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02

# Inter BEE Official WebSite

## Inter BEE Official Website

The Inter BEE Official Website **InterBEE online** is an Internet Portal that widely relays information to visitors and also participants in industry. In recent years, in addition to PC sites, the means by which people access information have been growing, for example with smartphones and tablets. Against this backdrop, we will update the **InterBEE online** on September 3 (Monday) so that even more people will be able to browse the content of Inter BEE.

### [English text entry advice]

- 1) A site that widely conveys exhibitor/exhibition information using SNS (Information will be spread by users with each other)
- 2) Site construction that allows users to reach the information they need

### [Functions that will continue even after the update ]

- 3) A site on which information is relayed to users throughout the year
- 4) A site on which exhibition information (e.g. exhibitors and conferences) of the relevant year is published

## Image of the site after the update on September 3 (Monday)

\*The actual site design may change.

The screenshot shows the InterBEE online website interface. On the left side, there is a navigation menu with categories: Creation, Management, Delivery, and Column. Below this is a 'Latest News' section with several news items. At the bottom left, there is an 'Online Magazine' section. On the right side, there is a 'Web banner advertising' section, followed by 'Exhibition information', a 'Log-in button for the Exhibitors Site' (highlighted in red), 'Exhibitor updated information', and 'Exhibitor press release information'. The main content area features a large banner for 'Inter BEE 2012 International Broadcast Equipment Exhibition' and several news articles with images and text.

Online Magazine category selection

Management Office notifications

Industry news

Online Magazine

Web banner advertising

Exhibition information

Log-in button for the Exhibitors Site

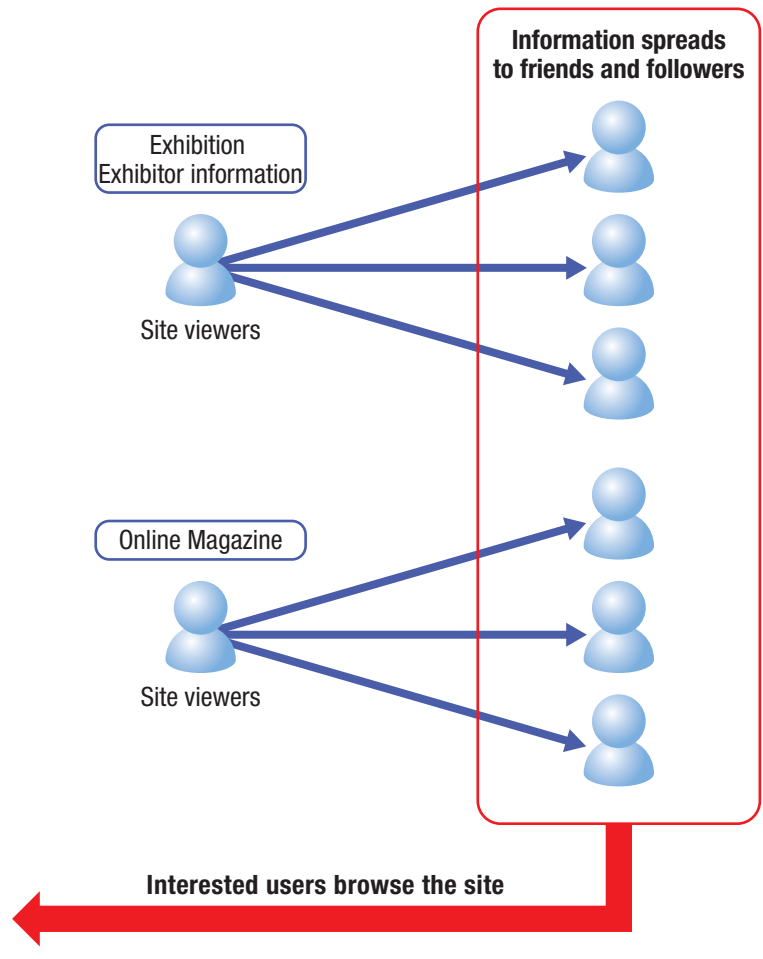
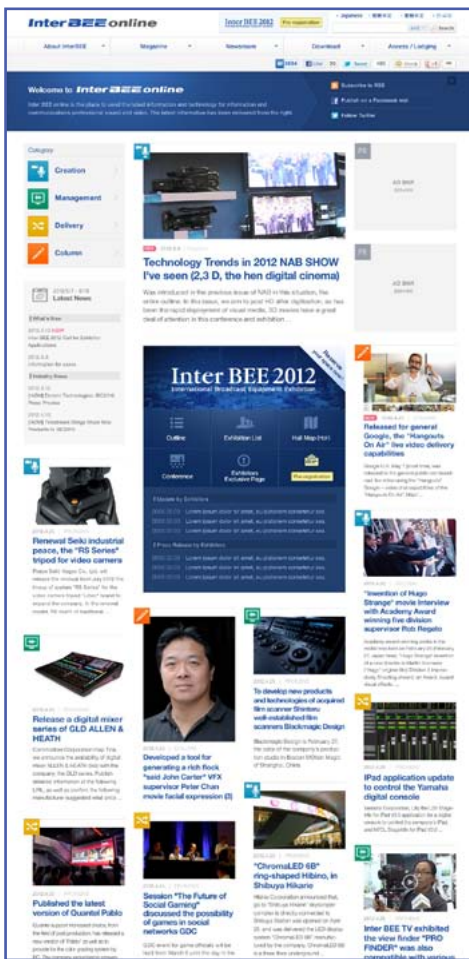
Exhibitor updated information

Exhibitor press release information

**InterBEE online Feature 1**

On the Inter BEE Official Website **InterBEE online** an Online Magazine will be distributed that will be written and edited by the Inter Bee Center (see 02-1-2) for the latest industry information as well as exhibition information in order to become a site that attracts participants in industry. Furthermore, in addition to the update, information will be spread to friends and followers of those who have browsed the site through the Inter Bee Official Twitter and Facebook accounts as well as exhibitor Facebook accounts.

