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

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

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

- **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**

- **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
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**

- **Enterprise System / Program Production Systems**

- **Relay Systems / Transmission 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**

- **Publications / Publicities**
  - Related Books, Music Libraries, Related Software / Service, Consulting Services

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

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

- **Video Delivery**

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

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

- **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
1. Booth Standards and Fees

1-1. STANDARD BOOTH

Exhibition Regulations

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:

<table>
<thead>
<tr>
<th>Category</th>
<th>Fee</th>
</tr>
</thead>
<tbody>
<tr>
<td>General Exhibitors (Standard Rate)</td>
<td>¥297,000</td>
</tr>
<tr>
<td>JEITA Members</td>
<td>¥264,000</td>
</tr>
<tr>
<td>JESA Members</td>
<td></td>
</tr>
<tr>
<td>IABM Members (Member Rate)</td>
<td></td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Basic Style</th>
<th>One Booth</th>
<th>Booth fee + ¥88,000</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Parapet</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Company Name Display</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Carpet</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Custom Reception Counter</td>
<td></td>
</tr>
<tr>
<td></td>
<td>(1) Folding Chair</td>
<td></td>
</tr>
<tr>
<td></td>
<td>(2) Spotlights</td>
<td></td>
</tr>
<tr>
<td></td>
<td>(2) Fluorescent Lights</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Electrical Outlet (1kW)</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Basic Style</th>
<th>Two booths</th>
<th>Booth fee + ¥132,000</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Parapet</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Company Name Display</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Carpet</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Custom Reception Counter</td>
<td></td>
</tr>
<tr>
<td></td>
<td>(1) Folding Chair</td>
<td></td>
</tr>
<tr>
<td></td>
<td>(4) Spotlights</td>
<td></td>
</tr>
<tr>
<td></td>
<td>(6) Fluorescent Lights</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Electrical Outlet (2kW)</td>
<td></td>
</tr>
</tbody>
</table>
**Exhibition Regulations**

**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:

<table>
<thead>
<tr>
<th></th>
<th>Fee</th>
</tr>
</thead>
<tbody>
<tr>
<td>One booth</td>
<td>¥170,500</td>
</tr>
<tr>
<td>Two booths</td>
<td>¥341,000</td>
</tr>
</tbody>
</table>

   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:
   - 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.

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**Meeting Style**

<table>
<thead>
<tr>
<th></th>
<th>Fee</th>
</tr>
</thead>
<tbody>
<tr>
<td>One Booth</td>
<td>¥121,000</td>
</tr>
<tr>
<td>Parapet . Company Name Display</td>
<td></td>
</tr>
<tr>
<td>Carpet . Custom Reception Counter</td>
<td></td>
</tr>
<tr>
<td>Counter Chairs</td>
<td></td>
</tr>
<tr>
<td>Meeting Table</td>
<td></td>
</tr>
<tr>
<td>(4) Meeting Chairs</td>
<td></td>
</tr>
<tr>
<td>(2) Spotlights</td>
<td></td>
</tr>
<tr>
<td>(2) Fluorescent Lights</td>
<td></td>
</tr>
<tr>
<td>Electrical Outlet (1kW)</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th>Fee</th>
</tr>
</thead>
<tbody>
<tr>
<td>Two booths</td>
<td>¥297,000</td>
</tr>
<tr>
<td>Company Name Display with Logo</td>
<td></td>
</tr>
<tr>
<td>Carpet . Custom Reception Counter</td>
<td></td>
</tr>
<tr>
<td>Counter Chair . Meeting Table</td>
<td></td>
</tr>
<tr>
<td>(4) Meeting Chairs</td>
<td></td>
</tr>
<tr>
<td>(3) Display Counter with Storage</td>
<td></td>
</tr>
<tr>
<td>Stock Room</td>
<td></td>
</tr>
<tr>
<td>(4) Spotlights</td>
<td></td>
</tr>
<tr>
<td>Electrical Outlet (2kW)</td>
<td></td>
</tr>
</tbody>
</table>

