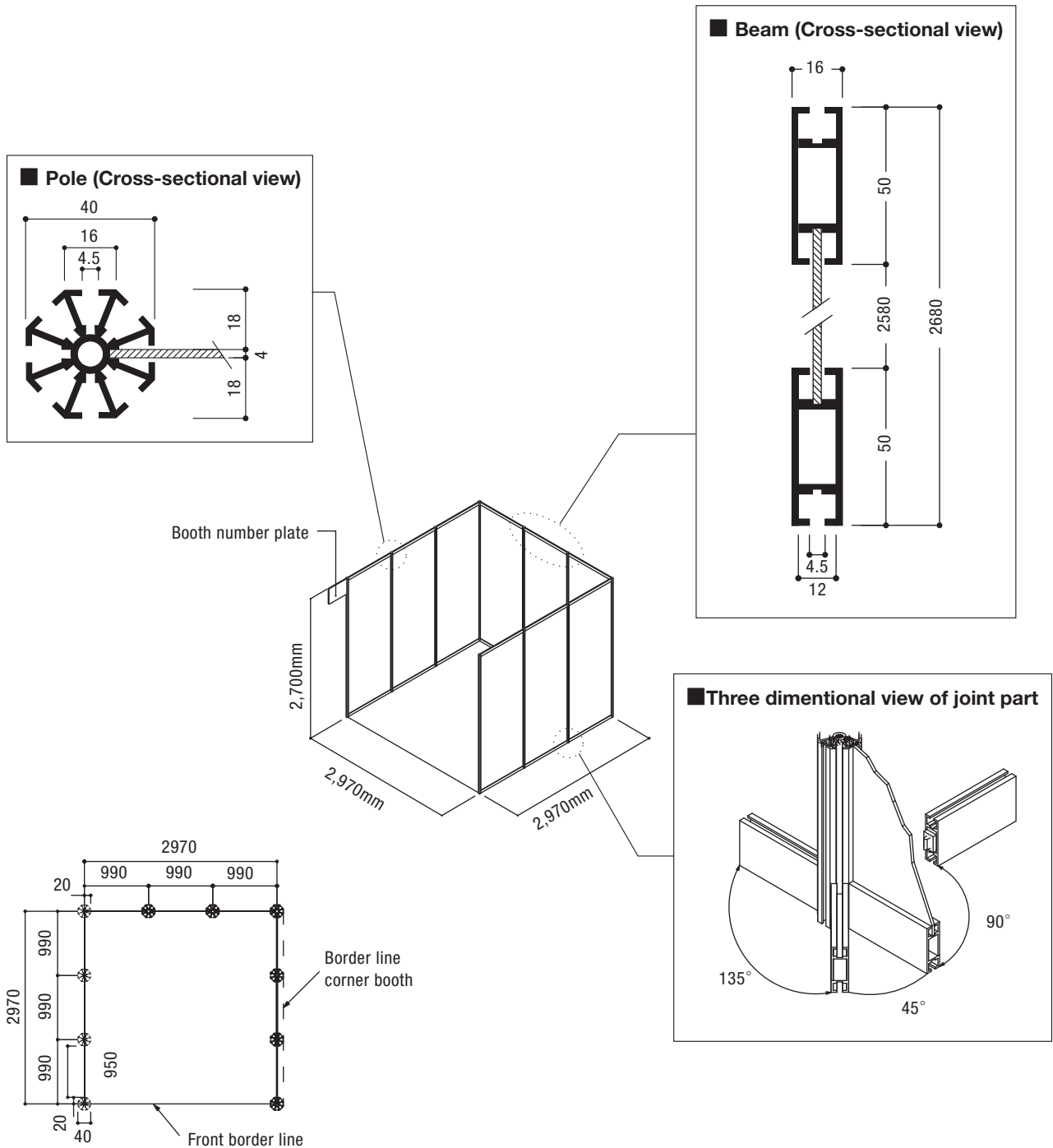
- ... Area where the hight is limited up to 6m or lower

**(3) In case the size of the product exceeds the booth specifications**

The height limitation of exhibit products and decorations will be stipulated as above explained. Exhibitors are requested to submit "Application for Over-Regulated Heights" stating the necessary information to Japan Electronics Show Association by Friday, October 14, and attach product leaflet and diagram indicating location and height of product(s) (both floor plan and elevation drawing). In this case, the exhibited product should be displayed within the specified space limitation of the exhibition booth and cannot be displayed in a way that invades into the aisle. Exhibited product that has received prior permission to exceed the height limitation must be exhibited in the original state of the product itself, and any additional decoration will be prohibited.

# Standard Booth Facilities

System panels are used as partitions between adjoining booths. The Management Office will not erect wall panels on the aisle sides of corner booths. However, exhibitors may erect their own wall panels or ask the Management Office to do so for additional charges.





## Important Points for Booth Design

### ■ Prohibition of usage of space beyond booth boundaries

1. Exhibitors are responsible for controlling crowds around their booths, which might block aisles in public spaces. If a stage is set up in a booth, the Exhibitor must ensure that the booth layout makes it possible to bring all visitors inside the boundaries of the booth.
2. Inviting visitors and / or conducting surveys in aisles and / or public spaces is strictly prohibited.
3. Exhibits, decorations, fixtures, plants and packaging materials should not be left outside of booths, but must be stored within booths.
4. Directly lighting aisles, walls, ceilings, etc., of Makuhari Messe is strictly prohibited. Improvements will be requested to ensure that all booths conform to regulations. Failure to conform the regulations may result in the withdrawal of exhibiting privileges. All activities related to product display and / or demonstration should be conducted inside of the booths.

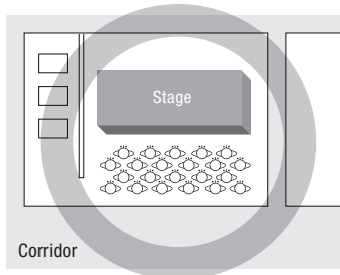
### ■ Visibility of neighboring booths

As for the design of independent booths, please take into consideration the positions of adjacent booths and design the booths in a way that enables visitors to get an unobstructed view of adjoining booths.

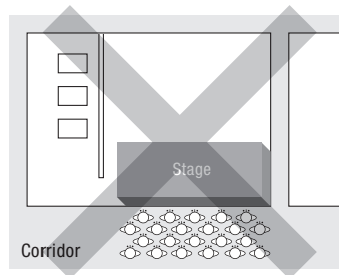
### ■ In-booth stages

Exhibitors planning to set up a stage in their booths must ensure that the booth layout makes it possible to bring all visitors inside the boundaries of the booth. If any problems occur in line with in-booth stages, the Management Office will request immediate countermeasures.

Good example



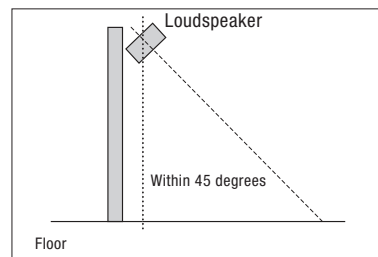
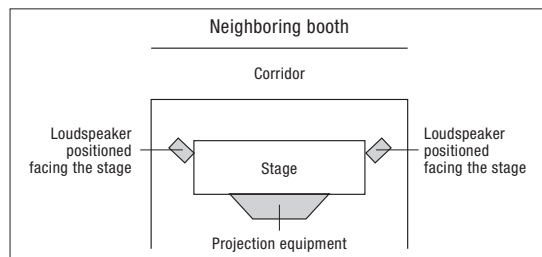
Bad example



### ■ Speakers

Exhibitors are prohibited to set up public address systems, such as loudspeakers or mixers, directly facing neighboring booths. So as not to inconvenience visitors or neighboring booths, these systems must be positioned facing the stage. In case of installing loudspeakers on booth walls or displays fixture pillars, the central axis of each speaker must be 45 degrees or less. For details, please refer to the pictures below. If any problems occur in line with in-booth speakers, the Management Office will request immediate countermeasures.

Good example



### ■ Prohibition of using space other than within the booth

- ① Visitors must not be allowed to block aisles around the booth. When setting up a stage or similar demonstration, ensure that the booth can accommodate a large number of visitors, if expected.
- ② Calling out to visitors from outside of the booth, having visitors fill out questionnaires outside of the booth, or similar activities are prohibited.
- ③ Product exhibits, fixtures, catalogs, equipment, plants, packaging materials cannot be placed in aisles around the booth or behind the booth.
- ④ Lighting directed toward aisles, exhibition hall walls or ceiling is prohibited.

## Ceiling Structure

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### ■ Ceiling structure

Ceilings, either whole or partial, are prohibited. However, if ceilings are absolutely necessary for such reasons as to create shading, soundproofing, etc., they may be constructed with fireproof blackout curtains. The exhibitor must obtain permission from the local fire department. Direct sunlight can be shaded. However, it is possible that indirect rays of fluorescent light will reflect on TV monitors, etc., in booths. Please note that the Management Office will not take measures to prevent reflection. Exhibitors who wish to set up ceiling structure, are required to submit "Application for Ceiling Structure" to Makuhari Messe by Friday, October 14.

### ■ Two-story booth structures

Two-story structures are strictly prohibited.

### ■ Floor-lifting Structures

Booth floors may be raised a maximum of 1 meter.

### ■ Suspended Structure

Suspending decorations from the ceiling are prohibited.

## Universal Design

### ■ Universal Design (includes overseas visitors)

In order to provide services of a consistently high quality in line with the standards of the exhibition, Inter BEE has worked hard to raise overall satisfaction levels by seeking opinions and receiving requests from visitors. As we look ahead to the exhibition's role as a comprehensive forum worthy of participation from a diverse range of sectors, we will also strive to find ways of attracting numerous visitors. Please keep the following points in mind when considering booth design and operation. We would be grateful for your understanding and cooperation.

### ■ Requests to exhibitors for universal design

#### (1) Booth layout, furniture, and fixtures

- ◆ Spacious layout, and flow lines for visitors in wheelchairs
- ◆ Accessible booth without steps or slopes which may hinder visitors
- ◆ Arrangement of exhibits, panels, and signs
- ◆ Good visibility of signs and panels
- ◆ Multi-lingual panels for exhibits

#### (2) Service manner

- ◆ Multi-lingual guide staff
- ◆ Staff training on how to serve handicapped visitors
- ◆ Audio equipment with appropriate volume and direction

#### (3) Providing information in universal design

- ◆ Diverse means of providing information
- ◆ Multi-lingual leaflets

Exhibitors are asked to help make all visitors feel welcomed.

## Display Contractor Registration

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To facilitate the management of operations, exhibitors are requested to submit the “Decoration Company Registration Form” to Murayama Inc. by Friday, October 14.

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### ■ Compliance with rules

It is necessary for both the staff and contractor who are responsible for installations and decorations to fully understand and comply with all the regulations and contents contained in the Inter BEE exhibition manual. Please make sure to read the exhibition manual carefully.

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### ■ Presenting forms

1. Exhibitors applying for package displays (appendix 05-2-1), will receive a “Decoration Company Registration Form” from Murayama Inc. and it must be completed.
2. For companies that will be doing its own installation, please enter the exhibitor’s name in the section of the decoration installation company.

# Product Liability (PL) Law

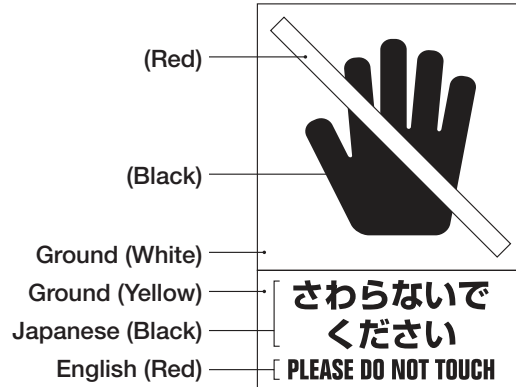
The Management Office recommends that exhibitors take the following countermeasures related to Japan's Product Liability (PL) Law.

## Safety / Alarm Indications

Exhibitors are strongly recommended to ensure the complete safety of their booths and provide adequate safety indications / alarm indications related to displays. The Management Office has designed its own serial safety indications / alarm indications. Exhibitors can download the PDF file at the Exclusive Exhibitor Page.

Color # for Safety / alarm indication

Red	DIC157
Yellow	DIC165
Black	K 100%



## Actual Usage Environment

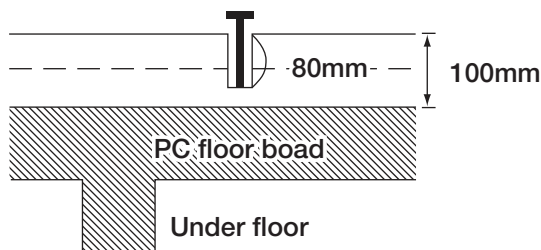
Exhibits should be displayed in the same exhibition environment as that in which the exhibited products will be actually used. When designing and producing the booth, care should be taken to avoid giving visitors false expectations and/or generating misunderstandings regarding quality. If the exhibition environment is to be different from the actual usage environment, the exhibitor should clearly indicate this fact.

Exhibitors who require floor works are requested to submit the “Application for Floor Work” and 2 copies of the floor plan to Murayama Inc. by Friday, October 14.

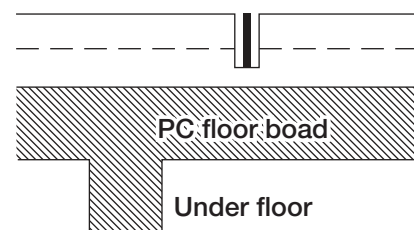
### ■ Floor Work

1. Exhibitors are required to contact the Management Office in each hall before commencing the work and inform the number of anchor bolts to be affixed. (In case there is no need of anchor bolts, exhibitors are required to inform the cancellation)
2. Concrete nails and jackhammering are prohibited. No construction should be carried out on pit covers or pit interiors on the floors.
3. Restoration to original condition floor work is permitted on the condition that all flooring will be restored to its original state after the exhibition. After usage, if the bolt heads project above the surface, they must be sawn off, not hammered in or cut with acetylene torches. All expenses for restoration shall be borne by the exhibitor. In the event that the floor is not restored to its original condition after the final floor inspection, or the restoration is incomplete, the Management Office will complete the restoration work and charge its total expenses to the exhibitor after the exhibition.

【Use the hole-in anchor bolt】



【Original condition】



### ■ Floor restoration expenses

Exhibitors are required to pay the floor restoration fees regardless of the size of anchor bolts used.  
¥1,050 (including consumption tax) per anchor bolt

# Fireproofing Regulations

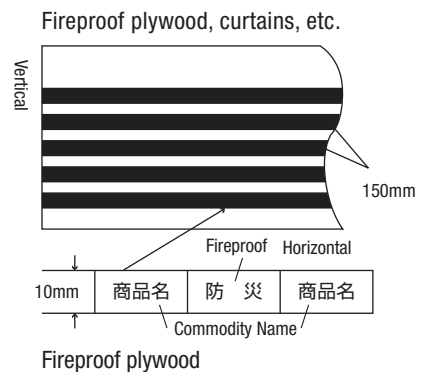
Inspections by the local fire department will be carried out during the display construction work of after its completion. Any work not in accordance with the below regulations may be suspended, or the structure(s) in question removed. Exhibitors are required to follow the instructions below.

## ■ Fireproofing Regulation

1. Any type of material, whether cloth or paper, affixed to plywood for display purposes should be fireproof.
2. Materials such as display mountings, artificial flowers, draperies, drop curtains, display plywood, fiber blinds, blackout curtains, carpeting or other flammable materials must be fireproof. Please attach a Fireproof tag to each of these materials in an easily visible location.
3. Avoid using paper flowers, urethane, acetate, polyester, nylon or other materials that are difficult to fireproof.
4. The use of plastic foam is prohibited. Please substitute Styrofoam or similar materials.
5. Fireproof labeling requirements are shown below.

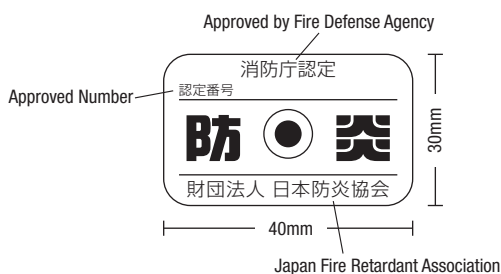
## ■ Fireproof plywood

The background should be white. The *Kanji* characters 「防災」 (Fireproof) should be printed in red, and all other characters and horizontal lines should be in black. The fireproof indication located on the reverse side of fireproof plywood is shown below. Characters and lines should be red on this indication.



## ■ Fireproof carpet

The background should be white. The *Kanji* characters 「防災」 (Fireproof) should be printed in red, and all other characters and horizontal lines should be in black.





## Electric Power

To use electricity in the booth, enter the capacity in the “Application for Supply of Electricity” and submit it to the Shoho Denki Co., Ltd. by Thursday, September 22, 2011. If you will be using a compressor, be sure to indicate the horsepower rating and make every effort to reduce noise to avoid disturbing other exhibitors. In addition, all exhibitors are required to submit the “Electrical construction Wiring Diagram” to Shoho Denki Co., Ltd. by Friday, October 14. The Management Office will then install the necessary number of switches based on this information. Enter all pertinent information as accurately as possible and please be aware that it may be impossible for us to answer requests on-site. Also, as this is the final confirmation document for electrical capacity, enter the capacity supply accurately and submit this form by the deadline.

### ■ Single-phase 100V and 200V facilities

The Show Management Secretariat will provide one 50Hz single breaker outlet at either 100V or 200V in each booth for demonstration and illumination of exhibits.

Please note that there are certain sections where cables cross through or in front of booths due to pit positions.

### ■ Power Capacity

An exhibitor is equipped with 1kW power capacity per booth at no extra charge. However, if required, extra power supply installation is available at a cost of ¥6,825 / kW(including consumption tax).

### ■ Triple-phase 200V facilities

Exhibitors can apply for installation of triple-phase 200V power, which is available at a cost of ¥6,825 / kW extra power supply (including consumption tax).

※The capacity required (watts) should be rounded up to the nearest thousand. (Example: 1.5kw→2kw)

### ■ Electrical work in booths

Exhibitors should carry out electrical construction work (in-booth power distribution boards, lights, fluorescent lights, outlets, etc.) using the circuit breaker installed by the Management Office. Exhibitors bear the responsibility to prevent accidents related to exhibits in booths through such measures as assigning a technician to be present at all times. In addition, circuit breakers must be installed on power distribution boards in each booth.

### ■ Power feed to booths

#### 1. Power feed availability

15 or more booths	From 1:00 p.m. Monday, November 14
12 or less booths	From 10:00 a.m. Tuesday, November 15

Please note that the power feed may be delayed depending on the progress of work in neighboring booths.

