

From music professionals to serious amateurs  
Please use this as an opportunity for trial listening and  
to win new customers

The highly-rated X-Headphone/X-Microphone event attracts many visitors every year as an opportunity to exhaustively try out headphones and microphones, indispensable to high-quality headphones and audio experience. Now in its fourth year, we have worked to strengthen this as an interactive place for more users by providing content such as enhancing customer-attracting promotions and by reviewing the venue structure. We aim to develop this as an interactive headphone/microphone event that appeals to an even wider range of visitors than just audio professionals, such as students aiming to enter the audio industry, content production creators, and serious amateurs.

## 2018 Actual

- ◇Exhibitors Headphone: **10** companies / **10** brands  
Microphone: **10** companies / **12** brands
- ◇Number of visitors: **4,366** people

## Type of Business

| Type of Business                  | X-Headphone<br>X-Microphone | Overall | Type of Business                  | X-Headphone<br>X-Microphone | Overall |
|-----------------------------------|-----------------------------|---------|-----------------------------------|-----------------------------|---------|
| Related PA Equipment              | 12.0%                       | 4.0%    | Related Internet Business         | 1.8%                        | 2.9%    |
| Other User                        | 8.8%                        | 9.4%    | Recording Company                 | 1.7%                        | 3.6%    |
| Post Production                   | 7.9%                        | 12.9%   | Telecommunications Carrier        | 1.7%                        | 1.8%    |
| Equipment Manufacture             | 7.5%                        | 7.1%    | Government Office, Organization   | 1.7%                        | 1.5%    |
| Other Guest                       | 7.0%                        | 8.6%    | Facilities and Stores             | 1.5%                        | 0.7%    |
| Commercial TV Broadcaster         | 4.7%                        | 6.1%    | Radio Station                     | 1.3%                        | 2.1%    |
| Film and Video Production Company | 4.3%                        | 9.6%    | Related CATV                      | 0.8%                        | 1.3%    |
| Related Content Creation          | 3.1%                        | 4.2%    | Content Delivery Network          | 0.7%                        | 3.4%    |
| Production                        | 2.9%                        | 5.9%    | Video Software Production Company | 0.7%                        | 0.9%    |
| Trading Company                   | 2.2%                        | 3.4%    | Ad Agency                         | 0.3%                        | 1.1%    |
| Public Broadcast Station          | 2.2%                        | 2.4%    | Overseas TV Broadcaster           | 0.1%                        | —       |
| Related Staging, Art and Lighting | 1.9%                        | 0.5%    | Student                           | 20.7%                       | 6.5%    |

Comparison of participants for EXPERIENCE with Inter BEE over all.

## Applicable Products / How to Participate

### X-Headphone

- ◆Monitoring headphones and earphones
- ◆Listening headphones and earphones
- ◆High-resolution compatible headphones and earphones
- ◆Headphone amplifiers and earphone-related products

- ◆We will be holding a demo exhibition to allow visitors to try out the sound played through headphones and earphones.
- ◆We have exhibit units with common specifications available. You can participate with a minimum of two or three products.
- ◆In addition to headphones and earphones, we will provide the necessary equipment (e.g. playback headphone amplifiers) and sound sources to participating companies when holding the demo exhibition. You can borrow equipment (e.g. amps) from the Management Office for free if you wish. In addition, we also have shared sound sources available.
- ◆In addition to the (optional) sound sources provided to participating companies, please make sure to prepare for the smartphone and audio music player output devices that will be brought by visitors as the environment in which visitors will try out your products.

### X-Microphone

- ◆Vocal microphones
- ◆Microphone mixers / Other related products

- ◆We will be holding a demo exhibition in which visitors will actually speak to try out vocal microphones with headphones.
- ◆We have exhibit units with common specifications available. You can participate with a minimum of two products.
- ◆We will provide participating companies with microphone holders, trial listening headphones, headphone amplifiers and other necessary equipment in addition to vocal microphones when holding the demo. You can borrow equipment (e.g. amps) from the Management Office for free if you wish. In addition, we also have shared sound sources available.

