



Inter BEE

International Broadcast Equipment Exhibition

November 14–16, 2012
at Makuhari Messe, TOKYO

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

**Professional Show for Audio,
Video and Communications**

Exhibition Guide

参展指南 출전 안내

The Professional Information Site for Audio, Video and Communications

Inter BEE online
www.inter-bee.com

Digital innovations in media that are advancing globally Inter BEE enters a new era.

全球发展的媒体数字创新展会
Inter BEE带您走向新时代。

글로벌하게 진전하는
미디어의 디지털 이노베이션
Inter BEE는 신시대로.

■ Outline

- ◆ Name International Broadcast Equipment Exhibition 2012 (a.k.a. Inter BEE 2012)
- ◆ Period Wednesday, November 14th - Friday, November 16th (3 days)
- ◆ Exhibition hours November 14th and 15th 10:00 a.m. to 5:30 p.m.
November 16th 10:00 a.m. to 5:00 p.m.
- ◆ Location Makuhari Messe 2-1, Nakase, Mihama-ku, Chiba City, Chiba Prefecture 261-0023, Japan
- ◆ Organizer **JEITA** Japan Electronics and Information Technology Industries Association
- ◆ Supported by Japan Broadcasting Corporation (NHK)
The National Association of Commercial Broadcasters in Japan (NAB-J)

■ 开幕概要

- ◆ 名称 2012年国际广播电视设备展
- ◆ 日期 11月14日(星期三)~16日(星期五)〔3天〕
- ◆ 展览时间 11月14日(星期三) 11月15日(星期四) 上午10点~下午5点30分
11月16日(星期五) 上午10点~下午5点
- ◆ 地点 日本千叶县千叶市美滨区中瀬 2-1 幕张 Messe 展览馆, 邮编 261-0023
- ◆ 主办 **JEITA** 电子信息产业协会
- ◆ 支持(预定) 日本广播协会
日本民间广播联盟

■ 개최개요

- ◆ 명칭 2012년 국제방송기기전
- ◆ 개최기간 11월 14일(수)~16일(금)〔3일간〕
- ◆ 전시시간 11월 14일(수) 11월 15일(목) 오전 10시~오후 5시 30분
11월 16일(금) 오전 10시~오후 5시
- ◆ 개최장소 마쿠하리메세 261-0023 치바현 치바시 미하마쿠 나카세 2-1
- ◆ 주최 **JEITA** 전자정보기술산업협회
- ◆ 후원(예정) 일본방송협회
일본민간방송연맹

◆ Global Partners 海外合作伙伴 해외 파트너



Beyond the Digitalization

Inter BEE is **the only exhibition in Japan** at which all professionals in broadcasting, video, audio and lighting can meet

This year will mark the 48th time the Inter BEE exhibition has been held. Inter BEE is widely recognized by broadcasting equipment users as the largest professional exhibition of audio, video and communications in Japan.

This once a year event sees not only broadcasters, but also equipment manufacturers, related services companies and more meet under one roof. This exhibition is not just limited to sharing and picking up information on the latest equipment, but can also be used as an opportunity to exchange opinions and make operational announcements on rules and standards relating to broadcasting and video. Inter BEE can also be expected to serve as a hub of information on various media businesses.

日本国内唯一的、集广播、视频、音频、灯光等专业设备于一体的Inter BEE。

今年迎来了第48届盛会的Inter BEE是日本国内最大规模的音频、视频和通讯相关的专业展会，在播放设备用户中具有极高的知名度。

在一年一度的展会中，以播放事业为主的设备制造厂商及相关服务行业等汇聚一堂，会中不但可就最新设备以及、广播和影像相关基准和规则等方面进行信息及意见交流，还可为到场者创造新的商机，Inter BEE可发挥多样化媒体事业信息中心的作用，是一场值得期待的专业展会。

일본 국내 유일, 방송, 영상, 음향, 조명의 프로페셔널이 한자리에 모이는 Inter BEE

올해 48번째 개최를 맞이하는 Inter BEE는 일본 국내 최대 규모의 소리와 영상과 통신의 프로페셔널 전시회로서, 폭넓게 방송기기 사용자들에게 인지되고 있습니다.

일년에 한번, 방송 사업자를 비롯한 기기 메이커나 관련 서비스 사업자 등이 한자리에 모여, 최신기기의 정보 수발신에 머무르지 않고, 방송이나 영상에 관련된 기준이나 룰 등에 대한 의견교환이나 운용 고지의 기회로도 활용되고, 다양한 미디어 비즈니스에 관한 정보 허브로서의 역할도 기대되고 있습니다.



Collaborations take place with high quality video and lighting



At the Tokyo Loudness Summit announcements of new operational standards are made



Mr. Gordon Smith, NAB President and CEO, talks about the importance of cooperation with broadcasting technology from Japan in one of the keynote speeches of 2011

Leading-edge technology supporting broadcasting businesses worldwide is brought to Inter BEE

Japanese broadcasting technology at the highest level in the world is brought to Inter BEE. Digital broadcasting technology from Japan, where HD and digital broadcasting has been pioneered, continues to be researched and developed with a long-term vision. This is even currently ongoing in Japan where the smooth switch to terrestrial digital broadcasting is near completion. Innovations from Japan showcased at Inter BEE by various research institutes and equipment manufacturers are leading the way for broadcasting in the future and there are high expectations from those in the media around the world even today.

促进全球播放事业发展的 最尖端技术 在Inter BEE汇聚一堂

在Inter BEE上，具有全球最高水准的日本播放技术将汇聚一堂。

HD和数字播放方面走在最前列的日本播放技术在日本国内已基本顺利完成数字地面电视转换的现在，依然立足于长期研究开发的视点，各大研究机构及设备制造厂商在Inter BEE中所展示的日本的技术创新将成为引领未来播放事业发展的领军产品，当前也依然受到世界各地媒体相关人员的极大关注和期待。

세계 방송 비즈니스를 지탱하는 최첨단 기술이 Inter BEE에 집결

Inter BEE에는 세계 최고 수준에 있는 일본의 방송 기술이 집결됩니다.

HD나 디지털 방송의 기수를 잡은 일본의 방송기술은 일본 국내에서의 지상 디지털 방송이 부드러운 이행을 끝내려고 하는 현재에 있어서도, 장기적인 시야에서의 연구 개발이 계속되고 있으며, 각 연구기관이나 기기 메이커가 Inter BEE에서 피로하는 일본의 이노베이션은 미래의 방송을 견인하는 것으로서, 현재도 세계 미디어 관계자로부터 큰 기대를 모으고 있습니다.



One of the keynote speeches of 2011 saw Mr. Kenji Nagai, NHK Managing Director and Chief Engineer, talks about broadcasting technology after the completion of full digitalization

Advance of Globalization

Inter BEE plays an important role in the scheme of *global* business

Inter BEE has been positioned as a global media exhibition alongside the NAB in North America, IBC in Europe and BIRTV in China.

In the scheme of the global business of equipment manufacturers, new products are announced at the NAB in April and the needs of the user are then taken up through the BIRTV and IBC exhibitions that come later in the year. After various adjustments have been made, the products in their final form are exhibited at Inter BEE in November and substantial business activities are developed that are linked with the process of maintaining budgets in the next fiscal year.

在 **全球性** 商务策划中担负重任的Inter BEE

Inter BEE与北美的NAB、欧洲的IBC、中国的BIRTV同样，被定位为全球性媒体展会。在设备制造商的全球性商务策划方面，不但不于4月的NAB上发布了新产品，还通过之后的BIRTV及IBC掌握用户需求，在经过各种调整后于11月的Inter BEE上展示了最终产品，为确保下年度预算打下了基础，横向商务活动也在切实展开。

글로벌한 비즈니스 계획에 있어서 중요한 역할을 담당하는 Inter BEE

북미의 NAB, 유럽의 IBC, 중국의 BIRTV 등과 나란히 세계적인 미디어 전시회로 자리 매김하고 있는 Inter BEE.

