

Broadmedia & Entertainment

Inter BEE 2026

Nov.18Wed.▶20Fri. Makuhari Messe

INTER BEE EXPERIENCE

X-Headphone | *X-Microphone*

Exhibition Guide

***Expanding the Possibilities
of Sound Creation***

Headphone & Microphone Hands-On Listening Experience

    #interbee2026

www.inter-bee.com



INTER BEE EXPERIENCE

X-Headphone | X-Microphone

Engage a broad audience who create sound and explore its possibilities through hands-on experience. Join us for an exceptional opportunity to expand both your user base and the market.

This special showcase attracts visitors seeking high-quality sound experiences, offering a valuable opportunity to directly experience the performance and features of the latest headphone and microphone products. It brings together a wide audience — from professional sound creators and future audio-visual industry leaders to streaming, gaming, business, and dedicated listening users. Beginning this year, the scope of exhibitors will expand, evolving into a platform that delivers user experiences to an even broader community exploring the possibilities of sound. As a key opportunity to directly engage users and grow the market, we encourage exhibitors to leverage this event for new product demonstrations and user acquisition.

2025 Actual

- ◇ **Exhibitors** Headphone: **4** companies / **6** brands
 Microphone: **2** companies / **2** brands
- ◇ **Number of visitors** **3,766** (108% YoY)

Visitor Industry Classification (Inter BEE 2025 Results)

Comparison of participants for EXPERIENCE with Inter BEE over all.

Type of Business	X-Headphone X-Microphone	Inter BEE	Type of Business	X-Headphone X-Microphone	Inter BEE
Student	26.8%	7.6%	Related Staging, Art, Lighting and Fashion	1.8%	2.5%
Equipment Manufacturer (Broadcast, Audio, and Video Equipment)	10.1%	14.4%	Video content production (including YouTubers and VTubers)	1.7%	1.5%
PA-related (Sound Design and Sound Operation)	10.0%	4.1%	Other Media (Publishing, Web, etc.)	1.3%	1.4%
Music Content Production, Musicians, Music Artists	5.3%	1.7%	Public Broadcast Station	1.2%	3.1%
Film and Video Production Company	4.2%	6.8%	Internet Business Related	1.2%	1.6%
Other Guest (Collaborative Industries and Tourism)	4.0%	6.0%	Entertainment and Event Planning, Advertising and Promotion Planning	1.2%	1.6%
Post-Production	3.7%	3.6%	CATV-related	1.0%	1.9%
Other User	3.7%	3.3%	AI and Automation Service Provider Commercial Radio Station	1.0%	0.7%
Trading Companies, Distribution, Equipment Sales Agencies	3.5%	7.1%	Government Office, Organization	0.8%	1.2%
Commercial TV Broadcaster	3.5%	8.1%	Telecommunication Carrier	0.7%	2.1%
Production	3.4%	4.7%	OTT/Video Streaming Service Providers	0.7%	0.9%
System and Software Development Related (Sler, SE, AI)	3.3%	6.1%	Content Delivery Network	0.5%	1.1%
Theaters, Live Music Venues, and Entertainment Facilities	2.5%	1.7%	Ad Agency	0.3%	1.0%
Schools, Educational Institutions, Research Institutions	2.0%	3.0%	Cloud Production	0.3%	0.8%
			Animation Production Related	0.3%	0.4%

Applicable Products / How to Exhibit

X-Headphone

- ◆ Monitoring headphones and earphones
- ◆ Listening headphones and earphones
- ◆ Headsets with microphones, gaming headsets (**New**)
- ◆ High-resolution compatible headphones and earphones
- ◆ Headphone amplifiers and earphone-related products

- ◆ Exhibitors are requested to conduct demonstration displays where visitors can experience playback sound through headphone, earphone, and headset products.
- ◆ Two standardized display unit types (Type A and Type B) are available. Participation is accepted in minimum units of two or three products. Type A units allow simultaneous display of microphone products.
- ◆ Exhibitors are required to provide the necessary listening equipment and audio sources, including display products, headphone amplifiers, players, and audio interfaces (when using headset microphones). Upon request, amplifiers and audio playback recorders may be loaned free of charge by the organizer, and shared audio sources will be provided.
- ◆ Exhibitors must also prepare output terminals compatible with visitors' smartphones and portable music players, in addition to organizer-provided and optional exhibitor-prepared audio sources.