#### 2. The power feed will terminate at 5:15 pm on Friday, November 18, 2011.

#### 3. Miscellaneous information

If you require a power feed at an earlier date, 24-hour power, or continued power feed even after it is scheduled to stop, please submit the “Application Concerning Supply of Electricity” to the Shoho Denki Co., Ltd. by Friday, October 28. Additional charges will be applied for any earlier power feeds. Also, please be aware that scheduling may make it impossible to meet a request for an earlier power feed. If you want a 24-hour power feed, this requires a separate circuit. Basically, the exhibitor is responsible for managing and controlling the power supply for the company’s booth.

**■ Others****1.Protective equipment (backup)**

The Management Office cannot be responsible for any damage to exhibits caused by accidental power failure or voltage drops. For exhibits requiring constant voltage and/or frequency (the voltage in each booth will be 100V 5%), exhibitors are required to install necessary back-up equipment (power supply stabilizing units, etc.).

**2.Electrician licensing**

Contractors carrying out electrical work in booths must carry their licenses with them at all times. Unlicensed workers or those who fail to carry their licenses will be ordered to stop work.

**3.Observing electrical standards**

Electrical work in each booth must be carried out in accordance with electrical standards (internal electrical regulations).

# Green Power Certification System

You can publicize your CO<sub>2</sub> reduction measures / contribution to environmental protection at your exhibition. If you wish to participate in this program, please submit your "Application for Certification of Green Power" to the Japan Electronics Show Association by October 14. The issues of prevention of global warming, environmental protection, and CSR are becoming more and more important these days and natural energy has an important role to play. But, it is very difficult for companies to own power generation equipment based on natural energy sources. However, there is a system in which you can entrust power generation based on natural energy sources to someone else and can receive "Certification of Green Power" for environmental added value created by that power generation. Please utilize this program to publicize your CO<sub>2</sub> reduction measures / environmental protection measures at your exhibition booth.

## What is Green Power ?

It means power generated by natural energy resources such as solar power, wind, biomass.

## How does Certification of Green Power work ?

Certification of Green Power is a certificate for environmental added value (CO<sub>2</sub> emission reductions, reduction of fossil fuels) of power generated by natural energy sources. Electricity you use through purchasing Certification of Green Power will be considered electricity derived from natural energy sources.



## Contracts and Fees regarding the use of Certification of Green Power

Term of Contract: From the delivery start date to the end of Inter BEE

Contracted Amount: 1,000kWh unit

Unit Price: From 10,000 yen per 1,000kWh plus certification issuance fee of 5,000 yen

How to calculate usage fees: The amount of electricity used (kW) × Hours of Use (h)

Here are the standards for the hours of use

More than 15 booths	37 hours
Less than 12 booths	32 hours

Example of Calculation:

When the estimated amount of electricity used is 10kW and the number of booths is 6  
**10kW × 32h = 320kWh**

Contract Amount: 10,000 yen~ Certification Issuance Fees: 5,000 yen Total: 15,000 yen~

## Issuance of Certification of Green Power

We will issue a Certification of Green Power approximately 2 weeks after contracting. We will provide you with Green Power mark data upon contracting. You can publicize your usage of green power by indicating the marks below on materials distributed at your booth or your website.



Example 1: ●●kWh of electricity used at this booth uses green electricity based on Green Power.

Example 2: As we exhibit at "InterBEE 2011", we are promoting the use of natural energy sources by purchasing ○○kWh of Green Power to be used at our booth.

Provided by Japan Natural Energy Company Limited

## You will have to contract with Japan Natural Energy Company Limited after application.

Japan Natural Energy Company Limited

Rinsan-club Building 4F, 3-1-6 Nihonbashi-muromachi Chuo-ku Tokyo 103-0022 Japan Tel: +81-3-3510-0351 Fax: +81-3-3510-0350 <http://www.natural-e.co.jp>

## Bonded Goods

### ■ Bonded Exhibition

For exhibitors planning to bring foreign-made goods and / or exhibition materials to Inter BEE, the Management Office will apply to Japanese customs authorities for approval of the exhibition as a bonded exhibition. With this authorization, foreign-made goods (goods manufactured and / or assembled outside of Japan, for which import and customs procedures have not been completed) can be brought to the exhibition site under bonded status.

### ■ Bonded Exhibition Goods

Because bonded exhibition goods will be treated as pre-import goods, they will be under the management of the customs authorities of Japan. As such, methods of transporting and handling said goods must be approved in advance by customs authorities. All packages used to transport bonded exhibition goods will also be under the management of customs authorities, even when empty. Goods excluded from bonded status include catalogs, pamphlets and other goods that will be distributed to visitors or are considered consumables. Exhibitors planning to bring in such goods must receive import approval before delivering said goods to the exhibition site.

### ■ How to Apply

Exhibitors planning to bring in bonded exhibition goods are required to fill in the necessary information on the Foreign-Made Product Exhibition Plan and submit it to Ishikawa-Gumi by Friday, August 12. This form refers to planning documents for bonded exhibitions to be submitted to the Yokohama Customs Office, so changes to exhibited items will be permitted during the exhibition. The Management Office has authorized Ishikawa-Gumi, Ltd. to make all customs and transport arrangements for bonded items. For more details about bonded items, please contact Ishikawa-Gumi directly.

**Contact:**

Ishikawa-Gumi, Ltd

Person in charge: Ms. Hasegawa, Mr. Hashimoto and Mr. Saito at International Dept.  
5-9-4, Higashi-shinagawa, Shinagawa-ku, Tokyo 140-0002

Tel: +81-3474-8102 Fax: +81-3-5460-9841

e-mail: [igl-exhi@ishikawa-gumi.co.jp](mailto:igl-exhi@ishikawa-gumi.co.jp)

## Products for Exhibit

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The Management Office documents information on exhibited products such as whether they were made outside of Japan, their original manufacturer, etc., to obtain the approximate number of exhibitors participating. Therefore, please submit the “Notification Form for Exhibited Products” to the Japan Electronics Show Association by Friday, October 21. Thank you in advance for your cooperation on this matter.

### ■ How to fill out the form

If any of the following items apply to your exhibit products, please inform the management office of the manufacturers' name.

1. Exhibitors with headquarters located in Japan.

Products other than in-house products.

2. Exhibitors with headquarters located outside of Japan (exhibiting products via its Japan office).

In-house products manufactured in the country where the headquarters is located.

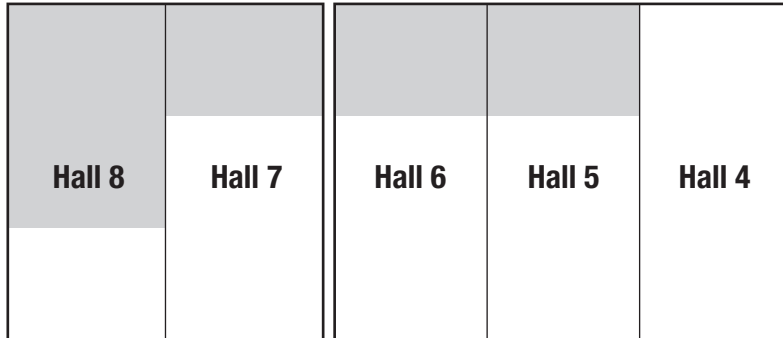
Products other than in-house products.

Note: Submit the form even when exhibiting in-house products made in Japan.

## Display-Area lighting

### ■ Display-area Lighting

Four high-pressure mercury-arc lamps per display block generate brightness 500 lux in Full lighting Area and 50 lux in Lights off area. However, considering the display environments in each hall, the following lighting plan will be implemented by the Management Office.



- Lights off
- Full lighting

### ■ Test for lighting adjustment

Lighting adjustment plans to be implemented from 2:00 p.m. to 4:00 p.m. on November 15.

We are going to pull down the shutter in South Side during the testing overhead lighting. Please go through from the north part during the testing time. Some areas of the site have natural lighting; please bear in mind that intensity may vary according to the weather, the booth lighting, or the color of the booth wallpaper.

## Prohibition

### ■ Prohibition on Sales

No exhibit materials are allowed to be sold during the exhibition period for any reasons. Exceptions will be products exhibited in the Service and Software category, and related products.

### ■ Prohibition of Usage of Space beyond Booth Boundaries

1. Exhibitors are responsible for controlling crowds around their booths, which might block aisles in public spaces. If a stage is set up in the booth, the exhibitor must ensure that the booth layout makes it possible to bring all visitors inside the boundaries of the booth.
2. Inviting visitors into booths and / or conducting surveys in aisles in public spaces is strictly prohibited.
3. Exhibits, decorations, fixtures, plants and packaging materials should not be left outside of booths, but must be stored within booths.
4. Directly lighting aisles, walls, ceilings, etc., of Makuhari Messe is strictly prohibited.

Improvements will be requested to ensure that all booths conform to regulations. Failure to conform may result in the withdrawal of exhibiting privileges.

### ■ Restriction on Smoke Effects

Smoke effects (including dry ice, carbon dioxide gas, etc.) are prohibited.



## Sound Emissions and In-booth Demonstrations

### ■ Sound Volume

When using AV equipment for a demonstration and / or explanation in a booth, exhibitors are requested to follow the instructions below in order to keep comfortable environment for visitors.

Sound Level : less than 75dB

1. Above sound volume is the standard, when measured from 2 m away from the border line of booth. This level must be observed throughout every booth.
2. During the exhibition period, the Management Office will regularly measure sound levels. Exhibitors are also asked to voluntarily measure sound levels within their booths before and during the exhibition. Contact the on-site Management Office to borrow measuring equipment.
3. Breach of noise-level restrictions: Any exhibits exceeding the specified noise levels must be modified to conform to regulations. Failure to conform may result in the loss of exhibiting privileges.
4. Regardless of these regulations, if complaints are received from neighboring exhibitors or noise is noticeable in other areas of the site, the Management Office will require the exhibitor in question to lower noise levels to guarantee a comfortable environment for all visitors and exhibitors.
5. Exhibitors are requested to pay sufficient attention to the locations and directions of loudspeakers or mixers. (See page 04-1-3)

### ■ Copyrights

Exhibitors playing music or replaying recorded audio or video material must pay royalties on said material (unless the exhibitor owns the rights or has made separate arrangements for payment of royalties). Royalties are payable to the Japanese Society for the Rights of Authors, Composers and Publishers (JASRAC), which handles royalties in Japan. Please contact JASRAC at the following address for details on arrangements and royalty calculation methods. For inquiries about video copyright, please directly contact the corporation or group that made the video.

Japanese Society for the Rights of Authors,  
Composers and Publishers (JASRAC)  
Tokyo Event & Concert Division  
10fl. Nihon Seimei Shinjuku Nishiguchi Bldg.  
1-17-1, Nishi Shinjuku, Shinjuku-ku, Tokyo 160-0023, Japan  
Tel: +81-3-5321-9881 Fax: +81-3-3345-5760

### ■ Illumination / Lighting

Nothing may be directly attached, nor may lights be shone directly onto the walls, floors or ceiling of exhibition hall except for the Professional Lighting Equipment zone.

When strong lighting equipment such as LEDs are used in displays and/or signboards, they must be positioned so as not to inconvenience visitors or neighboring booths. If any problems occur in line with lighting, the Management Office will request immediate countermeasures.

### ■ Others

Please take preventive measures to avoid the generation of the following during demonstrations. Please be considerate of other exhibitors and visitors.

1. Hot air
2. Gases
3. Odors
4. Vibration

## In-booth Wireless LANs

The increasing use of wireless LAN for demonstrations and the like in recent years has caused interference with adjacent booths. This is to avoid communication problems due to channel interference and / or SSIDs in neighboring booths by adjusting channels in advance. Exhibitors planning to connect wireless LANs in their booths are required to submit an "Application for In-booth Wireless LAN" to Makuhari Messe by Friday, October 28.

### ■ Before sending the application

1. Exhibitors planning to use equipment compatible to IEEE 802.11b , IEEE 802.11a and IEEE 802.11g standards are required to submit the application.
2. Exhibitors planning to connect wireless LANs and falling under (i) above, regardless of the type of AP (access point), wireless LAN card, PC with wireless function installed or other equipment, are required to submit the application.
3. Exhibitors are responsible for making arrangements for equipment and Internet connections.
4. If neighboring booths plan to use same channel, the Management Office will ask one or both to use different channels. For this reason, the Management Office cannot guarantee that every exhibitor will be able to use the channel it specifies in the application.
5. In case applying more than one channel, the Management Office may limit the number of channels to provide depending on circumstances.
6. Wireless LAN standards limit the number of channels available, and channels will be awarded on a first-come-first-served basis. Exhibitors submitting the application after the submission deadline might not be able to use a wireless LAN.
7. It is possible that channel adjustment may cause interference with the channel you have been allocated. We recommend that you have a cable system ready as backup in the event that interference affects your wireless LAN.
8. Information on wireless LAN channels will be provided to exhibitors one week before the exhibition begins.
9. This application is only to apply for a wireless LAN in your booth, not including Internet connection order placement. If you wish to use Internet, the Application for Internet Connection should be submitted separately.
10. This application does not include wireless microphone channel adjustment. Wireless microphone adjustment should be arranged among the exhibitors involved.

## Hazardous Item Handling

### ■ The Fire Prevention Law Prohibits the Following Activities on the Exhibition Site

1. Smoking
2. Open flame (spark-producing items, exposed elements, etc.)
3. Liquefied petroleum gas (LPG) or other flammable / pressurized gases
4. Hazardous objects (gasoline, kerosene, other oils, etc.)
5. Hazardous materials (explosives, matches or disposable lighters in large quantities, etc.)

### ■ Exceptions

The permission for bringing-in of the items above may be obtained from the local fire department. Therefore, the exhibitors who need any of the above mentioned materials (except smoking) to execute product demonstrations are required to submit the "Application for Flammable or Hazardous Materials Use" and two copies of detailed descriptions for the demonstrations to Murayama Inc. by Friday, October 14.

### ■ Smoking

Smoking in the booths is strictly prohibited. Smoking is only permitted in specially designated Smoking Areas.

### ■ Open Flame

The Exhibitors must to follow the conditions below when they use open flame:

1. Minimize possible the size and quantity of on-site equipment and use devices of the same type.
2. Protect the surrounding area with fireproofed materials.
3. Observe conditions closely and provide adequate fire safety equipment.
4. Set up one fire extinguisher. Provide one fire extinguisher (Type 10 and above) with an extinguishing capacity of 2 or higher.
5. Responsible person must be stationed at the booth.
6. Open flame must be at least 5 m from fire exits, hazardous materials and other flammable materials.

### ■ Liquefied Petroleum Gas (LPG) or Pressurized Gas

The exhibitors must to observe following rules when using LPG and other pressurized gases (oxygen, hydrogen, nitrogen, carbon dioxide, argon gas, etc.):

1. After installation, test all containers for leaks, and if necessary display a sign says, "Caution: Do Not Use Near Flammables" on them.
2. Use pressurized gases under the lowest possible pressure, and handle containers carefully. Bringing in of flammable gas cylinders (except cartridge types) to the exhibition site is strictly prohibited.
3. To prevent gas leakage, use a complete connector for all connecting parts and check continuously with a gas leak detector.

### ■ Hazardous Materials

1. Bring only one day's supply or less onto the exhibition site.
2. Do not replenish supplies during exhibition operating hours.
3. Provide adequate fire safety measures and handle materials carefully at all times.
4. Place hazardous materials 6 m and other materials 3 m or more from emergency exits.
5. A Type 10 fire extinguisher must be readily available.
6. Place hazardous materials 5 m away from areas in which open flames are being used.
7. Responsible person must be stationed at the booth to monitor safety.

## Exhibitors' Utility Booths (Storage)

Exhibitors who require utility booths are requested to submit the "Application for Exhibitors' Utility booths" to Japan Electronics Show Association by Friday, September 9.

### ■ Utility booths locations

The location of exhibitors's utility booths will be considered by the Management Office.  
Please note that the location of the storage rooms cannot be decided by the exhibitors.

### ■ Usage period

Utility booths will be available for use from 9:00 a.m., Monday, November 14 to 6:00 p.m., Friday, November 18.

### ■ Key rental

The Show Management Secretariat will start renting keys on Monday, November 14.  
Exhibitors are requested to bring their business card and pick up their keys at the on-site management office.  
Returning of the key : Please return the key to the Management Office by 6:00 p.m., Friday, November 18.

### ■ Regular Type

Size: (W) 2.97m × (D) 2.97m × (H) 2.7m  
(both Type A and Type B)

#### • Type A

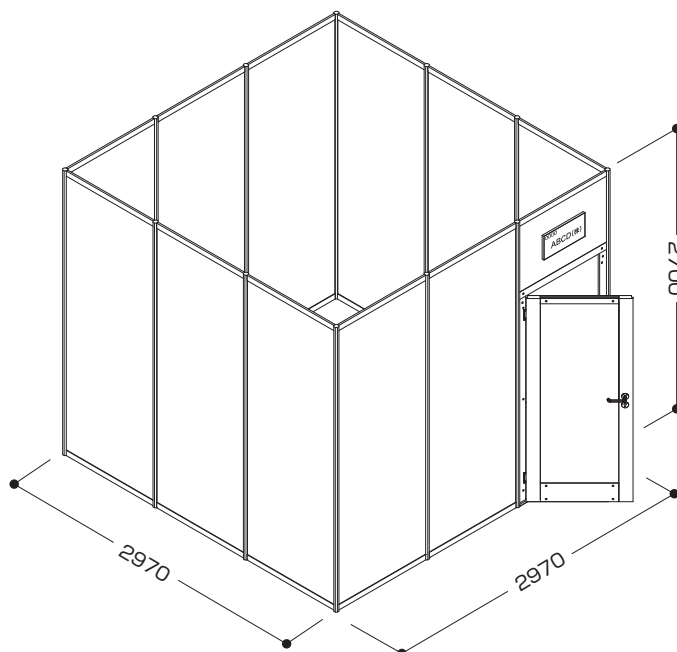
**¥210,000, including consumption tax**

includes 3 folding chairs, 1 long table, 1 three-person locker,  
2 sets of steel shelves, 2 fluorescent lights and 1 electricity outlet.

#### • Type B

**¥189,000, including consumption tax**

includes 2 fluorescent lights and 1 electricity outlet.



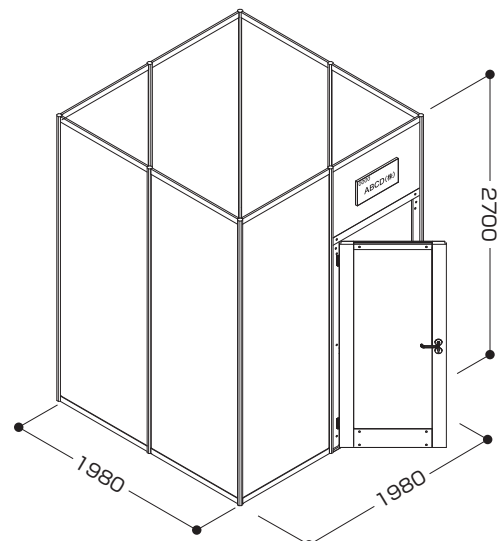
### ■ Small Type

Size: (W) 2m × (D) 2m × (H) 2.7m

Price:

**¥115,500, including consumption tax**

includes 2 fluorescent lights and  
1 electricity outlet.