기기 메이커의 글로벌한 비즈니스 계획에 있어서, 4월 NAB에서 신제품을 발표하고, 이후의 BIRTV 나 IBC를 거쳐 사용자의 요구를 수렴하고, 여러가지 조정을 더해 11월의 Inter BEE에서 최종형으로서 제품 전시가 이루어졌으며, 다음 연도 예산 확보의 프로세스와 링크 한 실질적인 비즈니스 활동이 전개되고 있습니다.



Global business activities are developed with the announcement of new products



Companies from overseas also put on exhibitions looking toward the Japanese and Asian markets



The Inter BEE Seoul Forum (2010)
a significant increase in the number of visitors from South Korea



Inter BEE Taipei Forum (2011)
the start of PR activities in Taiwan

Inter BEE aims to be an international exhibition at which stakeholders in *Asia* gather

Inter BEE has concluded partnerships with the Asia-Pacific Broadcasting Union, and exhibitions and international conferences related to broadcasting and media in various Asian countries. Inter BEE is actively working to attract the attendance of users in Asia by mutual cooperation and aims to be an international exhibition that can approach stakeholders in Asia as an opportunity to gain a foothold in the Asian market.

Japanese equipment manufacturers exhibiting at Inter BEE actively expand international business activities at the event, such as by inviting customers through local subsidiaries in various Asian countries.

力争成为 **亚洲** 资源拥有者汇聚一堂的国际展会的Inter BEE

Inter BEE与ABU (Asia-Pacific Broadcasting Union) 及亚洲各地广播·媒体相关展会及国际会议结成伙伴关系，通过相互合作积极强化招徕当地用户的吸引力，将展会视作进军亚洲市场的桥梁，力争成为接近亚洲资源拥有者的国际展会。参展的日本设备制造商也将在Inter BEE中积极开展国际商务活动，通过亚洲各地的当地法人招募客户等。

아시아 의 스테이크 홀더가 모이는 국제 전시회를 목표로 하는 Inter BEE

Inter BEE는 ABU (Asia-Pacific Broadcasting Union) 나 아시아 각 지역의 방송·미디어 관련 전시회나 국제 회의와 파트너십을 맺고, 상호협력에 의한 현지 사용자의 입장 유치를 적극적으로 진행하고 있으며, 아시아 마켓에의 발판 기회로, 아시아의 스테이크 홀더에게 어프로치 할 수 있는 국제 전시회를 목표로 하고 있습니다.

출전하는 일본의 기기 메이커에서는 아시아 각 현지 법인을 통해서 고객을 초빙하는 등, Inter BEE 에 있어서 적극적인 국제 비즈니스 활동을 전개하고 있습니다.

Visitors in a variety of fields

At Inter BEE there are fresh proposals and **new participants** sounding out future media business one after another

Cross-media possibilities and new initiatives were shown at the last Inter BEE by an exhibition of the Ministry of Internal Affairs and Communications White Space Promotion Council, as well as by conferences on the V-low band and more.

Broadcasting from digitalization has the potential to work together with the Internet and various media. Inter BEE is held with the cooperation of a large number of industry groups and consortiums related to this, and the exhibition is used as an opportunity for new manufacturers and business owners to participate, to introduce new equipment and services, as well as to sound out new media business.

开拓下一代媒体事业的新提案及 新参与 层出不穷的Inter BEE

在上一届Inter BEE中,通过总务省间隙频率促进会议的参展及V-Low波段相关会议等,充分显示了跨媒体的可能性及新的发展方向。媒体的数字化实现了播放与网络及多样化媒体之间的融合,在获得众多与其相关的行业团体及财团支持下而举办的Inter BEE中,新的厂商和企业的加入、以及新设备和服务的推出为到场者提供了一个开拓媒体事业发展的新商机。

다음 미디어 비즈니스를 찾는 새로운 제안과 신규참가 가 잇따르는 Inter BEE

지난 회의 Inter BEE에서는 총무성 화이트 스페이스 추진 회의의 출전이나 V-Low대에 관한 협약 등에 의해 크로스 미디어의 가능성과 새로운 대처가 보였습니다. 디지털화에 의해 방송은 인터넷이나 다양한 미디어와의 제휴가 가능하게 되고, 이에 관련된 많은 업계 단체나 컨소시엄의 협력을 얻어 개최하는 Inter BEE에는 새로운 메이커나 사업자가 참가하고, 새로운 기기나 서비스가 소개되어 새로운 미디어 비즈니스를 찾는 기회로 활용되고 있습니다.



The Ministry of Internal Affairs and Communications White Space Promotion Council booth



The Cross Media Zone that was newly established in 2011



The movie director Gareth Edwards speaks at the Asia Contents Forum

Inter BEE also attracts interest from the **contents** industry which is accelerating the expansion of media

Inter BEE has received recognition as an official event of the Japan International Contents Festival (CoFesta) which is promoted by the Ministry of Economy, Trade and Industry. In addition, Inter BEE has been evolving as an exhibition that also attracts interest from the contents industry in Japan and Asia, such as through establishing the Asia Contents Forum held in cooperation with TBS DigiCon6. In the future, Inter BEE aims to become a place where major studios and creators on the front line come together and take advantage of the exhibition as an opportunity to exchange and share information on production technologies.

拓展媒体事业发展空间的 **内容** 产业也倍受关注的Inter BEE

Inter BEE不但被认定为经济产业省推广的日本国际文化产品展 (CoFesta) 官方活动,同时还通过与TBS DigiCon6协办实施的“Asia Contents Forum”等,使Inter BEE成为备受日本国内及亚洲内容产业关注的展会。Inter BEE今后还将力争成为大型工作室及创作人汇聚一堂、能够为到场者提供制作技术相关的信息交流及发布机会的场所。

미디어 발전을 확대하는 **컨텐츠** 산업으로부터도 관심을 받는 Inter BEE

Inter BEE는 경제산업성이 추진하는 JAPAN 국제 컨텐츠 페스티벌 (CoFesta : 코 페스타)의 오피셜 이벤트로서 인정을 받은 외에, TBS DigiCon6과의 협업으로 실시하는「Asia Contents Forum」의 정착 등, 일본 국내 및 아시아의 컨텐츠 업계로부터 관심을 받는 전시회로 진화하고 있습니다. 앞으로는 메이저 스튜디오나 제일선의 크리에이터가 모여, 제작 기술에 관한 정보 교환이나 정보 발신의 기회로 활용되는 장소가 되는 것을 목표로 합니다.



The Japan International Contents Festival Introduction Stage

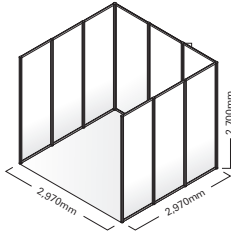
Booth Standards and Exhibition Fee

Standard Booth

approx. 9m² (2,970mm(W) × 2,970mm(D))

The exhibition fee per booth space is as follows:

General Exhibitors (standard rate)
283,500 JPY (Including tax)
Japan Electronics Show Association Members IABM Members (member rate)
252,000 JPY (Including tax)



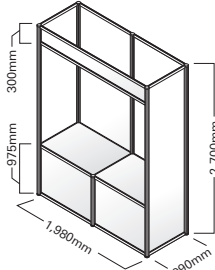
Small Package Booth (Including basic decorations)

approx. 2m² (1,980mm(W) × 990mm(D))

The following facilities are included in:

Display counter, Company name display, Fluorescent light, Electricity socket (single-phase 100V, up 1KW output)

One booth
152,250 JPY (Including tax)
Two booths
304,500 JPY (Including tax)



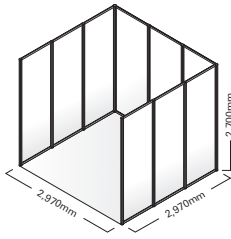
展位标准及展览费用

标准展位

约 9m² (2,970mm(宽) × 2,970mm(进深))

每个展位空间的展览费用如下:

一般展商 (标准价)
283,500 日元 (含税)
日本电子展览协会会员 IABM 会员 (会员价)
252,000 日元 (含税)



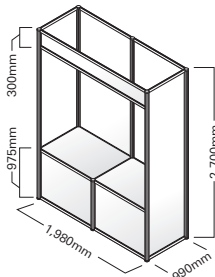
小型展位 (包括基本装饰)

约 2m² (1,980mm(宽) × 990mm(进深))

包含下列设施:

展示柜台、公司名楣板、日光灯、电源插座 (单相 100V, 最大 1KW 输出)

单个展位
152,250 日元 (含税)
两个展位
304,500 日元 (含税)



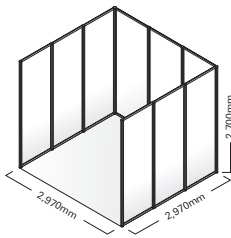
부스 규격과 출품 경비

표준부스

약 9m² (2,970mm(W) × 2,970mm(D))

부스 크기별 각 출품료는 다음과 같습니다.