X-Microphone

- ◆ Vocal microphones, other microphone
- ◆ Headsets with microphones, gaming headsets (**New**)
- ◆ Microphone processor/effector
- ◆ Microphone mixers / audio interfaces and related products

- ◆ Exhibitors are invited to conduct demonstration displays where visitors can use microphone products to speak and monitor their voices through headphones.
- ◆ Two standardized display unit types (Type A and Type B) are available. Participation is accepted in minimum units of two or three products. Type A units allow simultaneous display of headphone products.
- ◆ In addition to the microphone products on display, exhibitors are required to provide the necessary equipment for demonstration, including microphone holders, mixers/interfaces, and monitoring headphones. Upon request, mixers and monitoring headphones may be loaned free of charge by the organizer.

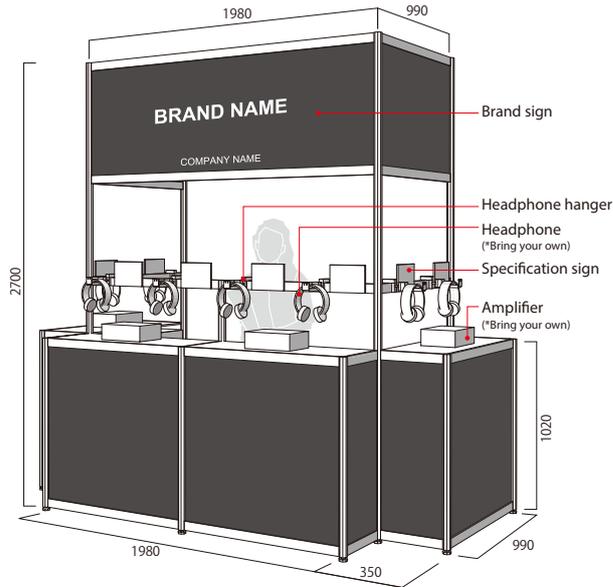
■ Demo Exhibit Standards / Participation Fees (Common)

Exhibit Unit: Type A (W1,980mm×H2,700mm)

- *A maximum of eight products can be demonstrated in one unit.
- *Exhibition in multiple exhibit units are available.
- *Headphones/microphones can be displayed in one unit at the same time.

X-Headphone Image

※X-Microphone has the same specifications.



*If you have an exhibition booth at Inter BEE 2026

1unit: **¥192,500 (tax incl.)**

*If you don't have an exhibition booth at Inter BEE 2026

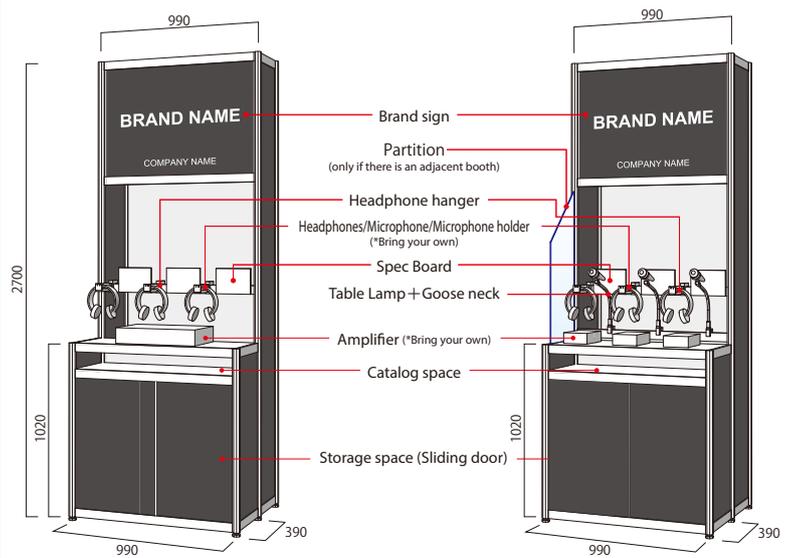
1unit: **¥253,000 (tax incl.)**

Exhibit Unit: Type B (W990mm×H2,700mm)

- *A maximum of three products can be demonstrated in one unit.
- *Exhibition in multiple exhibit units are available.
- *Headphones/microphones cannot be displayed in one unit at the same time. (excluding headset products)

X-Headphone Image

X-Microphone Image



*You must have an exhibition booth at Inter BEE 2026 for Type B

1unit: **¥71,500 (tax incl.)**

*Consumption tax will be applied at the rate in effect at the time of the event.