\*The exhibitor pages are also scheduled to be coordinated with SNS. Details on the website update will be sent at a later date.



**InterBEE online Feature 2**

On the Inter BEE Official Website, where there is a vast amount of information, the site will be designed so that it is possible for users to obtain the information they are looking for. In addition to clear category divisions that allow users to reach the information they need in one click, the display will be set according to the device being used (e.g. PC, smartphone and tablet).

## ■ 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

■ 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.

July 26 to September 2

From September 3

Log-in button for the Exhibitors Site



Log-in button for the Exhibitors Site

(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]

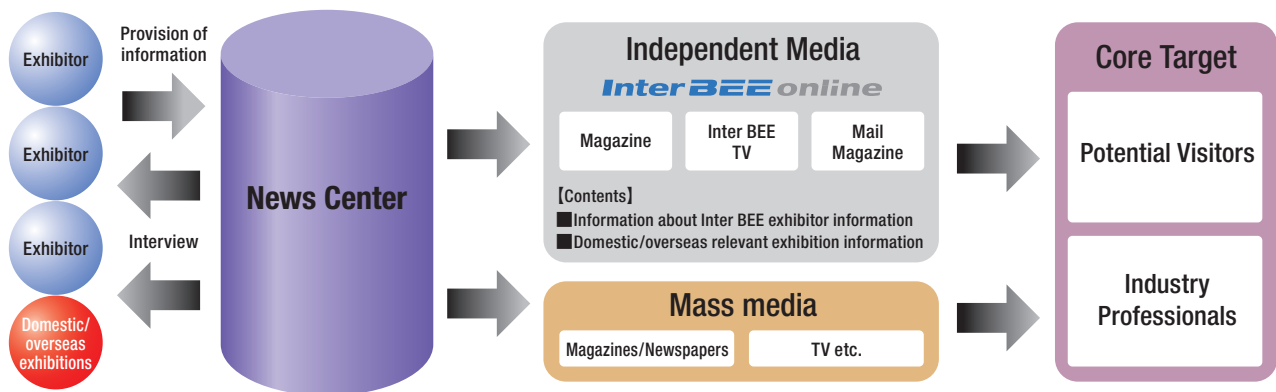
The English page is designed to be viewed primarily by overseas users so please use only regular-size English characters (1-byte) when making entries. Do not use full-size (2-byte) characters such as in those found in Japanese and / or foreign language software as these 2-byte characters (full-size) 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: newscenter2012@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 13.

## 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

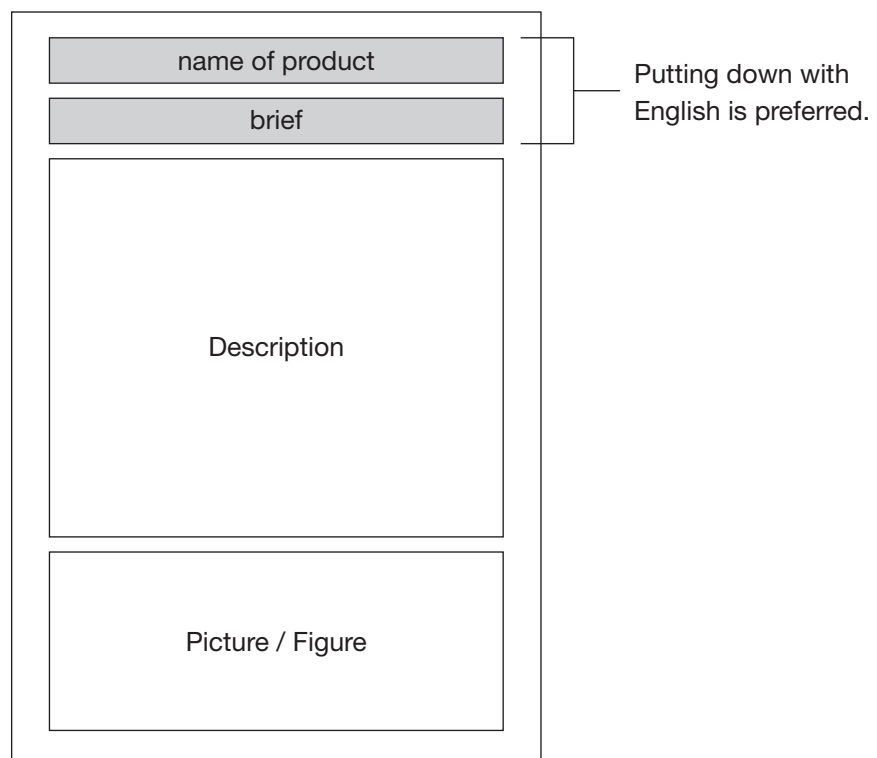
\*When translators are assigned at booth, please make the staff to wear badge or arm band to be found easily by overseas visitors.

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





## Reception Invitees Pre-registration

We will be holding a reception inviting the senior management of various broadcasters and related organizations, senior management of exhibitors and members of the press, as an occasion for valuable business-to-business interaction. (Pre-registration is required)

■ **Date and Time: 18:00 to 22:00 on November 14 (Wednesday)**

■ **Venue: Tokyo Bay Makuhari Hall**

### ■ Number of Invitations per Exhibitor

The number of free invitations available for all senior management is as follows.

○ Number of free invitations (Pre-registration is necessary)	
Exhibitors with 1 to 3 booths:	1 person
Exhibitors with 4 to 5 booths:	2 people
Exhibitors with 6 to 9 booths:	3 people
Exhibitors with 10 to 18 booths:	5 people
Exhibitors with 20 to 25 booths:	7 people
Exhibitors with 30 or more booths:	10 people

#### **Important**

If the number of people registered exceeds the number of free invitations available, a participation fee of 10,000 yen (tax included) per person will be charged. The participation fee will be billed after pre-registration by the Japan Electronics Show Association.

### ■ Pre-registration Method

Please first go to the Online Member Site from the official Inter Bee website ([www.inter-bee.com](http://www.inter-bee.com)) and download the reception invitees pre-registration form. Upon completing the necessary fields, please submit the form to the Japan Electronics Show Association. The deadline for registration is October 12 (Friday).