일반 출품업체 (표준요금)
283,500 엔 (세금포함)
일본일렉트로닉스협회 회원 IABM 회원 (회원요금)
252,000 엔 (세금포함)



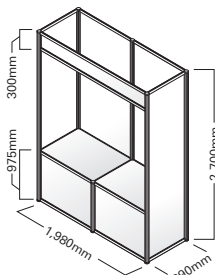
소형부스 (기초장식 포함)

약 2m² (1,980mm(W) × 990mm(D))

포함되는 설비:

디스플레이 카운터, 기업명 디스플레이, 형광등, 전원소켓 (단상 100V, 최대출력 1KW)

1부스
152,250 엔 (세금포함)
2부스
304,500 엔 (세금포함)



Make use of our convenient "Package Booths"

Please select our easy-option "Package Booth" when exhibiting at Inter BEE. This will make exhibition preparations much smoother.

Recommended booth for first-time exhibitors

Basic Package Booth

Included facilities: Parapet, company name display, carpet, information counter, chairs, spotlights, fluorescent lights, electricity socket

One booth	¥99,750 (including tax)
Two booths	¥143,850 (including tax)



High-profile and high-grade booth

Premium Package Booth

Included facilities: Parapet, company name display, logo display, carpet, display counter (with storage), information counter, chairs, spotlights, fluorescent lights, electricity socket

One booth	¥230,000 (including tax)
Two booths	¥420,000 (including tax)



请有效利用便利的展位

在 Inter BEE 中参展时, 请选择便利选项中的“展位”。由此可轻松进行参展准备。

首次参展展商的推荐展位

Basic Package Booth (基本展位)

附带条件: 广告板 · 公司名楣板 · 地毯 · 接待柜台 · 椅子 · 聚光灯 · 日光灯 · 电源插座。

单个展位	99,750 日元 (含税)
两个展位	143,850 日元 (含税)



令人瞩目的高档展位

Premium Package Booth (特级展位)

附带条件: 广告板 · 公司名楣板 · 商标招牌 · 地毯 · 展台 (附带收藏室) · 接待柜台 · 椅子 · 聚光灯 · 日光灯 · 电源插座。

单个展位	230,000 日元 (含税)
两个展位	420,000 日元 (含税)



편리한 Package Booth 를 활용하십시오

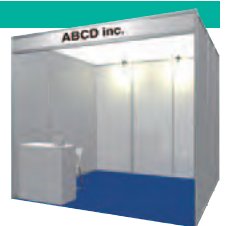
Inter BEE에 출전 시는 Easy-option의 "Package Booth"를 선택하십시오. 출전준비가 간편해집니다.

처음 출전하는 분께 추천하는 부스

Basic Package Booth

부대 비용: 패러핏, 회사명판, 카페트, 접수카운터, 의자, 스포트라이트, 형광등, 콘센트

1부스	99,750 엔 (세금포함)
2부스	143,850 엔 (세금포함)

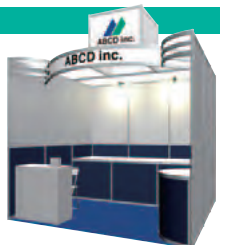


주목도를 높여주는 하이그레이드 부스

Premium Package Booth

부대 비용: 패러핏, 회사명판, 로고간판, 카페트, 전시대 (수납 포함), 접수카운터, 의자, 스포트라이트, 형광등, 콘센트

1부스	230,000 엔 (세금포함)
2부스	420,000 엔 (세금포함)



We will help you reduce the exhibition cost and achieve smooth exhibition.

我们将帮助您降低展览费用并实现展览的顺利进行。

출품 비용의 삭감 및 원활한 전시를 지향합니다.

Bonded exhibition

Exhibition products and decorations can be imported to the site under bonded status.

保税展览

展览产品及装饰物能够以保税状态进口到现场。

보세전시장

출품제품과 장식을 보세 상태로 전시장까지 이동할 수 있습니다.

Support for booth decorations and exhibition preparations

Bilingual staff of the show Management Secretariat and each company helps foreign exhibitors decorate booths.

展位装饰及展会筹备的支持

来自于展会管理秘书处及各家公司的双语职员会帮助国外展商装饰展位。

부스 장식과 전시 준비 지원

운영사무국과 각 기업의 통역 스태프가 해외 출품업체의 전시 준비를 지원합니다.

Travelling support and provision of around the site information

We help exhibitors reserve hotels and make domestic travelling arrangements according to exhibitor's need.

If you wish to stay in a hotel near the exhibition hall or arrange traveling, please contact the official agent of Inter BEE 2012, Nippon Travel Agency Co., Ltd.

旅行支持及现场信息相关准备

我们将根据展商的要求帮助预订酒店、并协助安排国内旅行。若想预订展览会附近的酒店，请联系作为Inter BEE 2012官方代理店的日本旅行株式会社。

여행 지원 및 전시회장 주변정보 제공

출전자분을 위해 호텔예약과 국내여행 준비를 도와드립니다. 전시회장 부근 호텔에 숙박을 원하시면 Inter BEE 2012 공식대리점 일본여행주식회사에 연락해 주십시오.

Hotel	Room type	Special price (including service charge and tax)	
		Room fee	With breakfast
APA Hotel & Resort (Tokyo Bay Makuhari) http://www.tokoybay-makuhari.com/english/	Single room	¥11,025	¥12,075
	Twin room	¥11,025	¥12,075
Hotel Springs Makuhari http://springs.co.jp/stay/english/	Single room	¥9,450	¥10,500
	Twin room	¥8,400	¥9,450
Hotel Francs http://www.francs.co.jp/e/	Single room	¥11,550	¥12,600
	Twin room	¥9,975	¥11,025
The Manhattan http://www.the-manhattan.co.jp/english/	Single room	¥16,800	¥17,850
	Twin room	¥11,550	¥12,600
Hotel New Otani Makuhari http://www.newotani.co.jp/en/group/	Single room	¥17,850	¥19,950
	Twin room	¥11,025	¥13,125
Famy Inn Makuhari http://www.famyinn.com/English/top_english.html	Single room	¥7,500	¥8,100
	Twin room	¥5,175	¥5,775

Contact: Nippon Travel Agency Co., Ltd.
Inter BEE 2012 Desk / Mr. Mukasa, Ms. Ikemoto
E-mail: ibee_2012@nta.co.jp

A wide range of free services

We are going to make available various free support services for exhibitors to maximize exhibition effects.

各式各样的免费服务

我们将提供各种免费支持服务，让展商获得最佳的展览效果。

다양한 무료 서비스

전시 효과를 최대한으로 높이기 위하여 다양한 서비스를 무료로 제공합니다.

Bar-code system

条形码系统 바코드 시스템

You can easily obtain information on visitor profiles with the bar-code system.

通过条形码系统即可轻松获得到场者的个人信息及属性分类

바코드 시스템으로 참가객의 개인정보와 속성분류를 간단하게 입수할 수 있습니다.



free of rental of the system

免费出租终端机 단말 무료 대여

Business meeting room

洽谈室 상담(商談) 룸

A common space that can be reserved. Drinks are available in this space.

预约后即可在指定时间使用的共享空间。还提供饮料服务。

예약하고 사용할 수 있는 공용 스페이스입니다. 드링크 서비스도 제공합니다.



free of charge 免费 무료

Website

官网 공식 홈페이지

Exhibitors can post information about themselves and their exhibits by themselves. Many users will view the website throughout the year, and exhibitors can also post press releases.