■ Inclusions in the Exhibition Participation Fee

- ◇Exhibit unit: Basic exhibit system, brand sign, electricity supply construction cost and electricity usage fee
- ◇Listing of exhibitor name and exhibition information on the official website.
- ◇Invitations and Envelopes(on application only)

*Other terms will follow the general exhibitor guidelines.

■ Outline

Name: INTER BEE EXPERIENCE
X-Headphone/X-Microphone
Period: November 18 (Wed.) to 20(Fri.), 2026
Venue: Exhibition Hall, Makuhari Messe
Admission: Free (Registration required)

■ Application Deadline: **Tue., June 30, 2026**

- ◇Please transfer a payment to our designated bank account by Monday, August 31.
- ◇If an exhibitor cancels or reduces the number of booth spaces applied for, regardless of the reason, the following cancellation fee will apply. Consumption tax will be added to all fees.

July 1 to 31 ▶▶▶ 60% of exhibition booth fee

August 1 to 31 ▶▶▶ 80% of exhibition booth fee

From September 1 ▶▶▶ 100% of exhibition booth fee

■ Operation schedule

Late August	▶ Exhibitor Orientation
Mon., August 31	▶ Deadline for the payment of the exhibition fees
Early October	▶ Distribution of Inter BEE 2025 invitation leaflets
	▶ Distribution of Exhibitor Badge and Vehicle Stickers
Tue., November 17	▶ Setting up exhibits

■ How to apply/Inquiry

To apply for participation, please fill out the application form and submit it to the Show Management Secretariat as below.

Japan Electronics Show Association

TEL: +81-3-6212-5231

E-mail: contact2026@inter-bee.com

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

INTER BEE EXPERIENCE

Application Deadline	Tuesday, June 30th
Application Received	

Exhibition Application

To Japan Electronics Show Association Email: contact2026@inter-bee.com

Our company/organization will comply with all exhibition rules and regulations stipulated by both the Organizing Committee and Japan Electronics Show Association. In accordance with this agreement, we here with submit our application for INTER BEE EXPERIENCE: X-Headphone/ X-Microphone.

■ Please enter the name of the product and brand you plan to demo.

■ Please check the type of exhibit unit you would like and then enter the number of units you are applying for and the exhibit fee.
*Consumption tax will be applied at the rate in effect as of November 2026, the date of the exhibition.

Exhibit Unit	Participating product	Availability if exhibits in Inter BEE/Participating Fee	Number of Units	Total Exhibit Fee
Type A	<input type="checkbox"/> Headphone	<input type="checkbox"/> With Inter BEE exhibit: ¥192,500 (tax incl.)		= ¥
	<input type="checkbox"/> Microphone	<input type="checkbox"/> Without Inter BEE exhibit: ¥253,000 (tax incl.)		
Type B* <small>Selectable for Inter BEE exhibitors only</small>	<input type="checkbox"/> Headphone <input type="checkbox"/> Microphone	¥71,500 (tax incl.)		= ¥

*For type B, only one of the products can be exhibited.

■ Exhibitor Information (Please print using uppercase and lowercase letters, as appropriate.)

This information will appear in printed materials and on the official Inter BEE website exactly as written, so please be careful to provide accurate information.

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

Exhibitor Information will be shared between the Association and the partner companies with whom it has concluded a Memorandum of Understanding on Personal Information, only when necessary for the operation of Inter BEE and the provision of services.

I agree to the above. (Check the box if you agree.)

I hereby acknowledge that I have read, understood and will comply with the Inter BEE 2026 Exhibition Regulations including following cancellation fees and herewith apply to exhibit.

I agree to the above. (Check the box if you agree.)

Person in charge of our exhibit

Company name: _____

Name (Please print): _____

Job title: _____

Signature: _____

If an exhibitor cancels or reduces the number of booth spaces applied for, regardless of the reason, the following cancellation fee will apply. Consumption tax (10%) will be added to all fees.

On or after September 1	100% of exhibition booth fee
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