

WHAT WILL YOU DO NEXT?

Conveying the possibilities of new media to the world.

Broadmedia & Entertainment

Inter BEE 2018

November 14-16 | Makuhari Messe, Tokyo

To Japan Electronics Show Association

FAX: +81-3-6212-5225 Email: contact2018@inter-bee.com

Our company/organization will comply with all exhibition rules and regulations stipulated by both the Organizing Committee and Japan Electronics Show Association. In accordance with this agreement, we herewith submit the Inter BEE IGNITION.

Please write description of major business and products to be exhibited

Participation fee and Presentation

Check the box of the type of exhibition unit counter		Do you offer a presentation (15 minutes)?
<input type="checkbox"/>	Exhibition Unit Counter: A Type ¥226,800 (incl. tax)	YES or NO
<input type="checkbox"/>	Exhibition Unit Counter: B Type ¥313,200 (incl. tax)	

Exhibitor Information (Please print using uppercase and lowercase letters, as appropriate.)
This information will appear in printed materials and on the official Inter BEE website exactly as written, so please be careful to provide accurate information.

Company Name (One letter per box, leave box empty for space)																			
Head Office Address																			
Exhibition Supervisor	Address																		
	Title/Division									Name									
	TEL									FAX									
	E-mail																		
Website URL	English																		
	Japanese																		

On behalf of my company, I hereby acknowledge that I have read, understood and will comply with the Inter BEE 2018 Exhibition Regulations including following cancellation fees and herewith apply to exhibit.

Person in charge of our exhibit

Company name:

Name (please print):

Job title:

Signature:

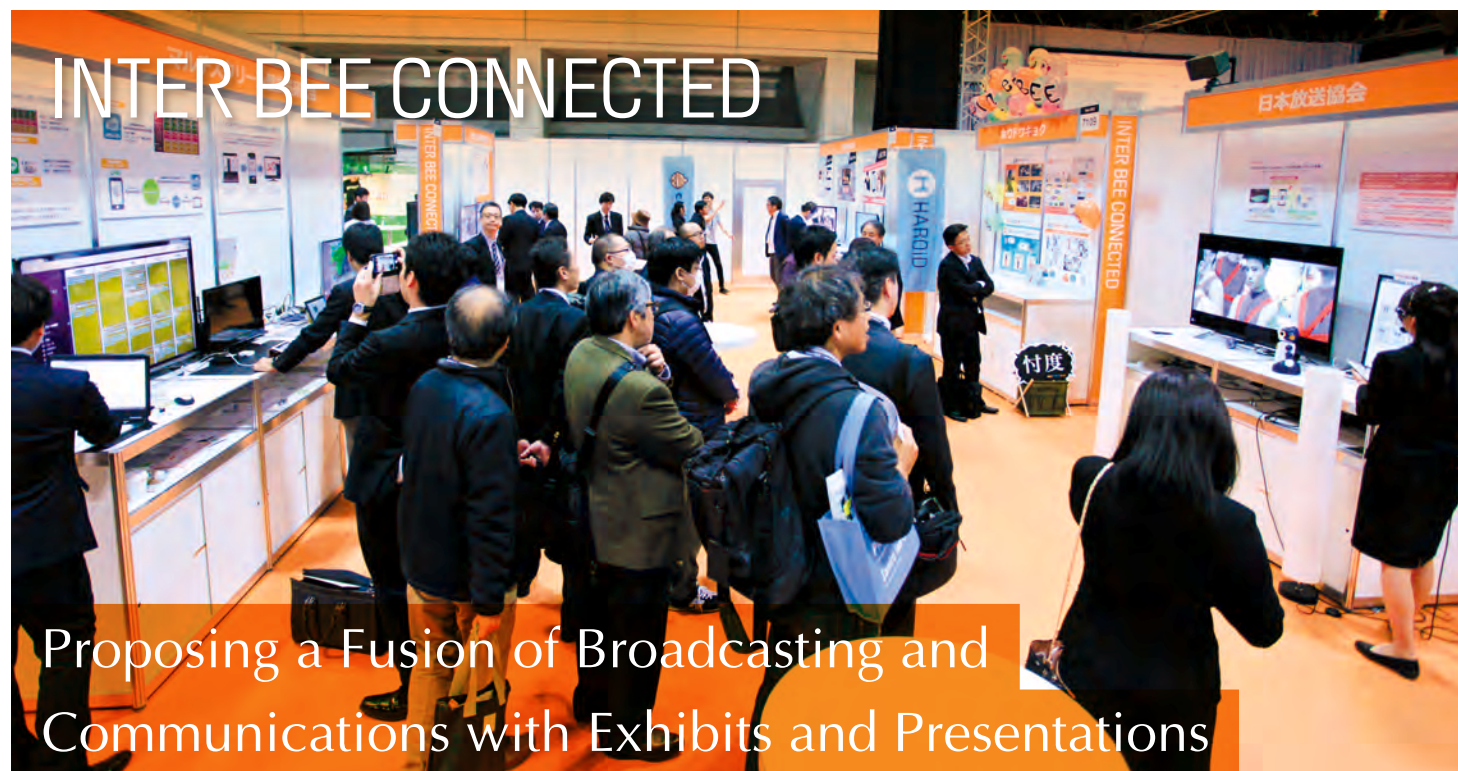
If an exhibitor cancels or reduces the number of booth spaces applied for, regardless of the reason, some or all of the following cancellation fees will apply. Consumption tax (8%) will be added to all fees.

