

# Inter BEE 2009

International Broadcast Equipment Exhibition

Wednesday 18 - Friday 20 November, 2009

MAKUHARI MESSE, TOKYO JAPAN



IIPTV · MOBILE TV ·  
CROSS MEDIA ZONE  
Pavilion Exhibition Information



# Pavilion Outlines

- Objectives
- Inter BEE is widely recognized by industry professionals as the only large exhibition in Japan which showcases the latest video production technology centering on broadcasting. The Exhibition attracts a large number of video production professionals and companies from the video broadcasting industry.
- In response to the recent digitalization of broadcasting, video contents have been digitalized as well and businesses of delivering contents to a wide variety of industries are rapidly developing.
- Inter BEE established "IPTV, Mobile TV, Cross Media Zone" this year in an effort to develop approaches to new industry areas from the field of broadcasting and video.
- This year, we are going to provide visitors with opportunities to create new business and make an efficient and easy-to-observe environment by creating a core of newly established zones and properly attracting visitors.
- We have established package booths for exhibitors to exhibit their products without too much burden. Please take this opportunity to participate in the show.
- Inter BEE Outline
  - Period : Wed, November 18th to Fri, November 20th.(3 days)
  - Venue : Makuhari Messe
    - IPTV, Mobile TV, Cross Media Zone in Video and Broadcast Equipment
  - Organizer :
  - Japan Electronics and Information Technology Industry Association
  - Supported by :
    - Japan Broadcasting Corporation (NHK)
    - The National Association of Commercial Broadcasters in Japan
  - Management : Japan Electronics Show Association (JESA)

# Benefit of participation

## ■ PR Support

- We are going to create publicity by giving each pavilion its own theme, integrating exhibitor's information, and actively developing pre-event PR activities.
- The Inter BEE Website publishes news articles based on pre-event interviews and "Inter BEE TV" shows videos taken during the event.

## ■ Visitor Attraction

- Visitors will be chosen from the visitor database maintained by Inter Bee and information sorted by pavilion will be provided to them to ensure each pavilion attracts the right visitors.
- With cooperation from relevant industry associations including visitor companies, we are going to publicize pavilions to member companies to attract new visitors.

## ■ Workshop

- In order to attract visitors, we are going to plan workshops according to pavilion themes. We are going to provide participating companies with workshop sites for free and introduce the programs as Inter BEE's official programs at every opportunity.

## ■ Business Meeting Corner

- In order to enable visitors to achieve excellent business results, we have established business meeting spaces apart from exhibition spaces for companies participating in pavilions. Please fully utilize these spaces by inviting your potential customers.

## ■ Same levels of services as the normal exhibitors

- Pavilion exhibitors benefit from all the services provided to normal exhibitors by Inter BEE. Pavilion exhibitors will be covered in the guide book, exhibitor manual and on the website.



# Mobile TV Pavilion



This picture is just an image. Actual exhibits might be different from this picture

- We aim to create an exhibition which enables visitors to get one step ahead to see business opportunities for the post digitalization era.
- Exhibition Items :
  - Video Editing System for Mobile Terminals, Video Delivery Systems/Services for Mobile, Mobile Terminals, Mobile contents and application, etc.
- Targeted Visitors :
  - Broadcasters, Telecommunication Carriers, Video Production, Video Content Delivery Network, Automobile, Electrical Manufacturers, etc.
- Cooperation :
  - Mobile Broadband Association etc.



# Digital Signage Pavilion



This picture is just an image. Actual exhibits might be different from this picture

- The latest digital technology and communication systems which support new video businesses will be showcased under one roof.
- Exhibited Items :
  - Digital Signage Editing and Management System, Digital Signage Delivery System, Image Receiving System, Ad and Media Service, Contents for Digital Signage, etc.
- Targeted Visitors :
  - Broadcasters, Video Production, Video Content Delivery Network, Management for Facilities/Hall/ Arena/ Recreation Hall, Transport Facilities, Advertisement Company, Electrical Manufacture, etc.
- Cooperation :
  - Digital Content Association of Japan
  - Digital Signage Consortium, etc.



# Digital Cinema Pavilion



This picture is just an image. Actual exhibits might be different from this picture

- You will be able to experience new media possibilities and technology which enables you to broaden your market.
- Exhibited Item :
  - Filming System and Editing System for Digital Cinema, Digital Cinema Streaming System, Projection System, Contents, etc.
- Targeted Visitors :
  - Broadcasters, Video Production, Video Content Delivery Network, Filming, Electrical Manufacture, etc.
- Cooperation :
  - Federation of Japanese Films Industry, Inc.
  - Digital Cinema Consortium of Japan, etc.



