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02

■ Inter BEE Official Website

The Inter BEE Official Website INTER BEE 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.

■ 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
- 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

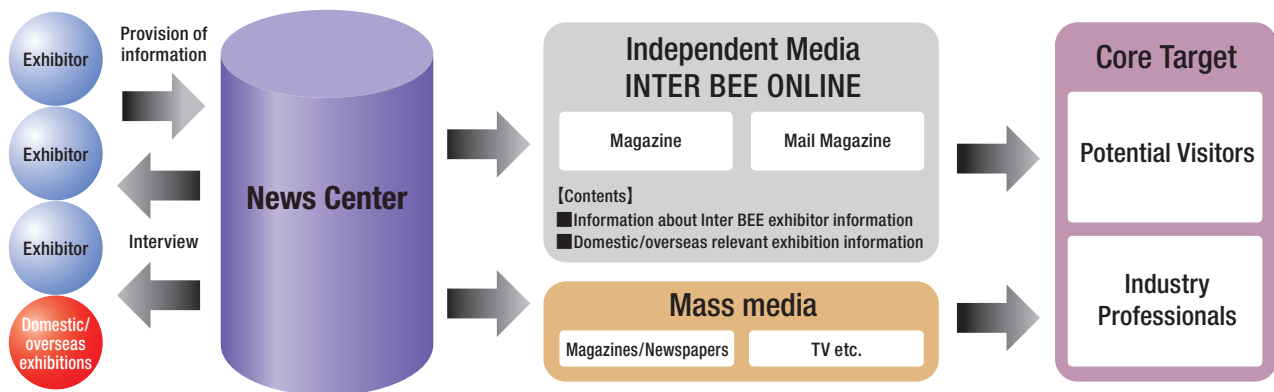
(4) Bulletins from the office

The screenshot displays the Inter BEE ONLINE website interface. At the top, there is a navigation menu with options like 'About Inter BEE', 'Magazine', 'News room', 'Download', and 'Access & Locking'. The main content area features a large banner for the '50th Anniversary' of Inter BEE, dated 11.19 Wed. Below this, there are several news articles with titles and brief descriptions, such as 'Inter BEE 2013: Canare Electric showcased its IBC 2013 top-award-winning Active BNC connector...' and 'Inter BEE 2013: AAA Display of Vectorworks Spotlight...'. On the right side, there are sections for 'Industry News', 'Press Release', and 'Media Partner' with logos for ARIB, KOBA, and uni-w. At the bottom of the page, there is a footer with links for 'Terms of Service', 'Site Map', 'Privacy Policy', 'Contact', and 'Exhibitor's Log'. A red box highlights the 'Exhibitor's Log' link, and a callout box points to it with the text 'Log-in button for the Exhibitors Site'.

■ 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 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 Online Interviews and Procedures

The Inter BEE News Center will publish articles on Inter BEE Online encouraging those in the industry to visit the booths of exhibitors by holding interviews in advance and during the exhibition on the exhibition content of exhibitors at Inter BEE. The interviews for these articles will be carried out by news reporters in order on the exhibitors that have applied. If you wish to cooperate in providing information, please make a request to the Japan Electronics Show Association by **September 30 (Tuesday)** by filling out the required information in the “Inter BEE Online Article: Interview Application.”

1. Types of Interview (Text/VOD) and Publication

There will be two types of interview: Regular interviews (text and images) and video interviews (VOD). In either case, these will be published on Inter BEE Online after the interviews have taken place. Moreover, after publication, we will encourage people to view these articles by posting links to Inter BEE’s official Facebook page and Twitter. Furthermore, we will also publish VOD content on our company site by sharing the tag data of YouTube. We will also provide QuickTime movies at actual cost (10,000 yen) to those exhibitors who would like this service

2. Interview Procedures

(1) Text Interviews

News reporters will carry out interviews and ask the relevant personnel about the exhibition content at Inter BEE and product features to create a manuscript. We will ask you to check the articles before they are published. We will then publish the articles after making corrections if there are any modifications required to proper nouns and the nuance of the text. There are two types of text interviews: Advance interviews where our news reporters will talk to you in your office prior to the exhibition and booth interviews where our news reporters will talk to you in your booth during the exhibition. The time required for the interviews will be about one hour.

(2) VOD Interviews

These are interviews carried out by video. A cameraman and director will interview you in your exhibition booth. We will hold a microphone to the relevant personnel and then ask you in front of the camera about the features of your booth and products. After this, we will shoot the products exhibited in your booth and insert these during editing in line with the content of the interviews. The length of the final video will be about 2-3 minutes. The time required for the interviews will be about 20-30 minutes.

There will be no charge for one video interview during the exhibition, but we will bill you at the actual cost (30,000 yen) for additional interviews. Moreover, it is possible to translate the interviews into English/Chinese and insert text subtitles for an additional fee. Please fill out your desired dates on the application form (04-6-4) in advance and then either fax it or send the data to us by e-mail.

3. VOD from English Speech

As a measure to also make Inter BEE known to those overseas and to increase attendance from overseas in the medium to long term, in addition to the aforementioned VOD, we will provide free VOD interviews from the English speech of booth personnel for those exhibitors who would like this service. Unlike the aforementioned text subtitles, we will directly edit the content spoken in English for the English version and then release this on the English website of Inter BEE Online.

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

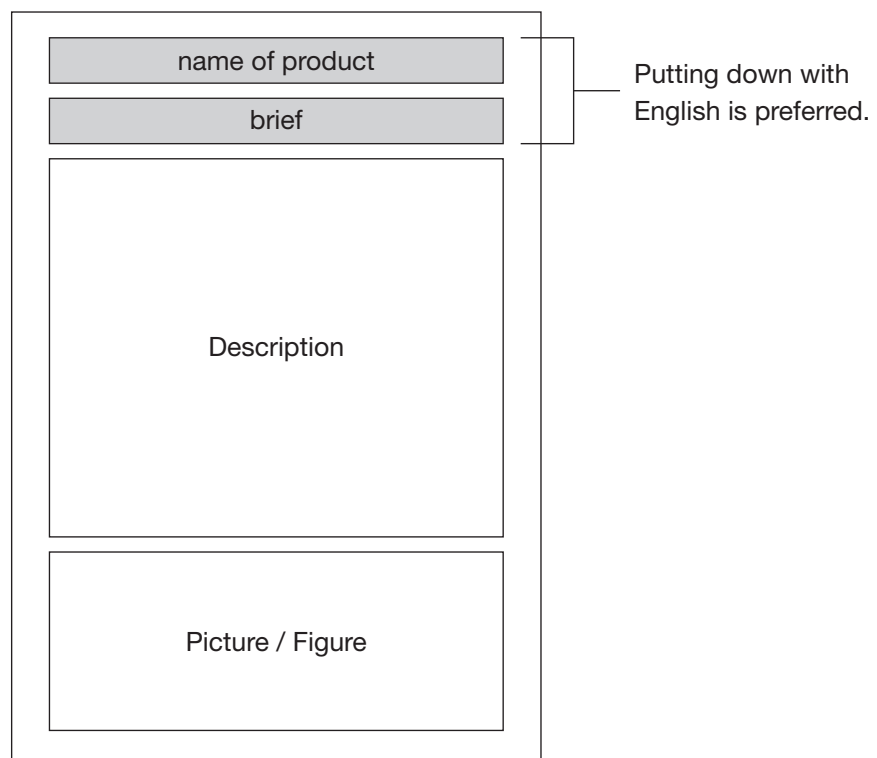
*When translators are assigned at booth, please make the staff to wear badge or arm band to be found easily by overseas visitors.

