

Broadmedia & Entertainment

Inter BEE 2021

11.17 Wed. »» 19 Fri. Makuhari Messe

The logo for Inter BEE 2021 is a large, stylized graphic of the word 'Inter BEE' in a bold, rounded font. Each letter is composed of multiple overlapping, semi-transparent shapes in various colors including blue, orange, green, pink, purple, and yellow. The letters are arranged in a grid-like pattern. A red horizontal bar is positioned across the middle of the logo, containing the text 'Exhibition Guide' in white.

Exhibition Guide

    #interbee2021

www.inter-bee.com

Broadmedia & Entertainment

Inter BEE 2021

Let's rebuild a future together

Inter BEE is a comprehensive media event for professionals that encompasses all aspects of "creation (production), delivery (transmission), and reception (experience)," with content at its core.

As a stage for discovering and creating the future of the media and entertainment industries, Inter BEE provides a place for active business communication.



Japan's single largest venue for media and entertainment business.

Inter BEE is Japan's only comprehensive media event that attracts a large number of professionals from the media and entertainment industries, mainly broadcasters and content creators, and is used to discover innovations, trade business, and exchange information and people.

Main Visitors (2019 Results)

Broadcasters: **15.8%**

(Commercial broadcast TV stations, NHK, CATV-related, commercial broadcast radio stations)

Content producers: **22.8%**

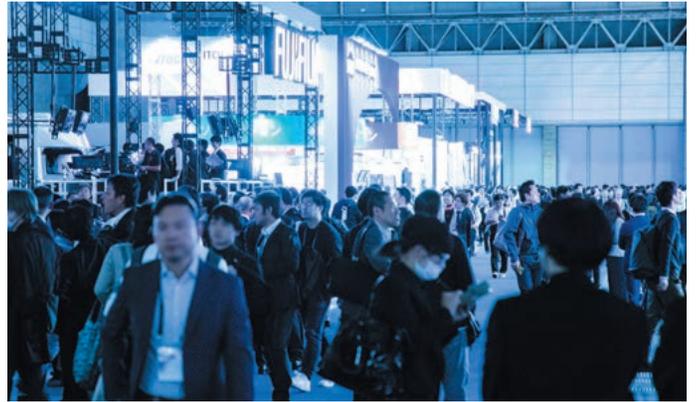
(Post-production, Film and Video production, Content creation, production, advertisement agency, Video software production)

Sound, stage and facility related: **8.3%**

(PA, stage/art/lighting related, facility/store related, record production)

Internet/telecommunications-related: **7.8%**

(Telecommunications companies, Internet-related companies, content distribution companies)



Accelerating and expanding the field to open up a new dimension of business.

◆ The forefront of the global trend of broadcasting evolution

In the midst of the global trend of broadcasting evolution, such as the spread of 4K8K, diversified and internationalized content distribution, and the progress of IP, we will strengthen our role as a place to transmit the forefront of this trend and conduct real business.

◆ Content and communication production evolving and expanding with DX

In the midst of the rapid shift to DX in a variety of business scenes, we will strengthen the exhibition as a place to present evolving video and audio content and expanding communication using the latest technology.

◆ Strengthening the audio-visual experience with the power of sound content

With diversification of music distribution and the reexamination of the audio-visual experience regardless of whether it is on the Internet, in live performances, or in video, we will strengthen the transmission of new sound content power, including immersive and 3D sound.

◆ Evolution and expansion of new areas of expression, including XR

In an age where a wide variety of expressive content is being created that transcends the boundaries between broadcasting and the Internet, we will strengthen our business as a place for the creation of new business amid the evolution and expansion of expressive technologies and application areas such as XR.

◆ A new level of user experience in a society where Society 5.0 and 5G are implemented

In light of the full-fledged start of Society 5.0 and 5G implementation society, we will strengthen the creation of a new dimension of user experience, transmission, and business communication in the midst of the expansion of related industrial fields and increase in the number of users.



Maximize your exposure by link your exhibition with the ONLINE site

The online exhibitor page, which were used for Inter BEE 2020 ONLINE, can be used as an exhibition space for simultaneous exhibit to the physical exhibition. The hybrid development can be used to dissemination of new product information, promotion and promotion videos, as well as, guiding visitors to company websites. This is a great opportunity to reach out to a broader range of business users, including visitors with time constraints and users in distant locations.
※Details will be announced at the exhibitor briefing (scheduled for mid-July).

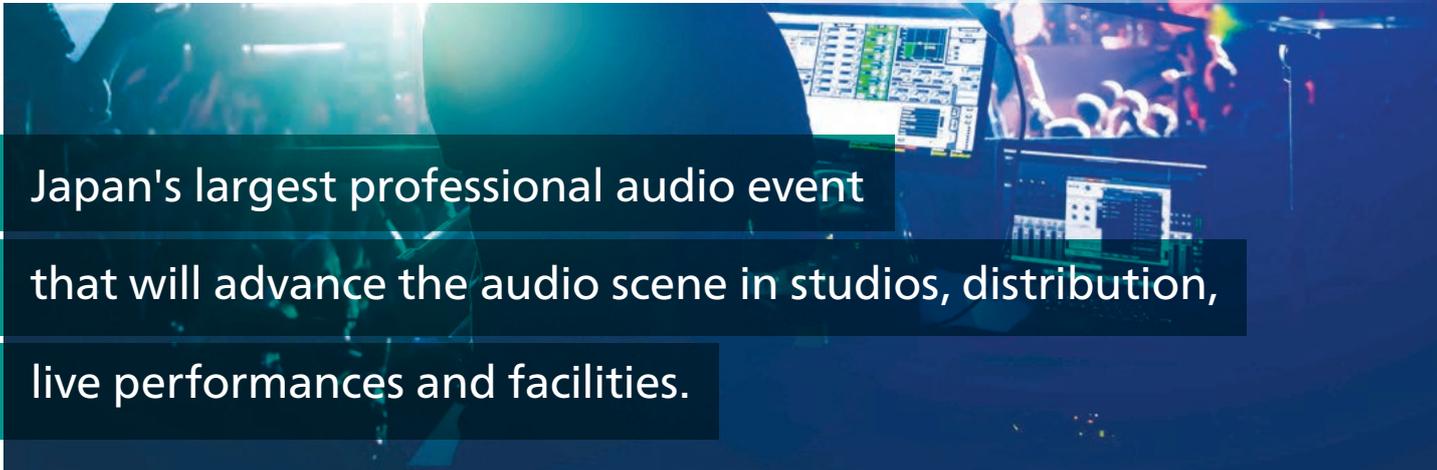


Measures for Safe Exhibition and Prevent the Spread of COVID-19

Inter BEE 2021 will be taking measures to prevent the spread of infectious diseases, such as ensuring that all visitors, exhibitors, and related personnel wear masks, taking body temperature at the entrance, installing disinfectant at the entrance, etc., ensuring that the venue is well ventilated, cleaned, and disinfected, and setting up first-aid rooms. In the exhibition and conference halls, measures will be taken in accordance with the guidelines provided by Chiba Prefecture to prevent the spread of infection. All Exhibitors are requested to cooperate in measures to prevent the spread of infection, including venue staff, registration procedures for exhibitors and workers for booth management. The guidelines for infectious disease prevention measures at Inter BEE 2021 will be announced in a separate exhibitor manual.



Professional Audio



Japan's largest professional audio event
that will advance the audio scene in studios, distribution,
live performances and facilities.