### ■ Dispatch of the Written Invitations

We will send written invitations with the name of the invitees on them to the representative of the exhibit in late October, so please then distribute them to your invitees.



Image

## 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 2, 2012. 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.

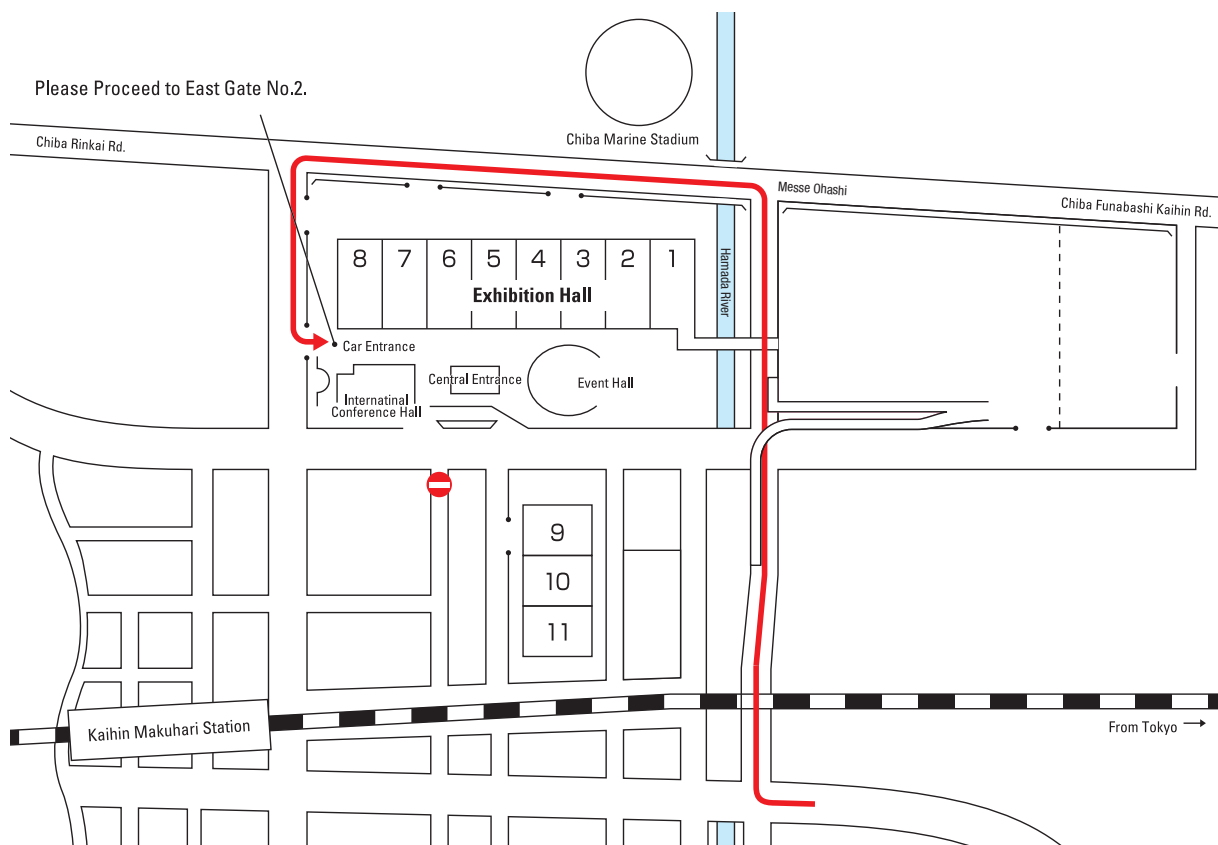
### ■ VIP car escort service

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 Monday, November 5. 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 2.

**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 14 to 16.

**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 Friday, 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).

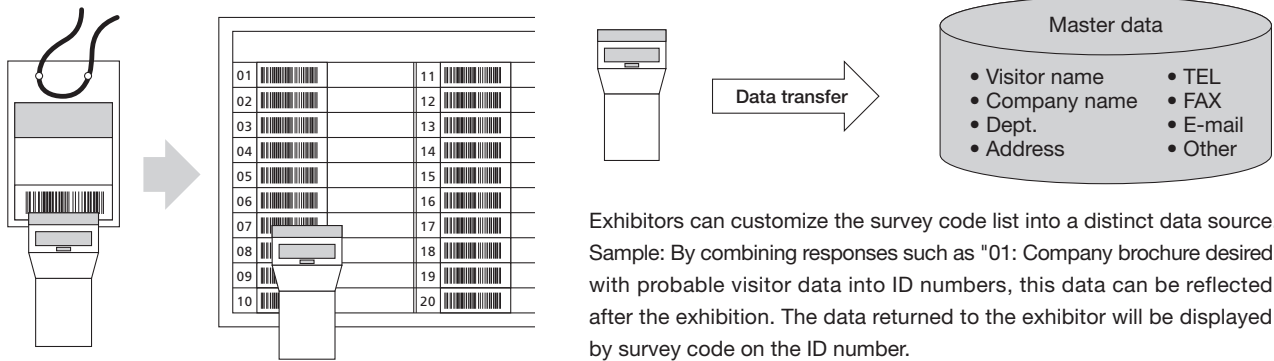
Envelopes: ¥10 each (including consumption tax).

### ■ 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 Code List, 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 2.