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 19:30 on November 19 (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:	2 person
Exhibitors with 4 to 5 booths:	3 people
Exhibitors with 6 to 9 booths:	4 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) 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 17 (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 7, 2014. 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.

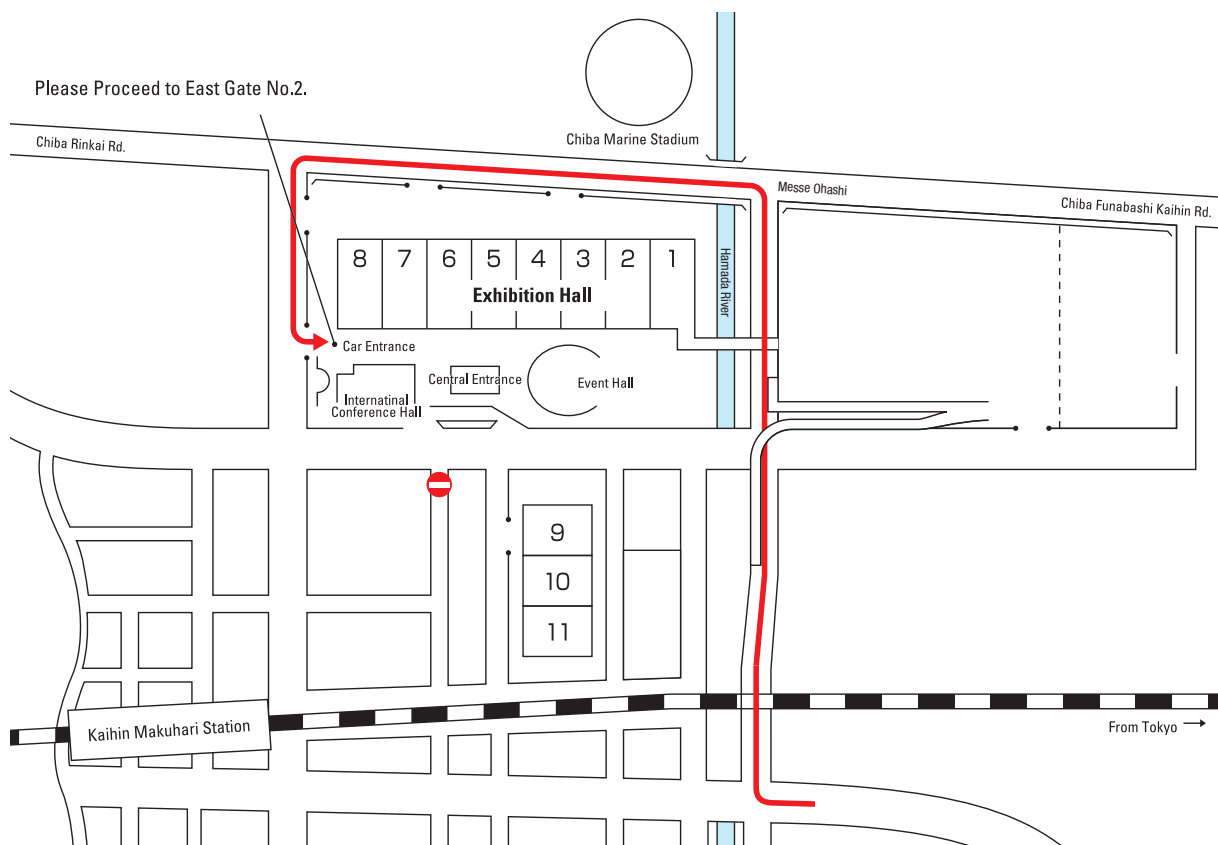
■ VIP car escort service

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 Tuesday, November 11. 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 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 7.

■ Room capacity

From 6 up to 8 people

■ Room charge

¥5,400 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 19 to 21.

■ 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



¥2,160 (tax included)



¥3,240 (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 29.

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: ¥40 per set (including consumption tax).

Complimentary ticket and letter of invitation set: ¥30 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.

Visitor Data Scanning System

We will introduce a QR code system (visitor scanning data app) from this year. Encrypted business card information will be stored on the QR code that visitors have with them and it will be possible to scan this with a dedicated app. It will be possible to easily collect the business card information of visitors and other desired information by using this QR code system in exhibition booths. Please use this for prompt sales activities and to simplify greeting visitors. Moreover, we also have the traditional one-dimensional barcode system. If you would like to use this system, please fill out the “**Visitor Data Scan System Usage Application Form**” addressed to **Plott Corporation by November 7 (Friday)**.

If you wish to use the QR code system, please arrange to have Android devices (e.g. smartphones and tablets). Alternatively, we can provide a smartphone rental service for a fee. Visitors will be admitted to the exhibition with a QR code (two-dimensional barcode) and a one-dimensional barcode admission pass.

1. QR code system

■ Benefits of introducing the QR code system

Benefit 1: It is no longer necessary to produce a large number of business cards in your firm; this leads to cost savings.

Benefit 2: It is possible to obtain data on visitors to your booth in real time during the exhibition, so this will be helpful in prompt sales activities. Data is available in the CSV format, so it is possible to handle this in your firm

Benefit 3: It is possible to collect desired information (e.g. what products your visitors are interested in) in addition to business card data as a survey, so it is possible to utilize this in accurate sales follow up and marketing (using the survey function below). It is possible for each exhibitor to freely edit the content of their surveys.