Audio Equipment

Microphones, Wireless Stage Monitor Systems (MIC, IEM), Mixing boards, Portable Mixer, Digital Audio Workstation, IP audio equipment, Recorders, Players, Headphones, Intercoms, Monitor Speakers, Amp, Processor, Equalizer, Audiometer, Effects Processor (External, Plug-ins), Immersive / 3D Sounds Related Equipment and Software, Intercom, Converter / Interface, Transmission Device, Fiber Optic Transmission System, Music Production Software, Cable Related, Rack, Case, Bag, etc., Accessories, Power Source, Other Audio Equipment and Software



MA and Studio Systems

Mastering Equipment and Systems, Acoustic Design and Control, Audio Equipment for Theaters and Facilities, MA Software, Music Library / Archives, Sound Systems for Delivery Other MA and Studio Systems

PA and Live Systems

PA System, Live Sound Systems, Speakers for Live Music, Stage Monitor System, Amp / Processor for Live Music, Front of House Mixing console, Audio Networking equipment and software, Sound Systems for Clubs, Other PA and Live Systems



Radiobroadcast Systems

Radiobroadcast Systems, Radio over IP Equipment, Audio Editing Software, Intelligent Virtual Assistant, Other Radio Broadcasting Systems

High-End Consumer Equipment

Related High-Resolution Equipment, High-End Audio Speakers, High-End Speaker System, High-End Headphones, High-End Audio Accessories, High Quality Car Audio Systems, Other High-end Consumer Equipment

Video Expression / Professional Lighting

A place for business and new developments in media production and experience that will expand the realm of entertainment and revolutionize expression.

Large Video Equipment

Large LED Displays, 3D LED System, LCD / OLED Displays, Outdoor Displays, 4K/8K Projectors, Public Viewing, Other Large Video Equipment



Video Expression Technologies

XR(VR, AR/MR), Interactive Systems, 360-degree Videos, 3D Scenography, Holographic Images, Panoramic Images, Ultra-Realistic Images, Ultra-Realistic Sounds, Immersive Sounds, Projection Mapping, Laser Projector, Drones, Artificial Intelligence, Motion Sensor Systems, Media Art, Free Viewpoint Video System, Other Video Expression Technologies

Digital Contents

Animations, Computer Graphics, Virtual Avatar, Audio System Archive, Video Rental, Other Digital Content

Digital Signage

Digital Signage Displays, Digital Signage Editing / Control Systems, Digital Signage Delivery Systems and Services, Advertising Media Services, Other Digital Signage

Live Viewing

Live Viewing Systems, Live Relay Systems, Live Delivery Systems, Real-time Live Performances, Other Live Viewing

Live Entertainment

Live Performance Video Systems, Live Performance Lighting Systems, Specialized Live Performance Equipment, Spatial Performance, Pan-tilt-zoom Camera (PTZ), Other Live Entertainment

Stage and Outdoor Lighting Equipment

Stage Lighting Equipment, Wireless Remote Control Devices, Outdoor Lighting Equipment, Large-Scale Effect Lighting, Other Stage and Outdoor Lighting Equipment

Studio Lighting Equipment

Studio Lighting Equipment, TV Studio Lighting Equipment, Film and Video Lighting Equipment, Lighting System for Photography Studios, Lighting Control Systems, Lighting Control Board, Console, Dimmer, Special Effects Equipment, LED, Strobe Lights, Wiring Device, Cables, Other Studio Lighting Equipment



Co-locating

DCEXPO 2021
DIGITAL CONTENT EXPO

Digital Content Expo (DCEXPO) is an international event that focuses on advanced content technology and digital content. It is a stage for creating the future, where visitors can come into contact with new ideas, meet new people, and discover new business and creation possibilities through a variety of exhibitions that allow visitors to experience cutting-edge technologies and contents that have just created a new market or have the potential to do so, as well as lectures by leading experts, researchers, and creators. This is a stage for future creation where visitors can experience new ideas, meet new people, and discover new business and creation possibilities.

Video Production / Broadcast Equipment

The largest and latest proposal to discover the new evolution and trend of video and broadcasting production.

■ Broadcasting Equipment Total System

Video Server Systems, Workflow on File Base, Digital Archives, Storage, Ultra High-Definition Program Production Systems, Large-Scale Routing Switcher, Production Switcher, Loudness Meter, Multi-Viewers, MAM Solution, Content Distribution Platform, Automatic Program Output Systems (TV Radio), Automatic CM Output Systems (TV Radio), IT Solutions, Graphic Libraries System, Film and Telecine, Other Broadcasting Equipment Total Systems

■ Enterprise System / Program Production Systems

Enterprise Systems, Business Broadcast Systems, Commercial Message Archive, Data Management Systems, Master Output Systems, Editing System for News Report, Graphic Systems, External Information Response Systems, Other Business-critical / Program Production Systems

■ Relay Systems / Transmission Systems

Base Station Facilities, FPU, IP Transmission, Satellite IP, Fiber-Optic Cable, Satellite Transmission, OB Van, Vehicle-mounted Systems and Peripheral Equipment, Communication Radios, Emergency News Systems, Modulators, Demodulators, Amplifiers, Antennas, Terrestrial Television Broadcasting Systems, Multimedia Broadcast, Radio Broadcasting, Satellite Broadcasting, Cable Television, Data Broadcasting Systems, Video Delivery Networks, Transmission Cables, Wireless Systems, Fiber Optics, 5G Live / Transmission, Other Relay Systems / Broadcasting Systems



■ Various Broadcasting-related Equipment and Services

Electric Power Units, Measuring Equipment and Converters, Design, Development and Manufacturing for Broadcast Equipment, Semiconductors, Components, Studio System Design, Construction, Maintenance, Dispatched Engineers, Other Broadcasting-related Equipment and Services

■ Production

HDTV Systems, Studio Cameras, Video Camera Recorder with VTR, Camcorder, Ultra HD Digital Cameras (8K/16K), Digital Cameras (4K), 3D Cameras, Crane Cameras, Lenses, File Server Systems, Memory Cards, Memory Devices, Optical Disks, LTO Tape, Video Tape, Various Monitors, Multiple Monitor Displays, Prompters, Other Production-related Equipment

■ Stand-by and Peripheral Products

Drones, Gimbal, Stabilizer, Pedestals, Camera Tripods, Camera Platforms, Cranes, Jib, Dolly, Steadicams, Cabinets / Racks, Furniture, Camera Carrying Cases, Other Specialized Equipment and Peripheral Products