### ■ Exhibits/Demonstrations

The Management Office is responsible for the management, maintenance, preservation of order and safety of visitors. Exhibitors may be requested to take suitable countermeasures when it is deemed they impede these responsibilities, or a demonstration might have to be altered or canceled. The Management Office will not be held responsible for accidents caused by exhibitors. If there is an accident, the exhibitor should take immediate measures and contact the Management Office.

### ■ Exhibition Hall Management and Insurance

1. The exhibition management will, to the best of its ability, provide for the security of exhibits during the show period, for example, by implementing security guard patrols. However, the management cannot assume responsibility for damages from natural disaster, fire, theft, loss of property or other occurrences beyond its control and recommends that exhibitors take steps of their own.
2. Exhibitors must make immediate reparations in the case of injuries and / or property damage occurring at the exhibition site, whether or not said injuries / damage result from negligence on the exhibitor's part. A booth manager should be on hand at all times to prevent injuries, damage, fire and other hazards that might occur during demonstrations.
3. Exhibitors are encouraged to arrange appropriate measures, such as insurance, for their property at the exhibition. Please contact Toho Agency Co.,Ltd. which is handling all insurance-related matters, for details.

**Toho Agency Co.,Ltd.**

**Contact: Kayano, Ogawa**

**Chiba 5F Nipponkoa Bldg., 8-4 Chibaminato, Chuo-ku, Chiba 260-0026, Japan**

**Tel: +81-43-246-1441 Fax: +81-43-246-9704**

### ■ Cancellation and Change of Exhibition Duration under Unavoidable Circumstances

1. Neither the exhibition organizers nor sponsors shall assume any responsibility if the exhibition is canceled because of an unavoidable calamity or potential calamity, such as an earthquake, fire, disease, terroristact or order from the public authorities.
2. If an unavoidable calamity prior to the opening of Inter BEE forces exhibition cancellation, participation fees paid by exhibitors will be refunded in full, minus a charge for expenses already incurred.
3. Neither the exhibition organizers nor sponsors shall be held liable to refund either full or partial exhibition expenses if the exhibition duration is unavoidably shortened because of a calamity or potential calamity.
4. The Organizer assumes no responsibility for other expenses already incurred by exhibitors.

## Services Related to Booth Operation

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### 05-1 Transport Service

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05-1-1 Transport, Load-in and Load-out Services

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### 05-2 Rental Fixtures

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05-2-1 Package Booth Service & Rental Fixtures

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05-2-2 PC Rental

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05-2-3 Catering Service for Booths

---

### 05-3 Infrastructure Services

---

05-3-1 Internet Connection

---

05-3-2 Temporary Telephone Line Service

---

05-3-3 Antenna Installation

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### 05-4 Booth Management Services

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05-4-1 Hotel Reservations

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05-4-2 Food / Beverage Tickets

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05-4-3 Lunch Box Delivery Service

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05-4-4 Receptionist / Interpreter

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05-4-5 Booth Photography

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05-4-6 Booth Cleaning

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05

## Transport, Load-in and Load-out Services

### ■ Transport within Japan

Exhibitors requiring cargo collection services on-site and single-lot, small package delivery are requested to submit "Application for Transport within Japan" to Ishikawa-Gumi, Ltd. by Friday, October 7.

When you applied for single-lot, small package delivery service, please clearly indicate "Attention to Inter BEE 2011" together with the exhibitor's name, hall number and booth number on address labels and cargo receipts, and send a package(s) with address labels to Ishikawa-Gumi by Friday, October 28.

"Small packages" are packages with maximum exterior dimensions (W + D + H) of 120cm and a maximum weight of 15kg.

Inter BEE 2011	
Booth Number	1 2 3 4
Exhibitors Name	○○○○Ltd.
Person in Charge	Mr. Taro Yamada

Courier services are available at the Courier Service Center, located in the north conference room in Exhibition Hall 6.

### ■ Load-in / Load-out Services

Exhibitors requiring loading / unloading services on the show site, such as unloading exhibits from trucks, delivering them to exhibition booths, unpacking and re-packing, removal from the exhibition booth, and loading onto trucks must fill in the "Application for Load-in / Load-out Services" and submit it to Ishikawa-Gumi, Ltd. by Friday, October 7.

Operation and forklift charges:

	Fee (Without tax)
Worker / person	¥4,725 / hour
2.5-ton forklift	¥15,750 / 30 min.
5.0-ton forklift	Estimated based on contents of loading
Crane	Estimated based on contents of loading



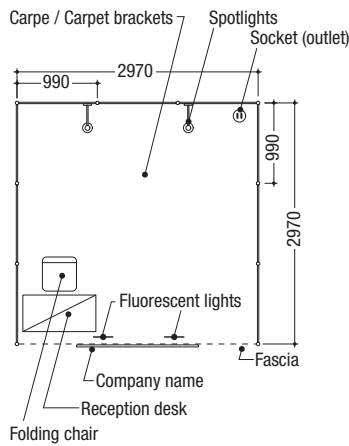
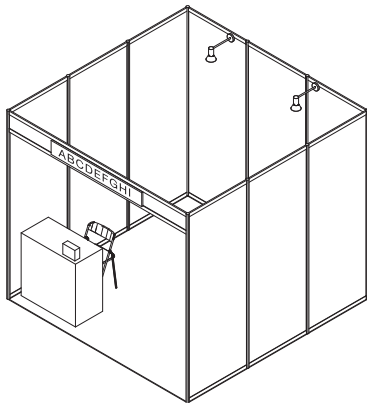
# Package Booth Service & Rental Fixtures

Three types of package booth are available as described below. Exhibitors who require package booth and / or rental fixtures must fill in the “Application for Booth Display & Rental Fixtures” and submit it to Mruyama Inc. by Friday, October 14.

## ■ Package Booth

Please choose one of the following booth types:

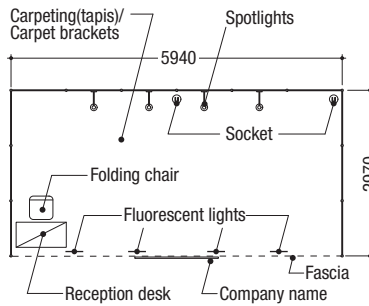
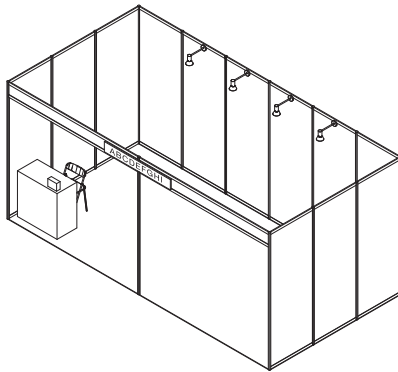
### 1-Booth Package



No.	item	Quantity
21	Carpet	1 Booth
22	Carpet brackets	3m
4	Fascia	3m
29	Reception desk	1
36	Folding chair	1
	Company name display	1
57	Spotlights	2
58	Fluorescent light	2
59	Socket (outlet)	1

(including tax) **¥73,500**

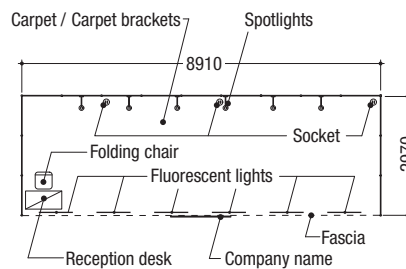
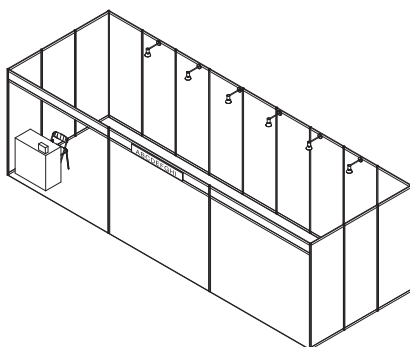
### 2-Booth Package



No.	item	Quantity
21	Carpet	2 Booth
22	Carpet brackets	6m
4	Fascia	6m
29	Reception desk	1
36	Folding chair	1
	Company name display	1
57	Spotlights	4
58	Fluorescent light	4
59	Socket (outlet)	2

(including tax) **¥115,500**

### 3-Booth Package



No.	item	Quantity
21	Carpet	3 Booth
22	Carpet brackets	9m
4	Fascia	9m
29	Reception desk	1
36	Folding chair	1
	Company name display	1
57	Spotlights	6
58	Fluorescent light	6
59	Socket (outlet)	3

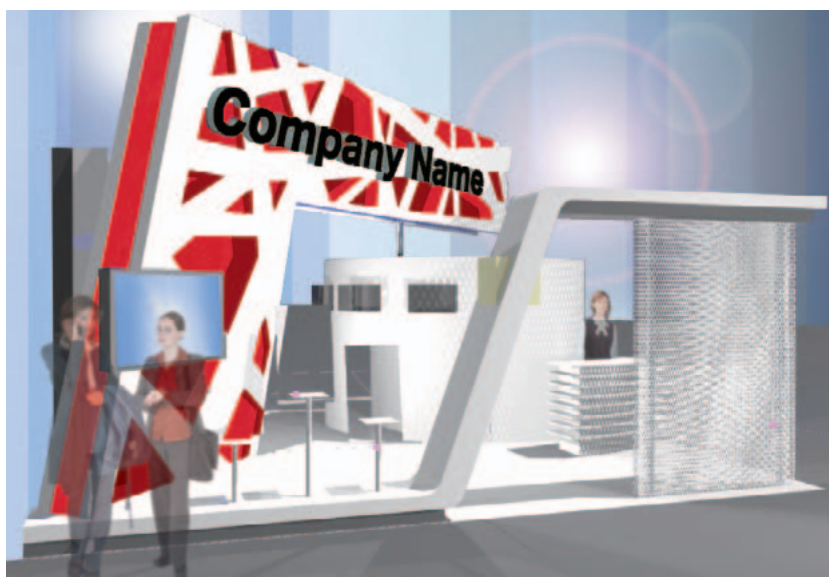
(including tax) **¥157,500**

※ For exhibitors whose booths are located at the corner. If the booth is located at the corner, wall panels facing the aisle will not be installed and only a fascia will be set up. Company name display will be placed on the front side of the fascia. Exhibitors who require to set up wall panel, are required to contact the Management Office. (No additional cost is required)

## Package Booth Service & Rental Fixtures

### ■ Original Booth

Original booth designs are assembled on each exhibitor's selection of standard and specially arranged parts. These sketches are design samples provided for reference purposes. Different designs are also available in the same budget range. For more details on booth design and order placement, please contact Murayama Inc.

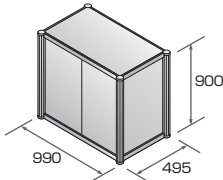
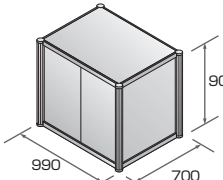
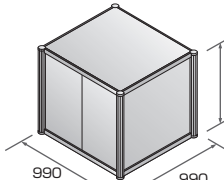
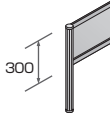
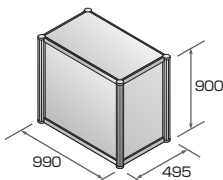
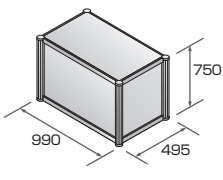
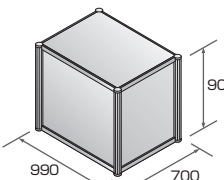
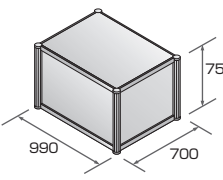
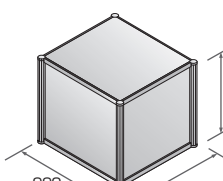
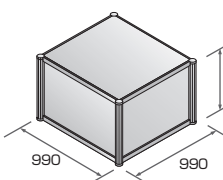
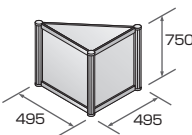
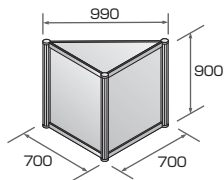
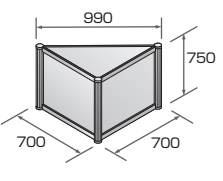
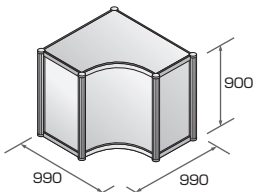
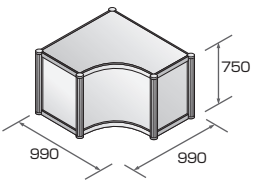
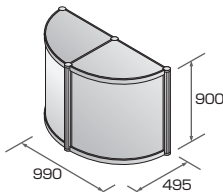
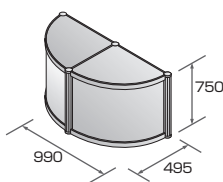
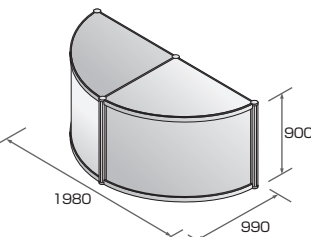
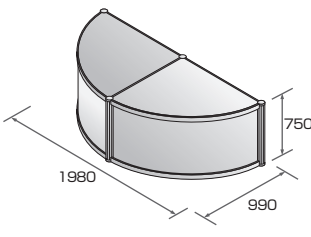
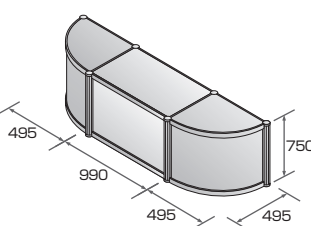


Package Booth Service & Rental Fixtures

**Rental Fixtures**

Package booths may be installed with additional components according to each exhibitor's selection of items from the following list of Rental Fixtures / Furniture.

(Prices include consumption tax.)

<p>1 Display counter (with storage space)</p>  <p>¥21,000</p>	<p>2 Display counter (with storage space)</p>  <p>¥23,100</p>	<p>3 Display counter (with storage space)</p>  <p>¥26,250</p>	<p>4 Fascia</p>  <p>1m ¥4,200</p>
<p>5 Display counter</p>  <p>¥15,750</p>	<p>6 Display counter</p>  <p>¥13,650</p>	<p>7 Display counter</p>  <p>¥17,850</p>	<p>8 Display counter</p>  <p>¥15,750</p>
<p>9 Display counter</p>  <p>¥21,000</p>	<p>10 Display counter</p>  <p>¥21,000</p>	<p>11 Display counter</p>  <p>¥9,450</p>	<p>12 Display counter</p>  <p>¥15,750</p>
<p>13 Display counter</p>  <p>¥13,650</p>	<p>14 Display counter</p>  <p>¥26,250</p>	<p>15 Display counter</p>  <p>¥24,150</p>	<p>16 Display counter</p>  <p>¥34,650</p>
<p>17 Display counter</p>  <p>¥29,400</p>	<p>18 Display counter</p>  <p>¥36,750</p>	<p>19 Display counter</p>  <p>¥34,650</p>	<p>20 Display counter</p>  <p>¥36,750</p>

Package Booth Service & Rental Fixtures

**Rental Fixtures**

Package booths may be installed with additional components according to each exhibitor's selection of items from the following list of Rental Fixtures / Furniture.

(Prices include consumption tax.)

<p>21 Floor carpet</p> <p>For samples of the floor carpet and wall color, refer to the manual, Section 05-2-1.7.</p> <p style="text-align: right;"><b>¥18,900 / booth</b></p>	<p>22 Wall panel color</p> <p>For samples of the floor carpet and wall color, refer to the manual, Section 05-2-1.7.</p> <p style="text-align: right;"><b>¥2,100 / m<sup>2</sup></b></p>	<p>23 Brackets for carpeting</p>  <p style="text-align: right;"><b>¥630 / m</b></p>	<p>24 Wall panel</p>  <p style="text-align: right;"><b>¥10,500</b></p>
<p>25 Wall partition</p>  <p style="text-align: right;"><b>¥6,300</b></p>	<p>26 Door with lock</p>  <p style="text-align: right;"><b>¥29,400</b></p>	<p>27 Accordion door</p>  <p style="text-align: right;"><b>¥24,150</b></p>	<p>28 Shelf</p>  <p style="text-align: right;"><b>¥5,250</b></p>
<p>29 Reception desk</p>  <p>W900×D450×H800 <b>¥8,400</b></p>	<p>30 Cut out lettering</p> <p>H50 ¥1,155 / letter              H90 ¥1,365 / letter              H150 ¥2,100 / letter              H200 ¥2,310 / letter              H300 ¥3,360 / letter</p>  <p>The above prices are for the specified fonts. The prices for your logos and / or special fonts are available on your request.</p>	<p>31 Explanatory panel</p> <p>*The price will vary according to the volume and the specifications of manuscripts.</p> <p>W1,200×H900 (300 letter) <b>¥52,500 ~</b>              W900×H600 (250 letter) <b>¥42,000 ~</b>              W600×H500 (150 letter) <b>¥36,750 ~</b></p>	<p>32 Reception set</p>  <p style="text-align: right;"><b>¥15,225</b></p>
<p>33 Meeting set</p>  <p style="text-align: right;"><b>¥28,560</b></p>	<p>34 System counter</p>  <p>W600×D600×H1,020 <b>¥12,600</b></p>	<p>35 Potted plants</p>  <p>Large: <b>¥3,675</b>              Medium: <b>¥2,625</b>              Small: <b>¥1,260</b>              Flower: <b>¥1,050</b></p>	<p>36 Folding chair</p>  <p style="text-align: right;"><b>¥630</b></p>
<p>37 Meeting set</p>  <p style="text-align: right;"><b>¥25,200</b></p>	<p>38 Counter chairs</p>  <p>A:H500              B:H600              C:H700 <b>¥3,150/each</b></p>	<p>39 Counter chairs</p>  <p>A:H500              B:H600              C:H700 <b>¥3,675/each</b></p>	<p>40 Tables</p>  <p>A:W1800×D600×H730              B:W1500×D600×H730              C:W1200×D600×H730 <b>¥3,675/each</b></p>



Package Booth Service & Rental Fixtures

Rental Fixtures

Package booths may be installed with additional components according to each exhibitor's selection of items from the following list of Rental Fixtures / Furniture.

(Prices include consumption tax.)