# 3D Image Pavilion



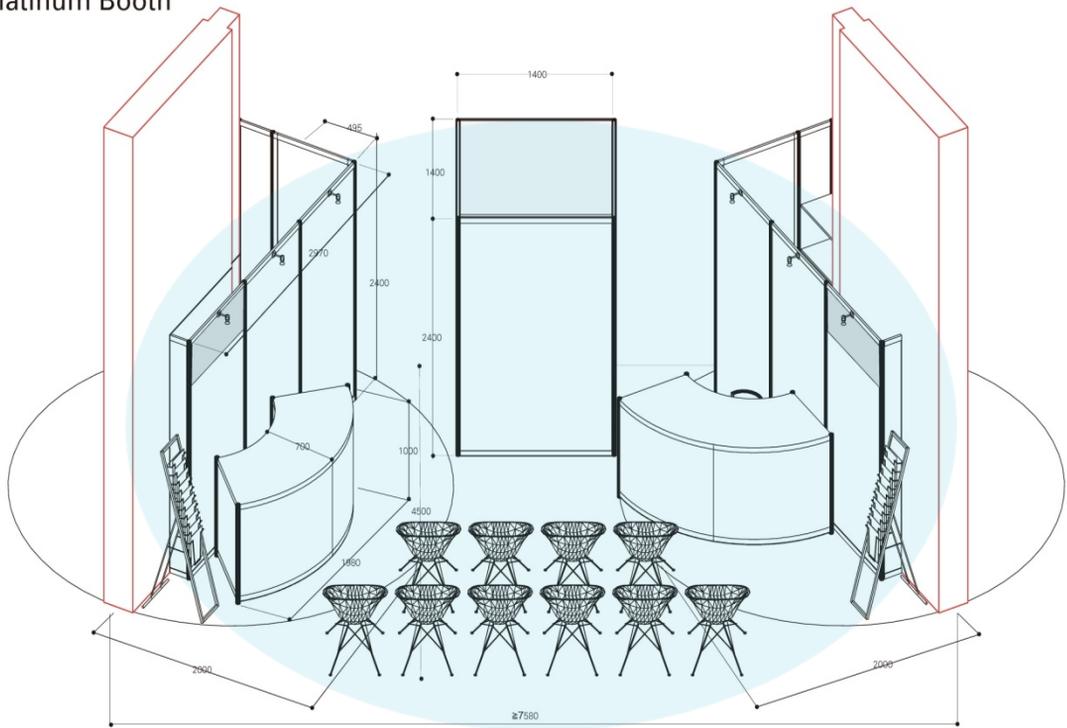
This picture is just an image. Actual exhibits might be different from this picture

- The Video Industry's technological innovation will rapidly move toward 3D and give visitors new experiences.
- Exhibited Items :
  - 3D Images Production System, 3D Editing System, 3D Image Receiving System and Terminal, 3D Contents, etc.
- Targeted Visitors :
  - Broadcasters, Video Production, Video Content Delivery Network, Filming, Electrical Manufacture, etc.
- Cooperation :
  - Consortium of 3-D Image Business Promotion
  - 3D CONSORTIUM, etc.



# Exhibition Type & Price

Platinum Booth



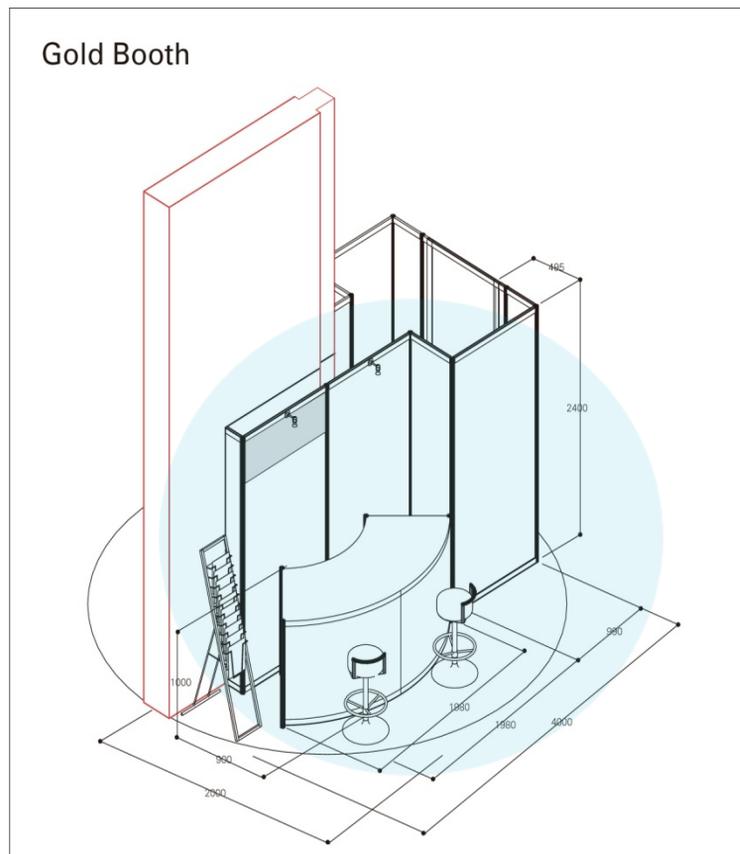
## ■ Platinum Booth

- Packages which focus on presentation

- Price : 1,575,000YEN

- Specification : 12 m<sup>2</sup>
- Facilities : Fascia, Spotlight, Company name display, Electricity socket, (2)Counters, (2)Chairs, Monitor rack, (10) chairs for audience, (2)Catalog Stands, Stock room