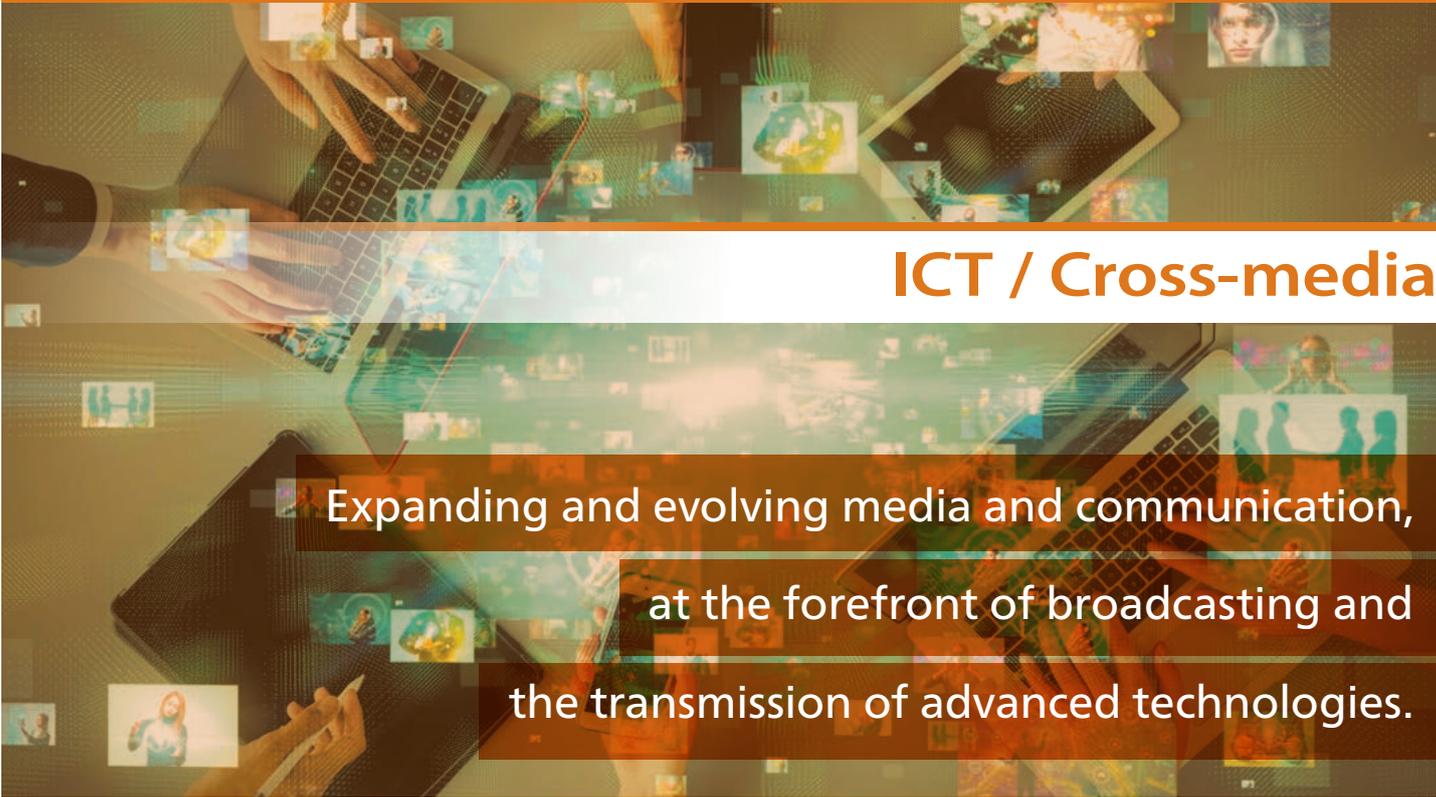


■ Post-production

Editing Devices, Switchers, Routing Switchers, Non-linear Editing Systems, Visual Effects, Color Correction, Painting Systems, Subtitle Production System, Automatic Subtitle Voice Recognition, Title Production Systems, Character Generators, Composite Systems and Software, Media Converter, Encoders, CG Production Systems, Animation Production Systems, Virtual Studio Systems, Motion Capture Systems, Software and Systems, Content Management Systems, System Integration Technologies, Database Technologies, Storage Equipment, Archive Systems, Other Post-production Related Equipment

■ Publications / Publicities

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



ICT / Cross-media

Expanding and evolving media and communication,
at the forefront of broadcasting and
the transmission of advanced technologies.

Cloud Services / AI

Cloud Services, Archive Systems, Application Development Tool, Video Content Analysis Systems, AI Video Editing Tool, Facial Recognition Systems, Archive Management System, Web Content Development API, OS Middleware, Data Manager, Other Cloud and AI related



Broadcasting Services

4K/8K Broadcasting, Terrestrial Television Broadcasting, Satellite Broadcasting, Cable Television, Multimedia Broadcast, Hybrid Cast, Radio Broadcasting, Other Broadcasting Services

Digital Cinema

Digital Cinema Cameras, Digital Cinema Filming Systems, Digital Cinema Editing Systems, Digital Cinema Delivery Systems, Digital Cinema Servers, Projection Systems, On-demand Services and Contents, Related High Dynamic Range Equipment, Other Digital Cinema

Advertising and Marketing

Ad Technology, Digital Marketing, Social Media Marketing, Viewing Data Analysis, Other Advertising and Marketing



Video Delivery

Video Delivery Systems / Software, Server, HDD, Large Scale Storage, Video Delivery Platform, OTT, Internet Broadcasting Systems, IPTV, IPDC, Video On-demand Systems, CDN, H.264 Decoder / Encoders, HEVC Decoder / Encoder, Transcoders, Billing and Settlement, Services, Related Video Ads Services, eSports / eGaming, FPGA / ASIC, Other Video Delivery

Mobile network

Second Screen, Smartphone / Tablet PC, 5G, Wireless Systems, Video Editing, Delivery Systems for Mobile, Other Mobile Networks

Viewing Devices

High Definition TV (4K/8K), STB, Game Machines, PC, Smartphone, Tablet PC, Mobile Projectors, Home Theater Systems, Other Viewing Devices

Movie Production

Digital Cameras, Smart Devices, Action Cameras, Wearable Cameras, Interchangeable Lens, Video Recording Accessories / Modules, Image Sharing Sites, Remote Camera, Other Movie Production

4K/8K Technologies for Other Industries

4K/8K Security Systems, 4K/8K Medical Systems, 4K/8K Education and Academic Systems, Other 4K/8K Technologies

Exhibition Regulations

1. Booth Standards and

1-1. STANDARD BOOTH

1. Booth standards and specifications

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

For exhibitors with 1- to 3-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. Booth fees (Including consumption tax)

The exhibition fee per booth space is as follows:

General Exhibitors (Standard Rate)	¥297,000
JEITA Members JESA Members IABM Members (Member Rate)	¥264,000

For consumption tax, the rate of tax as of November 2021, when this exhibition is held, will be applied.

1-5. OPTION (Package Display Kit)

Please select our easy-option "Package Display Kit" when exhibiting

Basic Style

One Booth

Booth fee + ¥88,000

- Parapet
- Company Name Display
- Carpet
- Custom Reception Counter
- (1) Folding Chair
- (2) Spotlights
- (2) Fluorescent Lights
- Electrical Outlet (1kW)



Two booths

Booth fee + ¥132,000

- Parapet
- Company Name Display
- Carpet
- Custom Reception Counter
- (1) Folding Chair
- (4) Spotlights
- (4) Fluorescent Lights
- Electrical Outlet (2kW)



Fees

1-2. SMALL PACKAGE BOOTH

1. Booth standards and specifications

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

(b). Specification : The following facilities are included in

- . Wall panels
- . Display counter (1,000mm high with storage space)
- . Fascia (300mm width)
- . Company Name Display
- . Fluorescent light
- . Electrical Outlet (single-phase 100V, up 1 kW output)



* Small package booth exhibitors may apply for up to two booths.

2. Booth fees (Including consumption tax)

The exhibition fee per booth space is as follows:

One booth	¥170,500
Two booths	¥341,000

For consumption tax, the rate of tax as of November 2021, when this exhibition is held, will be applied.

1-3. Items included in the booth fee

Invitation leaflets and envelopes for visitor	
Badges	For exhibitors (Registration required)
	For constructors (Registration required)
Website listing	

*For details, please refer to the "Exhibitor Manual" to be distributed at a later date.

1-4. Other fees

*includes consumption tax

1. The following items are not included in the booth fees.

Primary power source construction cost + Electric consumption fee	¥9,900 per kW
Invitation leaflets and envelopes for visitor (in excess of the number of free leaflets and cards indicated above.)	¥44 per set
Overtime work	¥11,000 per hour

For consumption tax, the rate of tax as of November 2021, when this exhibition is held, will be applied.

2. Booth decoration other than basic panels

Booth decorations other than system panels are to be handled by exhibitors.

Rental fixtures, furniture, PC and monitors will be introduced 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.

g at Inter BEE. This will make exhibition preparations much smoother.

Meeting Style

One Booth Booth fee + ¥121,000

- . Parapet . Company Name Display
- . Carpet . Custom Reception Counter
- . Counter Chairs
- . Meeting Table
- . (4) Meeting Chairs
- . (2) Spotlights
- . (2) Fluorescent Lights
- . Electrical Outlet (1kW)



Two booths Booth fee + ¥297,000

- . Company Name Display with Logo
- . Carpet . Custom Reception Counter
- . Counter Chair . Meeting Table
- . (4) Meeting Chairs
- . (3) Display Counter with Storage
- . Stock Room
- . (4) Spotlights
- . Electrical Outlet (2kW)



Premium Style

One Booth Booth fee + ¥231,000

- . Parapet . Company Name Display
- . Logo Display . Carpet
- . Custom Reception Counter
- . (1)Folding Chair
- . (3)Display Counter with Storage
- . Radius Display Counter
- . (4) Spotlights
- . (1) Fluorescent Light
- . Electrical Outlet (1kW)



Two booths Booth fee + ¥462,000

- . Parapet . Company Name Display
- . Logo Display . Carpet
- . Custom Reception Counter
- . (1)Folding Chair
- . (6)Display Counter with Storage
- . Radius Display Counter
- . (8) Spotlights
- . (3)Fluorescent Lights
- . Electrical Outlet (2kW)



* The price is including consumption tax. * Power source construction cost and electronics consumption fee for 1kW per a booth are included in package display kit.
* For consumption tax, the rate of tax as of November 2021, when this exhibition is held, will be applied.