■ How to use the QR code system

[Operation Procedures]

1. Scan the barcode of the visitors card



2. Check/save the scanned data



3. It is possible to optionally register the survey answers of your visitors



■ How to register surveys

Step 1: Login to the app with your password

Step 2: Select the “Survey Settings” menu after logging in

Step 3: Freely fill in your survey questions and answer options (ten questions maximum)

Your own survey questions will be registered by following the above steps.

It is possible to output the survey information with CSV data.

Visitor Data Scanning System

■ How to output data

It is possible to send scanned data to an e-mail address at any time from the top of the app screen.

*The CSV format/delivered data is compressed and encrypted for enhanced security.

*It is necessary to connect to a network to output the data.

■ App operation guaranteed OS

Android: Version 4.0 or later

*Recommend devices (provisional): GALAXY S III SC-06D, Xperia VL SOL21, Nexus7 [2013] TABLET, STREAM X GL07S and SHARP AQUOS PHONE SH-04E

■ QR code system (visitor data scanning app) usage fees

The Management Office will bear the cost of your first license. You will be billed for additional licenses by the Japan Electronics Show Association.

One license (First license)	Free
Additional licenses (Second and subsequent licenses)	10,800 yen (Tax included)
Visitor data supply/input costs	Free

■ Advance documents

After your application, we will send you the information below by an e-mail addressed to the person in charge of your application in early November.

- Visitor Scan Data App Usage Manual (PDF)
- Visitor Scan Data App Usage License Key (The license key will expire 30 days after the exhibition.)

■ Smartphone/tablet rental service (fee required)

An Android device is required to use this app. If you wish to use our rental service, please make an application after referring to "05-2-2: PC Rental" in the Exhibitors Manual. The visitor data scanning app requires a network connection only when logging in for the first time and when outputting data.

Visitor Data Scanning System

2. Barcode System

■ 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 29). 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.

■ Delivery method

The data will be sent to Exhibition supervisor by e-mail.

*Delivery data is encrypted to safeguard security.

■ 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: @¥16,200 / reader
Visitor data processing fee	@¥40 / 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 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)

Visitor Data Scanning System

3. Data output items

**Business card information, Common attribute,
survey answer information (if you use the survey function)**

【Business Card Information】

The content below that has been input in advance by visitors from the web form is included in the business card information.

Name/Place of work/Department/Job title/Address/Telephone number/Fax number/E-mail address/

*Business card information that has not been input by the visitor will not be output.

【Data Precautions】

The character strings that can be output from the system go up to the second level of kanji (Japanese characters) in the Shift-JIS Kanji Code. Kanji other than this and machine-dependent characters (e.g. I, II, III (Roman numerals) and (1), (2), (3) (circled characters)) may be replaced with garbled text or substitute characters when outputting data as external characters, but the visitor data is provided in an unchanged state.

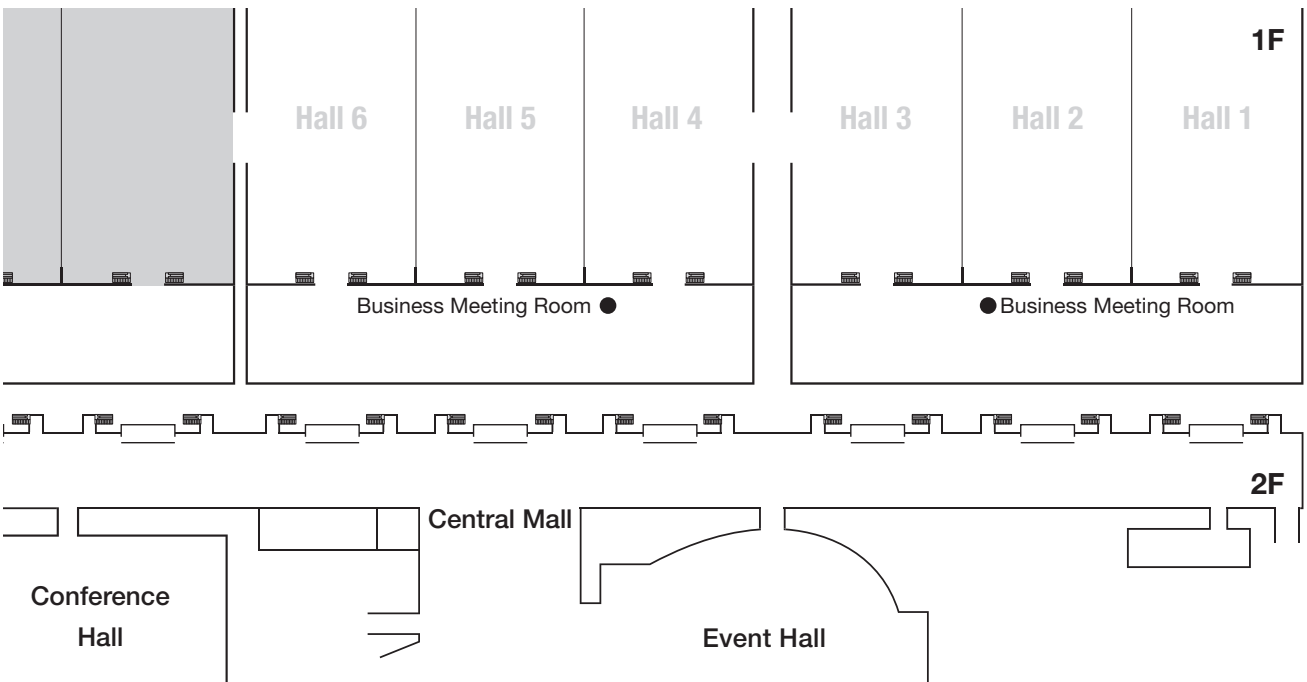
Business Meeting Room

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

- (1) Facilities : Table, Chairs, Free drink
- (2) Location : Exhibition Hall 2, 4, 1F
- (3) Period : November 19 to 21, 10:00 a.m. to 5:30 p.m. (until 5:00p.m. on Nov. 15)

■ 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

① User	State-run Broadcasting Station
	Commercial TV Broadcaster
	Radio Station
	Postproduction
	Production House
	Movie Production Company
	Video Software Production Company
	Recoding 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	
② Manufacture	Equipment Manufacture
③ General	Ad Agency
	Other
④ Student	Student

① User (Pink)



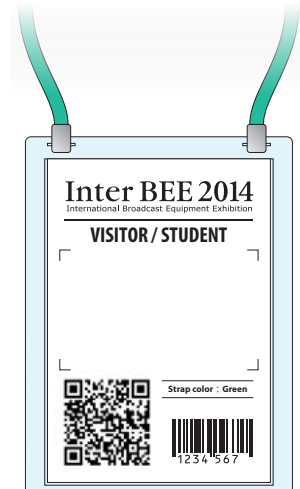
② Manufacture (Blue)



③ General (Orange)



④ Student (Yellow)



■ Other visitors

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 29. 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: 62m² (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.