*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.*

**Premium Style**

<table>
<thead>
<tr>
<th></th>
<th>Fee</th>
</tr>
</thead>
<tbody>
<tr>
<td>One Booth</td>
<td>¥231,000</td>
</tr>
<tr>
<td>Parapet . Company Name Display</td>
<td></td>
</tr>
<tr>
<td>Logo Display . Carpet</td>
<td></td>
</tr>
<tr>
<td>Custom Reception Counter</td>
<td></td>
</tr>
<tr>
<td>(1)Folding Chair</td>
<td></td>
</tr>
<tr>
<td>(3)Display Counter with Storage</td>
<td></td>
</tr>
<tr>
<td>Radius Display Counter</td>
<td></td>
</tr>
<tr>
<td>(4) Spotlights</td>
<td></td>
</tr>
<tr>
<td>(1) Fluorescent Light</td>
<td></td>
</tr>
<tr>
<td>Electrical Outlet (1kW)</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th>Fee</th>
</tr>
</thead>
<tbody>
<tr>
<td>Two booths</td>
<td>¥462,000</td>
</tr>
<tr>
<td>Company Name Display with Logo</td>
<td></td>
</tr>
<tr>
<td>Logo Display . Carpet</td>
<td></td>
</tr>
<tr>
<td>Custom Reception Counter</td>
<td></td>
</tr>
<tr>
<td>(6)Display Counter with Storage</td>
<td></td>
</tr>
<tr>
<td>Radius Display Counter</td>
<td></td>
</tr>
<tr>
<td>(8) Spotlights</td>
<td></td>
</tr>
<tr>
<td>(3)Fluorescent Lights</td>
<td></td>
</tr>
<tr>
<td>Electrical Outlet (2kW)</td>
<td></td>
</tr>
</tbody>
</table>

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

---

*Please select our easy-option “Package Display Kit” when exhibiting at Inter BEE. This will make exhibition preparations much smoother.*
2. Exhibition Categories, Number of Booths and Booth Height Limitations

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.

<table>
<thead>
<tr>
<th>Exhibition Categories</th>
<th>Overhead lighting</th>
</tr>
</thead>
<tbody>
<tr>
<td>Professional Audio Equipment</td>
<td>Full overhead lighting (approx. 500 lux)</td>
</tr>
<tr>
<td>Video Expression / Professional Lighting Equip</td>
<td>All overhead lighting off (approx. 50 lux)</td>
</tr>
<tr>
<td>Video Production / Broadcast Equipment</td>
<td>Full overhead lighting (approx. 500 lux)</td>
</tr>
<tr>
<td></td>
<td>All overhead lighting off (approx. 50 lux)</td>
</tr>
<tr>
<td>ICT / Cross-media</td>
<td>Full overhead lighting (approx. 500 lux)</td>
</tr>
</tbody>
</table>

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.

<table>
<thead>
<tr>
<th>Booth Type</th>
<th>Number applied for</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 row</td>
<td>1, 2</td>
</tr>
<tr>
<td>2 rows</td>
<td>4, 6, 8, 10</td>
</tr>
<tr>
<td>3 rows</td>
<td>9, 12, 15, 18</td>
</tr>
<tr>
<td>4 rows</td>
<td>16</td>
</tr>
<tr>
<td>Block format</td>
<td>20, 25, 30, 35, 40, 45, 50, 55, 60, 65, 70, 75, 80, 85, 90, 95, 100</td>
</tr>
</tbody>
</table>

Small package booth

<table>
<thead>
<tr>
<th>1 row</th>
</tr>
</thead>
<tbody>
<tr>
<td>2 rows</td>
</tr>
</tbody>
</table>

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.

21m [W2 : D1] 15m [W1 : D1]
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.
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 manufacturers
- 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.

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.

4. Regarding to the above, if deemed necessary by the Association, an investigation or inquiry into the proceeding 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

<table>
<thead>
<tr>
<th>First application deadline</th>
<th>Second application deadline</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wednesday, May 26*</td>
<td>Application will continue to be accepted as long as there are booths available.</td>
</tr>
<tr>
<td>Thursday, July 1st, 2021</td>
<td>Booths will be picked from the free spaces after the lottery drawing.</td>
</tr>
</tbody>
</table>

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

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 should provide a company profile and catalog of product(s) planned to be exhibited. Exhibitors should be prepared to supply an updated profile and or 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 an updated profile and or catalog(s), new applications will be submitted. This allows the Show Management Secretariat to 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.