<p>41 Table / white top</p>  <p>A:W800×D450×H600    ¥2,100          B:W600×D600×H600    ¥3,150          C:750×H600    ¥4,200</p>	<p>42 Unit counter</p>  <p>A:W1200×D600×H800    ¥12,600          B:W1500×D600×H800    ¥13,650</p>	<p>43 Island counter</p>  <p>External size:W1500×D600×H920          Internal size:W1450×D530×H290          with light &amp; lock    ¥25,200</p>	<p>44 PC chair</p>  <p>¥4,200</p>
<p>45 Stacking chair</p>  <p>A:Blue          B:White          C:Silver    ¥3,150</p>	<p>46 Sign stand</p>  <p>The angle is free.          ¥4,200</p>	<p>47 Rack</p>  <p>W900×D450×H1800    ¥6,825</p>	<p>48 Display Stand</p>  <p>W1090×D400×H1180    ¥12,600</p>
<p>49 Fire extinguisher</p>  <p>¥42,00</p>	<p>50 Refrigerator</p>  <p>*Size (m/m) :    ¥2,1000          A Large: 170 ℓ    ¥18,900          B Medium: 100~106 ℓ    ¥15,750          C Small: 70~74 ℓ</p>	<p>51 Catalogue stand</p>  <p>A:¥5,775    B:¥1,575</p>	<p>52 Coffee maker</p>  <p>200 cups    ¥31,500</p>
<p>53 White cloth</p>  <p>H1000×W2000    ¥1,575 / sheet</p>	<p>54 Business card holder</p>  <p>¥1,575</p>	<p>55 Arm spotlight</p>  <p>100W reflecting bulb    ¥3,675</p>	<p>56 Spotlight</p>  <p>100W beam-type bulb    ¥3,675</p>
<p>57 Fluorescent light</p>  <p>40W    ¥3,675</p>	<p>58 Power socket 100V(E)</p>  <p>2-way outlet w/o earthing    ¥3,150          2-way outlet w/ earthing    ¥3,675</p>	<p>59 Halogen spotlight</p>  <p>Halogen bulb 300W    ¥7,350</p>	

※ For details on panel attachment parts, please contact the contractor directly.

Package Booth Service & Rental Fixtures

■ Rental Fixtures

Package booths may be installed with additional components according to each exhibitor's selection of items from the following list of Rental Fixtures / Furniture.

(Prices include consumption tax.)

<p>60 20.1" LCD Flat Screen Display</p>  <p>●External dimensions: W450×H438×D228mm</p> <p>¥ 46,200</p>	<p>61 26" LCD Flat Screen Display</p>  <p>●External dimensions: W682×H565×D266mm</p> <p>¥ 61,950</p>
<p>62 30" LCD Flat Screen Display</p>  <p>●External dimensions: W1000×H602×D304mm</p> <p>¥ 110,250</p>	<p>63 32" LCD Flat Screen Display</p>  <p>●External dimensions: W786×H606×D297mm</p> <p>¥ 110,250</p>
<p>64 37" LCD Flat Screen Display</p>  <p>●External dimensions: W904×H596×D87mm</p> <p>¥ 117,600</p>	<p>65 40" LCD Flat Screen Display</p>  <p>●External dimensions: W1055.4×H608.6×D140mm</p> <p>¥ 123,900</p>
<p>66 52" LCD Flat Screen Display</p>  <p>●External dimensions: W1572×H923×D126mm</p> <p>¥ 165,900</p>	<p>67 LCD Television Stand</p>  <p>¥ 9,450</p>
<p>68 DVD Player</p>  <p>●External dimensions: W420×H55×D283mm</p> <p>¥ 12,600</p>	<p>69 P.A. System</p>  <p>Mixer / amp, 2 speakers, wired microphone</p> <p>¥ 34,125</p>

※ Murayama Inc. Offers a wide variety of projectors and screens to meet your specific needs.



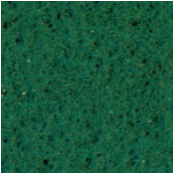
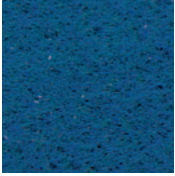
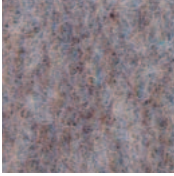
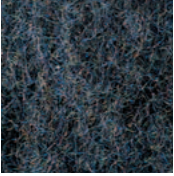
# Package Booth Service & Rental Fixtures

## ■ Color samples







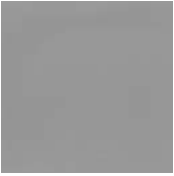

Carpet colors

※For those exhibitors who have applied for the package plan, the carpet will be included for FREE.

※For exhibitors who have applied for standard booth only, the carpet will be chargeable.

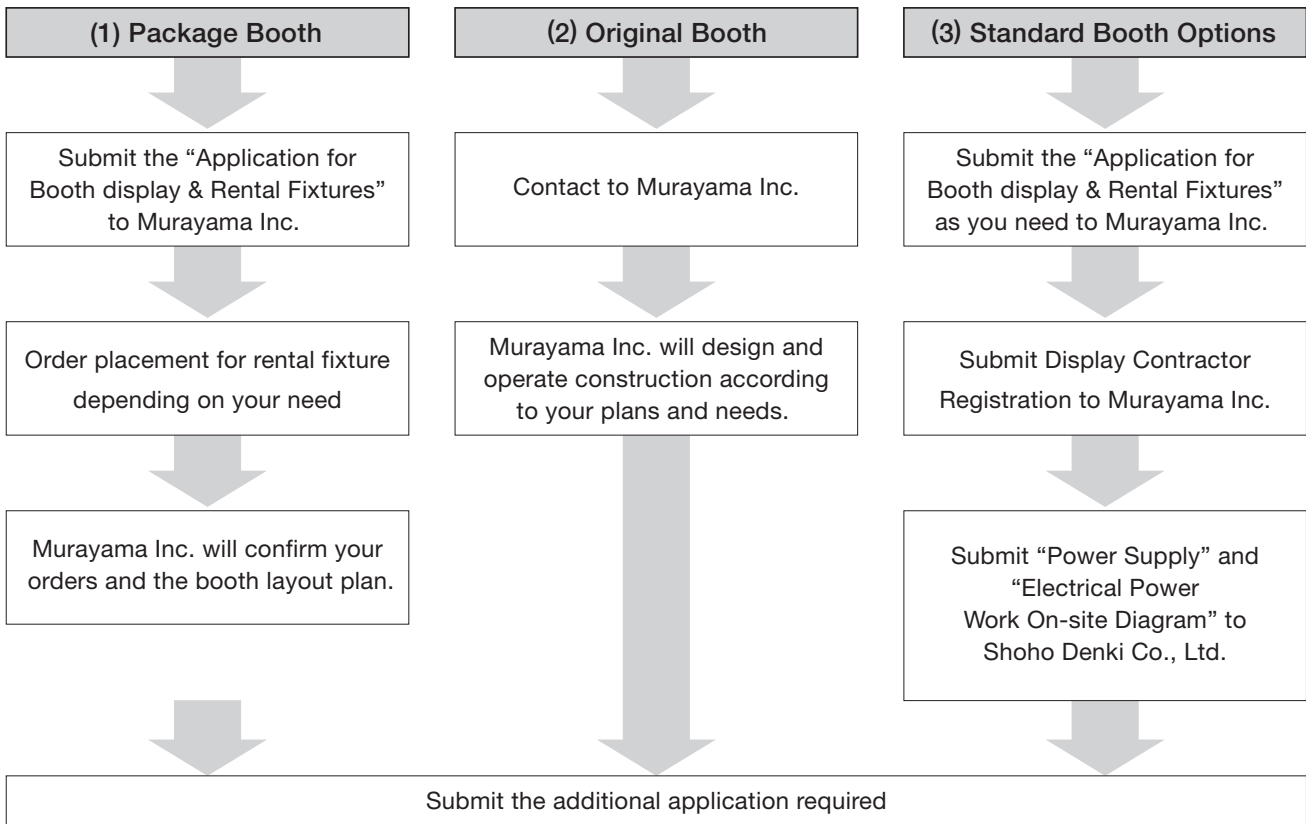
Red(731) 	Orange(702) 	Green(705) 
Blue(712) 	Gray(720) 	Black(606) 

Wall colors (Chargeable)

1.Yellow (YG80-14) 	2.Red (YG80-18) 	3.Green (YG80-24) 	4.Skyblue (YG80-26) 
5.Blue (YG80-31) 	6.Navy (YG80-37) 	7.Gray (YG80-3) 	8.Black (YG80-7) 



# Package Booth Service & Rental Fixtures



**Note:**

Exhibitors applying for the package booth are not required to submit the “Application for Power Supply the Electrical Power Work On-site Diagram” or the “Display Contractor Registration”. The package booth plan does not include costs related to electrical work or electric consumption charges.

Exhibitors who require PC rental service, are requested to submit the "Application for PC Rental" to Kissei Comtec by Friday, October 28. Due to a rush of applications for PC rentals immediately before the exhibition, we may not be able to meet all requests. Please submit your application as early as possible.

### ■ Dates:

Delivery: 10:00 a.m. – on Tuesday, November 15.

Pick-up: 5:00 p.m. – 7:00 p.m. on Friday, November 18 .

Separate fee estimates will be provided for exhibitors requiring a rental PC(s) delivery at a time other than that specified above.(Contact Kissei Comtec for further details.)

### ■ Rental Fees

Packing / unpacking fees and on-site work fees are not included in the list.

The list shows only part of the stock available. Exhibitors should contact Kissei Comtec directly to enquire about items not on the list, such as other PCs, expansion cards, peripherals and networking equipment. The price list below includes consumption tax. Prices in the list below are set especially for this exhibition. (Delivery / pickup on-site fees included)

Packing / unpacking fees and on-site work fees are not included.

### ■ Inter BEE 2011 Rental Price List

#### ① Package Plan (PC rental with popular software installation and Windows Update)

No.	Presentation Plan	Price	OS	
P1	Toshiba dynabook TECRA M10 (English)	11,025	Vista-Business or WinXP(SP2)	Microsoft Office Standard Edition is installed. Presentation tool, "PowerPoint" is available. Please choose from 2000, XP, 2003, 2007 and 2010.
P2	DELL OptiPlex 980SFF(English) ※Display is not included.	12,075	Windows7 or WinXP(SP3)	
No.	Internet connection Plan	Price	OS	
P3	Toshiba dynabook TECRA M10 (English)	11,025	Vista-Business or WinXP(SP2)	Norton AntiVirus and the latest version of the Windows update software are installed for the security countermeasure.
P4	DELL OptiPlex 980SFF(English) ※Display is not included.	11,550	Windows7 or WinXP(SP3)	
No.	All in One Plan	Price	OS	
P5	Toshiba dynabook TECRA M10 (English)	14,700	Vista-Business or WinXP(SP2)	Microsoft Office Standard Edition, Norton AntiVirus and the latest version of the Windows update software are installed. Please choose from 2000, XP, 2003, 2007 and 2010.
P6	DELL OptiPlex 980SFF(English) ※Display is not included.	15,750	Windows7 or WinXP(SP3)	

#### ② Laptop PC

(Price:Yen)

No.	Items	Price	RAM	CPU	VRAM	Drive	OS
1	DELL Latitude E6510 (English) (1600×900)	11,550	4096	Core i7 2.66G		DVDSuperMulti	Windows7 or WinXP(SP3)
2	DELL Latitude D520 (1024×768)	7,350	2048	Core2Duo2G		DVD±RW	Vista Business or WinXP(SP2)
3	Lenovo ThinkPad T510 4314-3VJ (1600×900)	11,025	2048	Corei5 2.40G		DVDSuperMulti	Windows7 Pro or WinXP(SP3)
4	Lenovo ThinkPad T410 2518-DAJ (1440×900)	10,500	2048	Corei5 2.40G		DVDSuperMulti	Windows7 Pro or WinXP(SP3)
5	Lenovo ThinkPad T61 7662-B2I (1440×900)	9,450	1024	Core2Duo 2.2G	Quadro NVS 140M	DVDSuperMulti	Vista Business or WinXP(SP2)
6	Toshiba dynabook Satellite K45 (1366×768)	8,925	2048	Core i7 2.66G		DVDSuperMulti	Windows7 or WinXP(SP3)
7	Toshiba dynabook Satellite K33 (1280×800)	8,400	2048	Core2Duo 2.8G		DVDSuperMulti	Windows7 or WinXP(SP3)
8	Toshiba dynabook TECRA M10 (English) (1280×800)	8,400	3072	Core2Duo 2.4G		DVD + CD	Vista-Business or WinXP(SP2)
9	Toshiba dynabook Satellite K30 226E/W (1280×800)	8,400	1024	Core2Duo 2.26G		DVDSuperMulti	Vista Business or WinXP
10	Apple MacBook Pro MC026J/A (1440×900)	12,075	4096	Core2Duo 2.66G	NVIDIA GeForce 9600M GT	DVDSuperMulti	OS X (10.5.6)
11	Expansion Memory 1024MB	525					
12	Expansion Memory 2048MB	735					
13	Security cable	420					

#### ③ Desktop PC

(Price:Yen)

No.	Items	Price	RAM	CPU	VRAM	Drive	OS
14	HP dx7500 SF/CT	8,400	4096	Core2Duo 3.33G		DVD SuperMulti	Windows7 or WinXP(SP3)
15	HP dc7800 MT GV808PA#ABJ	8,400	1024	Core2Duo3G	RADEON X1600XT 256MB	DVD SuperMulti	WinXP(SP2)
16	DELL Optiplex 980SFF	9,450	4096	Corei7-860 2.8G	Radeon HD 3450 256MB	DVD±RW	Windows7 or WinXP(SP3)
17	DELL OptiPlex 980SFF(English)	9,450	4096	Corei7-860 2.8G	Radeon HD 3450 256MB	DVD SuperMulti	Windows7 or WinXP(SP3)
18	DELL OptiPlex 780SFF	8,400	4096	Core2Duo 3.33G		DVD SuperMulti	Windows7 or WinXP(SP3)
19	Apple MacPro MA356J/A	28,350	8GB	DCXeon 2.66G*2	Nvidia GeForce 7300GT	Super Drive	OS X (10.4) or OS X (10.5)
20	Expansion Memory 1024MB	525					
21	Expansion Memory 2048MB	735					

④ Useware

No.	Items	Price	Reference
22	Windows Update	2,100	Important update only
23	Network wiring work, setting up ect.	Ask	Network construction work in your booth
24	Establishment, setting-up etc.	Ask	
25	Installation fee for store sale and free application software	2,100~	

⑤ Software Rental (Microsoft Office and others)

No.	Items	Price	Reference
26	MS Office2010/2007/2003/XP/2000 Professional Plus	2,625	Japanese/English (for Windows only) , installation fee is Necessary
27	MS Office2010/2007/2003/XP/2000 Standard	2,100	Japanese/English (for Windows only) , installation fee is Necessary
28	Canon IT Solutions Nod32 AntiVirus	Free	Japanese/English (for Windows only) , installation fee is Necessary
29	Symantec EndpointProtection	525	Japanese/English (for Windows, MacOS) , installation fee is Necessary
30	Software installation fee per unit	2,100	Necessary

⑥ LCD Monitor

(Price:Yen)

No.	Items	Price	Reference
31	24"TFT Mitsubishi MDT241WG and others	14,700	WUXGA 24"(1920x1200)
32	23.6"TFT Samsung 2494HS and others	6,825	FHD 23,6"(1920x1080)
33	20"TFT Samsung 204B others	6,510	UXGA 20"(1600x1200)
34	19"TFT NEC Mitsubishi 195V and others	5,460	SXGA 19"(1280x1024)
35	17"TFT SHARP, Samsung	4,830	SXGA 17"(1280x1024)
36	15"TFT SHARP LLT15G3 and others	4,725	XGA 15"(1024x768)
37	Wall mount bracket (For 15"~24", VESA standard)	3,465	Removing fee ¥2,000 is required in case you don't need the stand.

⑦ Digital Signage

(Price:Yen)

No.	Items	Price	Reference
38	32"TFT Samsung HK32V001	27,300	WXGA60 32" (1366x768)
39	Wall mount bracket LW-37 (For 32", VESA standard)	5,985	

⑧ iPad

(Price:Yen)

No.	Items	Price	Reference
40	Apple iPad MB293J/A Wifi 32GB	6,825	Wi-Fi model

⑨ Mobile broadband

No.	Items	Price	Reference
41	Emobile D02HW USB Modem	7,350	for Windows XP, Vista, 7, MacOS10.4~10.6
42	WiMAX MW-U2510/DM	7,350	for Windows XP, Vista, 7, MacOS10.4~10.6
43	PocketWifi D25HW	8,925	for Windows XP, Vista, 7, MacOS10.4~10.6

⑩ Priters

(Price:Yen)

No.	Items	Price	Reference
44	(Inkjet) CANON PIXUS IP90	9,660	A4 ※ink included
45	(Inkjet) EPSON PM-G4500	14,175	A3 ※ink included
46	(Black&White Laser) CANON Satera LBP3000	13,440	A4※toners included
47	(Black&White Laser) CANON Satera LBP3970	37,800	A3 (network capable)※toners included
48	(Color Laser) CANON LBP5400 **	34,650	A4 (network capable)
49	(Color Laser) CANON LBP5700 or 5910 **	126,000	A3 (network capable) ※installation & dismantlement work fee included

\*\* No additional fee up to 500 prints. More than 501 prints, /24 per print is added.

⑪ Network equipment


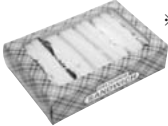

(Price:Yen)

No.	Items	Price	Reference
50	(HUB) Melco LSW-GT-8NSR	1,785	10/100/1000M 8 port Switching HUB
51	(HUB) Melco LSW10/100-8H	1,680	10/100M 8 port Switching HUB
52	(router) NTT-ME MN8300	2,940	ADSL/FTTH/CATV broadband router

## Catering Service for Booths

In order to enhance services available for visitors, a catering service will be available at Inter BEE, providing snacks and beverages to booths when requested. If you wish to have catering delivered to your booth, fill in the Booth Catering Service Application and return the form to Nilax Corporation by Friday, Nov. 11. We hope that each exhibitor will make use of this service to facilitate successful business meetings and transactions with important clients and / or visitors.

### Menu

Menu	Serving style	Price (excluding consumption tax)
Coffee (10 cups per service)	Paper cup	¥180
	Ceramic cup	¥330
Iced coffee (10 cups per service)	Paper cup	¥180
	Ceramic cup	¥330
Tea (10 cups per service)	Paper cup	¥180
	Ceramic cup	¥330
Iced tea (10 cups per service)	Paper cup	¥180
	Ceramic cup	¥330
Oolong tea (10 cups per service)	Paper cup	¥180
	Ceramic cup	¥330
Orange juice (10 cups per service)	Paper cup	¥180
	Ceramic cup	¥330
Evian	330ml PET bottle	¥150
Perrier	330ml glass bottle	¥350
House wine (bottle and glasses)	Red	¥3,200
	White	¥3,200
Beer	Canned	¥450
Pastries (servings for 10)	 ※1	¥3,000
Sandwiches (boxed, single serving)	 ※1	¥500
Sandwiches platter (servings for 10)	 ※1	¥3,000
Assorted cookies		¥1,000

※1 Sample Image

※2 If you have any requests and inquiries, please contact following address.