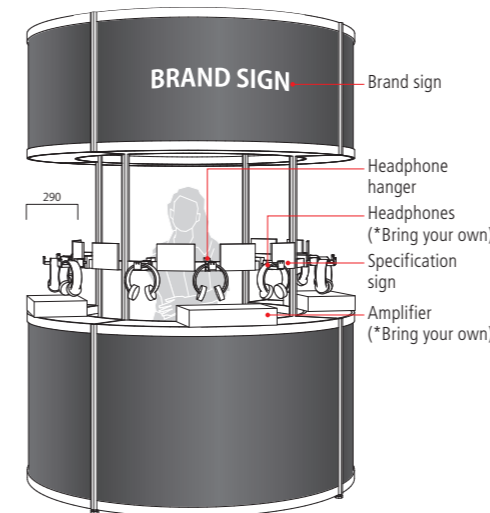
## Demo Exhibit Standards / Participation Fees (Common)

### Exhibit Unit: Type A

(1,980mmφ × H2,700mm)

- \*You can put on a demo of up to six products in one unit.
- \*You can also participate with multiple exhibit units.

#### X-Headphone Image



\*This is the fee if you have an exhibition booth at Inter BEE 2019

1unit: **176,000 yen** (incl. consumption tax)

\*This is the fee if you don't have an exhibition booth at Inter BEE 2019

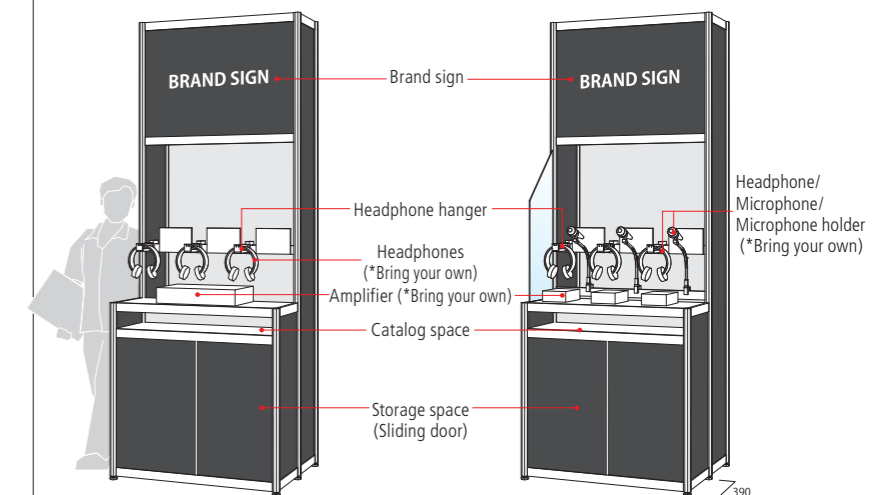
1unit: **231,000 yen** (incl. consumption tax)

### Exhibit Unit: Type B

(W990mm × H2,700mm)

- \*You can put on a demo of up to two products in one unit.
- \*You can also participate with multiple exhibit units.

#### X-Headphone Image



\*It is a condition of participation to have an exhibition booth at Inter BEE 2019

1unit: **66,000 yen** (incl. consumption tax)

\*For consumption tax, the rate of tax as of November 2019, when this exhibition is held, will be applied.

## Inclusions in the Exhibition Participation Fees

- ◇Exhibit unit: Basic exhibit system, brand sign and electrical work
- ◇Listing of exhibitor name and exhibition information on our official website.
- ◇We will provide you with a fixed number of invitations (150 per unit)
- ◇In addition, you will be treated in conformance with regular exhibitors. Please refer Inter BEE 2019 regulation.

## Outline

Name: INTER BEE EXPERIENCE  
 Period: November 13 (Wed.) to 15 (Fri.), 2019  
 Time: 10:00 to 17:30 on Nov. 13 and 14  
 10:00 to 17:00 on Nov. 15  
 Venue: Exhibition Hall, Makuhari Messe  
 Admission: Free (Registration required)

## Application Deadline: Friday, June 28, 2019

- ◇Please transfer a payment to our designated bank account by Friday, August 30.
- ◇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, 2019     | ▶ 60% of exhibition booth fee  |
| August 1st to August 31st, 2019 | ▶ 80% of exhibition booth fee  |
| On or after September 1st, 2019 | ▶ 100% of exhibition booth fee |

## Operation schedule

|                   |   |
|-------------------|---|
| Late August       | ▶ Exhibitor Orientation   |
| Fri., August 30   | ▶ Deadline for the payment of the exhibition fees                         |
| Late September    | ▶ Distribution of Inter BEE 2019 invitation leaflets                      |
|                   | ▶ Distribution of exhibitor badges and loading/unloading vehicle stickers |
| Tue., November 12 | ▶ Setting Up  |

## 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: contact2019@inter-bee.com  
 Address: 5F Ote Center Bldg., 1-1-3 Otemachi, Chiyoda-ku, Tokyo, 100-0004