2. Exhibition Categories, Number of Booths and

2-1. Exhibition categories

When an item to be exhibited falls into a couple 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.

Exhibition Categories	Overhead lighting
Professional Audio Equipment	●●●● Full overhead lighting (approx. 500 lux)
Video Expression / Professional Lighting Equipment	●●●● All overhead lighting off (approx. 50 lux)
Video Production / Broadcast Equipment	●●●● Full overhead lighting (approx. 500 lux)
	●●●● All overhead lighting off (approx. 50 lux)
ICT / Cross-media	●●●● Full overhead lighting (approx. 500 lux)

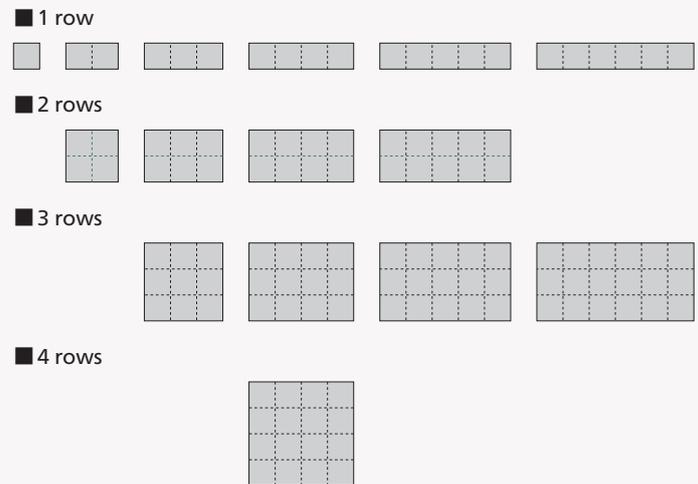
■ Exhibitors in the Video Expression / Professional Lighting category may illuminate towards the ceiling; however, considering the influence on surrounding exhibitors, please note that this kind of exhibitors' booth will be located at the far end of the show space.



2-2. Number of booths and booth type

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.

	Booth Type	Number applied for
Standard booth	■ 1 row	1, 2, 3, 4, 5, 6
	■ 2 rows	4, 6, 8, 10
	■ 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

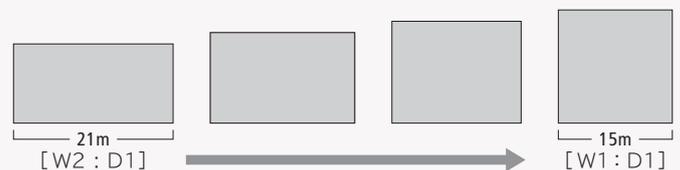


■ Block booths (20 or more booth spaces)

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 225 m² (9 m² x 25 booth spaces), ranging from a rectangular shape with a wider entry dimensions than a square.



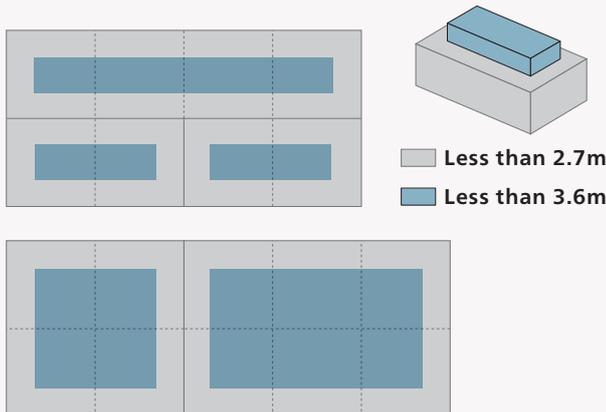
Booth Height Limitations

2-3. Booth height limitations

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

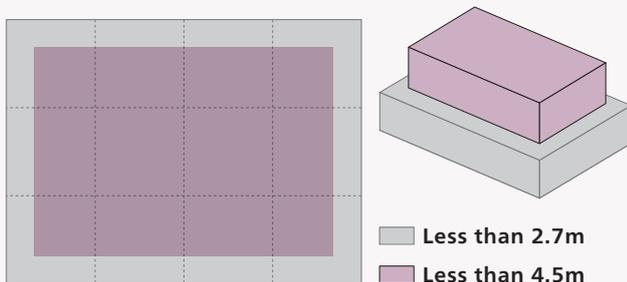
1. 1 to 10 booths

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



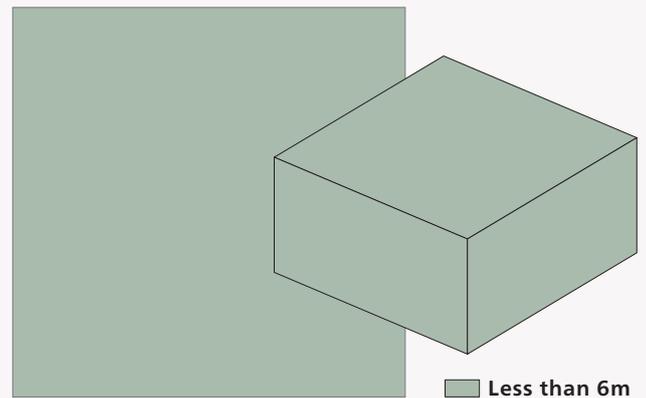
2. 12 to 18 booths

The allowable height of booth walls set back 1.0m from the corridors and / or foundation panels will be 4.5m.



3. More than 20 booth spaces (block booths)

The height limit is 6m.



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 must 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.

In this case, product exhibits are to be displayed within the specified area of the exhibition booth (the setback should be 1.0m from the corridors and / or foundation panels) and in no way must any display encroach upon corridor space. Exhibited products that have received prior permission to exceed height limitations must be exhibited in their original state. No additional decorations are permitted.



※The schedule has been partially changed due to Covid-19.

3. Exhibition Application, Payment of Booth Fees

3-1. 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**

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. Applications from any persons involved in bankruptcy, composition, receivership, civil rehabilitation, 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.
3. 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, 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)
4. Regarding to the above, if deemed necessary by the Association, an investigation or inquiry into the surrounding circumstances will be conducted.



3-2. 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 receiving 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. Application deadlines

First application deadline	Monday, May 31st Wednesday, June 30th	Applicants may participate in the primary booth allocation/lot drawing.
Second application deadline	Application will continue to be accepted as long as there are booths available.	Booths will be picked from the free spaces after the lottery drawing.

*Even prior to these deadlines, no more applications will be accepted if all booth spaces have been filled.

After the first deadline

Applications will be accepted after Thursday, July 1st, 2021 or until all available booth spaces are taken.

2. Applications should be sent to:

Japan Electronics Show Association (JESA)

Ote Center Bldg., 1-1-3 Otemachi, Chiyoda-ku, Tokyo 100-0004
E-mail:contact2021@inter-bee.com

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.

3-3. 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 (If an application is made by one firm, but wishes to exhibit under the names of multiple companies)

- (a) One of the exhibiting companies should submit an application and pay booth fees.
- (b) 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.

and Allocation of Booths

2. Neighboring exhibitions (If multiple firms join together booths and use them as one space)

- Each company should apply and pay its booth fees separately.
- The total number of booths requested by each company conforms to the standard booth specification and configuration.
- The position of booths will be decided by the lot drawing among the total number of booths applied for.
- We will confirm in a questionnaire if the exhibitors want separate booth numbers and a dividing side panel.