**Contact:**

Nilax Mr. Hori 2-1 Nakase Mihama-ku, Chiba-shi, Chiba 261-0023, Japan  
TEL: +81-43-296-0512

## Internet Connection

Exhibitors who require Internet connection service, are required to submit the “Application for Internet Connection” to Makuhari Messe by Friday, October 14.

### ■ Internet connection (100 Mbps)

Type	Fee (including consumption tax)	Remark
Combination	¥84,000	Including line, provider and router (HUB is not included)
Only lines	¥73,500	Provider, router and HUB is not included
dynamic IP	¥5,250	
static IP-1	¥31,500	
static IP-8	¥52,500	
Router	¥5,250	

### ■ ADSL Line

Type	Fee (including consumption tax)	Remark
Combination	¥52,500	Including line, provider and router (HUB is not included)
Only lines	¥42,000	Provider, router and HUB is not included
dynamic IP	¥5,250	
static IP-1	¥21,000	
static IP-8	¥31,500	
Router	¥5,250	

Others

- ※ The Management Office makes no guarantees regarding unrelated line or provider problems.
- ※ Provider for type of “Combination” is dynamic IP. If you require “static IP”, please apply for “Line only”, “Static IP” and Router.
- ※ Exhibitors must prepare equipment such as LAN cables and LAN adapters to connect broadband routers to PCs

## Temporary Telephone Line Service

Exhibitors who require temporary telephone or fax line, are required to submit the “Application for Telephone Line” to Murayama Inc by September 22.

### ■ Usage Period

Line type	Usage period
Analog	9:00 a.m. on Nov. 15 to 5:00 p.m. on Nov. 18
ISDN64	9:00 a.m. on Nov. 15 to 5:00 p.m. on Nov. 18

### ■ Fees (including both basic and telephone call charge) Per Line

Line type	Fee
Analog	¥31,500 (tax included)
ISDN64	¥42,000 (tax included)

Notes:

\* Exhibitors applying for an ISDN64 line may have a second telephone number upon request, for an additional fee of ¥10,500 (tax included).

### ■ Telephone

Exhibitors applying for analog lines will receive an NTT telephone for in-booth usage free of charge. If a telephone is not required, the module terminal can be used as an outlet.

### ■ Fax Machine

Fax machine rentals (thermal paper output) will be available.

### ■ International Calls

Exhibitors using analog lines may make international calls through their preferred international carrier. In the case of ISDN64 lines, international calls and / or faxes can be made only if exhibitors pre-register each individual line with their preferred international carrier. Said application procedures must be completed by the exhibitor.

### ■ Others

Telephone lines come up from the floor pit, and once installed relocation of telephone line is quite difficult because the displays and / or carpet cannot be moved. Therefore, please precisely clarify the telephone installation position in a “Temporary Telephone Position Diagram”. Telephones will be installed by Nippon Telegraph & Telephone East Corp. (NTT East). Persons other than NTT East personnel are forbidden to relocate a telephone without permission, to disconnect a line, or to conceal a telephone within the hall. Any expenses originating from rule violations by an exhibitor shall be borne by the exhibitor.

## Antenna Installation

In case the exhibitor wants to receive TV signals for demonstration purposes, please submit the "Application for Antenna Installation" to Makuhari Messe by Friday, September 22.

### ■ Category of Signals

Digital Terrestrial Broadcasting and others	Tokyo Wave of CH-7 + MX TV, Chiba Television, Hoso Daigaku
CS-IF	One coaxial cable from the parabolic antenna connects to the JCSAT-3 or JCSAT-4A. The receiver tuner performs switching of both the antenna power supply and vertical/horizontal polarized waves.
BS-IF(Digital) 110°CS-IF	For BS-IF(Digital) and 110CS please apply separately.
Note	If an exhibitor needs special signals which are not described on the "Antenna Installation Application" Form, such as Broadcast- satellite transmission wave, please indicate the requirements in the blank space on the application form. The appointed antenna installation company will contact the exhibitor later.

### ■ Delivery of Signal

A coaxial cable with RF-typed connector will be provided at the designated place in the exhibition booth.

### ■ Installation

The installation construction is scheduled to start on Sunday, November 13 and to be completed in the morning of Tuesday, November 15. Since there is a possibility that the above installation completion schedule will be delayed because of booth construction, please discuss with Information Machine Room in Makuhari Messe, Inc. which is the appointed installation company. Dismantling will start at 5:00 p.m., Friday, November 18.

### ■ Installation Fee

For distribution, amplification, etc. of signals other than the basic signals and signals between booths, a separate fee will be charged and installation costs will be billed to you by Tofuna Eizo Inc. The payment deadline is one month from the issuance of the bill.

For signals other than the signals in the application form, bringing in antennas, etc., there will also be a separate fee, please contact Information Machine Room in Makuhari Messe, Ltd. for further details.

Signal Category		Fee(Number of Lines)
Digital Terrestrial Broadcasting		¥73,500
BS-IF	Digital	¥94,500
CS-IF	JCSAT-3	¥147,000
	JCSAT-4A	¥147,000
	JCSAT-110	¥94,500

### ■ Contact

Inquiries:  
Makuhari Messe Information Machines Room / Tofuna Eizo Inc.  
Contact: Shishikura, Beppu 2-1 Nakase, Mihama-ku, Chiba-ken, 261-0023 JAPAN  
Tel: +81-43-296-0536 Fax: +81-43-296-0012

## Hotel Reservations

Rooms in the following hotels are available at a special discount rate from Sunday, November 13 to Saturday, November 19.

Hotel	Room type	Order No.	Special price (including service charge and tax)		Location / Transportation
			Room fee	With breakfast	
APA Hotel & Resort (Tokyo-bay-makuhari) 2-3, Hibino, Mihama-ku, Chiba-shi TEL: 043-296-1111 FAX: 043-296-0977	Single room	A	¥11,025	¥12,075	9 min. on foot from Kaihin Makuhari Station (JR Keiyo line) 2 min. on foot to Makuhari Messe Hotel parking: ¥800 per night
	Twin room		¥11,025	¥12,075	
Hotel New Otani Makuhari 2-2, Hibino, Mihama-ku, Chiba-shi TEL: 043-297-7777 FAX: 043-297-7788	Single room	B	¥17,850	¥19,950	5 min. on foot from Kaihin Makuhari Station (JR Keiyo line) 4 min. on foot to Makuhari Messe Hotel parking: free of charge for lodger
	Twin room		¥11,025	¥13,125	
Hotel Francs 2-10-2, Hibino, Mihama-ku, Chiba-shi TEL: 043-296-2111 FAX: 043-296-2120	Single room	C	¥11,550	¥12,600	4 min. on foot from Kaihin Makuhari Station (JR Keiyo line) 3 min. on foot to Makuhari Messe Hotel parking: contact Nippon Travel Agency
	Twin room		¥9,975	¥11,025	
Hotel Green Tower Makuhari 2-10-3, Hibino, Mihama-ku, Chiba-shi, 261-0021 TEL: 043-296-1122 FAX: 043-296-1125	Single room	D	¥9,450	¥11,025	4 min. on foot from Kaihin Makuhari Station (JR Keiyo line) 3 min. on foot to Makuhari Messe Hotel parking: free of charge for lodger
	Twin room		¥8,925	¥10,500	
Hotel Springs Makuhari 1-11, Hibino, Mihama-ku, Chiba-shi TEL: 043-296-3111 FAX: 043-296-3795	Single room	E	¥9,450	¥10,500	4 min. on foot from Kaihin Makuhari Station (JR Keiyo line) 8 min. on foot to Makuhari Messe Hotel parking: ¥500 for entire stay
	Twin room		¥8,400	¥9,450	
Hotel the Manhattan 2-10-1, Hibino, Mihama-ku, Chiba-shi TEL: 043-275-1111 FAX: 043-275-1197	Standard single	F	¥16,800	¥17,850	5 min. on foot from Kaihin Makuhari Station (JR Keiyo line) 5 min. on foot to Makuhari Messe Hotel parking: free of charge for lodger
	Standard twin		¥11,550	¥12,600	
	Deluxe single		¥19,950	¥21,000	
	Deluxe twin		¥10,500	¥11,550	
FAMY INN Makuhari 1-33-3, Makuhari Hongo, Hanamigawa-ku, Chiba-shi Tel: 043-271-5555 FAX: 043-271-5772	Single room	G	¥7,500	¥8,100	5 min. from Makuhari-hongo (JR Sobu / Keiyo line) Shuttle bus to Makuhari Messe Hotel parking: free of charge for lodger (for first 40)
Sala Inagekaigan Hotel 3-20-40, Takasu, Mihama-ku, Chiba-shi Tel: 043-277-9330 FAX: 043-278-9361	Single room	H	¥7,500	¥8,000	2 min. on foot from Inagekaigan Station (JR Keiyo line) 5 min. via JR line and 8 min. on foot to Makuhari Messe Hotel parking: ¥525 per day
	Twin room		¥6,000	¥6,500	
Hotel New Tsukamoto 7-1, Chiba minato, Chuo-ku, Chiba-shi Tel: 043-243-1111 FAX: 043-242-1250	Single room	I		¥6,300	2 min. on foot from Chiba Minato Station (JR Keiyo line) 9 min. via JR line and 8 min. on foot to Makuhari Messe Hotel parking: free of charge for lodger (for first 30)
	Twin room			¥5,775	

## Notes:

1. Single room charges for Hotel the Manhattan and Hotel New Otani Makuhari are quoted per person for twin or double room use.
2. Please make a reservation as early as possible, since room availability is limited.

**(1) Room fees include followings:**

1. Service charge and tax per night and per room
2. Twin Room rate charges are quoted per night and per person

**(2) How to apply**

1. Please fill in the Application for Hotel Reservations and submit it to Nippon Travel Agency.
2. Application deadline is October 21, 2011.

**(3) Payment**

1. Payment is only acceptable by credit card.
2. Reservation will be completed after charges be settled. In case of nonpayment, not confirm Hotel reservation.

**(4) Cancellation**

In case of cancellation, the room deposit will be refunded after deduction of the following cancellation charges. All changes and cancellations must be made by fax to Nippon Travel Agency Co., Ltd. Changes / cancellations will not be accepted by telephone.

## Contact:

Nippon Travel Agency Co., Ltd.  
Telephone : +81-43-227-2307 FAX : +81-43-225-2241  
Application deadline : October 21  
Person in charge : Nakao / Katsuhiko Mukasa  
E-mail : ibee\_2011@nta.co.jp  
Business hours : Monday to Friday, 9:30 a.m. to 6:00 p.m.

No. of days prior to booking	Cancellation Fee
21 days	No charge
8 - 20 days	10% of fee per room
1 - 7 days	20% of fee per room
Date of booking	100% of fee per room
No notification	100% of fee per room



## Food / Beverage Tickets

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Makuhari Subcenter Food / Beverage Tickets will be sold. Exhibitors who require Food / Beverage Tickets, are required to submit the "Application for Food / Beverage Tickets" to Makuhari Messe by Friday, October 14 or purchase on site.

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### ■ About the Food and Beverage Tickets

1. These tickets are valid until December 31, 2011.
2. Tickets are issued in ¥1,000 packets (three ¥250 tickets, two ¥100 tickets and one ¥50 ticket each).
3. They are redeemable at restaurants and cafeterias on the exhibition site, as well as at restaurants in Makuhari Messe, Hotel Green Tower Makuhari, Hotel Springs Makuhari, Hotel New Otani Makuhari, World Business Garden (WBG) , Makuhari Techno Garden (MTG) , Messe Amuse Mall, aune MAKUHARI, su:k Kaihin Makuhari, Pal Plaza Makuhari, Hotel the Manhattan, Hotel Francs, APA Hotel & RESORT, Plena Makuhari, MITSUI OUTLET PARK MAKUHARI and JR Kaihinmakuhari. For more details, please see the website: (<http://www.m-messe.co.jp/en/newcityguide/index.html>)

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### ■ How to Order

1. Purchasing in advance of the exhibition (Tickets will be mailed following bank transfer confirmation).  
To purchase food and beverage tickets in advance, exhibitors should submit the Application. Tickets, a temporary receipt and a refund application form will be mailed following bank transfer confirmation. Applications will be invalid if transfers are not confirmed by November 1, after which tickets must be purchased on-site (cash only).
2. On-site (Cash only)  
Food and beverage tickets can be purchased (cash only) from November 12 to November 18 at the following locations:  
Makuhari Messe Inc. : International Conference Hall, 1F

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### ■ Refund Policy

After the show, the full amount paid for on-site food and beverage tickets will be refundable if the exhibitor submits the temporary receipt, a refund application form and the unused tickets to Makuhari Messe Inc. within 2 weeks after the closing the show.

A receipt will be issued, and the total amount will be deposited into a bank account designated by the exhibitor. However, there are no refunds after the receipt issued.

Refunds cannot be made in cash.

## Lunch box Delivery Service

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Lunch box / beverage delivery service to your booth will be available during the exhibition period. Exhibitors who request delivery service, are required to submit the "Application for lunch box Delivery Service" to Wako Sangyo Co., Ltd. by November 11.

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### ■ Delivery items

#### 1. Daily lunch special

Choice of ¥900-lunch, ¥1,100-lunch and ¥1,400-lunch

Note: Special party lunch plan will be available upon request.

#### 2. Beverages

·Oolong tea (2L plastic bottle) : ¥500

·Oolong tea (500ml plastic bottle) : ¥150

·Mineral water (2L plastic bottle) : ¥450

·Japanese tea (500ml plastic bottle) : ¥150

·Beer (350ml can) : ¥ 400

·Paper cup (small) : ¥ 20

·Coffee maker set : ¥ 20,000

\*This set includes coffee beans, paper cups, sugar, muddlers, milk and paper filters for 120 cups of coffee.

\*Please prepare a socket (950w) inside your booth.

Above prices include 5% consumption tax.

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### ■ Delivery time

Lunch / beverage will be delivered by 11:45 a.m. to your booth.

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### ■ How to pay

Catering staff will visit your booth to collect the payment (in cash) in the afternoon of last day of exhibition.

If you wish to pay by bank transfer, please specify in the application.

## Receptionist / Interpreter

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If you require part-time staff to carry out reception duties etc. at your company booth, please fill in the required fields in the “Application Form for Reception Staff and Interpreters”, and send it to Ken & Staff Co., Ltd. by 28th October.

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### ■ Rates

Booth receptionist : ¥16,443 including tax (up to 8 hours per day)

Interpreter for Booth reception (English - Japanese) : ¥30,303 including tax (up to 8 hours per day)

Interpreter for Business meeting (English - Japanese) : ¥58,023 including tax (up to 8 hours per day)

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### ■ Remarks

① The above amount is for up to 8 hours work, and for every one hour of overtime, we will charge one and one-quarter (1.25) times their regular pay of 1,650 yen (reception work), 3,300 yen (interpreting) and 6,600 yen (interpreting for business negotiations).

This also includes meal charges, traffic costs, and 5% consumption tax.

② We can provide a separate estimate relating to interpreting services for various foreign languages.

## Booth Photography

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Exhibitors who require booth photography, are requested to submit the Application for Booth Photography by Friday, November 4.

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### ■ Service contents

1. Camera to be used  
Digital camera (approximately 8 mega pixels)
2. Rate  
¥13,650 (incl. consumption tax) per shot  
Including one cabinet print.  
Delivery fee will be charged separately.
3. Shooting date and time  
According to your preference
4. Delivery  
Photo data to be delivered on Friday, November 25 (planned)

## Booth Cleaning

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Exhibitors requiring booth-cleaning services must submit the Application for Booth cleaning to Chiba-Pref. Bldg. maintenance corp. by Friday, November 4.

### (1) Cleaning Charge

¥1,890 (tax included) per booth (9 m<sup>2</sup>) Specify the number of booths to be cleaned when in the application form.

### (2) Period available

Daily after 5:30 p.m. from November 15 to November 17.

### (3) Cleaning method

Vacuuming or mopping the booth floor (cleaning of display counters, showcases and products not included)

## Applications

Page	Applications	Deadline	Date submitted	Submit to:
<b>All exhibitors are required to submit (Pink sheet)</b>				
01-2-2	Registration of Booth Manager and Booth Staff	<i>online</i>	10.28	Japan Electronic Show Association (JESA)
02-4-1	Application for Invitation Leaflet	<i>online</i>	8.31	Japan Electronic Show Association (JESA)
03-2-2	Application for Exhibitor / Worker Badges	<i>online</i>	9.22	Japan Electronic Show Association (JESA)
04-2-1	Display Contractor Registration	<i>online</i>	10.14	Murayama Inc.
04-2-5	Application for Power Supply	<i>online</i>	9.22	Shoho Denki Co., Ltd.
04-2-5	Electrical Power Work Installation Diagram		10.14	Shoho Denki Co., Ltd.
04-3-2	Notification Form for Exhibited Products	<i>online</i>	10.21	Japan Electronic Show Association (JESA)
<b>Documents for special requirements (Yellow sheet)</b>				
04-1-1	Application for Over-Regulated Heights		10.14	Japan Electronic Show Association (JESA)
04-1-4	Application for Ceiling Construction		10.14	Makuhari Messe, Inc.
04-2-3	Application for Floor Work	<i>online</i>	10.14	Murayama Inc.
04-3-1	Foreign-Made Product Exhibition Plan	<i>online</i>	8.12	Ishikawa-Gumi, Ltd.
04-4-3	Application for In-booth Wireless LAN	<i>online</i>	10.28	Makuhari Messe, Inc.
04-5-1	Application for Flammable or Hazardous Items		10.14	Murayama Inc.
<b>Documents for optional requirements (Green sheet) <small>Accept anytime</small></b>				
02-1-2	News Center Information Distribution Application	<i>online</i>		Japan Electronic Show Association (JESA)
02-3-1	VIP Registration	<i>online</i>	11.4	Japan Electronic Show Association (JESA)
02-3-2	Application for VIP Room		※11.4	Japan Electronic Show Association (JESA)
02-4-2	Application for Visitor Barcode Service	<i>online</i>	11.4	Neonet Inc.
02-5-1	Application for Customer's Room		※8.31	Japan Electronic Show Association (JESA)
02-5-2	Application for Presentation Room		※10.14	Japan Electronic Show Association (JESA)
02-5-3	Application for Meeting Room		※10.14	Japan Electronic Show Association (JESA)
02-5-4	Application for Suite Room		※8.19	Japan Electronic Show Association (JESA)
02-6-1	Application for Web Site Banner Advertisement		※8.22	Japan Electronic Show Association (JESA)
02-6-2	Application for E-mail Magazine Text Banner Ads		※8.22	Japan Electronic Show Association (JESA)
02-6-3	Application for Guide Map Advertisement		※9.16	Japan Electronic Show Association (JESA)
02-6-4	Application for On-site Signboard Ads		※9.16	Japan Electronic Show Association (JESA)
04-2-5	Application for Optional Power Transmission	<i>online</i>	10.28	Shoho Denki Co., Ltd.
04-2-6	Application for Certification of Green Power	<i>online</i>	10.14	Japan Electronic Show Association (JESA)
04-5-2	Application for Exhibitors' Utility Booths (Storage)	<i>online</i>	9.9	Japan Electronic Show Association (JESA)
05-1-1	Application for Transport	<i>online</i>	10.7	Ishikawa-Gumi, Ltd.
05-1-1	Application for Load-in / Load-out Services	<i>online</i>	10.7	Ishikawa-Gumi, Ltd.
05-2-1	Application for Booth Display & Rental Fixtures		10.14	Murayama Inc.
05-2-2	Application for PC Rental	<i>online</i>	10.28	Kissei Comtec Co., Ltd.
05-2-3	Application for Catering Service for Booths	<i>online</i>	11.11	NILAX Inc.
05-3-1	Application for Internet Connection		10.14	Makuhari Messe, Inc.
05-3-2	Application for Telephone Line		9.22	Murayama Inc.
05-3-3	Application for Antenna Installation		9.22	Makuhari Messe, Inc.
05-4-1	Applications for Hotel Reservations	<i>online</i>	10.21	Nippon Travel Agency Co., Ltd.
05-4-2	Application for Food / Beverage Tickets	<i>online</i>	10.14	Makuhari Messe, Inc.
05-4-3	Application for Lunch box Delivery Service	<i>online</i>	11.11	Wako Sangyo Inc.
05-4-4	Application for Receptionist / Interpreter	<i>online</i>	10.28	Ken & Staff Co., Ltd.
05-4-5	Application for Booth Photography	<i>online</i>	11.4	Kurano Photo Office
05-4-6	Application for Booth Cleaning	<i>online</i>	11.4	Chibaken Bldg-Maintenance Corp.