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 other companies should submit a cooperative exhibition application to the Show Management Secretariat. Only applications meeting the following criteria will be accepted:

- The application is made by one firm, but it is contracted under the names of multiple companies
- The organizing committee holds cooperative exhibitions (including collaborative booths) with neighboring exhibitions or international exhibitions, and requests the participation of exhibitors meeting the following criteria.

The application should be submitted to the Show Management Secretariat upon completion of the cooperative exhibition application. By submitting this form, you can print the necessary documents for the application and/or catalog for exhibitors who need to print the information as part of the application.

※The schedule has been partially changed due to Covid-19.
3. Exhibition Application, Payment of Booth Fees and Allocation of Booths

2. Neighboring exhibitions (If multiple firms join together booths and use them as one space)
   (a) Each company should apply and pay its booth fees separately.
   (b) The total number of booths requested by each company conforms to the
       standard booth specification and configuration.
   (c) The position of booths will be decided by the lot drawing among the total
       number of booths applied for.
   (d) 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)
   (a) 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)
   (b) Each of the companies applicable to one of the above must make an exhibit
       application and pay the booth fee.
   (c) 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.
   (d) We cannot accept applications for partner exhibits for the purpose of fixing
       the position of your booths outside the lottery.
   (e) We do not allow linking of standard booths and small package booths.
   (f) Please be aware that we reserve the right to refuse applications if we cannot verify
       the 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 shall 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.

<table>
<thead>
<tr>
<th>Date Range</th>
<th>Percentage of Exhibition Booth Fee</th>
</tr>
</thead>
<tbody>
<tr>
<td>August 1st - August 31st, 2021</td>
<td>60% of exhibition booth fee</td>
</tr>
<tr>
<td>September 1st - September 31st, 2021</td>
<td>80% of exhibition booth fee</td>
</tr>
<tr>
<td>On or after October 1st, 2021</td>
<td>100% of exhibition booth fee</td>
</tr>
</tbody>
</table>

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.

3-5. 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.

<table>
<thead>
<tr>
<th>Date Range</th>
<th>Percentage of Exhibition Booth Fee</th>
</tr>
</thead>
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<tr>
<td>On or after October 1st, 2021</td>
<td>100% of exhibition booth fee</td>
</tr>
</tbody>
</table>

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.

3-6.1. 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:
(a) 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).
(b) Cooperative exhibitors
(c) 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 online 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 all 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.

4-5. Termination or shortening of exhibition duration due to unavoidable or potential calamity
1. If the exhibition is canceled due to 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 new 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
(a) 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.
(b) Inviting visitors into booths and/or conducting surveys in walkways in public spaces is strictly prohibited.
(c) Exhibits, decorations, fixtures, plants and packaging materials should not be left outside of booths, but must be stored within booths.
(d) Product exhibitions and presentation acts using the space outside the booth such as the aisle is prohibited.
(e) 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. Further, 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.

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
(a) To prevent truss beams falling, strike four or more anchor bolts in one place when securing them to the floor.
(b) 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.
(c) Take measures to prevent independent fixtures falling by securing them to the wall or floor surface.
(d) When installing video monitors, speakers, channel characters, lighting fixtures, and other fixtures.
(e) 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 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
(a) Any double layer structure is prohibited.
(b) All the decorating materials must be fire-resistant processed and attached the fire-resistant indications.
(c) 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
(a) Fire extinguishers must be size 10 or larger.
(b) 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.
(c) Domestic fire alarms are not be accepted.
(d) Depending on the structure or size, evacuation exits and leading light for emergency may be necessary.

3. Two-floor contruction / 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 / or Organizing Committee determine that the scope of said comparison displays is too wide, said comparison displays may be taken off site. 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 apply to displays in the exhibition.

1. Safety and precaution signage
   All booths must display safety and precaution signage positioned in clearly visible locations on displays.

2. Displays should reflect real-life situations
   Product presentations and / or displays should be demonstrated with real situations as much as possible and not in an exaggerated or unrealistic manner. If this is not practical, the product must be accompanied by any captions stating so they are used in actual situations.

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 specified noise levels. If visitors can hear the presentations of other exhibitors, the exhibitor may be barred from future participation in Inter BEE.