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)

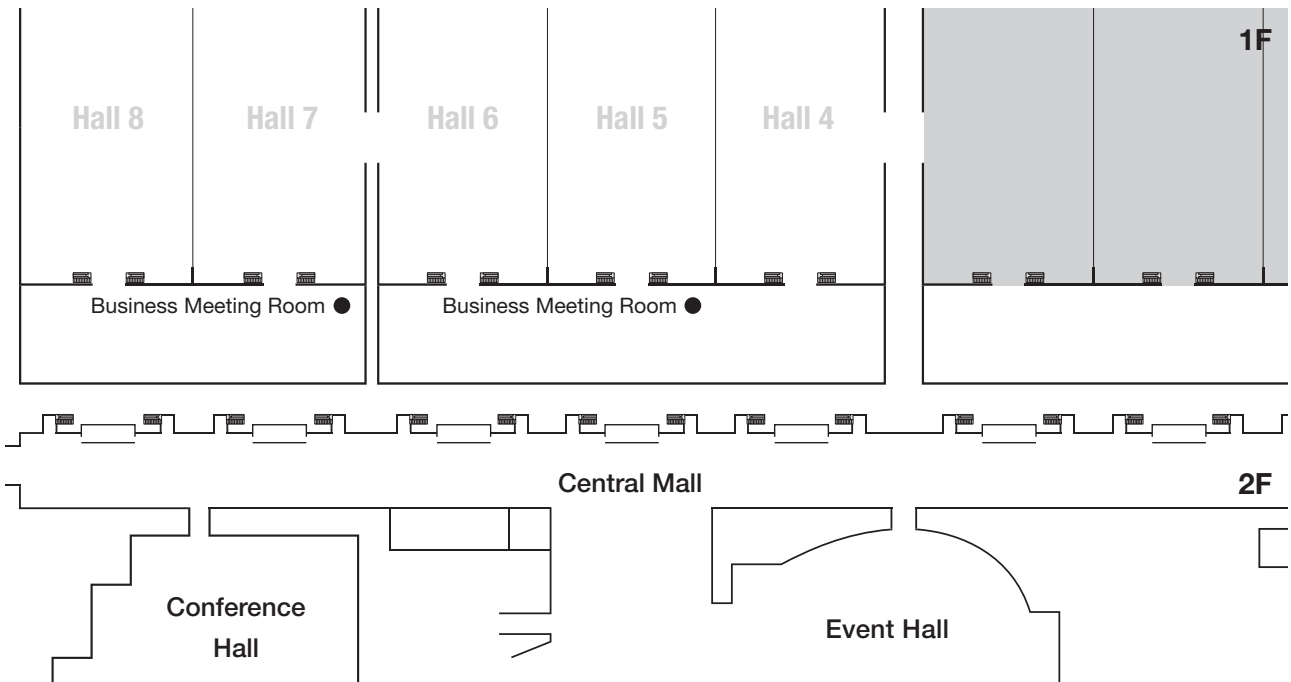
# Business Meeting Room

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 14 to 16, 10:00 a.m. to 5:30 p.m. (until 5:00p.m. on Nov. 16)

## ■ 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 Friday, 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.

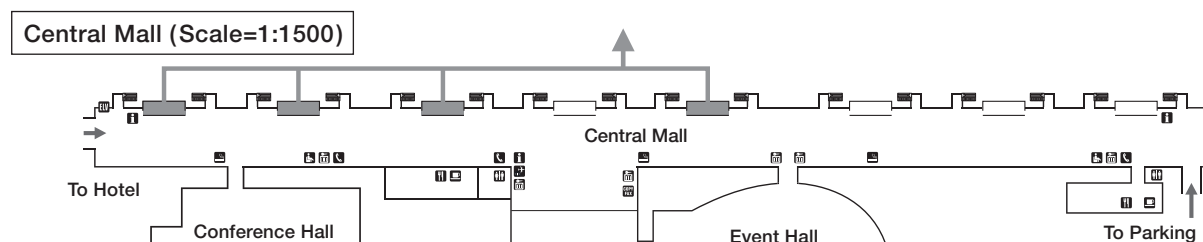
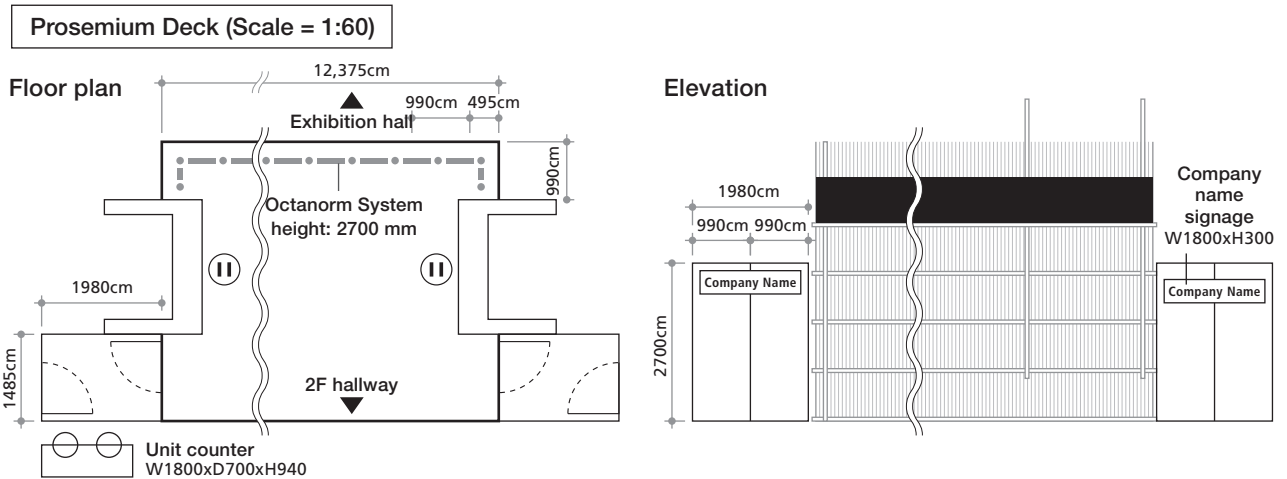
(2) Location: Proseminum Decks (4, 6, 7, 8) on the 2nd floor

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

(4) Rental period: November 13 (Tuesday) – 16 (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.)