3. Cooperative exhibitions (When multiple companies wish to exhibit in close proximity across a passageway)

- We will accept applications for partner exhibits only in the following cases:
 - Applications by group companies with capital ties
 - Applications by companies with a formal reseller contractual relationship (must have been made public)
 - Applications by one dealer exhibiting with different brand names
 - Applications by companies exhibiting products and services that have been jointly developed in the booths of both parties. (must have been made public)
- Each of the companies applicable to one of the above must make an exhibit application and pay the booth fee.
- The position of the booths shall be limited to locations other than Exhibit Halls 4, 5 and 6. The Management Office will determine the position of the booths in advance. It is not possible to select the position of the booths. Please also understand in advance that it may not be possible to meet your requirements depending on the shape of your booths.
- We cannot accept applications for partner exhibits for the purpose of fixing the position of your booths outside the lottery.
- 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.

3-4. 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.

Primary applicant

Tuesday, August 31st, 2021

3-5. 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 will be added to all fees.

August 1 st - August 31 st , 2021	60% of exhibition booth fee
September 1 st - September 31 st , 2021	80% of exhibition booth fee
On or after October 1 st , 2021	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.

3-6. 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 Early-August.

Primary lot drawing

Exhibitors who have submitted applications by Wednesday, June 30th, participate in the primary lot drawing. Please be aware that the number of booths can be changed until the Thursday, July 15th 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 July.

Secondary selection

Exhibitors applying on or after Thursday, July 1st, may select their booth locations from the locations that remain vacant, in the order of which applications are received.

1. 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 Thursday, July 1st, can select their booth locations from the available spare booths on a first-come, first-served basis.

2. Fixed booth spaces

The Organizing Committee has determined the following booth spaces to be fixed:

- 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).
- Cooperative exhibitors
- Overseas cooperative exhibitors and related domestic exhibitors.

3. Spare spaces

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.

4. Entry ways of booths

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.

5. Overhead lighting

Full overhead lighting delivers approximately 500 lux, but exhibitors in the Video Production 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.

4. Important Exhibit Details and Prohibitions

4-1. 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.

4-2. Applications regarding industrial property rights

Part of the Patent Law has been revised and the application items of regulation concerning exception to lack of novelty of invention have been reviewed. Due to this revised law, the designated system of exhibitions was abolished from 1st April, 2012, and disclosure type restrictions were removed from the old system where application items were restricted except for certain exhibitions. Exhibitors who plan to file an application for patent, utility model or trademark, should directly contact the General Affairs Division of the Patent Office.

4-3. 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 except in designated area 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.

4-4. 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.

(a) 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.

(b) 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. Exhibitors are required to apply for insurance and it must be procured at the exhibitor's sole expense.

(c) 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.

(d) Exhibitors are recommended to provide for adequate insurance coverage during the exhibition.

(e) 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.

4-5. 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 the entire exhibition is canceled due to force majeure prior to the first day of the exhibition, the Association will return the remaining amount of the exhibition booth fee to the exhibitor after deducting the necessary expenses.

3. The exhibition booth fee will not be refunded if the date or time of the exhibition is shortened or the exhibition is canceled due to force majeure after the first day of the exhibition.

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.

4-6. 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.

4-7. 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.



4-8. 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.

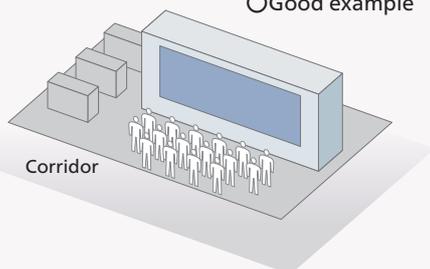
1. Prohibition of usage of space beyond booth boundaries

- 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.
- Inviting visitors into booths and/or conducting surveys in walkways in public spaces is strictly prohibited.
- Exhibits, decorations, fixtures, plants and packaging materials should not be left outside of booths, but must be stored within booths.
- Product exhibitions and presentation acts using the space outside the booth such as the aisle is prohibited.
- Projecting rays and lights on aisles and venue walls or ceilings is forbidden except for exhibitors in the "Video Expression/Professional Lighting Category". However, an exception approval will be required in advance to exhibit lighting products in categories other than "Video Expression/Professional Lighting".

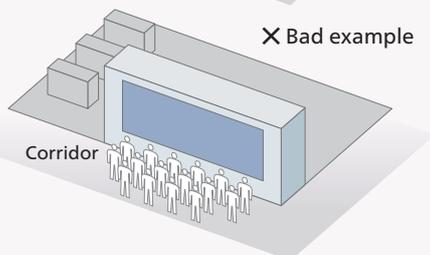
2. In-booth stages

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. Furthermore, 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



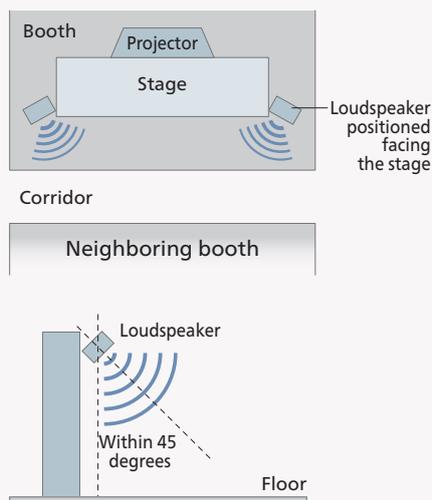
3. Thoughtful independent booth design that allows for an evacuation route

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.



5. Safety Measures

- To prevent truss beams falling, strike four or more anchor bolts in one place when securing them to the floor.
- When installing exhibition panels (OCTANORM), take measures to prevent them falling by reinforcing the panels, reinforcing the beams in the corner sections, and installing weights.
- Take measures to prevent independent fixtures falling by securing them to the wall or floor surface.
- When installing video monitors, speakers, channel characters, lighting fixtures, and other fixtures.
- For details on measures to prevent the spread of Covid-19, please refer to the "Exhibitor Manual" that will be distributed at a later date.

4-9. Ceiling structure and two-floor construction

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. Ceiling structure

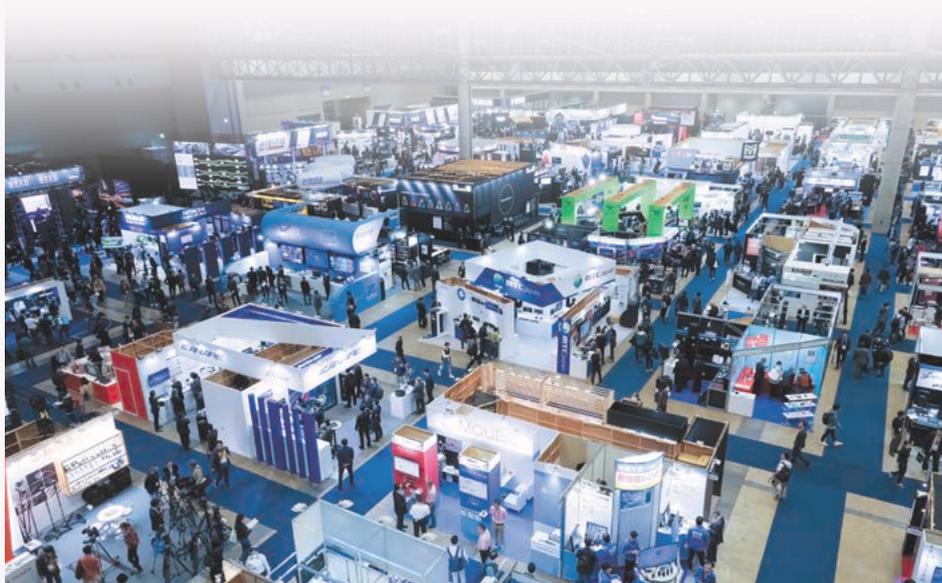
- Any double layer structure is prohibited.
- All the decorating materials must be fire-resistant processed and attached the fire-resistant indications.
- Exhibitors are required to submit both top (designated ceiling area and its size) and elevated view (designated ceiling area and surrounding wall,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

2. Fire Safety Equipment

- Fire extinguishes must be size 10 or larger.
- 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.
- Depending on the structure or size, evacuation exits and leading light for emergency may be necessary.