Banzai!
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 many 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

4-18. Handling of hazardous items

1. Exhibitors who exhibit the following hazardous items at the exhibition site shall submit the following to the Organizing Committee:

(a) Explosives, matches, or disposable lighters
(b) Pressurized gases
(c) Liquefied petroleum gas (LPG) or other flammable / pressurized gases
(d) Hazardous materials
(e) Liquefied Petroleum Gas (LPG) or Pressurized Gas
(f) Liquefied Petroleum Gas (LPG) or Pressurized Gas

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.

3. 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 by, the exhibitor will be barred from exhibiting at the subsequent Inter BEE exhibition.

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

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

1. 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.

3. 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 by, the exhibitor will be barred from exhibiting at the subsequent Inter BEE exhibition.

Exhibition Regulations
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/Instruction 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.
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](http://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**

<table>
<thead>
<tr>
<th>VIDEO SALON</th>
<th>HOT SHOT</th>
<th>Sankei Biz</th>
</tr>
</thead>
<tbody>
<tr>
<td>Stage Sound Journal</td>
<td>BIGLOBE News</td>
<td>livedoor NEWS</td>
</tr>
<tr>
<td>Excite News</td>
<td>AV Watch, Screens</td>
<td>Internet Watch</td>
</tr>
<tr>
<td>Digital Camera Watch</td>
<td>Video News</td>
<td>Denpa Times</td>
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<td>Denpa Shinbun</td>
<td>YAHOO! News</td>
<td>PROSOUND</td>
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<tr>
<td>PRN Magazine</td>
<td>ascii.jp</td>
<td>CAPA Camera Web</td>
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<td>PHILE WEB</td>
<td>Eizo Shimbun</td>
<td>and more...</td>
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<tr>
<td>TV Technology</td>
<td>Housou Gijutsu</td>
<td></td>
</tr>
<tr>
<td>New Media</td>
<td>Nikkei Online</td>
<td></td>
</tr>
</tbody>
</table>

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.*

<table>
<thead>
<tr>
<th>Visitors by date</th>
<th>11.13 (Wed.)</th>
<th>11.14 (Thu.)</th>
<th>11.15 (Fri.)</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Domestic Visitors</td>
<td>13,719</td>
<td>13,086</td>
<td>12,549</td>
<td>39,354</td>
</tr>
<tr>
<td>Foreign Visitors</td>
<td>536</td>
<td>350</td>
<td>135</td>
<td>1,021</td>
</tr>
<tr>
<td>Total</td>
<td>14,255</td>
<td>13,436</td>
<td>12,684</td>
<td>40,375</td>
</tr>
</tbody>
</table>

Total Registered Visitors: 40,375

Type of Business

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

Interest (Multiple answers accepted)

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

- **Age Group**

  - 10's: 4.3%
  - 20's: 18.0%
  - 30's: 19.5%
  - 40's: 26.3%
  - 50's and Above: 31.9%

- **Job title**

  - General: 62.2%
  - Section Manager: 12.8%
  - Business Manager: 10.5%
  - Department Manager and Above: 14.5%

- **Type of occupation**

  - Sales: 15.8%
  - Technical: 40.8%
  - IT / Engineer: 8.2%
  - Production: 11.5%
  - Management: 6.0%
  - Marketing and PR: 4.1%
  - Other: 13.6%

- **Objective**

  - General Interest: 15.2%
  - Technical Interest: 75.1%
  - Purchasing: 6.3%
  - Other: 3.4%

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

  - None of these match my criteria: 22.1%
  - Authorized to make purchase or introduce decisions: 20.0%
  - Gathered information for making a purchase or introduction: 31.1%
  - Asked for opinion/training to make purchase or introduction: 26.8%

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

  - Less than 2.5 million yen: 19.2%
  - Between 2.5 to 5 million yen: 8.4%
  - Between 5 to 10 million yen: 8.2%
  - Between 10 to 50 million yen: 6.7%
  - Between 50 to 100 million yen: 3.7%
  - More than 100 million yen: 3.9%
  - Not involved: 32.0%
  - Unknown: 17.9%

- **How satisfied are you overall with Inter BEE 2019?**

  - Very satisfied: 33.4%
  - Somewhat satisfied: 50.8%
  - Hard to say: 12.0%
  - Unsatisfied: 0.8%
  - Somewhat unsatisfied: 3.0%

Satisfied: 84.2%
We were able to rouse interest in our own company’s activities and create a list of new customers.

We were able to rouse interest in our specialty merchandise including new products, and we were able to transmit our message to the video production industry.