■ Submit applications either by fax or the Online Application Submission Service.  
 ■ Applications, marked "※" will be accepted on a first-come and first-served basis.

■ Documents requiring handwritten input (floor plan, chart, etc.) should be sent by FAX.  
 ■ On the exhibitors's page (www.inter-bee.com), input your ID and password to access your "Exclusive Exhibitor Site."

**Registration of Booth Manager and Booth Staff**

Submit to ••▶ Japan Electronics Show Association (JESA) ••▶ Fax: +81-3-6212-5225

12F Ote Center Bldg., 1-1-3 Otemachi, Chiyoda-ku, Tokyo 100-0004, Japan Contact: Oda  
Tel: +81-3-6212-5231 Fax: +81-3-6212-5225

Deadline: **October 28**

■ Online application submission is available on Inter BEE Web Site: [www.inter-bee.com](http://www.inter-bee.com)

■ Exhibitor

Data	Company name	Booth Manager	Cell-phone no.	Cell-phone text-messaging
Nov.13			( ) -	
			( ) -	
Nov.14			( ) -	
			( ) -	
Nov.15			( ) -	
			( ) -	
Nov.16			( ) -	
			( ) -	
Nov.17			( ) -	
			( ) -	
Nov.18			( ) -	
			( ) -	

■ Estimated number of booth staff

Data	head-count
Nov.16	
Nov.17	
Nov.18	

\*No personal information collected by the management office will be provided to public. Used of information is limited to internal contacts from the management office.

■ Exhibitor

Booth number		No. of booth spaces		Person in charge	
Company name					

■ Person in Charge

Company name					
Address					
Department			Person		
Telephone	( ) -		Fax	( ) -	
E-mail					



## Application for Invitation Leaflet

Submit to ••▶ Japan Electronics Show Association (JESA) ••▶ Fax: +81-3-6212-5225

12F Ote Center Bldg., 1-1-3 Otemachi, Chiyoda-ku, Tokyo 100-0004, Japan Contact: Oda  
Tel: +81-3-6212-5231 Fax: +81-3-6212-5225Deadline: **August 31**■ Online application submission is available on Inter BEE Web Site: [www.inter-bee.com](http://www.inter-bee.com)

## ■ Free invitations

Regulation Number of leaflet(Japanese):150 sets per one booth

Any number of English invitation leaflets will be distributed separately free of charge

Free Invitation		Required Number	Price
Leaflet & Invitation card	Japanese		—
	English		—
Envelope	Bilingual in Jp. & Eng.		—

## ■ Additional Invitations (Charged)

Charged	Required Number	Price(including consumption tax).	
leaflet / Invitation / Envelop		¥30	
Japanese leaflet / invitation		¥20	
Envelop(bilingual in Jp. and Eng)		¥10	
	Total		

## ■ Exhibitor

Booth number		No. of booth spaces		Person in charge	
Company name					

## ■ Person in Charge / Invoice Address (Not necessary if same as above)

Company name				
Address				
Department		Person		
Telephone	(       )       -	Fax	(       )       -	
E-mail				

## ■ Deliver to (Not necessary if same as above)

Company name				
Address				
Department		Person		
Telephone	(       )       -	Fax	(       )       -	
E-mail				

## Application for Exhibitor / Worker Badges

Submit to ••▶ Japan Electronics Show Association (JESA) ••▶ Fax: +81-3-6212-5225

12F Ote Center Bldg., 1-1-3 Otemachi, Chiyoda-ku, Tokyo 100-0004, Japan Contact: Oda  
Tel: +81-3-6212-5231 Fax: +81-3-6212-5225Deadline: **September 22**■ Online application submission is available on Inter BEE Web Site: [www.inter-bee.com](http://www.inter-bee.com)

## ■ Free Badges

Please fill in requested number of badges

	Number of allotted free badges	Required Number
Exhibitor Badge	10 per booth	
Worker Badge	5 per booth	

## ■ Additional Badges (charged)

Additional Exhibitor Badge	¥1,000 (including tax)	Additional Worker Badge	¥500 (including tax)
	badges		badges
	----- ¥		----- ¥

## ■ Exhibitor

Booth number		No. of booth spaces		Person in charge	
Company name					

## ■ Person in Charge / Invoice Address

Company name					
Address					
Department		Person			
Telephone	(       )       -	Fax	(       )       -		
E-mail					

## ■ Deliver to (Not necessary if same as above)

Company name					
Address					
Department		Person			
Telephone	(       )       -	Fax	(       )       -		
E-mail					

Display Contractor Registration

Submit to ..... **Murayama Inc.** ..... Fax: **+81-3-3813-1274**

2-13-10, Koraku, Bunkyo-ku, Tokyo 112-0004, Japan Contact: Norose  
Tel: +81-3-3813-1202 Fax: +81-3-3813-1274

Deadline: **October 14**

■ Online application submission is available on Inter BEE Web Site: [www.inter-bee.com](http://www.inter-bee.com)

■ Please fill in the required information on agent / display planning agency.

Company name			
Address			
Department		Person	
Telephone	(        )        -	Fax	(        )        -
E-mail			

■ Please fill in the required information on Display contractor.

Company name			
Address			
Department		Person	
Telephone	(        )        -	Fax	(        )        -
E-mail			

■ Exhibitor

Booth number		No. of booth spaces		Person in charge	
Company name					

■ Person in Charge (Not necessary if same as above)

Company name			
Address			
Department		Person	
Telephone	(        )        -	Fax	(        )        -
E-mail			

Application for Power Supply

Submit to .....> **Shoho Denki Co., Ltd.** .....> Fax: +81-3-3918-7800

1-28-15, Kamiikebukuro, Toshima-ku, Tokyo 170-0012, Japan Contact: Suzuki, Tsuihiji  
Tel: +81-3-3918-7993 Fax: +81-3-3918-7800

Deadline: **September 22**

■ Online application submission is available on Inter BEE Web Site: [www.inter-bee.com](http://www.inter-bee.com)

■ Please fill in the number of kilowatts (kW) required for lighting and exhibit equipment.

The number of kilowatts will round up. (example 1.5kW = 2kW)

System	Voltage	Frequency	Capacity Required
Single-phase AC	100V	50Hz	kW
Single-phase AC	200V	50Hz	kW
Triple-phase three-wire AC	200V	50Hz	kW

■ Use of compressor

To be used Expected horsepower ( )

\_\_\_\_\_

Not to be used

\_\_\_\_\_

■ Exhibitor

Booth number		No. of booth spaces		Person in charge	
Company name					

■ Person in Charge (Not necessary if same as above)

Company name					
Address					
Department			Person		
Telephone	( ) -		Fax	( ) -	
E-mail					

**Electrical Power Work Installation Diagram**

Submit to ..... **Shoho Denki Co., Ltd.** ..... Fax: **+81-3-3918-7800**

1-28-15, Kamiikebukuro, Toshima-ku, Tokyo 170-0012, Japan Contact: Tsuihiji, Suzuki  
Tel: +81-3-3918-7993 Fax: +81-3-3918-7800

Deadline: **October 14**

■ Please fill in the required information.

(Name of the Show)	Inter BEE 2011						Management	Japan Electronic Show Association (JESA)																																																																																																																																																															
Exhibition Hall No.					Booth Number						No. of Booth																																																																																																																																																												
Exhibitor Company Name & Address							Telephone																																																																																																																																																																
							Person in charge																																																																																																																																																																
Main Contractor Name & Address	Shoho Denki Co., Ltd. 1-28-15, Kamiikebukuro, Toshima-ku, Tokyo 170-0012, Japan						Telephone		+81-3-3918-7993																																																																																																																																																														
							Person in charge		Takatsugu Suzuki																																																																																																																																																														
Additional Contractor Name & Address							TEL																																																																																																																																																																
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Lighting	Current(W)											Total No.	Total Capacity																																																																																																																																																										
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Electrical Power	Capacity(KVA)											Total No.	Total Capacity																																																																																																																																																										
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Triple-phase 200V	No. of Outlets Required																																																																																																																																																																						
Installation Diagram	<table border="1" style="width: 100%; height: 100%; border-collapse: collapse;"> <tr><td style="width: 10%;"></td><td style="width: 10%;"></td><td style="width: 10%;"></td><td style="width: 10%;"></td><td style="width: 10%;"></td><td style="width: 10%;"></td><td style="width: 10%;"></td><td style="width: 10%;"></td><td style="width: 10%;"></td><td style="width: 10%;"></td><td style="width: 10%;"></td><td style="width: 10%;"></td><td style="width: 10%;"></td><td style="width: 10%;"></td></tr> <tr><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td></tr> <tr><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td></tr> <tr><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td></tr> <tr><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td></tr> <tr><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td></tr> <tr><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td></tr> <tr><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td></tr> <tr><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td></tr> <tr><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td></tr> <tr><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td></tr> </table>																																																																																																																																																																						

■ Exhibitor

Booth number		No. of booth spaces		Person in charge	
Company name					

■ Person in Charge (Not necessary if same as above)

Company name					
Address					
Department			Person		
Telephone	(       )       -	Fax	(       )       -		
E-mail					



Application for Over-Regulated Heights

Submit to ••▶ Japan Electronics Show Association (JESA) ••▶ Fax: +81-3-6212-5225

12F Ote Center Bldg., 1-1-3 Otemachi, Chiyoda-ku, Tokyo 100-0004, Japan Contact: Oda  
Tel: +81-3-6212-5231 Fax: +81-3-6212-5225

Deadline: **October 14**

Exhibitors who would like to exhibit more than one product that is over-regulated heights should specify the information on each product, and attach product leaflet and diagram indicating location and height of product(s). (both floor plan and elevation drawing). The Secretariat will seal to confirm the receipt of the application and send it back to the exhibitor. Without the application of approval seal exhibitor will not be allowed to exhibit products of over-regulated heights and / or install the below mentioned signboard

Product name with over-regulated height			
Product measurement Max height	m	Max width	m

Product name with over-regulated height			
Product measurement Max height	m	Max width	m

Product name with over-regulated height			
Product measurement Max height	m	Max width	m

Approved by Show Management Secretariat	
---	--

■ Exhibitor

Booth number		No. of booth spaces		Person in charge	
Company name					

■ Person in Charge

Company name					
Address					
Department			Person		
Telephone	( ) -	Fax	( ) -		
E-mail					



**Application for Ceiling Construction**

Submit to ..... **Makuhari Messe, Inc.** ..... Fax: **+81-43-296-0529**

2-1, Nakase, Mihama-ku, Chiba-shi, Chiba Prefecture 261-0023, Japan Contact: Takada, Fujiwara  
Tel: +81-43-296-0602 Fax: +81-43-296-0529

Deadline: **October 14**

■ Online application submission is available on Inter BEE Web Site: [www.inter-bee.com](http://www.inter-bee.com)

■ Please fill in the required information. Be sure to attach drawings / specifications for construction.

Name of Exhibition	Inter BEE 2011		
Period of Exhibition	November 16 ~ November 18, 2011		
Exhibition Hall	Makuhari Messe (Hall ) Booth number ( )		
Ceiling Structure	Installation area		
	Ceiling Materials		
	Reason for installation		

■ Exhibitor

Booth number		No. of booth spaces		Person in charge	
Company name					

■ Person in Charge

Company name					
Address					
Department			Person		
Telephone	( ) -	Fax	( ) -		
E-mail					

Application for Floor Work

Submit to ..... Murayama Inc. .... Fax: +81-3-3813-1274

2-13-10, Koraku, Bunkyo-ku, Tokyo 112-0004, Japan Contact: Norose  
Tel: +81-3-3813-1202 Fax: +81-3-3813-1274

Deadline: **October 14**

■ Please fill in the required information and attach two copies of the construction plan to this application form.

Type of construction work	Anchor bolts	mm unit	Other	
Period of construction work	Nov.	to Nov.	Total	days
Contact data of construction company	Name of company			
	Address			
	Department		Person in charge	
	Telephone	( ) -	Fax	( ) -

■ Exhibitor

Booth number		No. of booth spaces		Person in charge	
Company name					

■ Person in Charge / Invoice Address (Not necessary if same as above)

Company name					
Address					
Department		Person			
Telephone	( ) -	Fax	( ) -		
E-mail					

Foreign-Made Product Exhibition Plan

Submit to ..... Ishikawa-Gumi, Ltd. .... Fax:+81-3-5460-9841

5-9-4, Higashi-Shinagawa, Shinagawa-ku, Tokyo 140-0002, Japan Contact: Hasegawa, Hashimoto, Saito  
Tel: +81-3-3474-8102 Fax: +81-3-5460-9841

Deadline: **August 12**

■ Online application submission is available on Inter BEE Web Site: [www.inter-bee.com](http://www.inter-bee.com)

■ Please fill in one of the following numbers in the Notes column.

[(1) Bonded goods; (2) ATA Carnet; (3) Ordinary import procedures; (4) Hand-carried importation]

Product(s) (Model names, etc., unnecessary)	Country of manufacture	Quantity	Prices (US\$)	Notes
Total Price (US\$)	_____		US\$	

■ Exhibitor

Booth number		No. of booth spaces		Person in charge	
Company name					

■ Person in Charge (Not necessary if same as above)

Company name					
Address					
Department			Person		
Telephone	(      )	-	Fax	(      )	-
E-mail					

Application for In-booth Wireless LAN

Submit to ..... Makuhari Messe, Inc. .... Fax: +81-43-296-0492

2-1, Nakase, Mihama-ku, Chiba-shi, Chiba Prefecture 261-0023, Japan Contact: Takauchi, Otsuka  
Tel: +81-43-296-0493 Fax: +81-43-296-0492

Deadline: **October 28**

■ Online application submission is available on Inter BEE Web Site: [www.inter-bee.com](http://www.inter-bee.com)

■ Please check  the box below and fill in the necessary information if you wish to apply for a wireless LAN in your booth.

Type of standard	Channel to be used	SSID to be used
<input type="checkbox"/> 802.11a		
<input type="checkbox"/> 802.11b		
<input type="checkbox"/> 802.11g		

- Notes: 1. If neighboring booths plan to use same channel, the Management Office will ask one or both to use different channels. This is to avoid communication problems due to channel interference and/or SSIDs in neighboring booths by adjusting channels in advance.  
The Management Office cannot guarantee that every exhibitor will be able to use the channel it specifies in the application.
2. It is possible that channel adjustment may cause interference with the channel you have been allocated. We recommend that you have a cable system ready as backup in the event that interference affects your wireless LAN.
3. This application is only to apply for a wireless LAN in your booth, not including Internet connection order placement. If you wish to use the Internet, the Application for Internet Connection should be submitted separately.
4. This application does not include wireless microphone channel adjustment. Wireless microphone adjustment should be arranged among the exhibitors involved.
5. Please note that this submission does not guarantee that communication will be possible within your booth.

■ Exhibitor

Booth number		No. of booth spaces		Person in charge	
Company name					

■ Person in Charge (Not necessary if same as above)

Company name					
Address					
Department		Person			
Telephone	( ) -	Fax	( ) -		
E-mail					

**Application for Flammable or Hazardous Items**

Submit to ..... **Murayama Inc.** ..... Fax: **+81-3-3813-1274**

2-13-10, Koraku, Bunkyo-ku, Tokyo 112-0004, Japan Contact: Norose  
Tel: +81-3-3813-1202 Fax: +81-3-3813-1274

Deadline: **October 14**

■ Online application submission is available on Inter BEE Web Site: [www.inter-bee.com](http://www.inter-bee.com)

■ **Use of Open Flame**

Purpose			
Type of flame			
Fuel		Maximum caloric value consumed	
Extinguisher	Type		Units

■ **Handling of Hazardous Items**

Purpose			
Type of item			
Amount handled daily	ℓ·kg	Additional amount by demonstration	ℓ·kg
Extinguisher	Type		Units

■ **Handling and Bringing of High-Pressure / Liquefied Gas**

Purpose			
Type of Gas			
Fuel	ℓ	Additional amount by demonstration	ℓ
Extinguisher	Type		Units

■ **Exhibitor**

Booth number		No. of booth spaces		Person in charge	
Company name					

■ **Person in Charge (Not necessary if same as above)**

Company name					
Address					
Department		Person			
Telephone	( ) -	Fax	( ) -		
E-mail					

## News Center Information Distribution Application

Submit to ••▶ Japan Electronics Show Association (JESA) ••▶ Fax: +81-3-6212-5225

12F Ote Center Bldg., 1-1-3 Otemachi, Chiyoda-ku, Tokyo 100-0004, Japan Contact: Oda  
Tel: +81-3-6212-5231 Fax: +81-3-6212-5225 newscenter2011@mls.inter-bee.com**Accept anytime**■ Online application submission is available on Inter BEE Web Site: [www.inter-bee.com](http://www.inter-bee.com)

## ■ Name of the product or technology you would like to promote at Inter BEE (tentative name accepted)\*

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## ■ Summary of special characteristics of the product / technology

- ① If it is difficult to summarize the characteristics, you may leave this field blank. The News Center will contact you later to discuss the summary contents.
- ② Please be concise, yet as specific as possible to speed up the planning process. Useful information would include differences from existing / competitors' product / technology, benefits (or improvements), purpose or application (from the end user's point of view), and the approximate development

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## ■ Date when information can be made publicly available (if it is currently confidential)

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## ■ Coverage schedule (if you have a request for the date / time of coverage by the News Center)

--

## ■ Exhibitor

Booth number		No. of booth spaces		Person in charge	
Company name					

## ■ Person in Charge (Not necessary if same as above)

Company name					
Address					
Department			Person		
Telephone	(       )	-	Fax	(       )	-
E-mail					

## VIP Registration

Submit to ••▶ Japan Electronics Show Association (JESA) ••▶ Fax: +81-3-6212-5225

12F Ote Center Bldg., 1-1-3 Otemachi, Chiyoda-ku, Tokyo 100-0004, Japan Contact: Oda  
Tel: +81-3-6212-5231 Fax: +81-3-6212-5225

Deadline: **November 4**

■ Online application submission is available on Inter BEE Web Site: [www.inter-bee.com](http://www.inter-bee.com)

■ VIPs will be registered based on this registration form. Please be sure to check in at the VIP reception desk located in the 1st floor of International Conference Hall.