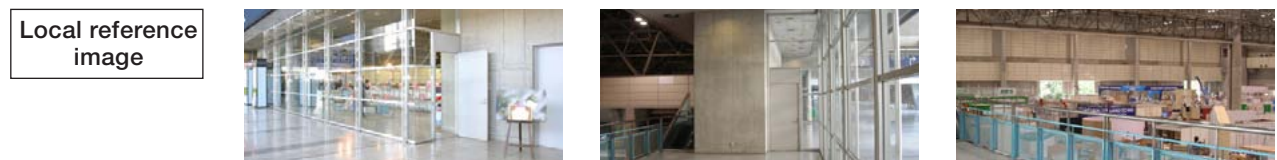
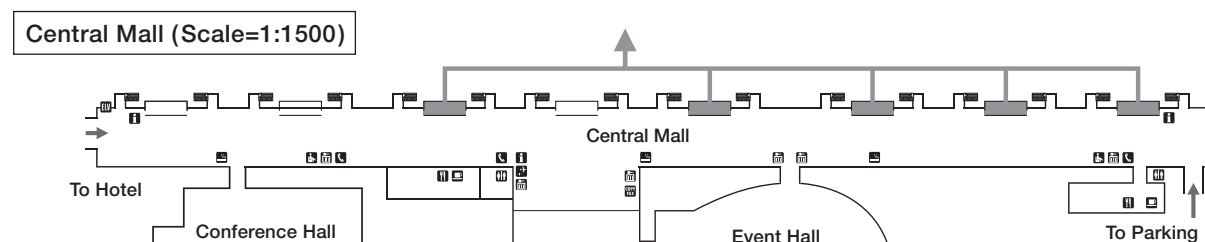
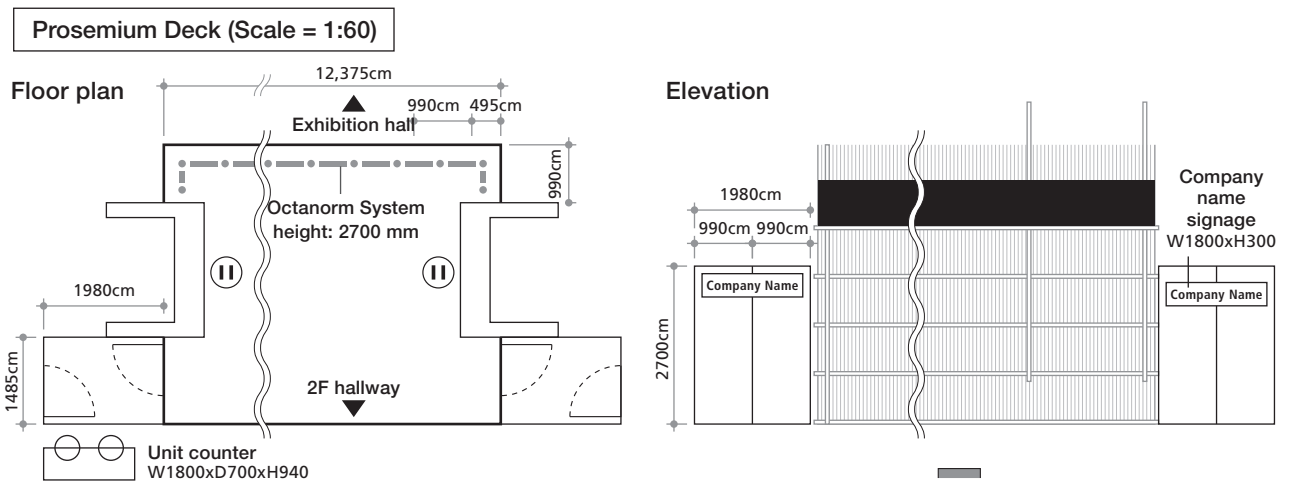
(2) Location: Proseminum Decks (1, 2, 3, 4, 6) on the 2nd floor

(3) Rental fee: ¥216,000 (including consumption tax).

(4) Rental period: November 18 (Tuesday) – 21 (Friday)

(5) Notes:

- The use of these facilities is restricted to product introductions to visitors; product displays and /or demonstrations are prohibited.
- Indoor fixtures must be prepared individually and the installation of fixtures other than those provided by the Management Secretariat (e.g. counter tables and chairs) outside of the rooms is prohibited.
- Walls will be installed with system panels in the exhibition halls; however, printing of company names or logos in the exhibition hall is prohibited.
- Concerning electricity use, enter the capacity in accordance to the "Application for Supply of Electricity". (see appendix 04-2.5.1.)