Local reference image



# Presentation Room

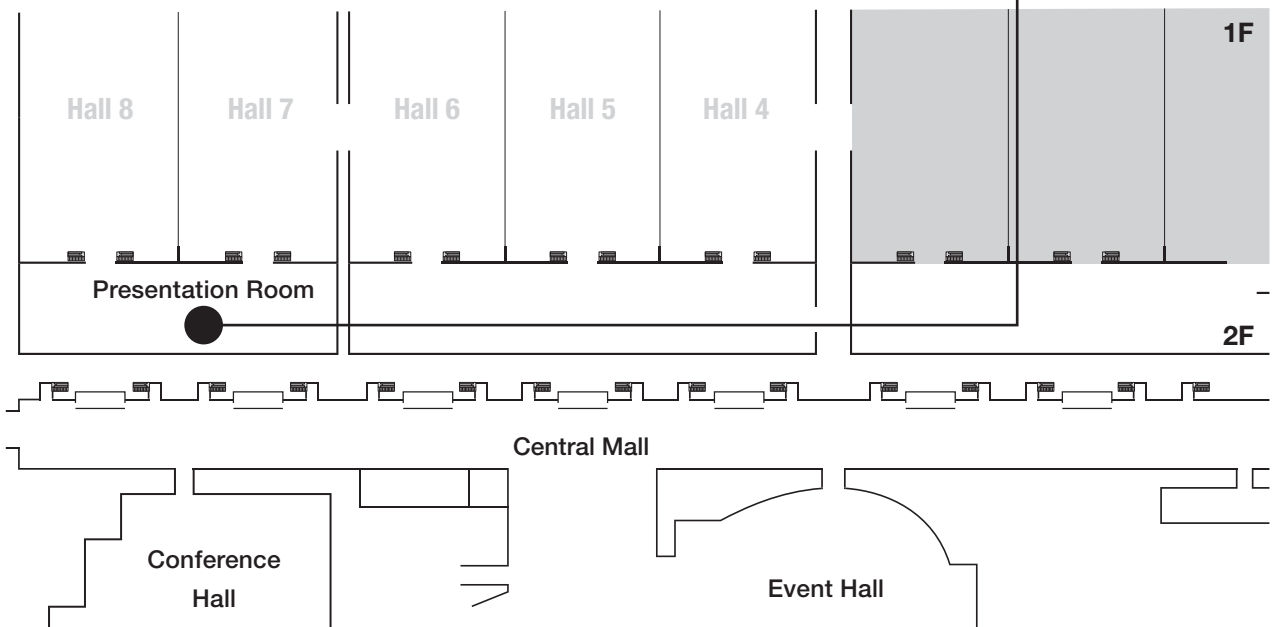
Presentation room will be set up in the Exhibition Hall for exhibitors to hold presentation seminar and press briefing in convenient environment. Those who want to use the presentation room are requested to submit the "Application for Presentation Room" to Japan Electronics Show Association by Friday, October 12. 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 14 (Wednesday) to 16 (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.



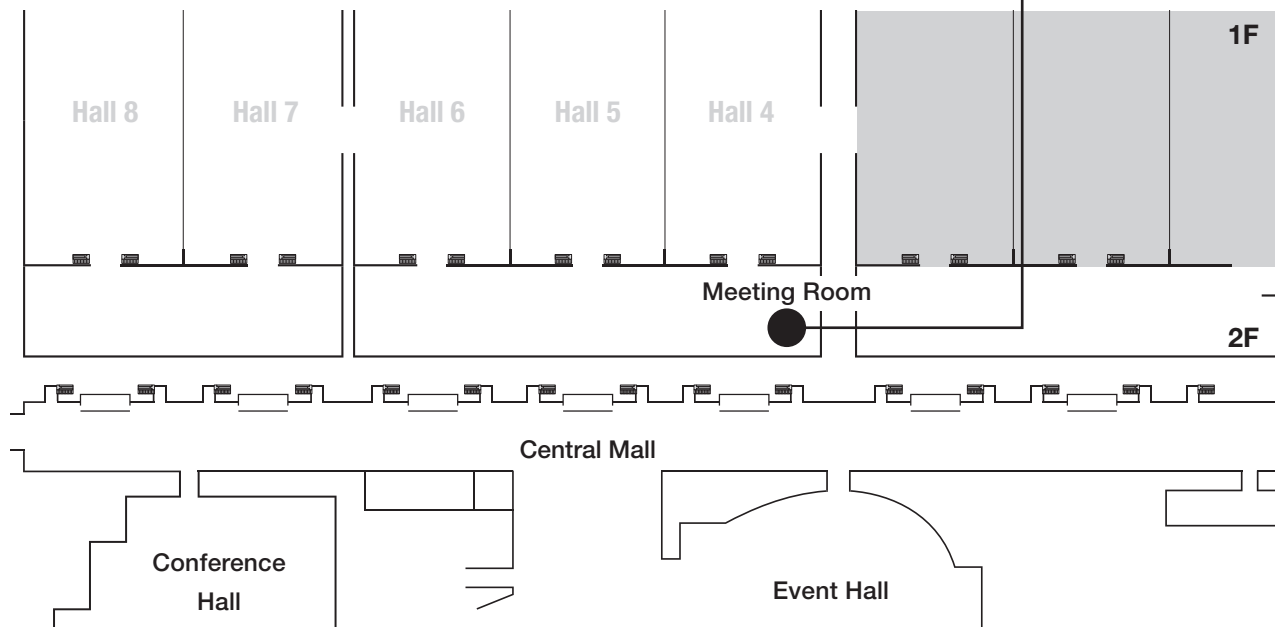
# Meeting Room

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 12. 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 13 (Tuesday) to 16 (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 24. 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