参展商自己可输入参展商信息进行登记。还可登载新闻发布会信息。

출전자 정보를 출전자 자신이 입력하여 게재할 수 있습니다. 프레스릴리스 게재도 가능합니다.



free of charge 免费 무료

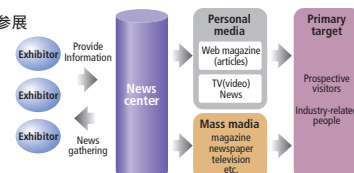
News Center

新闻中心 뉴스 센터

A common space that can be reserved. Drinks are available in this space.

采访团队可以通过各种机会将直接从各参展商处获得的信息进行报道。

취재팀이 출전자 여러분에게서 직접 얻은 정보를 다양한 기회를 통해 정보 발신합니다.



free of charge 免费 무료

Exhibition Categories

Professional Audio

Sound that resonates in the heart is reproduced with technology

Products with a multitude of variations that support digital sound and high-end products which have sought workflow efficiency were brought together under one roof. The Loudness Meter Zone and workshops were also very popular.

专业音频

通过技术再现动人心魄的声源

支持数字音响的各种类产品、追求高效工作流程的高端产品汇聚一堂。响度表展区及研讨会也深受好评。

프로페셔널 오디오

감동의 소리는

테크놀러지로 재현된다

풍부한 바リエ이션을 자랑하는 디지털사운드 대응 제품, 워크플로 효율의 극대화를 추구한 하이엔드 제품이 한자리에 모였다. 라우드네스 메이트존, 워크숍도 호평.

Production & Post-Production

Creativity evolves seeking further value

The next generation of video formats, the 4K, 8K and 3D, were the focus of attention, and the exhibition was filled with a variety of cutting edge technologies and products that support video production.

制作及后期制作

不断进化的创造 寻求更高价值

4K、8K及3D等下一代影像格式备受瞩目，展区内汇集了用于影像制作的各种最尖端技术及产品。

프로덕션과 포스트 프로덕션

창조는 더 높은 가치를

찾아 진화한다

차세대 영상포맷으로 주목 받는 4K, 8K, 3D 등의 영상 제작을 서포트하는 다채로운 최첨단 테크놀러지, 제품이 한자리에 모였다.

Distribution & Delivery

Information communicated in a variety of ways

The exhibition was complete with archive, sending and resending solution proposals, as well as exhibits of equipment for Internet live distribution.

发行及交付

多元化的信息传递方式

展示各种存档、发行及重发解决方案、用于网络直播的器材。

정보 제공과 배급

정보는 다양한 방법으로 전파된다

어카이브, 송출, 재송신 등의 솔루션 제안, 인터넷 라이브 배신(配信)용 기재 전시도 충실.

Professional Lighting

Expressions and communication in light

At the exhibition attention was focused on cutting-edge LED light equipment, stage lighting equipment (e.g. consoles) and solutions that enable collaborations with audio and visuals which have been explored in performing arts and entertainment.

专业灯光

光的展现和交流

最尖端的LED灯光设备、控制台等舞台灯光设备、以及可将追求舞台艺术性和娱乐性的影像·音响相互融合的解决方案备受瞩目。

프로페셔널 조명

빛으로 표현, 커뮤니케이션

최첨단 LED 조명기기, 조작 테이블 등의 무대 조명기기와 무대 예술, 엔터테인먼트를 추구한 영상·음향의 콜라보레이션을 실현한 솔루션이 주목을 받았다.

Cross Media

Next generation technology in media assembled

The Cross Media Zone was newly established in 2011. This is a new zone that appeals for cross media and digital content. This zone introduced visitors to everything from content production and management to distribution and purchasing in new industrial fields.

媒体跨界

媒体的次世代技术汇聚一堂

自2011年起，新建了推广跨媒体及数字内容的新部门“跨媒体部门”，介绍新型产业领域的内容制作、管理以及发布和购买等信息。

크로스 미디어

미디어 차세대 기술이 한자리에

2011년부터 크로스미디어와 디지털콘텐츠를 어필하는 「크로스미디어 부문」을 신설하여 새로운 산업분야의 콘텐츠 제작·관리에서 전달·구입까지를 소개.





Inter BEE 2011 Exhibition Report



2011 Review

Exhibitors

Participation by a diverse range of companies due to an expansion in exhibition areas

With the advancement of digitalization, the exhibition areas have been expanding every year and there has been participation by exhibitors from a wide range of fields. This has led to an increase in the number of new business possibilities.

■No. of exhibitors:

800 companies

■No. of overseas exhibitors:

466 companies

Trading Visitors

Business users from a wide range of fields visited

A great number of enthusiastic business users visited with the purpose of actively gathering information. Opportunities were provided to interact with potential customers who exhibitors had never met before. The exhibition was also widely covered in the media both inside and outside the country.

■Registered visitors:

30,752 people

■No. of news media representatives:

409 people

回顾 2011 年

展商

扩大展区、让更多广泛领域的企业参展

随着数字化进程的不断推进，我们的展区也在年年更新扩展，为更广泛领域的企业提供参展机会，希望由此创造更多新的商机。

■展商数量：

800 家

■海外展商数量：

466 家

交易访问者

到场的商业用户来自广泛领域

有许多热情的、以踊跃收集信息为目的的商业用户到场，由此可为参展企业提供一个与崭新潜在客户交流的机会。同时还有众多记者采访，采访内容将会在日本国内外发布。

■参观者：

30,752 名

■新闻媒体相关人员：

409 名

2011년 전시회 소개

출품업체

전시 영역 확대로 다채로운 기업이 참가

디지털화의 진전에 따른 전시영역 확대로 폭넓은 분야의 출품업체가 참가하게 되어 새로운 비즈니스의 가능성이 높아지고 있다.

■출품업체 수:

800 사

■해외 출품업체:

466 사

관련업체의 참관객

폭넓은 분야의 비즈니스 유저가 입장

활발하고 정력적으로 정보를 수집하는 많은 비즈니스 유저가 입장하여 지금까지는 좀처럼 만날 수 없었던 잠재 고객과의 교류 기회를 제공. 프레스 취재도 많아 국내외에 널리 소개되었다.

■참관객:

30,752 명

■보도 관계자:

409 명



2011 Visitors

◆Breakdown of registered visitor number

2011	11.16 (Wed.)	11.17 (Thu.)	11.18 (Fri.)	TOTAL
Domestic	10,043	9,921	9,978	29,942
Overseas	442	279	89	810
TOTAL	10,485	10,200	10,067	30,752

Registered visitors: **30,752**
 Overseas visitors: **810**



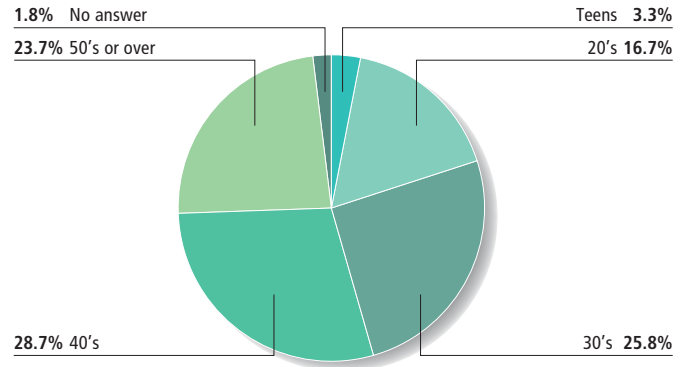
◆Breakdown of registered visitors

Area	Number of countries & region / Number of visitors	Breakdown of visitors by country & region
Domestic	1 country / 29,942	Japan 29,942
Asia	13 countries & region / 631	Korea 445 / China 74 / Taiwan 38 / Singapore 15 / Thailand 9 / Indonesia 8 / Malaysia 8 / Vietnam 7 / Sri Lanka 4 / Philippines 3 / India 2 / Mongolia 2
North, Central and South America	9 countries / 61	U.S.A 39 / Mexico 7 / Brazil 7 / Canada 2 / Ecuador 2 / Paraguay 1 / Peru 1 / Chile 1 / Costa Rica 1
Oceania	2 countries / 7	Australia 6 / New Zealand 1
Middle East / Africa	4 countries / 9	Angola 3 / UAE 3 / Qatar 2 / Israel 1
Europe	11 countries / 49	United Kingdom 22 / France 9 / Germany 4 / The Netherlands 3 / Italy 2 / Spain 2 / Portuguese 2 / Estonia 2 / Denmark 1 / Hungary 1 / Poland 1
Unknown		53
TOTAL	40 countries & regions	30,752