■ Please fill in the required information.

Name of VIP		Title	
Company Name			
Arrival date / time	November	a.m. / p.m.	: ~ :
	November	a.m. / p.m.	: ~ :
	November	a.m. / p.m.	: ~ :
	November	a.m. / p.m.	: ~ :
	November	a.m. / p.m.	: ~ :
Car make		License no.	

■ Person in Charge

Company name			
Department		Person in charge	

■ Exhibitor

Booth number		No. of booth spaces		Person in charge	
Company name					

■ Person in Charge (Not necessary if same as above)

Company name					
Address					
Department		Person			
Telephone	( ) -	Fax	( ) -		
E-mail					

Application for VIP Room

Submit to ●● Japan Electronics Show Association (JESA) ●● Fax: +81-3-6212-5225

12F Ote Center Bldg., 1-1-3 Otemachi, Chiyoda-ku, Tokyo 100-0004, Japan Contact: Oda  
Tel: +81-3-6212-5231 Fax: +81-3-6212-5225

Deadline: **November 4**

■ Order: Fill in necessary blanks, and check the appropriate boxes.

\*Room charge: ¥5,250 / hr (including beverage cost and consumption tax)

(For official use)

Room No.	Date	Time	Number of Persons (up to 6 people)	Meal		
				<input type="checkbox"/> No	<input type="checkbox"/> Yes	
	November ( )	: ~ :		<input type="checkbox"/> No	<input type="checkbox"/> Yes	¥2,100 sets
						¥3,150 sets
	November ( )	: ~ :		<input type="checkbox"/> No	<input type="checkbox"/> Yes	¥2,100 sets
						¥3,150 sets
	November ( )	: ~ :		<input type="checkbox"/> No	<input type="checkbox"/> Yes	¥2,100 sets
						¥3,150 sets

■ Exhibitor

Booth number		No. of booth spaces		Person in charge	
Company name					

■ Person in Charge / Invoice Address (Not necessary if same as above)

Company name					
Address					
Department			Person		
Telephone	( ) -	Fax	( ) -		
E-mail					



Application for Visitor Barcode Service

Submit to ..... Neonet Inc. .... Fax: +81-3-6430-3196

12F World Trade Center Bldg., 2-4-1 Hamamatsu-cho, Minato-ku, Tokyo 105-6112, Japan  
Tel: +81-3-6430-3193 Fax: +81-3-6430-3196 E-mail: edms@neonet-inc.jp

Deadline: **November 4**

■ Online application submission is available on Inter BEE Web Site: [www.inter-bee.com](http://www.inter-bee.com)

■ Please check the box below and fill in the required information.

Item	Unit price	Amount	Price
<input type="checkbox"/> Barcode reader rental / unit (Free)	free	1	¥ 0
<input type="checkbox"/> Barcode reader rental (Additional)	¥8,400 / Per one		¥
Total			¥

■ Delivery type and charges

A separate charge of ¥35 per item is charged as a visitor data entry cost.  
Visitor data will be delivered by downloading a file from a specified website.

Inter BEE 2011 maintains strict controls on the usage of personal information obtained through barcode readers, as listed below:

- (1) Personal details taken by barcode readers will not be redistributed.
- (2) Information given to exhibitors will only be used within their own companies and will not be given to any other businesses.
- (3) An exhibitor should confirm all people's approval before using their data. If they refuse to share their information, or do not want to be contacted, the exhibitor must respect their Person in charge of personal information

■ Policy Regarding Personal Information

Dept. or Div.			
Person in Charge			
Telephone	(       )       -	E-mail	

■ Exhibitor

Booth number		No. of booth spaces		Person in charge	
Company name					

■ Person in Charge / Invoice Address (Not necessary if same as above)

Company name					
Address					
Department		Person			
Telephone	(       )       -	Fax	(       )       -		
E-mail					

Application for Customers' Room

Submit to ••▶ Japan Electronics Show Association (JESA) ••▶ Fax: +81-3-6212-5225

12F Ote Center Bldg., 1-1-3 Otemachi, Chiyoda-ku, Tokyo 100-0004, Japan Contact: Oda  
Tel: +81-3-6212-5231 Fax: +81-3-6212-5225

Deadline: ※ **August 31**  
First-come-first-served basis from August 1

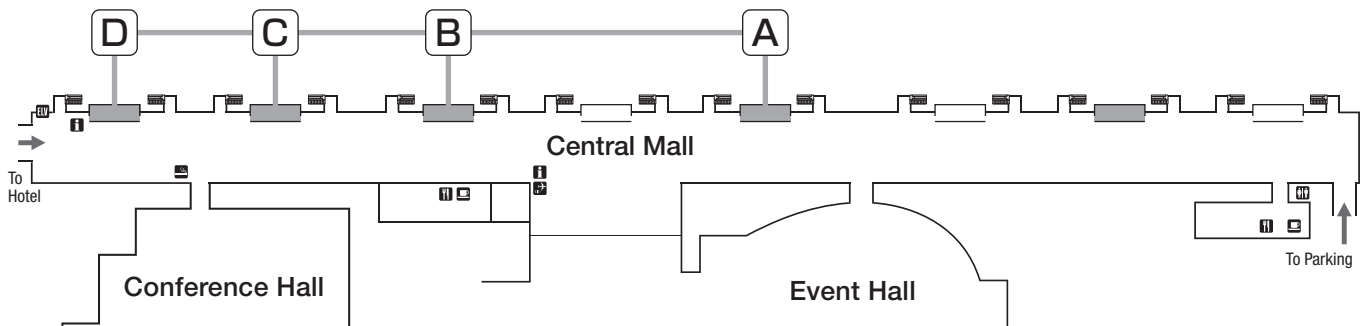
■ Please check the room you would like to reserve.

Location	First choice	Second choice
Exhibition Hall 4, 2F	<input type="checkbox"/> A	<input type="checkbox"/> A
Exhibition Hall 6, 2F	<input type="checkbox"/> B	<input type="checkbox"/> B
Exhibition Hall 7, 2F	<input type="checkbox"/> C	<input type="checkbox"/> C
Exhibition Hall 8, 2F	<input type="checkbox"/> D	<input type="checkbox"/> D

■ Room Charge: ¥210,000 (tax included)

■ Purpose

※ No showcase product and demonstration allowed in the room



■ Exhibitor

Booth number		No. of booth spaces		Person in charge	
Company name					

■ Person in Charge / Invoice Address (Not necessary if same as above)

Company name					
Address					
Department			Person		
Telephone	( ) -		Fax	( ) -	
E-mail					

## Application for Presentation Room

Submit to ••▶ Japan Electronics Show Association (JESA) ••▶ Fax: +81-3-6212-5225

12F Ote Center Bldg., 1-1-3 Otemachi, Chiyoda-ku, Tokyo 100-0004, Japan Contact: Oda  
Tel: +81-3-6212-5231 Fax: +81-3-6212-5225Deadline: ※ **October 14**  
First-come-first-served basis from August 1

Please check in your request time and write a purpose to use.

Please note that as the maximum applicable time unit is 2 per one company per day.

Application will be accepted in order of application arrival.

Timetable	Time					purpose
	A	B	C	D	E	
	9 : 45   11 : 15	11 : 15   12 : 45	12 : 45   14 : 15	14 : 15   15 : 45	15 : 45   17 : 15	
Nov, 16	18-A	18-B	18-C	18-D	18-E	
Nov, 17	19-A	19-B	19-C	19-D	19-E	
Nov, 18	20-A	20-B	20-C	20-D	20-E	

※ Preparation time is included.  
Please leave the room in time.

■ Room Charge: ¥10,500 per 90 minutes (tax included)

■ Exhibitor

Booth number		No. of booth spaces		Person in charge	
Company name					

■ Person in Charge / Invoice Address

Company name					
Address					
Department			Person		
Telephone	( )	-	Fax	( )	-
E-mail					

## Application for Meeting Room

Submit to ••▶ Japan Electronics Show Association (JESA) ••▶ Fax: +81-3-6212-5225

12F Ote Center Bldg., 1-1-3 Otemachi, Chiyoda-ku, Tokyo 100-0004, Japan Contact: Oda  
Tel: +81-3-6212-5231 Fax: +81-3-6212-5225Deadline: ※ **October 14**  
First-come-first-served basis from August 1

Please check in your request time and write a purpose to use.

Please note that as the maximum applicable time unit is 2 per one company per day.

Application will be accepted in order of application arrival.

Date	Time									Purpose
	A	B	C	D	E	F	G	H	I	
	9:00 9:45	10:00 10:45	11:00 11:45	12:00 12:45	13:00 13:45	14:00 14:45	15:00 15:45	16:00 16:45	17:00 17:45	
Nov. 15	16-A	16-B	16-C	16-D	16-E	16-F	16-G	16-H	16-I	
Nov. 16	17-A	17-B	17-C	17-D	17-E	17-F	17-G	17-H	17-I	
Nov. 17	18-A	18-B	18-C	18-D	18-E	18-F	18-G	18-H	18-I	
Nov. 18	19-A	19-B	19-C	19-D	19-E	19-F	19-G	19-H	19-I	

## ■ Room Charge: ¥5,250 per 45 minutes (tax included)

## ■ Exhibitor

Booth number		No. of booth spaces		Person in charge	
Company name					

## ■ Person in Charge / Invoice Address (Not necessary if same as above)

Company name					
Address					
Department			Person		
Telephone	( ) -		Fax	( ) -	
E-mail					

## Application for Suite Room

Submit to ••▶ Japan Electronics Show Association (JESA) ••▶ Fax: +81-3-6212-5225

12F Ote Center Bldg., 1-1-3 Otemachi, Chiyoda-ku, Tokyo 100-0004, Japan Contact: Oda  
Tel: +81-3-6212-5231 Fax: +81-3-6212-5225Deadline: ※ **August 19**  
First-come-first-served basis from August 1

## ■ Please check the room you would like to reserve

Room	Location	Area	Price (including tax)
<input type="checkbox"/> Suite Room A	Exhibition Hall 4, IF Multipurpose room	181m <sup>2</sup>	¥1,050,000
<input type="checkbox"/> Suite Room B	Exhibition Hall 6, IF conference room	116m <sup>2</sup>	¥577,500
<input type="checkbox"/> Suite Room C	Exhibition Hall 8, IF conference room	116m <sup>2</sup>	¥735,000

※ Please read 02-5-4 when you use Suite room.

## ■ Exhibitor

Booth number		No. of booth spaces		Person in charge	
Company name					

## ■ Person in Charge / Invoice Address (Not necessary if same as above)

Company name					
Address					
Department			Person		
Telephone	(       )	-	Fax	(       )	-
E-mail					

## Application for Web Site Banner Advertisement

Submit to ••▶ Japan Electronics Show Association (JESA) ••▶ Fax: +81-3-6212-5225

12F Ote Center Bldg., 1-1-3 Otemachi, Chiyoda-ku, Tokyo 100-0004, Japan Contact: Oda  
Tel: +81-3-6212-5231 Fax: +81-3-6212-5225Deadline: ※ **August 22**  
First-come-first-served basis from August 1■ Please check  the box below if you wish to apply for advertisement placement

Web banner Ad	<input type="checkbox"/> Yes	¥105,000 (including consumption tax)
---------------	------------------------------	--------------------------------------

## ■ Exhibitor

Booth number		No. of booth spaces		Person in charge	
Company name					

## ■ Person in Charge / Invoice Address (Not necessary if same as above)

Company name					
Address					
Department			Person		
Telephone	(       )       -		Fax	(       )       -	
E-mail					

**Application for E-mail Magazine Text Banner Ads**

Submit to ••▶ Japan Electronics Show Association (JESA) ••▶ Fax: +81-3-6212-5225

12F Ote Center Bldg., 1-1-3 Otemachi, Chiyoda-ku, Tokyo 100-0004, Japan Contact: Oda  
Tel: +81-3-6212-5231 Fax: +81-3-6212-5225

Deadline: ※ **August 22**  
First-come-first-served basis from August 1

■ Please check  the box below if you wish to apply for advertisement placement

September 4 <sup>th</sup> week issue	<input type="checkbox"/>
October 1 <sup>st</sup> week issue	<input type="checkbox"/>
October 2 <sup>nd</sup> week issue	<input type="checkbox"/>
October 3 <sup>rd</sup> week issue	<input type="checkbox"/>
October 4 <sup>th</sup> week issue	<input type="checkbox"/>
October 5 <sup>th</sup> week issue	<input type="checkbox"/>
November 1 <sup>st</sup> week issue	<input type="checkbox"/>
November 2 <sup>nd</sup> week issue	<input type="checkbox"/>
November 3 <sup>rd</sup> week issue	<input type="checkbox"/>
November 4 <sup>th</sup> week issue	<input type="checkbox"/>

	Price (including tax)	Amount (including consumption tax)
set	¥105,000	

※ Three times appearances is one set.

■ Exhibitor

Booth number		No. of booth spaces		Person in charge	
Company name					

■ Person in Charge / Invoice Address (Not necessary if same as above)

Company name					
Address					
Department			Person		
Telephone	( ) -	Fax	( ) -		
E-mail					

## Application for Guide Map advertisement

Submit to ••▶ Japan Electronics Show Association (JESA) ••▶ Fax: +81-3-6212-5225

12F Ote Center Bldg., 1-1-3 Otemachi, Chiyoda-ku, Tokyo 100-0004, Japan Contact: Oda  
Tel: +81-3-6212-5231 Fax: +81-3-6212-5225Deadline: ※ **September 16**  
First-come-first-served basis from August 1■ Please check  the box below to apply for Guide Map Advertising.

		Application	Rates (including tax)	Applicable exhibitors
<input type="checkbox"/>	Type A	Logo: on the relevant booth in the booth guide	¥36,750	Exhibitors with 16 booth spaces or more
<input type="checkbox"/>	Type B	Below the booth guide	¥105,000	All exhibitors
<input type="checkbox"/>	Type C	Article section (Half page)	¥157,000	All exhibitors
<input type="checkbox"/>	Type D	Article section (Full page)	¥262,500	All exhibitors

※ The advertising on the inside (below the booth guide) of the Guide Map will be posted below the exhibitor's hall on a first-come-first-served basis.  
If there is no space for this advertising below the exhibitor's hall, the advertising will be posted near the exhibitor's hall.

## ■ Exhibitor

Booth number		No. of booth spaces		Person in charge	
Company name					

## ■ Person in Charge / Invoice Address (Not necessary if same as above)

Company name					
Address					
Department			Person		
Telephone	( ) -		Fax	( ) -	
E-mail					





Application for Optional Power Transmission

Submit to ..... Shoho Denki Co., Ltd. .... Fax:+81-3-3918-7800

1-28-15, Kamiikebukuro, Toshima-ku, Tokyo 170-0012, Japan Contact: Suzuki, Tsuihiji  
Tel: +81-3-3918-7993 Fax: +81-3-3918-7800

Deadline: **October 28**

Online application submission is available on Inter BEE Web Site: [www.inter-bee.com](http://www.inter-bee.com)

Please fill in the required information

**Early Power Transmission**

Date preferred for beginning of power transmission	Date: November	Time: From
Additional request		

The early power transmission requires separate installation work, so, all costs should be borne by the exhibitor. In some cases, we may not be able to accept requests due to working conditions.

**Transmitting Electricity 24 Hours**

Dates preferred for transmitting electricity 24 hours	Name of the equipment	Voltage	Amount
November to		100V	W
November to		100V	W
November to		200V	W
November to		200V	W

Each piece of equipment should be single wiring. The Show Management will not take any responsibility for managing this equipment.

**Extending Power Transmission**

Time preferred for stopping power transmission	Date: November 18 Time: Till _____ p.m.
Additional request	

**Exhibitor**

Booth number		No. of booth spaces		Person in charge	
Company name					

**Person in Charge / Invoice Address**

Company name					
Address					
Department			Person		
Telephone	( ) -	Fax	( ) -		
E-mail					

**Application for Certification of Green Power**

Submit to ••▶ Japan Electronics Show Association (JESA) ••▶ Fax: +81-3-6212-5225

12F Ote Center Bldg., 1-1-3 Otemachi, Chiyoda-ku, Tokyo 100-0004, Japan Contact: Oda  
Tel: +81-3-6212-5231 Fax: +81-3-6212-5225

Deadline: **October 14**

■ Online application submission is available on Inter BEE Web Site: [www.inter-bee.com](http://www.inter-bee.com)

■ **Contracted Amount**

amount of electricity	Hours of Use	Total
kW x	32H (Less than 12 booths) or 37H (More than 15 booths)	= kWh

Contracted Amount	kWh
-------------------	-----

- ※1,000kWh. is minimum contracted amount.
- ※It is calculated based on a 1,000kWh unit and the fractions will be rounded down.
- ※The Japan Natural Energy Company Limited will inform you of the actual cost.

