



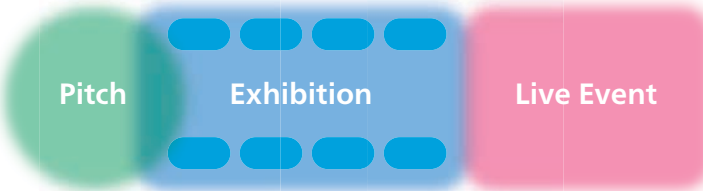
INTER BEE *SPORT*



INTER BEE SPORT is

- ▶ On the brink of broadcasting and communication fusion and practical application of 5G, the world of media and entertainment expression is welcoming in an era of dramatic progress founded on excellent content supported by a growing number of people. Sports content connects live broadcasts and media and uses the most active and potentially exciting content, which many people can enjoy.
- ▶ INTER BEE SPORT provides an opportunity to instantly show how live broadcasts and media sports viewing and entertainment, based on such sports content, is evolving and innovating, as well as what technologies and services are driving that innovation.
- ▶ To a new generation of sports viewing - INTER BEE SPORT gathers technologies, software and services realizing this new generation while expanding the boundaries of sports content expression. It allows visitors to experience firsthand the front line of sports viewing and it provides opportunities for creating new business.

■Areas



■Exhibition Areas

This exhibition targets 1) technology, software and services that realize new sports viewing with live broadcasts and media based on sports content, and 2) technology and software such as ICT and IoT which is driving innovation in the sports sector.

■Pitch stage

Exhibitors participating in INTER BEE SPORT set up a stage where they can promote exhibits and make short presentations at no cost.

Details about using the pitch stage will be provided to exhibitors after applying to participate in the exhibition.

■Live sports events

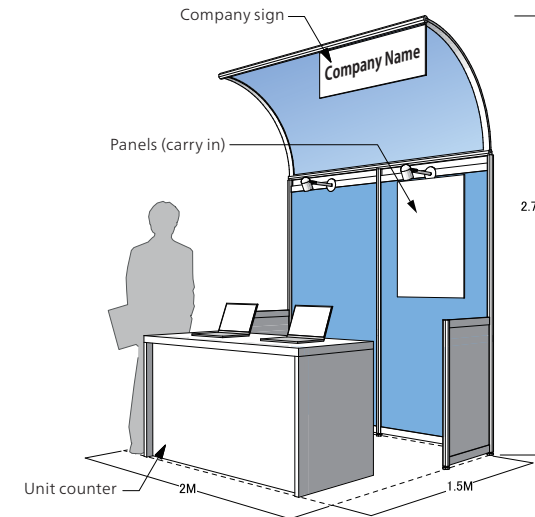
Live sports content events will be held by exhibitors at the INTER BEE SPORT venue to attract Inter BEE visitors.

- ▶ For example, live sports demos and filming experience events held by filming equipment companies (in planning)

■Participation fee

Exhibition Unit:Type A

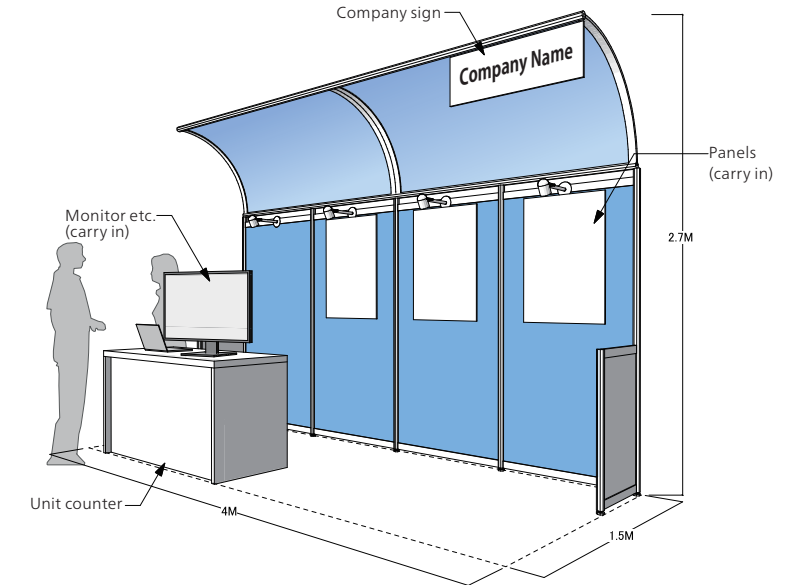
2,000mm (Frontage) × 2,700mm (Height) × 1,500mm (Depth)



170,500 yen (incl. consumption tax)

Exhibition Unit:Type B

4,000mm (Frontage) × 2,700mm (Height) × 1,500mm (Depth)



264,000 yen (incl. consumption tax)

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

■Intended Exhibitors

- ▶ Filming and content production, editing, distribution equipment, software, specialized equipment, drones, and robotics relating to sports broadcasts and distribution.
- ▶ Technology, software and services utilizing big data and AI in sports broadcasts and distribution.
- ▶ Live viewing relating to sports viewing, 4K/8K, virtual reality (VR), augmented reality (AR), mixed reality (MR), etc.
- ▶ Technology and software such as ICT, IoT and AI driving innovation in the sports sector.

■Inclusions in the Exhibition Participation Fees

- ◇ Presentation slot at pitch area.
- ◇ 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 9,900 yen 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.
- ◇ 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 2019 exhibition.

■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

■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