3. Two-floor construction / Suspended Structure

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



4. Important Exhibit Details and Prohibitions

4-10. Floor work

Exhibitors who require floor construction work are required to submit an application form sent with the Exhibit Manual together with a floor plan. Observe the following guidelines for the Floor Construction Work.

1. Exhibitors are required to contact the Management Office in each hall before commencing the work and inform the number of anchor bolts to be affixed.
*In case there is no need of anchor bolts, exhibitors are required to submit the cancellation
2. Concrete nails and jackhammering are prohibited. No construction may be carried out on pit covers or pit interiors on the floors.
3. To prevent truss beams falling, strike four or more anchor bolts in one place when securing them to the floor.
4. Floor construction work is permitted on the condition that all flooring will be restored to its original state after the show. 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 Management Office will complete the restoration work and charge the total amount of expenses to the exhibitor after the show.
5. When bolting down an anchor bolt, a cooperative fee for the restoration of floor surfaces of ¥1,100 per bolt will be charged to the exhibitor regardless of the size of the bolt.
6. Carpeting a booth, exhibitions are required to use double-faced tape. Use of glue is prohibited.

4-11. 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.

4-12. 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.

4-13. 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.

4-14. 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.

4-15. 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, submit "application for Over-Regulation Heights" in the Exhibition Manual.

4-16. 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.



4-17. 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.

An exception approval will be required in advance to exhibit lighting products in categories other than "Video Expression/Professional Lighting".

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

3. Smoking

Smoking is prohibited in booths. Smoking is permitted only in specially designated smoking areas.

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.

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.

4-20. 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.

4-21. 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.

4-18. Handling of hazardous items

1. The Fire Prevention Law Prohibits the Following Activities on the Exhibition Site

- (a) Smoking
- (b) Live flames (spark-producing items, exposed elements, etc.)
- (c) Liquefied petroleum gas (LPG) or other flammable / pressurized gases
- (d) Hazardous liquids (gasoline, kerosene, alcohol, etc.)
- (e) Hazardous materials (explosives, toxic or otherwise liquid in large quantities, etc.)

2. Exemptions for prohibited activities

In addition to smoking, exemptions for prohibited activities and the use 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 and that the activities are necessary to enhance the exhibit. For exhibitors seeking exemptions, please fill in the exemption form 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.

4-19. Violation of the regulations and discrepancies in interpretation

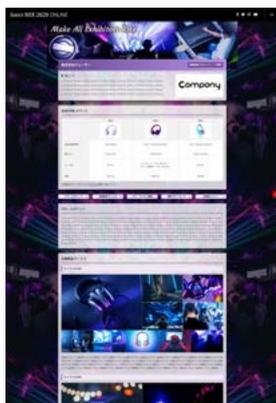
Concerning official regulations, if an exhibitor violates regulations or if there is a discrepancy in interpretation or the application of these regulations, the following measures will be taken. Please note that the interpretation of the regulations as defined in the original Japanese language documentation will take precedence.

Information dissemination support / LEAD acquisition

We will support you with the following services to meet your exhibition objectives
We will support your exhibition objectives by providing various advertising menus and seminar spaces to increase the effectiveness of your exhibition.

Use of the INTER BEE ONLINE Website

We will provide you with an exhibitor detail page for use in 2020. This will allow you to appeal to visitors you cannot meet in person! Exhibitor information and press releases can be entered by exhibitors themselves.



◆ Contents of the Exhibitor page

- Highlights of the booth
- Product Information
- Press Release
- Booth Event Information
- Demo Videos
- Contact Information

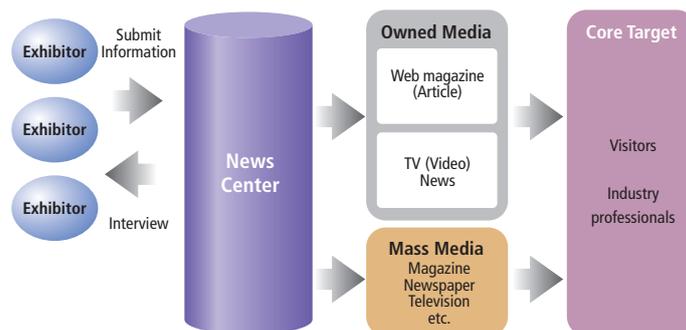
Visitor Data Service

One barcode reader rental or one QR code reader application license is provided free of charge. We hope this will be useful for quick sales activities and simplified reception.



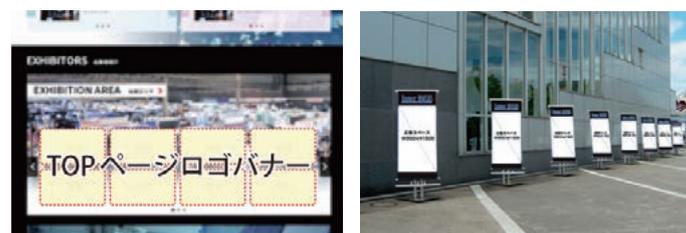
News Center/Information to the Media

The information obtained directly from exhibitors by the coverage team will be disseminated through the public.



Various advertising

We offer a variety of advertising, including website banners, venue map ads, and venue signage banners.



*Detailed information on exhibitor support and services will be provided in the Exhibitor Manual to be distributed at a later date.

Conference Sponsor

Exhibitor seminars that will be broadcasted online during the exhibition will also be announced as part of the Inter BEE Conference Program.

◆ Eligibility: **Inter BEE 2021 exhibitors**

◆ Participation fee: **275,000 yen** (tax included)

◆ Provision of audience data: Data on visitors who attended during the exhibition will be provided at a later date.

※Only information on visitors who have opted in will be provided.
Please note that the information will not be provided to those who opted out.

◆ How to apply: An outline of the service and an application form will be sent to you after receiving your application form. Please refer to the guide for details.



Initiatives to attract visitors

Industry information and exhibitor product information will be disseminated through the official website, social media, and media partners to build anticipation for the Inter BEE event and visitors.

Owned Media - Earned Media

The latest industry news and exhibitor news all year round! E-mail newsletters and official social media posts will be used to raise anticipation for Inter BEE, and exhibitor product information will be introduced in conjunction.

◆ Official Website www.inter-bee.com

Number of visitors per year
Over **600,000** sessions

◆ Official SNS #interbee

Number of visitors to the site per year
Over **25** million (in total)



Inter BEE Official Mail Magazine

To attract visitors, e-mail newsletters will be sent to the Inter BEE visitor database on a regular basis.

◆ Inter BEE Official Mail Magazine

Newsletters delivered
83,547 newsletters
(as of December 2020)

40 newsletters
sent annually



Publicity/Media Partners

We are strengthening information dissemination through various media such as inviting media coverage of our booths and products, introduction by media partners, and arranging TV coverage.

◆ Press release distribution: **9** articles / year (2019)

◆ Registered Press: **342** participants (2019)

Media for Inter BEE articles

VIDEO SALON	HOT SHOT	Sankei Biz
Stage Sound Journal	BIGLOBE News	livedoor NEWS
Excite News	AV Watch, Screens	Internet Watch
Digital Camera Watch	Video News	Denpa Times
Denpa Shinbun	YAHOO! News	PROSOUND
PRN Magazine	ascii.jp	CAPA Camera Web
Stereo Sound Online	PC Watch	SmartNews
EVENT MARKETING	Video News	Gunosy
PHILE WEB	Eizo Shimbun	and more...
TV Technology	Housou Gijutsu	
New Media	Nikkei Online	

Shuttle Bus

Free shuttle bus service between NHK, commercial broadcasting station and Makuhari Messe. Free shuttle bus service is available between the entrance of each station and Makuhari Messe during the exhibition period to promote the visit of TV station personnel, who are the core users of the exhibition. This service is used by many people every year.

◆ Operation record

NHK Broadcasting Center (Shibuya), Nittele Tower (Shiodome), TBS Broadcasting Center (Akasaka)
Fuji TV Headquarters (Daiba), TV Asahi Headquarters (Roppongi)
TV TOKYO Headquarters (Roppongi), JFN (Hanzomon)



Visitor Results

* The following are the results for 2019 as a reference for the physical exhibition.