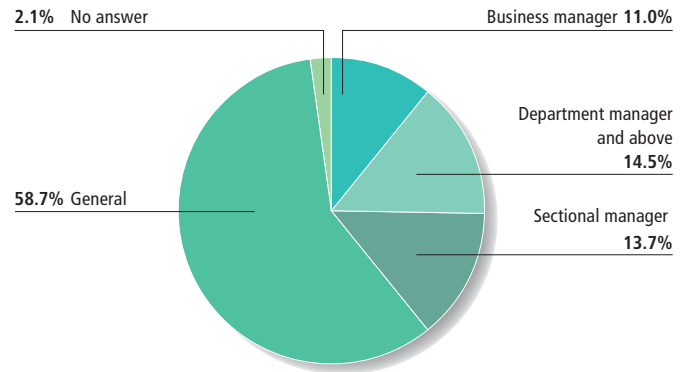
Visitors from **40** countries/regions

◆Visitor demography

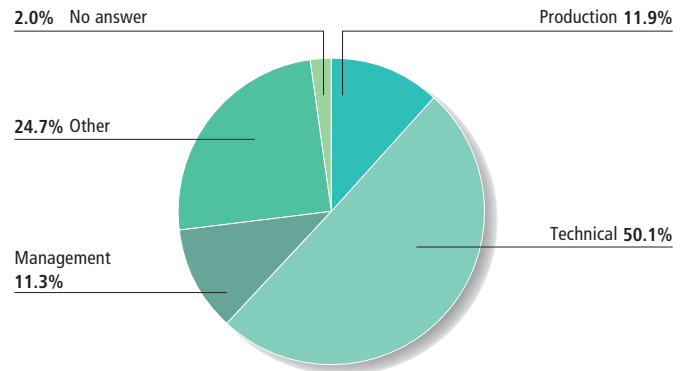
■Age Group



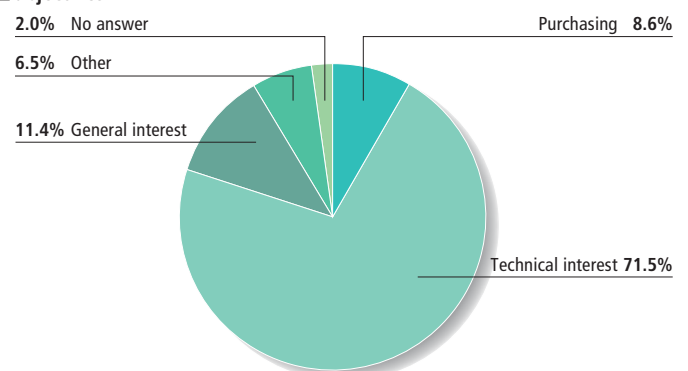
■Job title

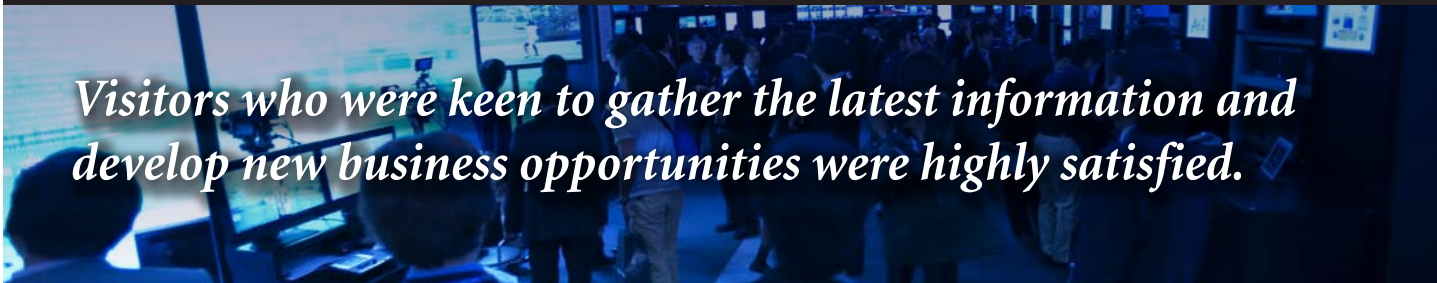


■Type of occupation



■Objectives





Visitors who were keen to gather the latest information and develop new business opportunities were highly satisfied.

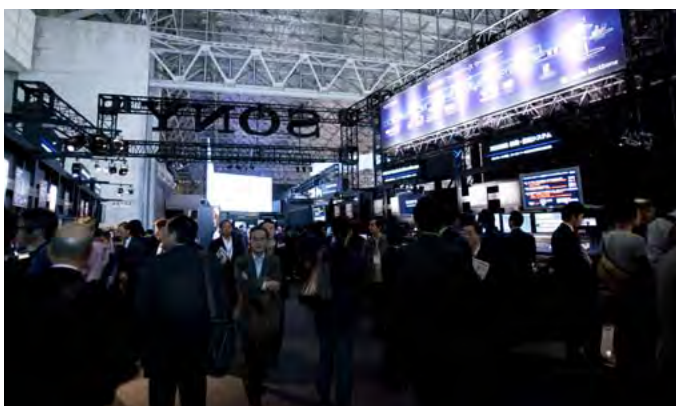
■Type of Business

State-run Broadcasting Station	3.2%	Related Internet Business	2.1%
Commercial TV Broadcaster	8.7%	Telecommunications Carrier	2.7%
Radio Station	0.9%	Content Delivery Network	0.9%
Post production	7.6%	Facilities and Stores	1.5%
Production House	4.9%	Government office, Organization	1.8%
Video Software Production Company	1.6%	Other User	9.1%
Film and Video Production Company	4.9%	Trading Company	5.7%
Recording Company	0.8%	Equipment Manufacture	12.5%
Related PA Equipment	4.1%	Ad Agency	1.2%
Related CATV	3.1%	Student	6.8%
Related Staging, Art and Lighting	2.9%	Other	8.6%
Related Contents Publishers	2.4%	No Answer	2.0%



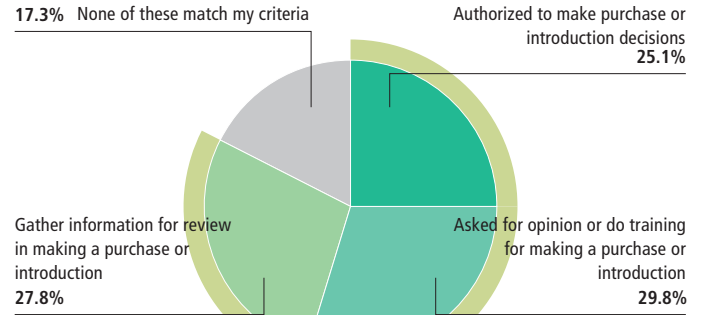
■Interest (Multiple answers accepted)

Audio Equipment	33.6%	Transmission Systems	8.8%
Video Equipment	53.3%	Electronic Power Unit	4.4%
Microphone	11.6%	Measuring Equipment	6.9%
Mixer	13.8%	Stand-by and Peripheral Products	8.4%
Speaker	13.0%	Software	11.8%
Camera	26.9%	Art and staging	3.5%
VTRs, Memory Cards, Optical Disks	13.1%	IPTV	7.5%
Servers, Storage	10.9%	Mobile TV	7.3%
Lighting Equipment	9.3%	Digital Signage	10.1%
Electronic Display	14.3%	Digital Cinema	7.7%
Editing and Production Equipment	20.7%	3D	13.0%
Multimedia System	9.2%	Digital Contents	7.9%
Production Management Systems	4.0%	Other	3.0%
Output System	9.1%	No Answer	1.9%
Relay System	9.6%		



Visitor Questionnaire result

◆To what degree are you involved in the process of purchasing products/services in your company?