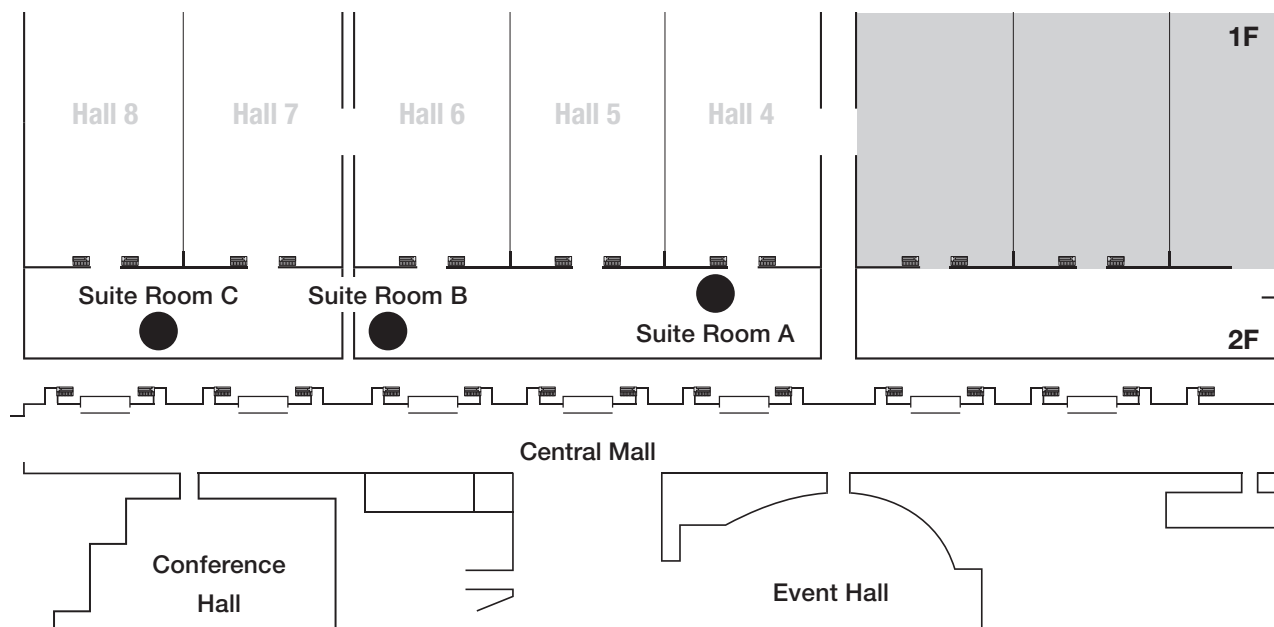
### (1) Specification and price

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 12 (Monday) to 16 (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.



## Inter BEE Rules for advertising

Inter BEE has established the following criteria for the publication of advertisements.

Please confirm these criteria in advance if you will be creating an advertisement to be published via Inter BEE's own advertising media.

### ■ Rules for Advertising

- ① Advertisements cannot be published if they breach or are in danger of breaching laws (including the Law for Preventing Unjustifiable Extra or Unexpected Benefit and Misleading Representation; Unfair Competition Prevention Act; Personal Information Protection Law; and other industrial laws); government ordinances; ministerial ordinances; treaties; and fair competition rules.
- ② We refuse to publish advertisements we believe correspond to any of the following.
  - Advertisements that fail to clarify who is responsible
  - Advertisements with unclear content and objectives
  - Advertisements with false or exaggerated content that may be misconceived or misconstrued
  - Advertisements that breach or are in danger of breaching laws, ordinances or treaties
  - Advertisements we believe could damage the association or the reputation of the association
  - Advertisements that may encroach on someone's rights, or may be discriminatory or slanderous
  - Advertisements we believe are offensive to public order and morals
  - Advertisements that will or may deceive or cause concern to people who see them
  - Advertisements that affirm or glamorize violence, crime or gambling
  - Advertisements that use someone's trademark or copyright without permission
  - Advertisement that will or may defame or ostracize people
  - Advertisements that interfere with the smooth operation of this association
  - Other advertisements we believe are inappropriate

## 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 Friday, August 17. 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

Thursday, August 23

#### (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 Magazine Text Banner Ads" to Japan Electronics Show Association by Friday, August 17.

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 56,000 individuals in the visitor database who registered or provided us with information will have access to the email magazine. 2012 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 2012 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, October 12**.

## Guide Map Specifications

A4, Double gatefold, 4 colors

## Number to be Printed

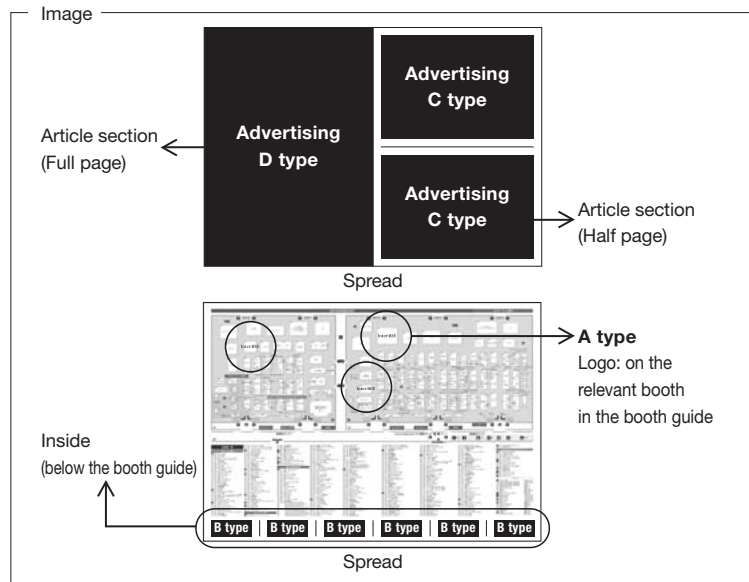
35,000

## Publishing Date

November 14 (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)	¥157,500 (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 (Wednesday) (Japan Standard Time)