# Exhibition Type & Price



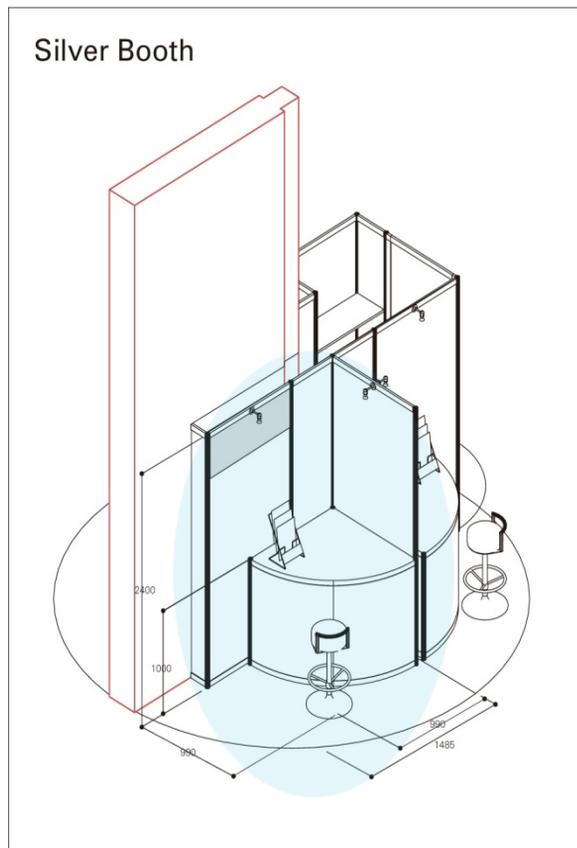
## ■ Gold booth

- Efficient Standard Packages

- Price : 525,000YEN

- Specification : (W)4m × (D)2m
- Facilities : Fascia, Spotlight, Company name display, Electricity socket, Counter, (2)Chairs, Catalog Stands, Shared Stock room

# Exhibition Type & Price



## ■ Silver Booth

- Minimum Packages which prioritize cost performance

- Price : 315,000YEN

- Specification : (W)2m × (D)2m
- Facilities : Fascia, Spotlight, Company name display, Electricity socket, Counter, Chair, Catalog Stands, Shared Stock room

# Monitor • Option

- A) 50 " LCD Monitor
  - Specification : TH-50PHD7 equiv.
  - Rental Fee : 200,000Yen
  
- B) 37" LCD Monitor
  - Specification : LC-37GS20 equiv.
  - Rental Fee : 100,000Yen
  
- C) Personal monitor installation fee
  - 50,000Yen
  
- Monitor rental fees include the following:
  - Wall tilt unit
  - Wall installation unit
  - Connection cord/Miscellaneous Materials
  - Installation/Removal fees
  
- Consumption taxes are not included in the price
  
- We can accommodate other requests which you may have. Please feel free to contact us.

# Promotion Schedule

- In late July
  - Introducing exhibitors on Website
- From mid-September
  - Publishing E-mail Magazine every week
- In mid-September
  - Commencement of online visitor pre-registration
- In late September
  - Dispatching announcement leaflets
  - Dispatching Posters
- From October issues
  - Place an AD in industry publication
- In mid-October
  - Deadline of enter the text for guide book
- November 18 to 20
  - Publication of Guide book
  - Open Press Center
  - Commencement of Inter BEE news gathering
- After exhibition
  - Posting news on Website
  - Delivery video pictures by Inter BEE TV

# How to apply

- Exhibition application
  - To apply for the pavilion, please fill out application form and submit the form to the Show management Secretariat
  - Primary deadline : End of August
  - Secondary deadline : End of September
- Payment of booth fee
  - Invoice issue : September
  - Payment deadline : October 30th
- Where to apply / Contact
  - Japan Electronics Show Association
  - Attn. Kayoko Oda
  - 5F, Sumitomo Shiba-daimon Building No.2,  
1-12-16, Shiba-daimon, Minato-ku,  
Tokyo 105-0012, Japan
  - TEL+81-3-5402-7601 FAX+81-3-5402-7605
  - E-mail : [contact@inter-bee.com](mailto:contact@inter-bee.com)