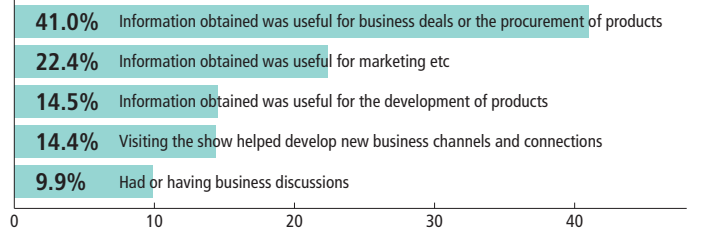


Involved in the purchase and introduction:

82.7%

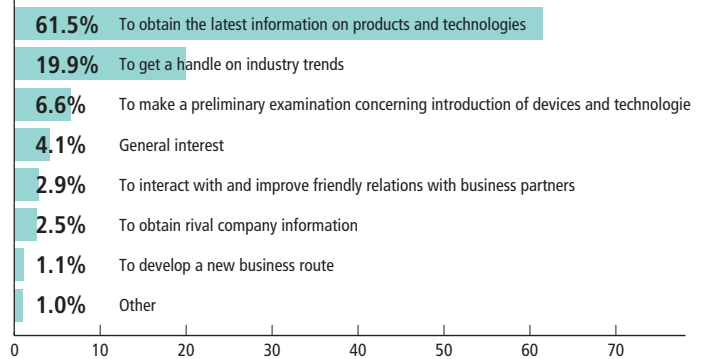
◆Was your visit to Inter BEE 2011 valuable?

(Multiple answers accepted)

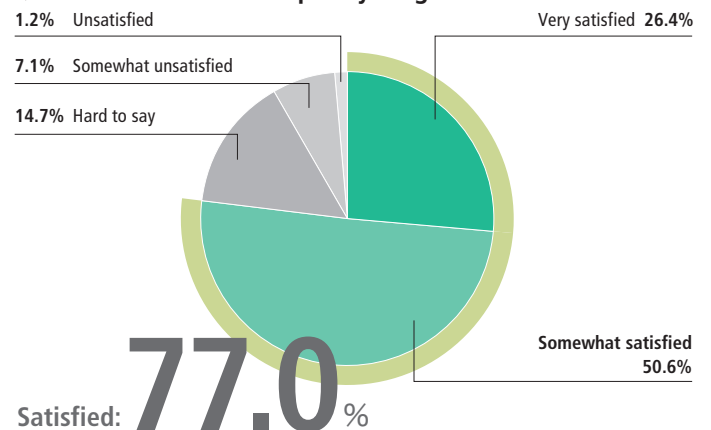


◆What was your goal in coming to "Inter BEE 2011"?

(Multiple answers accepted)



◆How satisfied to accomplish your goal?



Exhibitors from Japan and many other countries participated, seeking to exchange information with visitors and make new customer contacts.

2011 Exhibition

◆Number of exhibitors

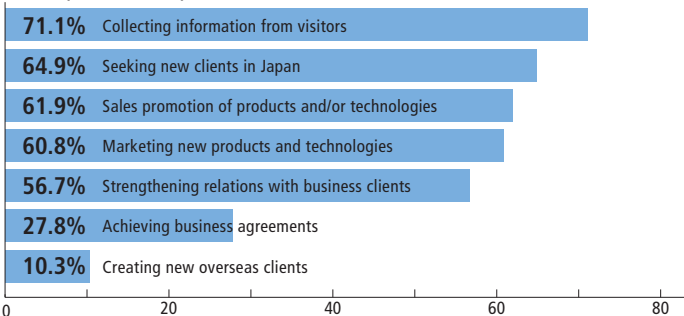
No. of exhibitors **800** companies
 No. of overseas exhibitors **466** companies

◆Breakdown of exhibitors

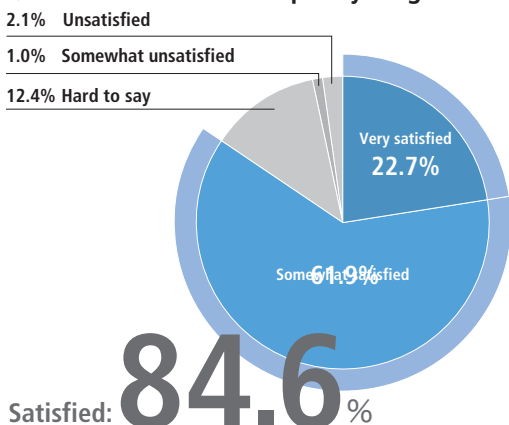
Area	Number of countries / region Number of exhibitors	Breakdown of exhibitors by country & region
Domestic	1 country / 334 companies	Japan 334
Asia	7 countries / region / 66 companies	China 24 / Korea 18 / Taiwan 17 / Hong Kong 3 / Singapore 2 / Malaysia 1 / India 1
North America	3 countries / 188 companies	USA 173 / Canada 14 / Mexico 1
Oceania	1 country / 10 companies	Australia 10
Middle East	2 countries / 15 companies	Israel 13 / Turkey 2
Africa	1 country / 1 company	South Africa 1
Europe	20 countries / 186 companies	United Kingdom 65 / Germany 53 / France 14 / Sweden 8 / Italy 8 / Switzerland 7 / Belgium 7 / The Netherlands 5 / Norway 4 / Spain 3 / Denmark 2 / Finland 1 / Latvia 1 / Austria 1 / Hungary 1 / Ireland 1 / Ukraina 1 / Estonia 1 / Slovakia 1 / Czech 1 /
TOTAL	35 countries / region	800 companies

Exhibitors from: **35** (record-high)
countries / regions

◆What were you main objectives for exhibiting at Inter BEE 2011? (Multiple answers accepted)



◆How satisfied to accomplish your goal



◆Targeted type of business (Multiple answers accepted)

Commercial TV Broadcaster	80.4%	Telecommunications Carrier	28.9%
State-run Broadcasting Station	73.2%	Related PA Equipment	22.7%
Related CATV	57.7%	Content Delivery Network	22.7%
Film and Video Production Company	46.4%	Facilities and Stores	22.7%
Government office, Organization	41.2%	Other User	21.6%
Equipment Manufacture	41.2%	Related Staging, Art and Lighting	20.6%
Postproduction	40.2%	Related Internet Business	20.6%
Production House	38.1%	Recording Company	14.4%
Trading Company	30.9%	Ad Agency	9.3%
Radio Station	29.9%	Student	7.2%
Video Software Production Company	29.9%	Other	4.1%
Related Contents Publishers	29.9%		

◆Targeted Occupation (Multiple answers accepted)

Engineering	83.5%
Production	58.8%
Management	21.6%
Other	4.1%

◆99% of exhibitors at Inter BEE 2011 indicated that they will also be exhibiting at InterBEE2012, or are considering doing so.

Many of the visitors were engaged in target Video production businesses, and Inter BEE provided an effective exhibition for showcasing our products, systems and services.

This is an extremely appealing exhibition as the visitors come from nationwide and are engaged in the broadcasting industry, which is an industry where it is difficult to acquire decent sales channels.

For our company, which does not have a high degree of recognition, Inter BEE was a valuable opportunity as customers we would not normally receive inquiries from approached us at the exhibition.

There is a much better reach ratio to target users than other exhibitions.

This exhibition helps to invigorate and inspire our technical team.

We were able to hear the first-hand opinions of our customers (collect information about needs) and we can use these opinions in future development.