## Submission of the Script Data

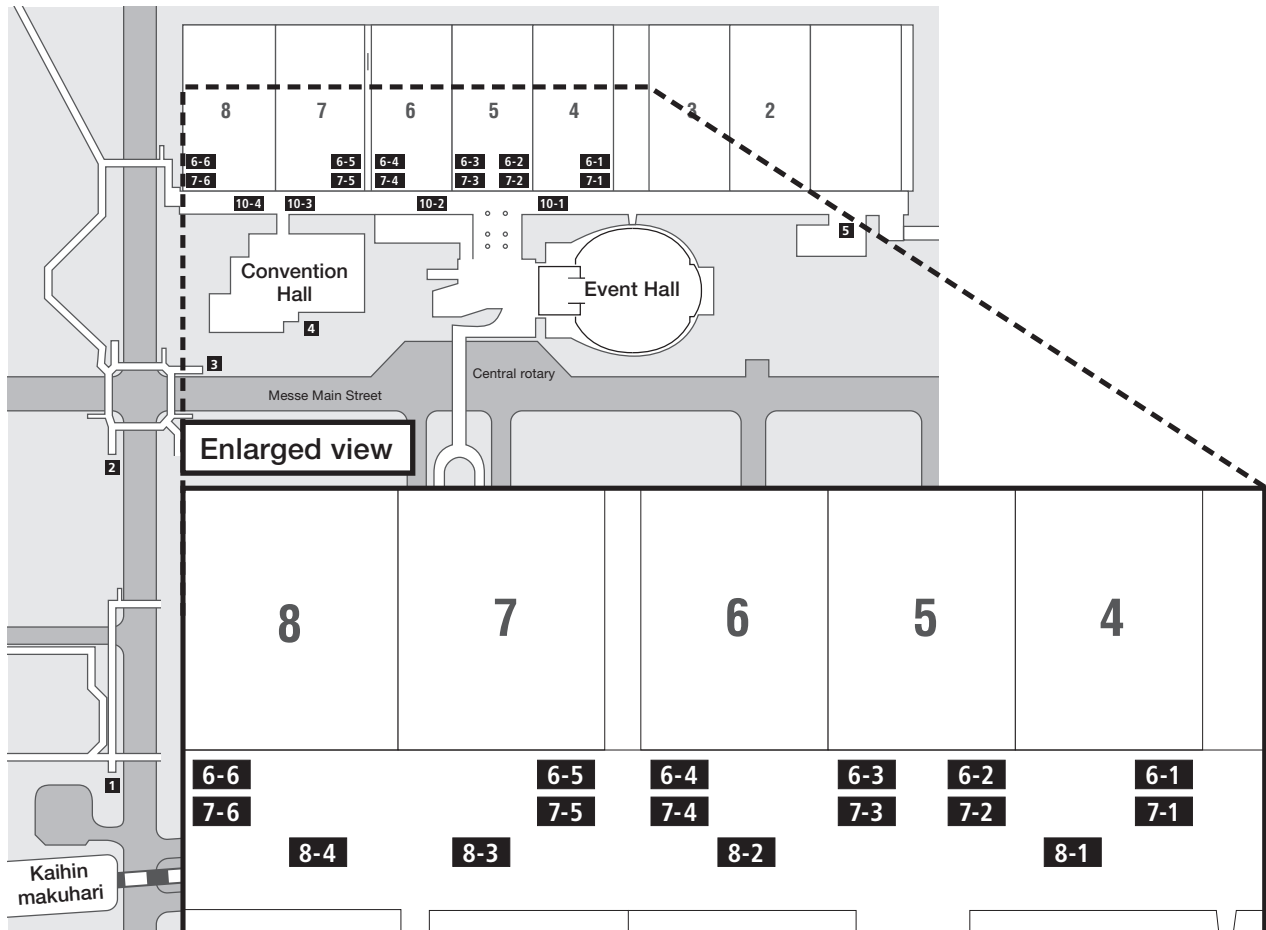
1. Deadline: October 26 (Friday)
2. Submit to: Japan Electronics Show Association (refer to 01-5-2)
3. Format: Complete data formatted with Adobe Illustrator (must be outlined)  
The script data of Type A and B are recommended to display in Japanese-English or create two types of data: Japanese and English
4. Note: The advertising Data for the inside page (below the booth guide) must be relevant to the Inter BEE 2012 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, October 12. 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 26.

(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

Providing Information

Correspondence With Media

VIP

Customer Relations

Sales Promotion

Advertising Media

■ 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

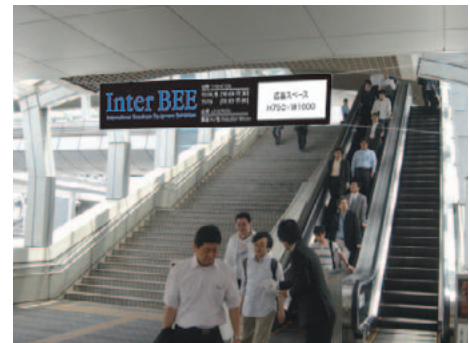
③ Pedestrian overpass escalator signboard

Code 3

Available spaces: 1 (both sides)

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

Price: ¥ 577,500 (including tax)



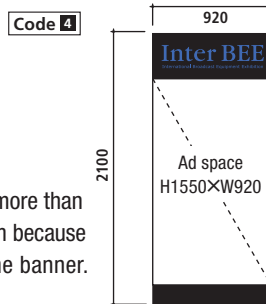
※Image

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)

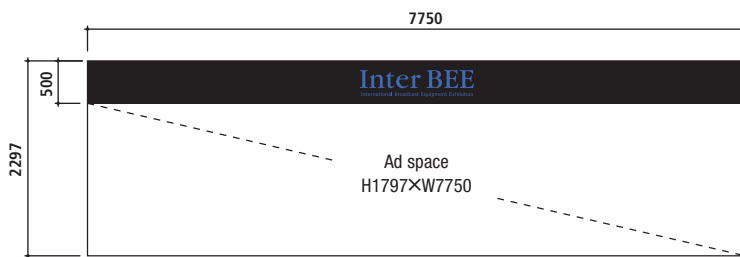
※When preparing digital data for the banners, leave more than 70 mm of text- and graphic-free space at the bottom because a tube will be inserted in this space to stabilize the banner.