■ Visitors by date

	11.13 (Wed.)	11.14 (Thu.)	11.15 (Fri.)	Total
Domestic Visitors	13,719	13,086	12,549	39,354
Foreign Visitors	536	350	135	1,021
Total	14,255	13,436	12,684	40,375

Total Registered Visitors: **40,375**

■ Type of Business

Equipment Manufacture	16.6%	Telecommunication Carrier	3.3%
Commercial TV Broadcaster	9.5%	Related Internet Business	3.1%
Other User	7.7%	Related Staging, Art and Lighting	2.4%
Student	7.2%	Related CATV	2.0%
Post Production	6.8%	Government Office, Organization	1.7%
Film and Video Production Company	6.5%	Facilities and Retail Stores	1.7%
Other Guest	6.4%	Content Delivery Network	1.4%
Trading Company	5.7%	Ad Agency	1.3%
Related Content Creation	4.0%	Radio Station	0.8%
Related PA Equipment	3.8%	Video Software Production Company	0.6%
Production	3.6%	Record Manufacture	0.4%
Public Broadcast Station	3.5%		

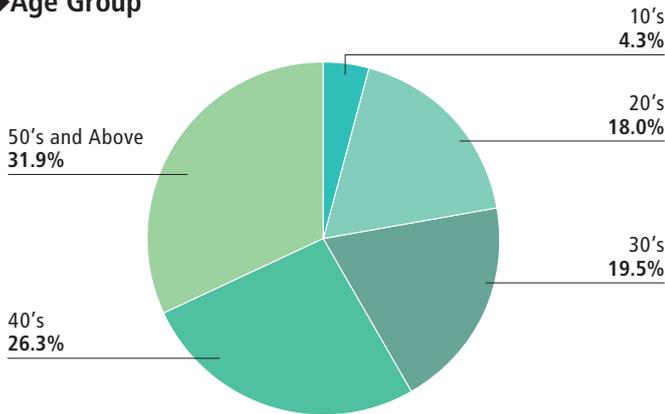
■ Interest (Multiple answers accepted)

Video Equipment	55.6%	Microphone	11.0%
Audio Equipment	33.9%	VTRs, Memory Cards, Optical Disks	5.9%
Camera	25.7%	Output Systems	9.0%
Editing and Production Equipment	18.3%	Transmission Systems	8.8%
VR, AR, 3D	20.5%	Multimedia Systems	9.1%
Electronic Display	17.0%	Stand-by and Peripheral Products	6.0%
Digital Content Creation	17.1%	Lighting Equipment	10.1%
Speakers	13.6%	Digital Cinema	5.9%
Public Viewing, Projection Mapping, Digital Signage	10.3%	Measuring System	6.4%
Servers, Storage	9.7%	OTT,SNS,Second Screen	4.5%
Software	12.9%	Production Management Systems	5.4%
Mixer	11.5%	Art and Staging	5.5%
Relay System	11.6%	Electronic Power Unit	4.0%
Cloud Services	13.8%	Other	2.2%

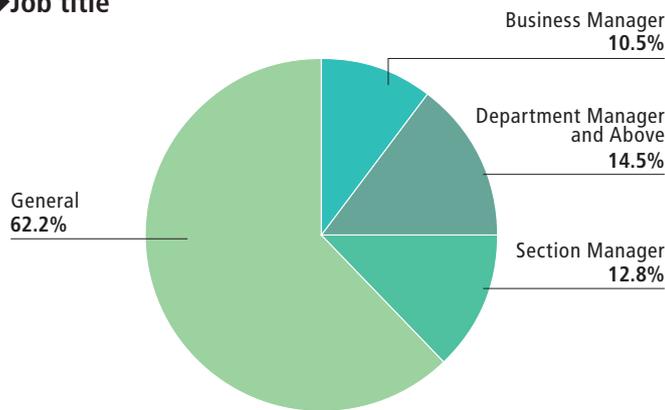


Visitor demography (Survey)

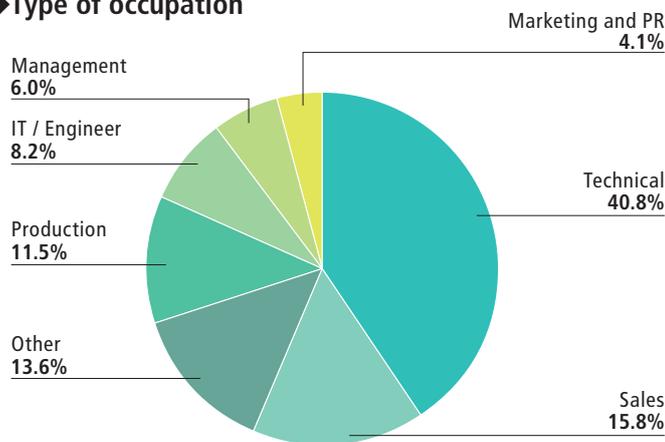
◆ Age Group



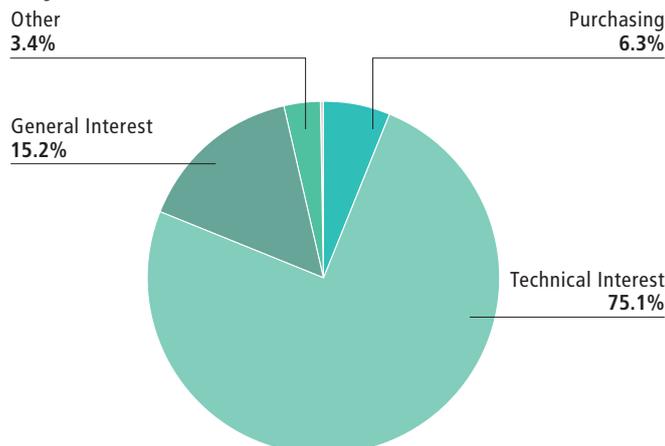
◆ Job title



◆ Type of occupation

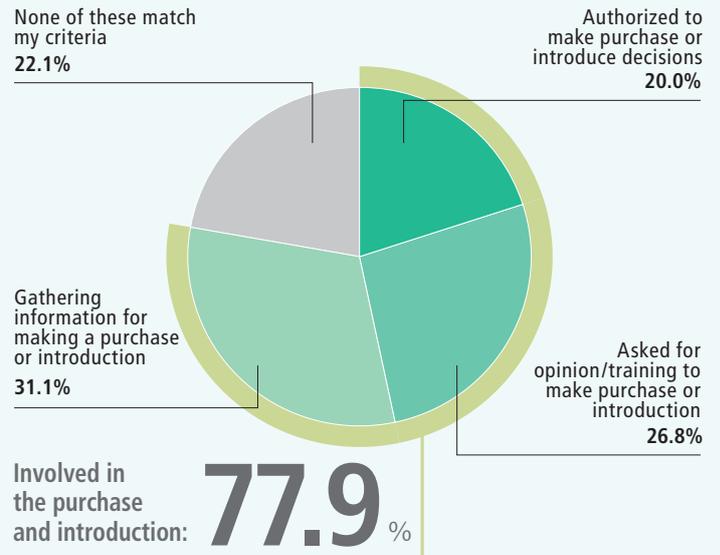


◆ Objective



Visitor Questionnaire Result

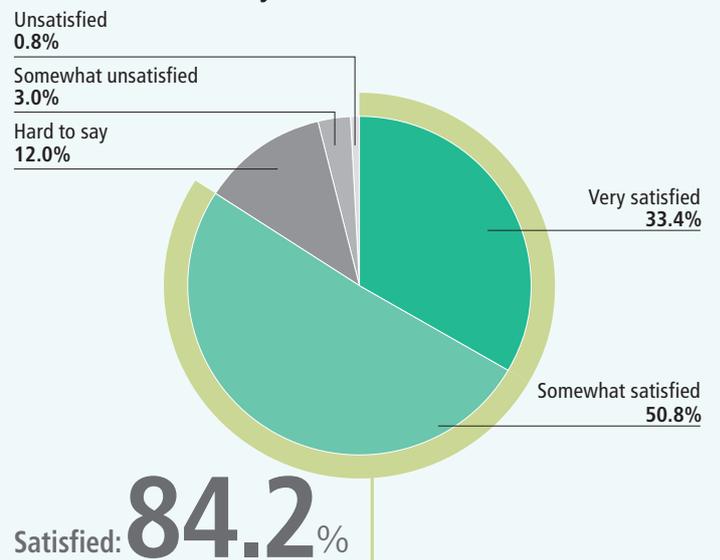
◆ To what degree are you involved in the process of purchasing products/services in your company?