Presentation Room

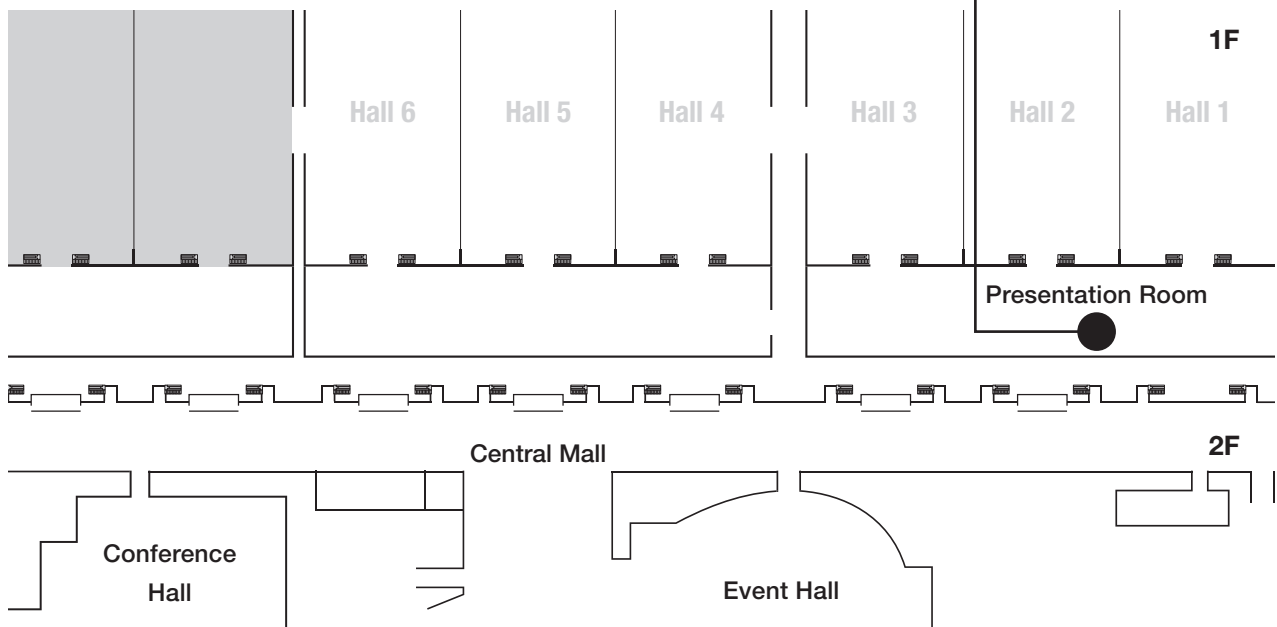
Presentation room will be set up in the Exhibition Hall for exhibitors to hold presentation seminar and press briefing in convenient environment. Those who want to use the presentation room are requested to submit the "Application for Presentation Room" to Japan Electronics Show Association by Friday, October 17. 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 : 116m²
- (2) Facilities : Capacity 36 persons, Podium, Projector, Screen, PA system
- (3) Location : Exhibition Hall 2, 1F
- (4) Fee : ¥ 10,800 (Including consumption tax) per an hour and a half
- (5) Period : November 19 (Wednesday) to 21 (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.



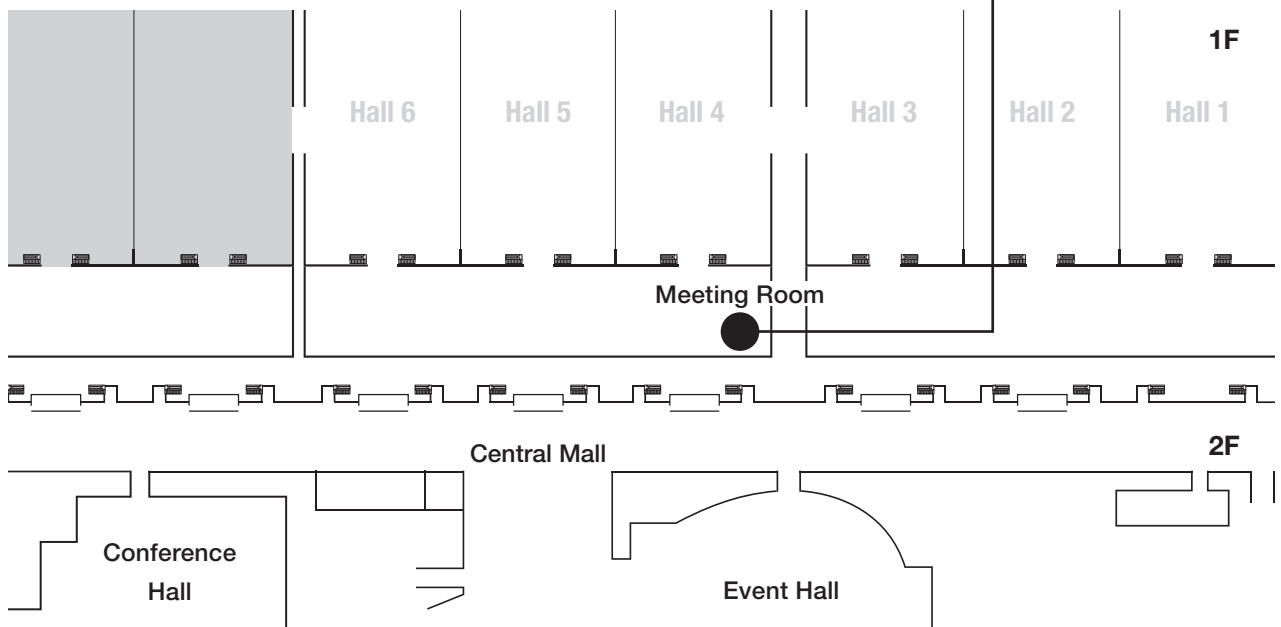
Meeting Room

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 18. 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 : 82m²
- (2) Capacity : 30 persons
- (3) Location : Exhibition Hall 4, 1F
- (4) Fee : ¥5,250 (Including consumption tax) per 45 minuets.
- (5) Period : November 18 (Tuesday) to 21 (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

Providing Information

Correspondence With Media

VIP

Customer Relations

Sales Promotion

Advertising Media

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 29. 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