July 1 to July 31, 2018	60% of exhibition booth fee
August 1 to August 31, 2018	80% of exhibition booth fee
On or after September 1, 2018	100% of exhibition booth fee

INTER BEE CONNECTED

Media Communication Is Evolving and
New Business Models Are Emerging

Exhibition Guide



ICT and the media environment is spreading and changing on a daily basis. Against this backdrop, media communication, starting with television broadcasting, is approaching an era of unprecedented transformation. How will broadcasting change? What kind of possibilities will unfold with media communication in ICT? We will explore and showcase new business models from the frontline of broadcasting and communications.

Intended Exhibitors

- ◆ Digital content production companies
- ◆ App production companies
- ◆ Content production and app development support technology - related companies
- ◆ Digital content distribution operators
- ◆ Online platform - related operators
- ◆ Video distribution technology - related companies
- ◆ Online advertising companies
- ◆ Cloud - related operators
- ◆ Communication - related operators
- ◆ Other companies and organizations involved in video and ICT

2017 Actual

- ◆ Exhibitors: **12** companies ◆ Exhibitor's presentation: **21**
- ◆ Planned Sessions: **12** ◆ Number of audience: **2,150** people

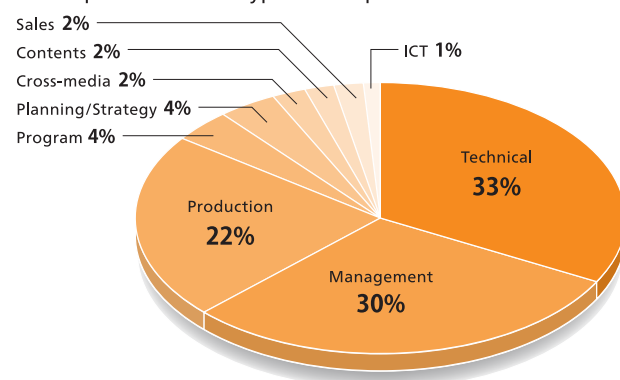
Type of Business

Comparison of participants for CONNECTED with Inter BEE over all.

Type of Business	CONNECTED	Overall	Type of Business	CONNECTED	Overall
Commercial TV Broadcaster	35.3%	9.5%	Content Delivery Network	2.4%	1.2%
Other User	7.0%	9.6%	Telecommunications Carrier	2.3%	3.6%
State-run Broadcasting Station	6.8%	3.3%	Ad Agency	2.1%	1.1%
Other Guest	5.6%	8.5%	Government office, Organization	2.0%	1.8%
Commercial TV Broadcaster	5.5%	12.8%	Radio Station	1.9%	0.7%
Related CATV	4.9%	2.1%	Trading Company	1.3%	5.8%
Related Internet Business	4.9%	2.9%	Video Software Production Company	0.4%	0.8%
Production	4.0%	4.2%	Related PA Equipment	0.4%	4.0%
Film and Video Production Company	3.3%	6.1%	Related Staging, Art and Lighting	0.4%	2.4%
Student	3.3%	6.7%	Facilities and Stores	0.2%	1.5%
Related Contents Publishers	3.1%	3.5%	Recording Company	0.1%	0.5%
Post production	2.9%	7.2%			