◆ How much is your annual budget on purchasing products/services?



◆ How satisfied are you overall with Inter BEE 2019?



Satisfied: **84.2%**



Exhibitor Results

* The following are the results for 2019 as a reference for the physical exhibition.

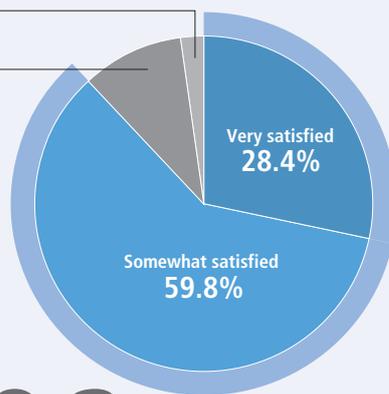
Exhibitors Questionnaire Result

◆What were your main objectives for exhibiting at Inter BEE 2019? (Multiple answers accepted)



◆How satisfied are you with your goal as a Exhibitor?

Somewhat unsatisfied 2.0%
Hard to say 9.8%



Satisfied: **88.2%**

Exhibition Status by Category

Categories	Total Exhibitors	Booths*
Professional Audio	335	416
Video Expression / Professional Lighting	52	95
Video Production / Broadcast Equipment	635	1,427
ICT / Cross Media	136	187
Total	1,158	2,125

Overseas Exhibitor by region and country

Area	Country Region / Exhibitor	Country Region / Exhibitor
Japan	1 country / 526 Co. Org	Japan / 526
Asia	7 Country Region / 130 Co. Org	China 67, Korea 26, Taiwan 25 Hong Kong 9, Singapore 1, India 1, Vietnam 1
North America	3 Country Region / 212 Co. Org	US 197, Canada 14, Brazil 1
Oceania	3 Country Region / 24 Co. Org	Australia 12, New Zealand 1, Israel 8
Europe	24 Country Region / 266 Co. Org	UK 73, Germany 66, France 22, Sweden 13 Netherland 12, Italy 11, Spain 11, Belgium 10 Switzerland 9, Austria 8, Denmark 6 Norway 6, Hungary 3, Bulgaria 2, Finland 2 Turkey 2, Czech 2, Croatia 2 Latvia 1, Portugal 1, Lichtenstein 1 Slovakia 1, Greece 1, Romania 1
	38 Total Country Region	1,158 Exhibitors

Exhibitors from: **38** countries and region
Total Foreign Exhibitor: **632**

Exhibitors' Voice



Operation schedule

March	Begin Recruiting exhibitors Exhibition Applications are accepted	
April		
May		Primary Applications Accepted
June		
July		
August	Early Exhibitor Orientation/ Drawings for Booth lots (fix booth locations and distribution of exhibitor manuals) 31 st Deadline for Primary Application Booth Fee	Secondary Applications Accepted
September	Middle Pre-registration Start End Distribution of invitations	
October	Early October Distribution of Vehicle Tickets and badges	
November	14 th 8:00 a.m. More than 12 booths Setting Commences 14 th 1:00 p.m. Less than 10 booths Setting Commences Broadmedia & Entertainment Inter BEE 2021 November 17 th to 19 th	
December		

Exhibition preparation schedule

March/April: Making exhibition plans including the objectives

- ◆ Setting objectives with the importance on customer contacts such as gaining new customers and updating/adding new customers to the customer list
- ◆ Promotional activity planning and objective setting to synchronize the timing of PR activities for new products with Inter BEE

May - June - July: Exhibition application

- ◆ Finalizing exhibition plans and submitting an application to exhibit based on the exhibition rules
- ◆ Finalizing the schedule for the exhibition

July/August: Booth design

- ◆ Participating the lot drawing for booth space allocation/orientation for exhibitors and obtaining the exhibitor manual
- ◆ Initiating the booth design and the creation of various PR tools based on the booth location and the exhibition plans

September/October: Various procedures related to booth management and information distribution

- ◆ Finalizing the booth design and the products to be exhibited and creating the booth management manual including staffing
- ◆ Submitting relevant reports and applications based on the exhibitor's manual
- ◆ Uploading information on the website and providing information to the news center to initiate information distribution for the show

October/November: Preparing for the show and making appointments to meet with customers

- ◆ Finalizing the booth management manual and making final confirmation of the booth design and transportation of exhibition products
- ◆ Distributing invitations to customers and making appointments to meet with the customers during the show.
- ◆ Creating press releases, preparing the announcement of new products and answering questions from members of the press

November/December: Organizing the customer list and follow-up

- ◆ Measuring the effectiveness of booth management and evaluation analysis
- ◆ Sorting/organizing the customer list and analyzing the achievement of objectives and customer satisfaction
- ◆ Providing follow-up activities for customers classified based on the result analysis

Broadmedia & Entertainment

Inter BEE 2021

Outline

◆Name	Inter BEE 2021
◆Period	November 17th 10:00 a.m. to 5:30 p.m. November 18th 10:00 a.m. to 5:30 p.m. November 19th 10:00 a.m. to 5:00 p.m.
◆Location	Makuhari Messe 2-1, Nakase, Mihama-ku, Chiba City, Chiba Prefecture 261-8550, Japan
◆Admission	Free of charge (registration required)
◆Organizer	JEITA Japan Electronics and Information Technology Industries Association
◆Support (Planned)	Ministry of Internal Affairs and Communications (MIC) Ministry of Economy, Trade and Industry (METI) *Listed by date established Japan Broadcasting Corporation (NHK) The Japan Commercial Broadcasters Association (JBA) The Association of Radio Industries and Businesses (ARIB) Digital Content Association of Japan (DCAJ) The Association for Promotion of Advanced Broadcasting Services (A-PAB) *no particular order
◆Partners (Planned)	Advanced Imaging Society Japan Committee Association of Media in Digital Camera & Imaging Products Association Digital Signage Consortium IPDC Forum IPTV FORUM JAPAN JAPAN AD.CONTENTS ASSOCIATION Japan Association of Audiovisual Producers, Inc. Japan Association of Lighting Engineers & Designers Japan Association of Professional Recording Studios Japan Association of Video Communication Japan Audio Society Japan Cable and Telecommunications Association Japan Cable Television Engineering Association JAPAN POST PRODUCTION ASSOCIATION Japan PublicViewing Association Japan Satellite Broadcasting Association JAPAN STAGE SOUND BUSINESS COOPERATIVE Japan Visual Industry Guild Japanese Society of Cinematographers JSL Mobile Broadband Association MOTION PICTURE and TELEVISION ENGINEERING SOCIETY of japan, Inc. MULTISCREEN BROADCASTING STUDY GROUP National Theatrical & Television Lighting Industrial Cooperative Next Generation Contents Distribution Forum Projection Mapping Association of Japan Radio Engineering & Electronics Association Specified Radio microphone User's Federation Stage Sound Association of Japan State of the Art Technologies Expression Association The Association of Japanese Animations The Institute of Image Information and Television Engineers Theatre and Entertainment Technology Association, Japan 3D Consortium Ultra-Realistic Communications Forum Visual Industry Promotion Organization *alphabetical order

Administration/Inquiries: Japan Electronics Show Association

4F Ote Center Bldg., 1-1-3, Otemachi, Chiyoda-ku, Tokyo 100-0004

E-mail:contact2021@inter-bee.com