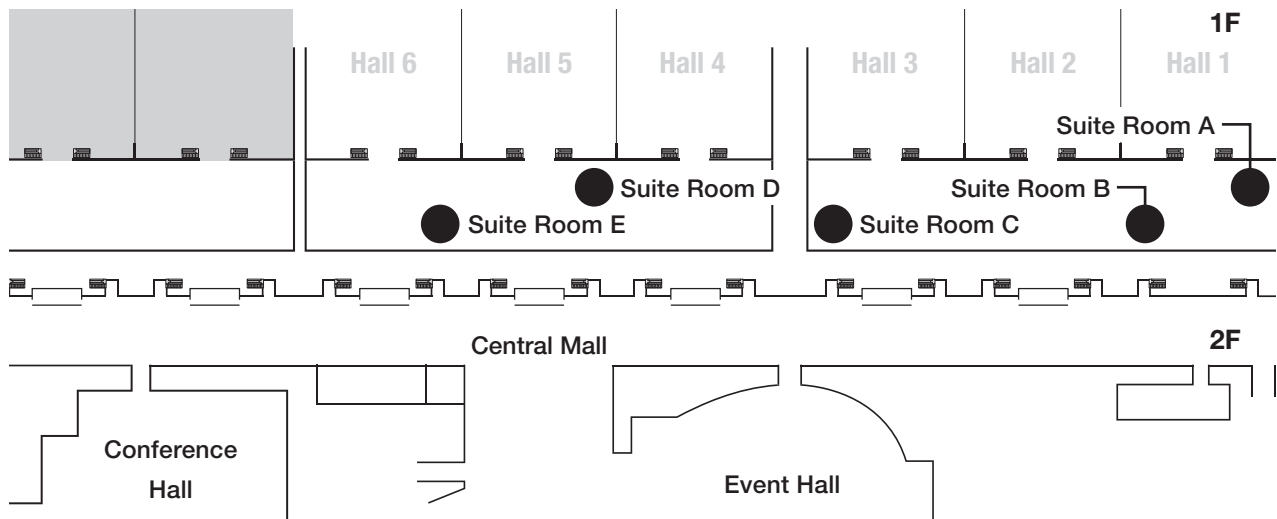
(1) Specification and price

Room	Location	Area	Room charge (including tax)
Suite Room A	Exhibition Hall1, Multipurpose room	181m ²	¥1,080,000
Suite Room B	Exhibition Hall1, Conference Room	82m ²	¥594,000
Suite Room C	Exhibition Hall3, Conference Room	82m ²	¥594,000
Suite Room D	Exhibition Hall5, Multipurpose room	181m ²	¥1,080,000
Suite Room E	Exhibition Hall6, Conference Room	82m ²	¥594,000

(2) Duration of use: November 17 (Monday) to 21 (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 INTER BEE 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 22. 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 INTER BEE ONLINE top page.



Banner Ads Space

INTER BEE ONLINE Top page

■ Period of Placement

August 25 to December 19 (Planned)

■ Size

40 pixels (h) x 190 pixels (w)

■ Price

¥108,000 (including consumption tax)

■ Material Submission

(1) Deadline

Friday, August 22

(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

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

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

■ 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. 2014 participants who have pre-registered will also be included.
- (2) Scheduling: Ad insertion for the email magazine will be made available weekly from the 4th week of September until the 4th week of November. For each week, only the first three applications will be accepted.

■ Fees

Ad insertion fee: ¥108,000 (including consumption tax) for three insertions

■ 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 2014 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

Strap Advertising

Strap advertising is available. A strap for visitors and press members will be distributed at the entrance and can be taken out after the exhibition.

Exhibitor who wish to advertise is requested to submit the **Application for Strap Advertising** to the Japan Electronics Show Association (JESA) by **Friday, August 15**.

■ Number to be printed

40,000

■ Distribution

At the entrance or registration.

If the number of applications does not reach the planned number, straps printed with the logo and URL of InterBEE will be distributed to those who could not receive the strap of the company that applied.

■ Application Information and Price

Applicable company: 1 company

Price: ¥3,240,000 (tax included)

■ Application

The deadline of the application is August 15th.

The lot drawing will be held in case several companies were applied.

■ Submission of Script Data

1. Deadline : August 22nd
2. Submit to : Details will be sent to the applicant later
3. Format : Complete data formatted with Adobe Illustrator
(must be outlined)

The details will be informed to the applicant later.

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 17**.

Guide Map Specifications

A4, Double gatefold, 4 colors

Number to be Printed

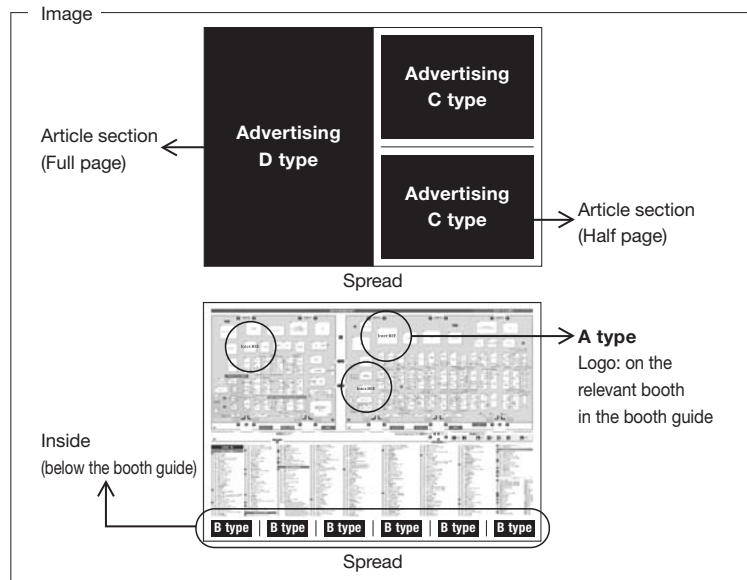
35,000

Publishing Date

November 19 (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	¥37,800 (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	¥108,000 (tax included)	All exhibitors	50 mm (W) x 20 mm (H)	Decided by Management Office
Type C	Article section (Half page)	¥162,000 (tax included)	All exhibitors	190 mm (W) x 128.5 mm (H) (A5)	Decided by Management Office
Type D	Article section (Full page)	¥270,000 (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 (Friday) (Japan Standard Time)