■ **Exhibitor**

Booth number	No. of booth spaces	Person in charge	
Company name			

■ **Person in Charge / Invoice Address (Not necessary if same as above)**

Company name			
Address			
Department		Person	
Telephone	(       )       -	Fax	(       )       -
E-mail			

## Application for Exhibitors' Utility Booths (Storage)

Submit to ••▶ Japan Electronics Show Association (JESA) ••▶ Fax: +81-3-6212-5225

12F Ote Center Bldg., 1-1-3 Otemachi, Chiyoda-ku, Tokyo 100-0004, Japan Contact: Oda  
Tel: +81-3-6212-5231 Fax: +81-3-6212-5225Deadline: **September 9**■ Online application submission is available on Inter BEE Web Site: [www.inter-bee.com](http://www.inter-bee.com)

## ■ Please fill in the required information.

Type	Price(including consumption tax)	No. of Room(s)	Amount (including consumption tax)
Regular type A	¥210,000		¥
Regular type B	¥189,000		¥
Small type	¥115,500		¥

## ■ Exhibitor

Booth number		No. of booth spaces		Person in charge	
Company name					

## ■ Person in Charge / Invoice Address (Not necessary if same as above)

Company name					
Address					
Department			Person		
Telephone	(       )       -		Fax	(       )       -	
E-mail					

Application for Transport

Submit to ..... Ishikawa-Gumi, Ltd. .... Fax:+81-3-5460-9841

5-9-4, Higashi-Shinagawa, Shinagawa-ku, Tokyo 140-0002, Japan Contact: Hasegawa, Hashimoto, Saito  
Tel: +81-3-3474-8102 Fax: +81-3-5460-9841

Deadline: **October 7**

■ Online application submission is available on Inter BEE Web Site: [www.inter-bee.com](http://www.inter-bee.com)

■ Cargo collection application

Cargo pick-up date / time : \_\_\_\_\_

Where to pick-up : \_\_\_\_\_

Telephone : \_\_\_\_\_ FAX: \_\_\_\_\_ ( ) - \_\_\_\_\_ Contact : \_\_\_\_\_

Cargo Contents	Size			Quantity	Weight	Style of packaging
	D	W	H			

Cargo delivery to a booth datel / time : \_\_\_\_\_

■ Single-lot, Small-package delivery application

Cargo Contents	Size			Quantity	Weight	Style of packaging
	D	W	H			

Small package delivery to a booth date / time : \_\_\_\_\_

■ Exhibitor

Booth number		No. of booth spaces		Person in charge	
Company name					

■ Person in Charge / Invoice Address (Not necessary if same as above)

Company name					
Address					
Department			Person		
Telephone	( ) -	Fax	( ) -		
E-mail					

**Application for Load-in / Load-out Services**

Submit to ..... Ishikawa-Gumi, Ltd. .... Fax: +81-3-5460-9841

5-9-4, Higashi-Shinagawa, Shinagawa-ku, Tokyo 140-0002, Japan Contact: Hasegawa, Hashimoto, Saito  
Tel: +81-3-3474-8102 Fax: +81-3-5460-9841

Deadline: **October 7**

■ Online application submission is available on Inter BEE Web Site: [www.inter-bee.com](http://www.inter-bee.com)

■ Please write the details of your request.

■ Load-in / Load-out

Item	Qty	Preferred date / time
Worker		
2.5 ton forklift		
5.0 ton forklift		
Crane		

■ Exhibitor

Booth number		No. of booth spaces		Person in charge	
Company name					

■ Person in Charge / Invoice Address (Not necessary if same as above)

Company name					
Address					
Department			Person		
Telephone	(       )       -		Fax	(       )       -	
E-mail					

**Application for Booth Display & Rental Fixtures**

Submit to ..... **Murayama Inc.** ..... Fax: **+81-3-3813-1274**

2-13-10, Koraku, Bunkyo-ku, Tokyo 112-0004, Japan Contact: Norose  
Tel: +81-3-3813-1202 Fax: +81-3-3813-1274

Deadline: **October 14**

**Order** (Please check  you wish to use)

- Package Booth plan & Standard Booth Options       Standard Booth Options       Flexible Booth plan

**Carpet color** (Please check  a color you wish to use)

- Red     Orange     Green     Blue     Gray     Black

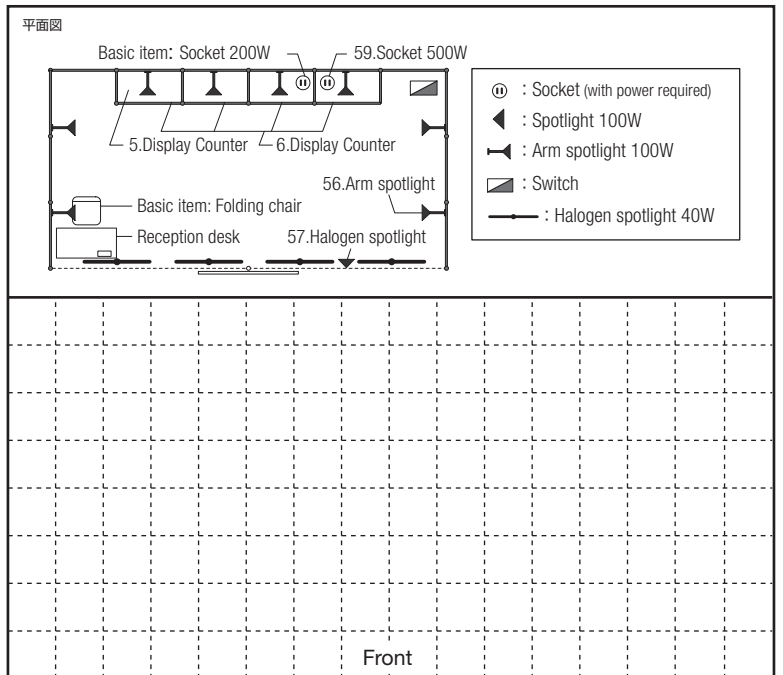
**Company name display draft**

Notes : 1. In case of package booth plan, maximum of 10 letters is free of charge. Eleven and more letters are with fee. 2. Font to be used is block letters, Font color is black.

**Rental Fixtures**

No.	item	quantity	price

**Please specify locations of display counter(s), light(s), socket(s), Fascia and wall.**



**Wall panel color**

Fill in the color number from the color samples on other page

Item No.	color

\*Wall panel color is an optional order with fee.

**Exhibitor**

Company name			
Address			
Department		Person	
Telephone	(       )       -	Fax	(       )       -
E-mail			
Comments			

Application for PC Rental

Submit to ..... Kissei Comtec Co., Ltd. .... Fax: +81-3-5979-6335

Otsuka S&S Bldg., 3-32-1 Minamitsuka, Toshima-ku, Tokyo 170-0005, Japan Contact: Baba  
Tel: +81-3-5843-0333 Fax: +81-3-5979-6335

Deadline: **October 28**

Online application submission is available on Inter BEE Web Site: [www.inter-bee.com](http://www.inter-bee.com)

Please specify dates and time for delivery and pick-up.

delivery	① Exhibition booth Nov. 15 10:00 a.m. to 12:00 noon, or Other ( )	② Prior to Nov. 16 (Specify delivery date and time ) Specify delivery location. _____
pick-up	① Exhibition booth Nov. 18 5:00 p.m. to 7:00 p.m., or Other ( )	② After Nov. 19 (Specify pick-up date and time ) Specify pick-up location. _____

Rental Code #	Product Name	Amount

\*Upon receipt of this application, we will send you our company's own application form. Please fill in and seal, and send it to us by Fax.  
\*Companies which deal with us for the first time are required to send us your company profile and other required documents based on our credibility standards.

Number of employee:	/	Experience in using rental service:	Yes	.	No	/	If yes, please state the name of the rental service company:
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Exhibitor

Booth number		No. of booth spaces		Person in charge	
Company name					

Person in Charge / Invoice Address (Not necessary if same as above)

Company name					
Address					
Department		Person			
Telephone	( ) -	Fax	( ) -		
E-mail					



**Application for Catering Service for Booths**

Submit to .....▶ **Nilax Co., Ltd.** .....▶ Fax: **+81-43-296-2003**

2-1 Nakase Mihama-ku, Chiba-shi, Chiba 261-0023, Japan Contact: Nilax / Mr. Hori  
TEL: +81-43-296-0512 FAX: +81-43-296-2003

Deadline: **November 11**

■ Online application submission is available on Inter BEE Web Site: [www.inter-bee.com](http://www.inter-bee.com)

Menu	Serving style	Price (including consumption tax)	Quantity			Total Amount
			Nov 16	Nov 17	Nov 18	
Coffee (10 cups per service)	Paper cup	¥180				
	Ceramic cup	¥330				
Iced coffee (10 cups per service)	Paper cup	¥180				
	Ceramic cup	¥330				
Tea (10 cups per service)	Paper cup	¥180				
	Ceramic cup	¥330				
Iced tea (10 cups per service)	Paper cup	¥180				
	Ceramic cup	¥330				
Oolong tea (10 cups per service)	Paper cup	¥180				
	Ceramic cup	¥330				
Orange juice (10 cups per service)	Paper cup	¥180				
	Ceramic cup	¥330				
Evian	330ml PET bottle	¥150				
Perrier	330ml glass bottle	¥350				
House wine (bottle and glasses)	Red	¥3,200				
	White	¥3,200				
Beer	Canned	¥450				
Pastries (servings for 10)		¥3,000				
Sandwiches (boxed, single serving)		¥500				
Sandwiches platter (servings for 10)		¥3,000				
Assorted cookies		¥1,000				

Desired Delivery Time:    Nov 16: \_\_\_\_\_    Nov 17: \_\_\_\_\_    Nov 18: \_\_\_\_\_

■ **Exhibitor**

Booth number		No. of booth spaces		Person in charge	
Company name					

■ **Person in Charge / Invoice Address (Not necessary if same as above)**

Company name					
Address					
Department		Person			
Telephone	(       )       -	Fax	(       )       -		
E-mail					



Application for Telephone Line

Submit to ..... Murayama Inc. .... Fax: +81-3-3813-1274

2-13-10, Koraku, Bunkyo-ku, Tokyo 112-0004, Japan Contact: Norose  
Tel: +81-3-3813-1202 Fax: +81-3-3813-1274

Deadline: **September 22**

■ Analog Circuits : Specify number of lines

Analog line	_____ line × ¥31,500 Total ¥ _____ Including telephone set required (free of charge) _____ line
ISDN 64 line	_____ line × ¥42,000 Total ¥ _____
Second number	_____ line × ¥10,500 Total ¥ _____
Exhibitors requiring a DSU for ISDN 64 check here : Yes / No	
Exhibitors requiring international connectivity check here : Yes / No	
Fax rental : Yes / No	
Total Amount	¥ _____

■ Diagram

Name and booth number of neighboring exhibitor	Use the following symbols in the diagram ● Telephone ◎ Modular jack ○ Fax △ ISDN	Name and booth number of neighboring exhibitor
--	--	--

■ Exhibitor

Booth number	_____	No. of booth spaces	_____	Person in charge	_____
Company name	_____				

■ Person in Charge / Invoice Address (Not necessary if same as above)

Company name	_____				
Address	_____				
Department	_____	Person	_____	_____	
Telephone	( _____ ) _____ - _____	Fax	( _____ ) _____ - _____	_____	
E-mail	_____				

Application for Antenna Installation

Submit to ..... Makuhari Messe, Inc. .... Fax: +81-43-296-0012

2-1, Nakase, Mihama-ku, Chiba-shi, Chiba Prefecture 261-0023, Japan Contact: Shishikura, Beppu  
Tel: +81-43-296-0536 Fax: +81-43-296-0012

Deadline: **September 22**

■ Please fill in the required information.

Type		Price	Units	Amount (including consumption tax)
Digital Terrestrial Broadcasting		@ ¥73,500		¥
BS-IF	Digital	@ ¥94,500		¥
CS-IF	JCSAT-3	@ ¥147,000		¥
	JCSAT-4A	@ ¥147,000		¥
	JCSAT-110	@ ¥94,500		¥

■ Please indicate the desired location of the antenna lead-in on a simple map of the booth interior

Name of adjoining exhibitor ( )	Name of adjoining exhibitor ( )
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■ Exhibitor

Booth number	No. of booth spaces	Person in charge	
Company name			

■ Person in Charge / Invoice Address (Not necessary if same as above)

Company name			
Address			
Department		Person	
Telephone	( ) -	Fax	( ) -
E-mail			

Application for Hotel Reservations

Submit to ••▶ Nippon Travel Agency Co., Ltd. Chiba Branch ••▶ Fax: +81-43-225-2241

Nippon Travel Agency Co., Ltd. Inter BEE 2011 Desk Contact: Nakao, Musaka  
4F, Chiba Center Square Bldg, No.7., 2-3-16, Chuo, Chuo-ku, Chiba-shi Tel: +81-43-227-2307

Deadline: **October 21**

- Fill in the following table, and put a circle on the night(s) when accommodation is required.  
Put a circle in the Breakfast box for the breakfast-included plan.

Name of Guest	Name of Guest	Hotel reservation symbol		Room Type		Accommodation Required							Breakfast Plan	
		First Choice	Second Choice	Single	Twin	11/13	11/14	11/15	11/16	11/17	11/18	11/19		
Remarks														

Note: In case rooms are fully reserved before application deadline, you will be put on a waiting list for cancellation

- Fees should be paid in advance. If you wish to pay by credit card, please fill in the information requested below.

Credit card: <input type="checkbox"/> VISA <input type="checkbox"/> MASTER <input type="checkbox"/> DINERS <input type="checkbox"/> AMEX <input type="checkbox"/> JCB	
Card Number:	Valid through:                      YY                      MM
Name of card holder:	Signature:

■ Exhibitor

Booth number		No. of booth spaces		Person in charge	
Company name					

■ Person in Charge (Not necessary if same as above)

Company name					
Address					
Department		Person			
Telephone	(            )                      -	Fax	(            )                      -		
E-mail					

**Application for Food / Beverage Tickets**

Submit to ..... **Makuhari Messe, Inc.** ..... Fax: **+81-43-296-0529**

2-1, Nakase, Mihama-ku, Chiba-shi, Chiba Prefecture 261-0023, Japan  
Tel: +81-43-296-0525 Fax: +81-43-296-0529

Deadline: **October 14**

■ Online application submission is available on Inter BEE Web Site: [www.inter-bee.com](http://www.inter-bee.com)

■ Please fill in the required information.

	No. of tickets	Price	
Food / Beverage Tickets ( ¥1,000 / set of tickets)	set(s)		<b>000</b>

■ Exhibitor

Booth number		No. of booth spaces		Person in charge	
Company name					

■ Person in Charge / Invoice Address

Company name					
Address					
Department		Person			
Telephone	(       )       -	Fax	(       )       -		
E-mail					

**Application for Lunch Box Delivery Service**

Submit to ..... **Wako Sangyo Inc.** ..... Fax: **+81-3-3427-8332**

5-38-3, Kyodo, Setagaya-ku, Tokyo 156-0052, Japan Contact: Sano  
Tel: +81-3-3427-8331 Fax: +81-3-3427-8332

Deadline: **November 11**

■ Online application submission is available on Inter BEE Web Site: [www.inter-bee.com](http://www.inter-bee.com)

Item	Price (including tax)	Quantity					Quantity (Total)	Total amount
		11/14	11/15	11/16	11/17	11/18		
Daily lunch special	¥1,400							
	¥1,100							
	¥900							
Oolong tea	2L plastic bottle	¥500						
	500ml plastic bottle	¥150						
Mineral water (2L plastic bottle)		¥450						
Japanese tea (500ml plastic bottle)		¥150						
Beer (350ml can)		¥400						
Paper cup (small)		¥20						
Coffee maker set		¥20,000						

Notes: 1. Details on delivery, lunch/beverage menu, please call 090-8803-5694.

2. Upon receipt of your application, we will send the order confirmation by fax. Please keep it until the end of exhibition period.

Please issue an invoice.

Your planned payment date by bank remittance _____ MM _____ DD
--

■ Exhibitor

Booth number		No. of booth spaces		Person in charge	
Company name					

■ Person in Charge / Invoice Address

Company name					
Address					
Department			Person		
Telephone	(       )	-	Fax	(       )	-
E-mail					

**Application for Reception Staff / Interpreters**

Submit to ..... **Ken & Staff Co., Ltd.** ..... **Fax: +81-3-3367-0027**

YKS Bldg. 4-14-7, Takadanobaba, Shinjuku-ku, Tokyo 169-0075 Contact: Fujita  
Tel: +81-3-3367-0020 Fax: +81-3-3367-0027

Deadline: **October 28**

■ Online application submission is available on Inter BEE Web Site: [www.inter-bee.com](http://www.inter-bee.com)

■ Please fill in the required information and check the appropriate item.

Content application	<input type="checkbox"/> Reception ( male: female:)
	<input type="checkbox"/> Interpreter for booth reception ( male: female:)
	<input type="checkbox"/> Interpreter for Business meeting ( male: female:)
	<input type="checkbox"/> Language type ( ) ( male: female:)
Period required	<input type="checkbox"/> Nov. to (total days)
Method of Payment	<input type="checkbox"/> Cash <input type="checkbox"/> Bank transfer

■ Exhibitor

Booth number		No. of booth spaces		Person in charge	
Company name					

■ Person in Charge / Invoice Address (Not necessary if same as above)

Company name					
Address					
Department		Person			
Telephone	( ) -	Fax	( ) -		
E-mail					



Application for Booth Photography

Submit to .....> **Kurano Photo Office** .....> **Fax:+81-471-55-3806**

860-54, Higashifukai, Nagareyama-shi, Chiba Contact: Kurano, Umemura  
Tel: +81-471-55-3806 Fax: +81-471-55-3806

Deadline: **November 4**

■ Online application submission is available on Inter BEE Web Site: [www.inter-bee.com](http://www.inter-bee.com)

Exhibitors wishing to have a photo of their booths taken by a professional photographer must submit the Application.

Requested shooting date : November ( \_\_\_\_\_ )

Number of cuts : ( \_\_\_\_\_ ) cuts

Time :  a.m. ( \_\_\_\_\_ : \_\_\_\_\_ )  p.m. ( \_\_\_\_\_ : \_\_\_\_\_ )  Anytime

■ Exhibitor

Booth number		No. of booth spaces		Person in charge	
Company name					

■ Person in Charge / Invoice Address (Not necessary if same as above)

Company name					
Address					
Department		Person			
Telephone	( _____ ) - _____	Fax	( _____ ) - _____		
E-mail					

## Application for Booth Cleaning

Submit to ••▶ Chibaken Bldg-Maintenance Corp. •••••▶ Fax: +81-43-296-0753

2-1, Nakase, Mihama-ku, Chiba-shi, Chiba Prefecture 261-0023, Japan Contact: Sato  
Tel: +81-43-296-0534 Fax: +81-43-296-0753Deadline: **November 4**■ Online application submission is available on Inter BEE Web Site: [www.inter-bee.com](http://www.inter-bee.com)

## ■ Please fill in the required information.

Fee per booth space (9m <sup>2</sup> )	No. of booth spaces	Total
@¥1,890 (including Tax)	Booth spaces	¥

## ■ Exhibitor

Booth number		No. of booth spaces		Person in charge	
Company name					

## ■ Person in Charge / Invoice Address

Company name					
Address					
Department		Person			
Telephone	( ) -	Fax	( ) -		
E-mail					



Management/Contact : **Japan Electronics Show Association**  
12F Ote Center Bldg., 1-1-3 Otemachi, Chiyoda-ku, Tokyo 100-0004  
Tel: +81-3-6212-5231 Fax: +81-3-6212-5225 E-mail: exhibitor@inter-bee.com