Responses from questionnaire to Inter BEE 2011 exhibitors

*Maximizing the outreach power of Inter BEE,
we are ensuring that the latest technical information is
sent out to target users.*

◆Distribution of press releases

Inter BEE 2011	
Notification of start of exhibitor recruiting	2/28
Notification of start of pre-admission registration	8/31
Attracting interviewers	11/10
Information announcing the event	11/15
Set up press room	11/16-11/18
Reported completion	11/18



◆News Media Representatives

409 people

◆On-air media

Japan	Nikkei CNBC	News Zone
	Fuji Television Network	New Weekly Review
	NHK DE2/023ch, NHK BS-1	Japan BIZ Cast
Global	NHK WORLD/jibtv	Japan Biz Cast
Europe	LCI (La Chaîne Info)	Plein Ecran
U.S.A.	Black Entertainment Network	BET NEWS
	Current TV	The Young Turks
	Wealth TV	Wealth News
	Time Warner/NC14	TechTalk
	PLUM TV (cable)	Plum Daily & Masters Innovation segment
Asia	Times Now	The News Hour

◆List of publication (Domestic)

PRO SOUND	Sound and Recording Magazine
Nikkei Network	MJ
Video Salon	Hoso Journal
CG World & Digital Video	Dempa Times
Hoso Gijutsu	Tsushinkougyo Shimbun
FDI	Eizo Shimbun
Telecommunication	Dempa Shimbun
Video Journal	OPTCOM
Nikkei communication	B-maga

◆List of publication (overseas)

VIDEO ART'S	Tech-Ex Dot Com Ltd
Video Plus	AV-Specialist
Audio	Asia Pacific Broadcasting
PA(Pro Audio)	Television Asia
Broadcast&Production	Asia Image
Info AV China	Broadcast Engineering(US/Canada edition)
IBI(International Broadcast Information)	IBC Daily
BET	TV Technology(Europe edition)
DigiAsia	JEI

The Professional Information Site for Audio, Video and Communications

InterBEE online

InterBEE online is Inter BEE's official website for providing year-round information related to Inter BEE exhibitors, from information about related domestic and international exhibitions to the latest industry news. Inter BEE's own reporting team, the "News Center," collects information and posts it on the website in the forms of the Online Magazine (written) and Inter BEE TV (video). Many industry affiliates are using **InterBEE online** to get exhibitor information and understand industry trends, and the number of website hits is increasing each year.

[2011 Statistics]

◆Official Website Page Views

5,269,159

◆Number of Articles Posted (Online Magazine)

200

◆Number of Video News Items Posted (Inter BEE TV)

180



◆Social Networking

■Facebook (Japanese / English)
【Activities】

- Distributed exhibition information consisting mainly of latest Online Magazines
- Uploaded photos from the exhibition venue
- Allowed official Twitter account tweets to be viewed



Inter BEE Official Mail Magazine

Inter BEE sends News Center information, such as Inter BEE highlights and articles posted on Inter BEE Online, in e-mail magazine form to target visitors from the Inter BEE Visitor Database.

◆Inter BEE Online Members (Visitor Database)

Approx. **56,000** ※The number of data instances that can be distributed

Media Partners

Relevant industry magazines/papers support Inter BEE as media partners



Exhibition Regulation

Please read exhibition regulation before apply.

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

■ Audio Equipment

Microphones, Recorders, Digital Audio Workstation, Consoles, Mixers, Mastering Equipment, Audio-compression/Transmission technology, Converters, Effectors, Amplifiers, Processor, Equalizer, Interface, Speakers, Players, Audiometer, Loudness-related Equipment, Acoustic design/control, Audio Equipment for Movie Theater and, Commerce Facility, PA system, Live Sound System, Professional, Electronic Musical Instruments, Computer Sound System, Headphones, Headset, Intercoms, Transmission Cables, Accessories, Power Supply, Racks/Cases/Bags, Other Related Peripheral Equipment

Professional Lighting Equipment

■ Lighting Equipment

Studio Lighting Equipment, Stage Lighting Equipment, TV Studio Lighting Equipment, Film and Video Lighting Equipment, Lighting System for Photography Studios, Lighting Control Systems, Lighting Control Board, Console, Dimmer, Wireless Remote Control Devices, Effect Lighting Equipment, Searchlight, Large-scale effect lighting, Projectors, Projection Mapping, Video Mapping Techniques, LED, Strobe Lights, Elevating Unit for TV Studio Lighting Batters, Wiring Device, Cables, Other Related Peripheral Equipment

Video and Broadcast Equipment

■ Production

- Cameras and Related Equipment
 - HDTV Systems, Studio Cameras, VTR-Pack Cameras, Camcorder, 4K Cameras, Digital Cinema Cameras, 3D Cameras, Crane Cameras, Lenses, Other Related Peripheral Equipment
- Recording Equipment
 - Video Servers, File Server System, DVD Systems, BD Systems, VTRs, Memory Cards, Memory Devices, Optical Disks, Video Tape, Data Compression Technology, Other Related Peripheral Equipment

- Electronic Displays
 - Video Monitors, Multiple Monitor Displays, Projectors, LCD/PDP/LED/OLED Displays, Prompters, Other Related Peripheral Equipment

■ Post-production

- Editing and Production Equipment
 - Editing Devices, Switchers, Routing Switchers, Non-linear Editing Systems, Visual Effects, Color Correction, Painting Systems, Subtitled, Title Production Systems, Character Generators, Composite Systems and Software, Media Converter, Encoders, Other Related Software and Peripheral Equipment
- Multimedia Systems
 - CG Production Systems, Animation Production Systems, Virtual Studio Systems, Motion Capture 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 Systems (Audio), File Systems (Video), Graphic Libraries Systems, Film and Telecine, Graphic Systems, External Information Response Systems (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
 - Terrestrial Television Broadcasting, One-segment Broadcasting, White Space, One-segment local service, V-High and V-Low Band, Multimedia Broadcast, Radio Broadcasting Equipment, FM Broadcasting Equipment, Satellite Broadcasting, Cable Television, Video Delivery Networks, CDN, 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
- Design, Development and Manufacturing for Broadcast Equipment
 - Development Languages, Semiconductors, Components, Development, Manufacturing, Studio System Design, Construction, Maintenance, Dispatched Engineers

■ Publications / Publicities

Related Books, Music Libraries, Related Software/Services, Consulting Services

Cross-media

■ IPTV/ Internet Delivery

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

■ Mobile TV

Video Editing Systems For Mobile, 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

■ Next-generation Video Technology

4K, 8K Displays, Glasses-free 3D Technology, Motion Sensor System, Interactive Systems, Virtual Realities, Augmented Reality, Panoramic Image, High-Definition Surveillance Video Systems, High-Definition Medical Image Systems, Other related techniques/products/services

■ Digital Contents

Live-Action Contents, Animations, Computer Graphics, Other Related Techniques/Products/Services

1-3. Exhibition categories

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

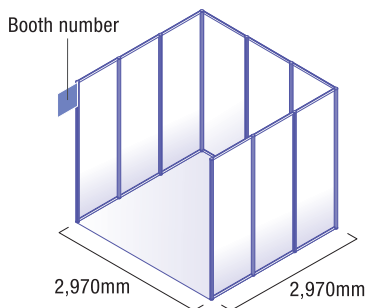
1-4. Booth standards, specifications and description

1. Standard Booth

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

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

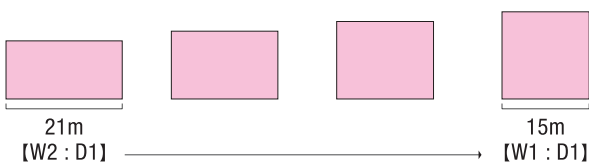


(2) Block booths (20 or more booth spaces)

The standard for block booths is: 1 booth space = 9 m². 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 m² 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 225m² (9m² x 25 booth spaces), ranging from a rectangular shape with a wider entry dimensions than a square.



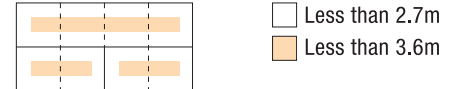
(3) Booth height limitations

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

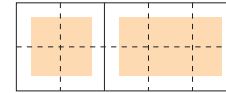
a. 1 to 18 booths(row-type booth)

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

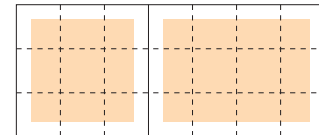
[1 row]



[2 rows]



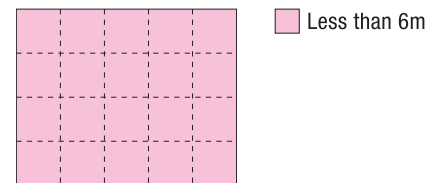
[3 rows, 4 rows]



b. More than 20 booth spaces (block booths)

The height limit is 6m.