Details of participants of TV Broadcasters

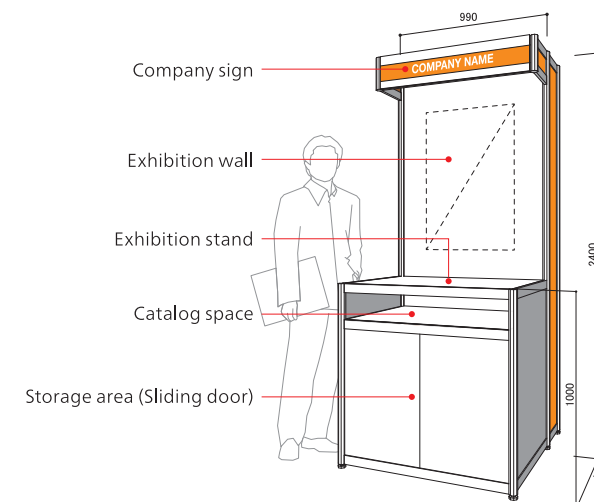
Sampled data from type of occupation in TV broadcasters only



Participation fee

Exhibition Unit Counter: Type A

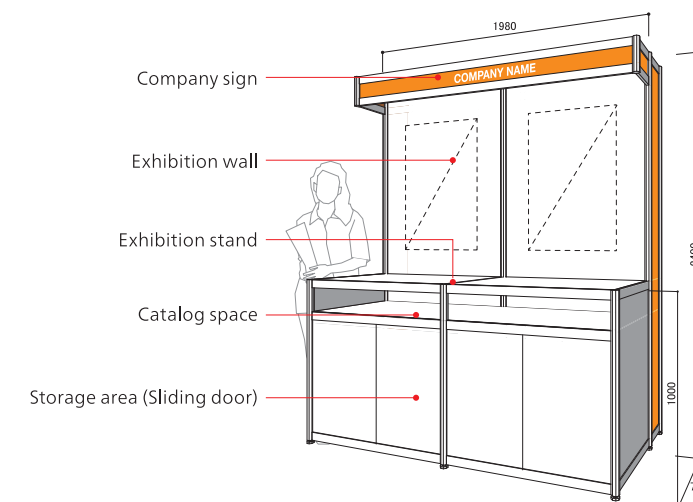
990mm (Frontage) × 2,400mm (Height) × 700mm (Depth)



226,800 yen (Tax included)

Exhibition Unit Counter: Type B

1,980mm (Frontage) × 2,400mm (Height) × 700mm (Depth)



313,200 yen (Tax included)

Inclusions in the Exhibition Participation Fees

- ◆ Exhibition unit counter: Basic exhibition stand, exhibition back wall, company sign, electrical work (capacity: 1kw / 2 outlets) and Internet access
- *Exhibition Unit Type B is including 1kW electric-supply only.
- *If you need more than 1kW electric-supply, we charge 9,720yen per 1kW for additional electric work.
- *The Internet access is a shared line. There will be a separate fee if you wish to use an exclusive line.
- ◆ Presentation slot: 15 minutes per a day.
- ◆ Listing of exhibitor name and exhibition information on our official website.
- ◆ We will provide invitation leaflets
- ◆ In addition, we will treat your exhibit in accordance with that of regular exhibitors. Please refer to the information on the Inter BEE 2018 exhibition.



Outline

Name: INTER BEE CONNECTED
 Period: November 14 (Wed.) to 16 (Fri.), 2018
 Time: 10:00 to 17:30 on Nov. 14 and 15
 10:00 to 17:00 on Nov. 16
 Venue: Exhibition Hall, Makuhari Messe
 Admission: Free (Registration required)

Operation schedule

Late August	▶ Exhibitor Orientation
Fri., August 31	▶ Deadline for the payment of the exhibition fees
Late September	▶ Distribution of Inter BEE 2018 invitation tickets
	▶ Distribution of exhibitor badges and loading/unloading vehicle stickers
Tue., November 13	▶ Setting Up

Application Deadline: Friday, June 29, 2018

- ◆ Please transfer a payment to our designated bank account by Friday, August 31.
- ◆ 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 will be added to all fees.

July 1st to July 31st, 2018	▶ 60% of exhibition booth fee
August 1st to August 31st, 2018	▶ 80% of exhibition booth fee
On or after September 1st, 2018	▶ 100% of exhibition booth fee

How to apply/Inquiry

To apply for participation, please fill in the information required on the application form and submit the form to the Show Management Secretariat as below.

Japan Electronics Show Association

TEL: +81-3-6212-5231
 E-mail: contact2018@inter-bee.com
 Address: 5F Ote Center Bldg., 1-1-3 Otemachi, Chiyoda-ku, Tokyo, 100-0004