We got more visitors and SNS posts than we imagined, so it really helped to promote our company and its products.

Target users visited our booth and gave frank opinions while watching our under development demos. They were also able to see real equipment and experience the qualities of our products firsthand.

It provided a good opportunity to introduce our products to customers who we only get to meet once a year.

Exhibitors Questionnaire Result

◆What were your main objectives for exhibiting at Inter BEE 2019? (Multiple answers accepted)
  
  78.4%  Sales promotion of product and/or technology
  76.5%  Promotion of new product and technology
  76.5%  Collecting information from visitors
  74.5%  Seeking new Clients in Japan
  55.9%  Strengthening relations with business clients
  28.4%  Achieving business agreements
  12.7%  Creating new overseas clients

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

Satisfied: 88.2%

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

Exhibitor Results

Exhibition Status by Category

<table>
<thead>
<tr>
<th>Categories</th>
<th>Total Exhibitors</th>
<th>Booths*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Professional Audio</td>
<td>335</td>
<td>416</td>
</tr>
<tr>
<td>Video Expression / Professional Lighting</td>
<td>52</td>
<td>95</td>
</tr>
<tr>
<td>Video Production / Broadcast Equipment</td>
<td>635</td>
<td>1,427</td>
</tr>
<tr>
<td>ICT / Cross Media</td>
<td>136</td>
<td>187</td>
</tr>
<tr>
<td>Total</td>
<td>1,158</td>
<td>2,125</td>
</tr>
</tbody>
</table>

Overseas Exhibitor by region and country

<table>
<thead>
<tr>
<th>Area</th>
<th>Country Region / Exhibitor</th>
<th>Country Region / Exhibitor</th>
</tr>
</thead>
<tbody>
<tr>
<td>Japan</td>
<td>1 country / 526 Co. Org</td>
<td>Japan / 526</td>
</tr>
<tr>
<td>Asia</td>
<td>7 Country Region / 130 Co. Org</td>
<td>China 67, Korea 26, Taiwan 25 Hong Kong 9, Singapore 1, India 1, Vietnam 1</td>
</tr>
<tr>
<td>North America</td>
<td>3 Country Region / 212 Co. Org</td>
<td>US 197, Canada 14, Brazil 1</td>
</tr>
<tr>
<td>Oceania</td>
<td>3 Country Region / 24 Co. Org</td>
<td>Australia 12, New Zealand 1, Israel 8</td>
</tr>
<tr>
<td>Europe</td>
<td>24 Country Region / 266 Co. Org</td>
<td>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</td>
</tr>
</tbody>
</table>

| 38 Total Country Region | 1,158 Exhibitors |

Exhibitors from: 38 countries and region

Total Foreign Exhibitor: 632
### Operation schedule

<table>
<thead>
<tr>
<th>Month</th>
<th>Schedule</th>
</tr>
</thead>
</table>
| March | Begin Recruiting exhibitors  
Exhibition Applications are accepted |
| April | Primary Applications Accepted |
| May | 30th Primary Application Deadline  
Secondary Applications Accepted |
| June | Conference Sponsor Application Deadline  
Middle Pre-registration Start  
End Distribution of invitations  
31st Deadline for Primary Application Booth Fee |
| July | Early October  
Distribution of Vehicle Tickets and badges |
| August | Early Exhibitor Orientation/Drawings for Booth lots  
(fix booth locations and distribution of exhibitor manuals)  
31st Deadline for Primary Application Booth Fee  
Secondary Applications Accepted |
| September | Middle Pre-registration Start  
End Distribution of invitations |
| October | 14th 8:00 a.m. More than 12 booths Setting Commences  
14th 1:00 p.m. Less than 10 booths Setting Commences |
| November | Inter BEE 2021  
November 17th to 19th |
| 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/add 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
# Inter BEE 2021

## Outline

<table>
<thead>
<tr>
<th><strong>Name</strong></th>
<th>Inter BEE 2021</th>
</tr>
</thead>
</table>
| **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** | Japan Electronics and Information Technology Industries Association |
| **Support** | 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 Bussinesses (ARIB)  
 Digital Content Association of Japan (DCAI)  
 The Association for Promotion of Advanced Broadcasting Services (A-PAB)  
 *no particular order |
| **Partners** | 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