[Block format]



(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 Application for Over-Regulated Heights and booth plan drawing to the Show Management Secretariat 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.

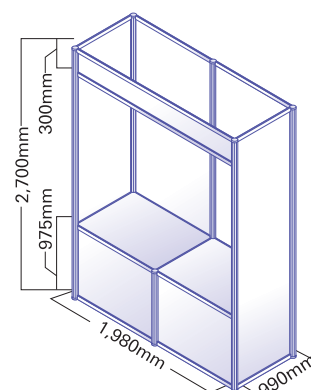
No additional decorations are permitted.

2. Small Package Booth

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

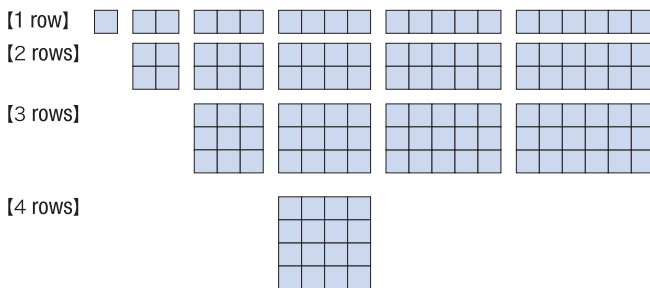


3. Booth description

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



1. Exhibitors in rows (less than 18 booths) may have booths of other exhibitors on one or three sides.
2. Industry organizations and joint exhibitors may apply for more than 100 booths.
3. 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 Thursday, 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 Friday, June 1, through Friday, June 29, 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 30 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:

- (1) 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).
- (2) Cooperative exhibitors
- (3) Overseas cooperative exhibitors and related domestic exhibitors.

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

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)
• JAPAN Electronics Show Association members • IABM Members (member rate)	@¥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 booth fees.

*includes consumption tax

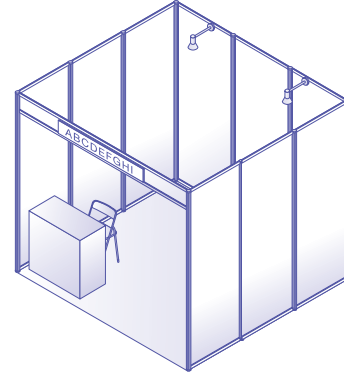
Invitation leaflets and registration cards for visitors (in excess of the number of free leaflets and cards indicated above.)	¥30 per set	
Badges	Exhibitors (in excess of 10 badges per booth)	¥1,000 per badge
	Constructors (in excess of 5 badges per booth)	¥500 per badge
Electric power supply costs and 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: Thursday, May 31st, 2012.**

Applicants may participate in the primary booth allocation lot drawing.

(2) **Second application deadline: Friday, June 29th, 2012.**

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 30th, 2012 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.

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	Tuesday, July 31
Secondary applicant	Friday, 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, 2012	60% of exhibition booth fee
August 1 to August 31, 2012	80% of exhibition booth fee
On or after September 1, 2012	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. Applications regarding industrial property rights

Up until last year, exhibiting companies exhibiting items that required an application for patents had to make such an application with the exhibition organizer beforehand at Inter BEE and confirmation work was carried out during the exhibition. However, due to a revision of the Patent Law; from 1st April, 2012, it is no longer necessary for exhibiting companies to make an application regarding patents beforehand to the exhibition organizer, and exhibiting companies must now apply directly to the Patent Office. They can apply for the exception to lack of novelty of invention and special claims may be made when filing an application.

Please access the Patent Office's website for more details regarding the revised law.

3-3. Prohibited activities

The following activities are considered as prohibited:

1. Exhibit space transfer

Subletting, selling, transferring, or exchanging exhibition space, either in whole or in part, to any third party, including other exhibitors.

2. Directing visitors to other venues

Directing Inter BEE visitors to simultaneous product or technology exhibits off-site is prohibited.

3. 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.

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.

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.

- (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.

3-6. 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.

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.

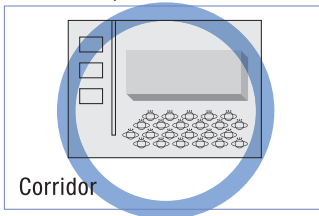
1. Prohibition of usage of space beyond booth boundaries

- (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) Product exhibitions and presentation acts using the space outside the booth such as the aisle is prohibited.
- (5) Lighting directed toward aisles, exhibition hall walls or ceiling is prohibited.

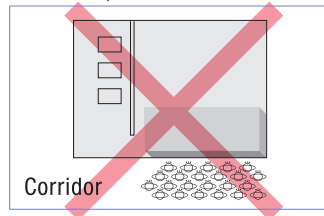
2. In-booth stages

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



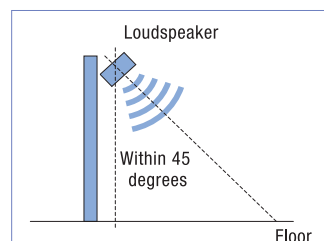
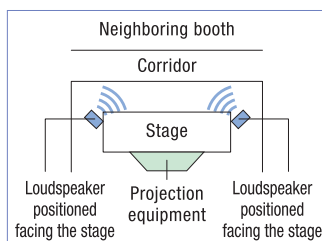
Bad example



- #### 3. Thoughtful independent booth design that allows for an evacuation route
- When designing an independent booth, be sure to fully consider the location of adjacent companies' booths, and carry out thoughtful design that allows for an evacuation route and does not obstruct the view of adjacent companies' 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

Installing a ceiling on the booth is only permitted when products and/or demonstrations need to be shielded from light or insulated from sound. The ceiling must be made of a fireproof blacked-out curtain, which is the only material permitted under local fire department restrictions. Direct sunshine will be blocked out within the exhibit halls but there still may be some reflections cast from the indirect and ceiling lighting. Exhibitors who wish to set up ceiling structures, without regard to the size or area, are required to submit an application form sent with the Exhibition Manual together with top and elevated view booth drawings. Observe the following guidelines for the design and construction of a ceiling structure.

(1) Structure

- ① Any double layer structure is prohibited.
- ② All the decorating materials must be fire-resistant processed and attached the fire-resistant indications.
- ③ Exhibitors are required to submit both top (designated ceiling area and its size) and elevated view (designated ceiling area and surrounding wall, etc.) booth drawings. They must show that the ceiling are fire-resistant processed.

(2) Fire Safety Equipment

- ① Fire extinguishes must be size 10 or larger.
- ② Fire alarms (smoke alarms) may be required. In such case, exhibitors must submit the placement notice and its operation experiment result to the Management Office. Domestic fire alarms are not be accepted.
- ③ Depending on the structure or size, evacuation exits and leading light for emergency may be necessary.

2. Two-floor construction / Suspended Structure

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

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. To prevent truss beams from falling, strike four or more anchor bolts in one place when securing them to the floor.

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.

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. In addition, when exercising rights regarding video and animation, please contact the company or organization/group that owns the copyright.

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

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.

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.

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.

Operation schedule

March	1st Begin recruiting exhibitors Exhibition Applications are accepted
April	Primary Applications Accepted
May	
June	29th Secondary Application Deadline
July	26th Exhibitor Orientation/Drawings for Booth lots (fix booth locations and distribution of exhibitor manuals) 31st Primary Exhibitor application Payment Deadline
August	31st Secondary Exhibitor application Payment Deadline
September	Middle Pre-registration Start End Distribution of invitations
October	End Distribution of Vehicle Tickets and badges
November	11th 8:00 a.m. More than 15 booths Setting Commences 11th 1:00 p.m. Less than 12 booths Setting Commences Inter BEE 2012 International Broadcast Equipment Exhibition November 14th to 16th
December	

Inter BEE

International Broadcast Equipment Exhibition



■ Management/Contact

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