※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

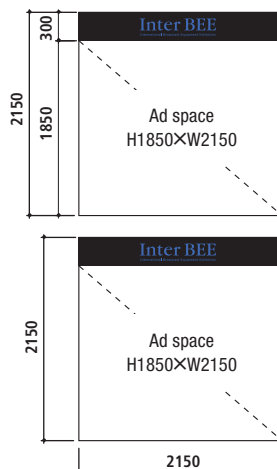


※Image

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

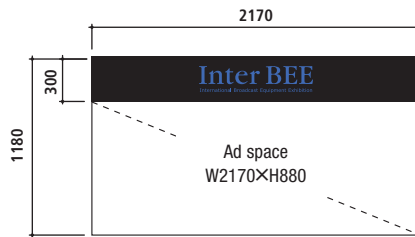
On-site Signboard Ads

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

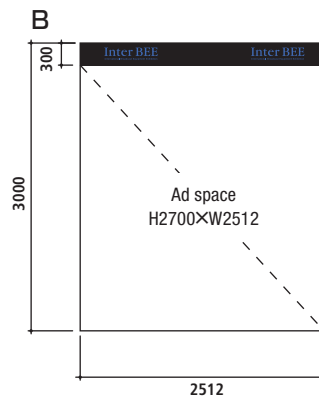
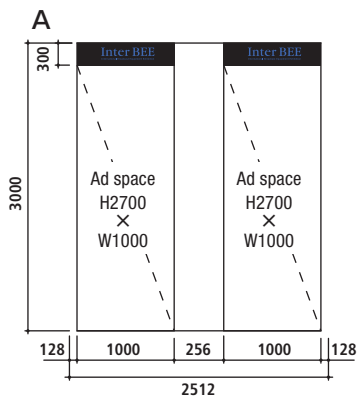
Available spaces: 4 (both sides)  
 Size: A 2,700 mm (h) x 1,000 mm (w)  
       B 2,700 mm (h) x 2,512 mm (w)  
 Price: ¥ 367,500 (including tax) / space

- 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.



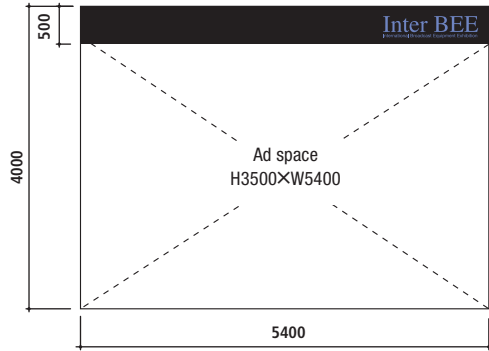
On-site Signboard Ads

⑨ Banner over exhibitor's own booth

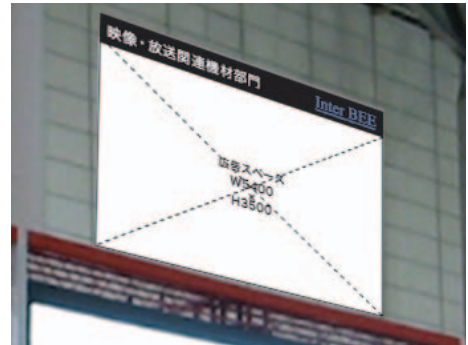
Available spaces: 1 (one side)

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

Price: ¥ 1,155,000 (including tax)



Code 9



※Image

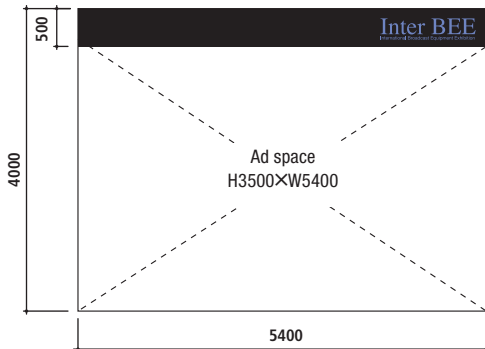
※When preparing digital data for the banners, leave more than 70 mm of text- and graphic-free space at the bottom because a tube will be inserted in this space to stabilize the banner.

⑩ Banner over exhibitor's own booth

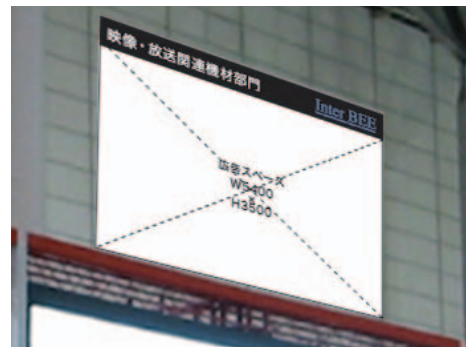
Available spaces: 1(both sides)

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

Price: ¥ 1,575,000 (including tax)



Code 10



※Image

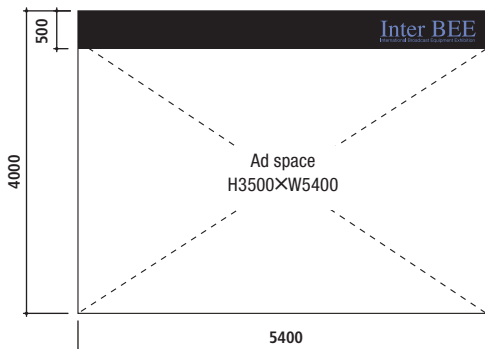
※When preparing digital data for the banners, leave more than 70 mm of text- and graphic-free space at the bottom because a tube will be inserted in this space to stabilize the banner.

⑪ Banner over exhibitor's own booth

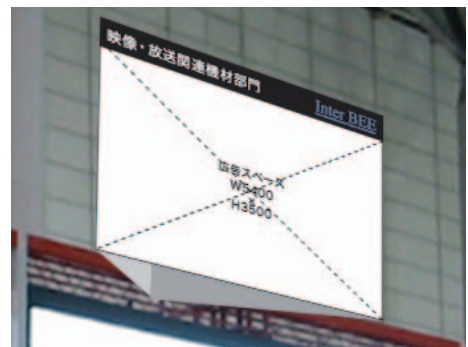
Available spaces: 1(three sides)

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.