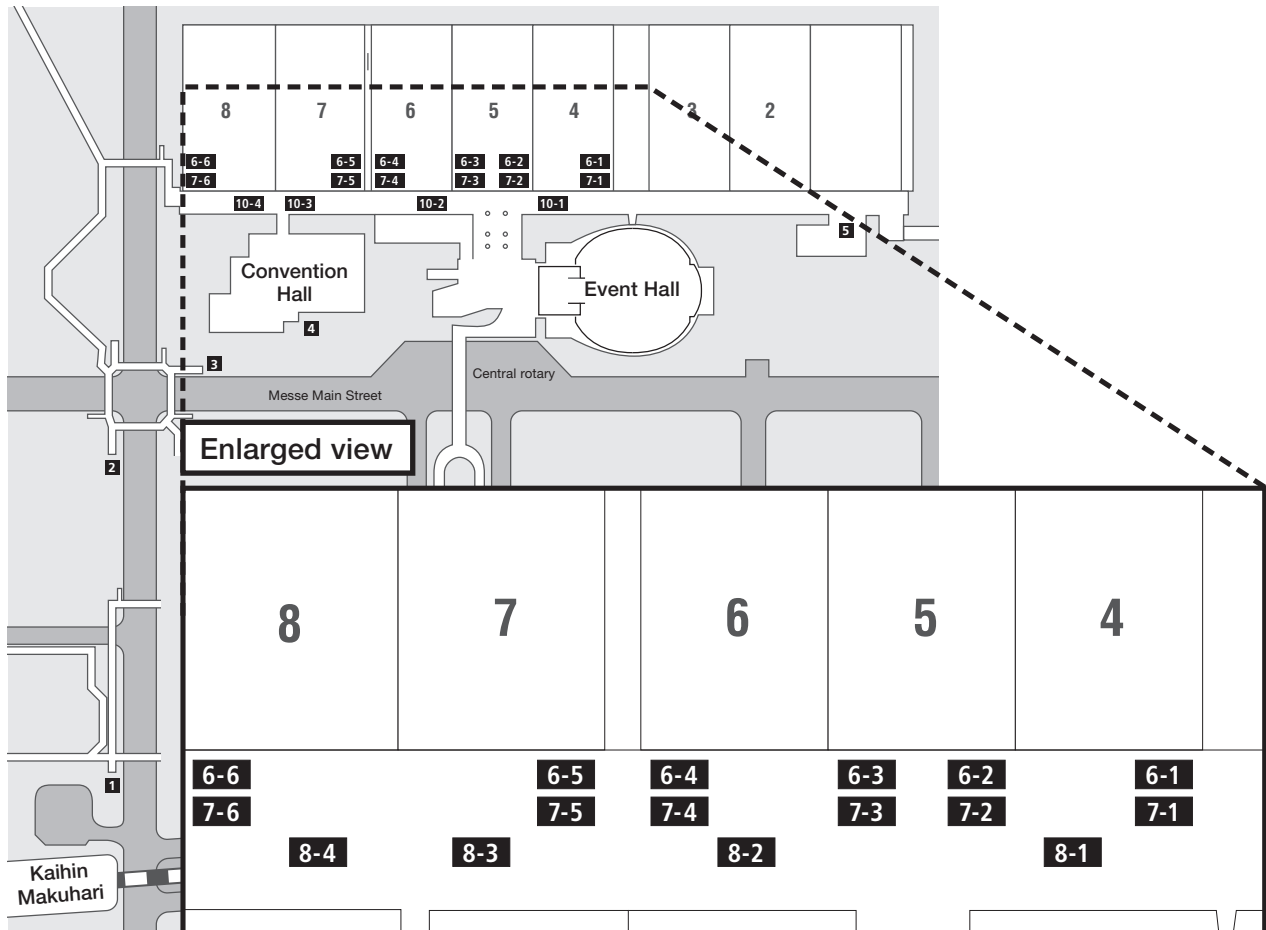
Submission of the Script Data

1. Deadline: October 24 (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 2014 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 17. 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 24.

(2) Submit to: Murayama (See page 01-5-2)

Please submit data on CD-R.

(3) Format:

Full-color output will be attached to the signboard. The exhibitor's booth number must be specified in the ad space. Data should be Illustrator Ver10.

(4) Production services:

At the exhibitor's request, we will arrange for the production of sign banners.

Booth numbers will be printed in these sign banners.

On-site Signboard Ads

■ Ad information and fees

① Kaihin Makuhari Station arch signboard

Code 1

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

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

Price: ¥ 1,080,000 (including tax)



※Image

② Walkway signboard

Code 2

Available spaces: 1 (both sides)

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

Price: ¥ 486,000 (including tax)



※Image

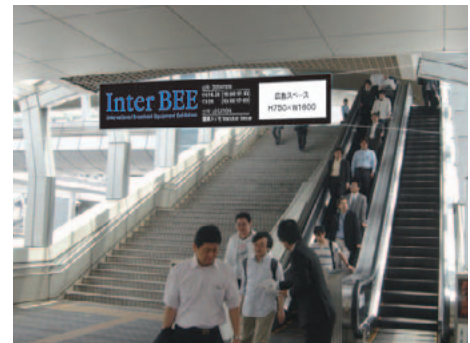
③ Pedestrian overpass escalator signboard

Code 3

Available spaces: 1 (both sides)

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

Price: ¥ 594,000 (including tax)



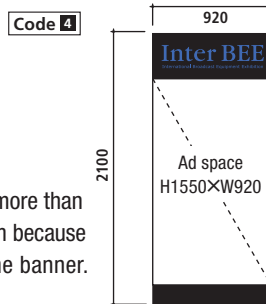
※Image

On-site Signboard Ads

④ Exterior bowed sign

Available spaces: 8 (both sides)
 Size: 1,550 mm (h) x 920 mm (w)
 Price: ¥ 162,000 (including tax)

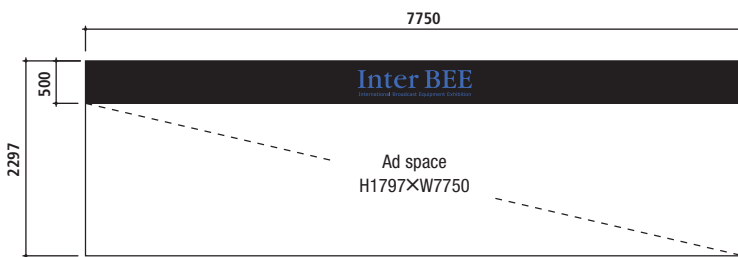
※When preparing digital data for the banners, leave more than 70 mm of text- and graphic-free space at the bottom because a tube will be inserted in this space to stabilize the banner.



※Image

⑤ West Entrance sign

Available spaces: 1 (both sides)
 Size: 1,797 mm (h) x 7,750 mm (w)
 Price: ¥ 756,000 (including tax)



Code 5

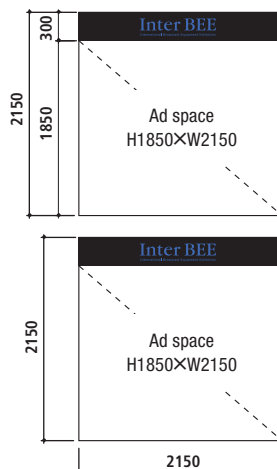


※Image

⑥ Exhibition Site entrance sign

Available spaces: 6 (both sides)
 Size: 1,850 mm (h) x 2,150 mm (w)
 Price: ¥ 756,000 (including tax)

- Hall1entrance Code 6-1
- Hall2entrance Code 6-2
- Hall3entrance Code 6-3
- Hall4entrance Code 6-4
- Hall5entrance Code 6-5
- Hall6entrance Code 6-6



※Image

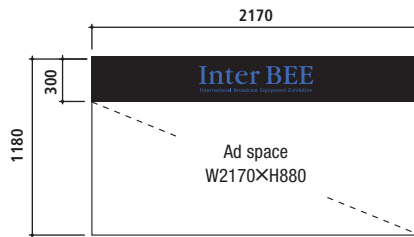
On-site Signboard Ads

⑦ Exhibition Site entrance door sign set

Code 7

Available spaces: 6 (both sides)
 Size: 880 mm (h) x 2,170 mm (w)
 Price: ¥ 756,000 (including tax)

- Hall1entrance Code 7-1
- Hall2entrance Code 7-2
- Hall3entrance Code 7-3
- Hall4entrance Code 7-4
- Hall5entrance Code 7-5
- Hall6entrance Code 7-6



※Image

⑧ Pillar-wrapping sign

Code 8

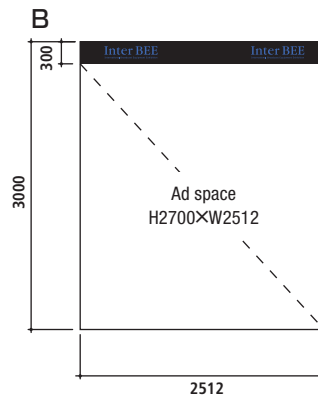
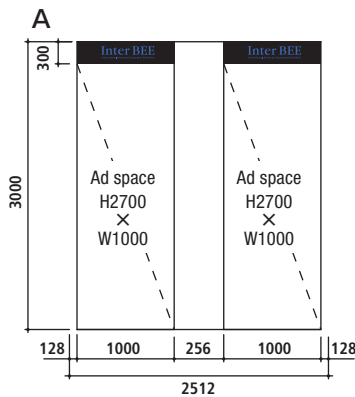
Available spaces: 4 (both sides)
 Size: A 2,700 mm (h) x 1,000 mm (w)
 B 2,700 mm (h) x 2,512 mm (w)
 Price: ¥ 378,000 (including tax) / space

- Hall1 Code 8-1
- Hall2 Code 8-2
- Hall3 Code 8-3
- Hall4 Code 8-4
- Hall6 Code 8-5



※Image

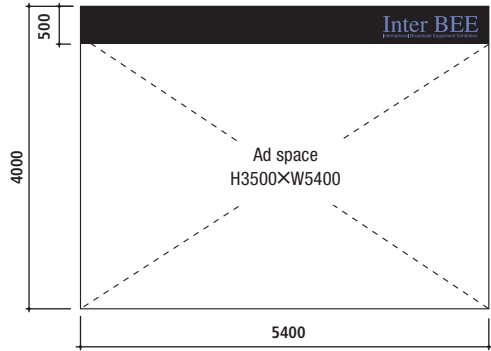
※When preparing digital data for the banners, leave more than 70 mm of text- and graphic-free space at the bottom because a tube will be inserted in this space to stabilize the banner.



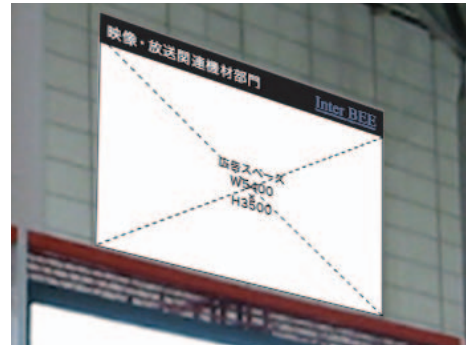
On-site Signboard Ads

⑨ Banner over exhibitor's own booth

Available spaces: 1 (one side)
 Size: 3,500 mm (h) x 5,400 mm (w)
 Price: ¥ 1,188,000 (including tax)



Code 9

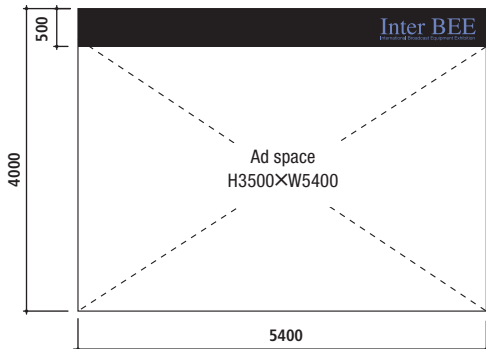


※Image

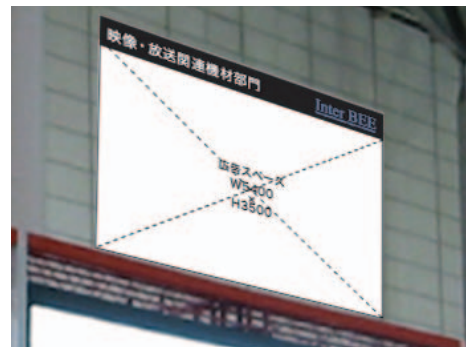
※When preparing digital data for the banners, leave more than 70 mm of text- and graphic-free space at the bottom because a tube will be inserted in this space to stabilize the banner.

⑩ Banner over exhibitor's own booth

Available spaces: 1(both sides)
 Size: 3,500 mm (h) x 5,400 mm (w)
 Price: ¥ 1,620,000 (including tax)



Code 10

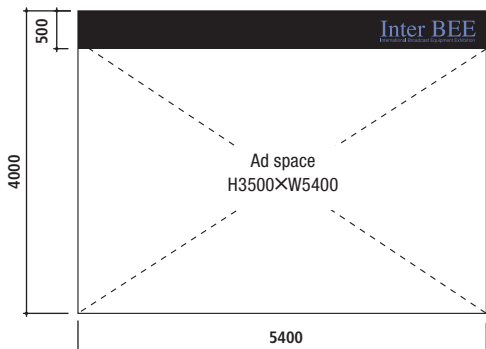


※Image

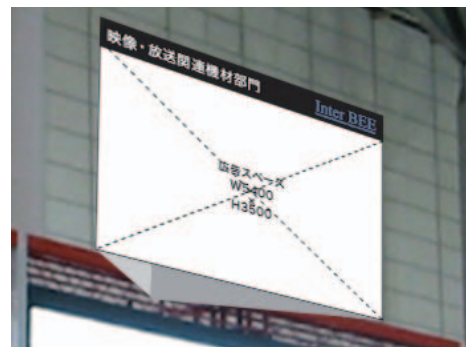
※When preparing digital data for the banners, leave more than 70 mm of text- and graphic-free space at the bottom because a tube will be inserted in this space to stabilize the banner.

⑪ Banner over exhibitor's own booth

Available spaces: 1(three sides)
 Size: 3,500 mm (h) x 5,400 mm (w)
 Price: ¥ 2,160,000 (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.