**Outline**

- **Name**: Inter BEE 2022
- **Period**
  - Makuhari Messe:
    - November 16th: 10:00 a.m. to 5:30 p.m.
    - November 17th: 10:00 a.m. to 5:30 p.m.
    - November 18th: 10:00 a.m. to 5:00 p.m.
  - Online:
    - November 1st - December 23rd
- **Location**: Makuhari Messe / Online
- **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)
  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)

**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 Lightning 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 Public Viewing Association
- Japan Satellites 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
- Specific 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
- Organizers
- Ultra-Realistic Communications Forum
- Visual Industry Promotion Organization

Administration/Inquiries: Japan Electronics Show Association
4F Ote Center Bldg., 1-1-3, Otemachi, Chiyoda-ku, Tokyo 100-0004
E-mail: contact2022@inter-bee.com

A comprehensive media event for professionals to engage, experience, and interact with the accelerating evolution and future of media.
An industry community that transcends the boundaries of audio, video, telecommunications, and media is waiting for your participation.

Broadmedia & Entertainment

Inter BEE 2022

We will continue to evolve into a business stage that encompasses all areas of content making, delivery, and receiving.

Our goal is to provide a new level of business opportunities to understand the next generation of evolution in the industries. A wider variety of business users are paying attention to Inter BEE than ever before. As media evolves and expands, with the latest content technology, such as the metaverse, AI, audio creation and distribution, etc., the need for video production is increasing in a wide range of industrial fields such as education, medicine, and construction.

Capturing the transformation and evolution of broadcasting

We present the forefront of the trend toward total solutions in broadcasting technology, the advancements of broadcasting services, simulcasting, and other changes in broadcasting.

The expansion of video creators, capturing the evolving trends in video production

The population of content creators is increasing daily, and so is their range. From casual yet highly functional production tools to the evolution of DX, such as, remote production and virtual production, we present the newest trends in content creation.

Capturing the trends of advanced content creation technologies

We present the forefront of innovation and technology in advanced content creation, including the evolution of content and communication through the Metaverse.

The latest power of audio content

As sound and audio experiences become more important in everything from live performances to streaming, we will introduce the power of audio content, its potential, experiential nature, and the latest trends.

Maximize the use of online venues to attract a wide range of users.

In response to the achievements and expectations of the hybrid of “Makuhari Messe venue" and the "online venue," make the most of the opportunity to communicate and approach a wider audience.

The online venue is launching on November 1.

We will be sending out information on pre-sessions and exhibitions to attract as many interested parties as possible to the Makuhari Messe venue.

On-site exhibitors will be provided with a free "Online exhibitor page" to increase the benefits of exhibiting.

By sending out information on the online exhibitor page in advance, you can increase opportunities for business negotiations at your booth. After the Makuhari Messe exhibition, the online exhibitor page can be archived and can be used for post-event sales promotion activities.

Online-only exhibition is also available. The online exhibitor seminar can be used in conjunction with the online exhibitor seminar to appeal to an even greater number of users.

Main Visitors (Results for Makuhari Messe venue in 2021)

- Broadcasters: 15.1% (Commercial TV Broadcast, Public Broadcast Station, Related CATV, Radio Station)
- Video Content Production: 22% (Film and video production company, videographers, post-production, production, related content creation, video software production company)
- Sound, event, stage and facility related personnel: 13%
- Internet, communication, and system-related personnel: 13.9%

Those actively seeking new technologies and products: 80.2%

Most of the visitors are professionals in their related industries.

Gathering of key figures from Japan and abroad

Many key figures and influencers in the media and entertainment industries from Japan and abroad will be attending the event.

High Exhibitor Satisfaction: 92.6%

Meet people from new fields and industries that you may not meet in your normal sales activities. (Reference: 2021 Exhibitor Survey)
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
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 Hi-Res, 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

Special Exhibition

INTER BEE EXPERIENCE
World-class SR speakers will be demonstrated for professional users in the live entertainment field.

Video Production / Broadcast Equipment

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

Production
HDTV Systems, Studio Cameras, Video Camera Recorder with VTR, Camcorder, Ultra HD Digital Cameras (8K/16K), Digital Cameras (4K), 3D Cameras, Crane Cameras, Pan-tilt-zoom Camera (PTZ), Lenses, File Server Systems, Memory Cards, Memory Devices, Optical Disks, LTD Tape, Video Tape, Various Monitors, Multiple Monitor Displays, Promters, Remote Production System, Virtual Production, 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, Related Software / Service, Consulting Services, Related Industry Groups

Special Exhibition

INTER BEE JP PAVILION
Effectively conveying the latest trends in IP live transmission technology and products leading to sustainable development in the future. In addition to the display of actual equipment, specific examples will be introduced through actual connection demonstrations.
A place for business and new developments in media production and experience that will expand the realm of entertainment and revolutionize expression.

Special Exhibition

INTER BEE IGNITION × DCEXPO

We provide a wide range of content creators with the skills and know-how of video content production in the ever-changing world of video production, as well as next-generation video production methods and production tools.

Special Exhibition

INTER BEE CREATIVE

Media communication continues to transform with the integration of broadcasting and communications. We will be exploring and conveying the possibilities of the next digital business from the front lines of broadcasting and video distribution.

Special Exhibition

INTER BEE CONNECTED

ICT / Cross-media

A place to experience the future of the metaverse, evolving alongside the progress of AR/VR technology and the spread of blockchain, as well as advanced technologies and contents with hidden potential, and to expand the new contents business by integrating with DCEXPO.

ICT / Cross-media

Video Expression / Professional Lighting

Viewing Devices

Broadcasting Services

Digital Cinema

Advertising and Marketing

Movie Production

4K/8K Technologies for Other Industries

Digital Signage

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

Special Exhibition

Live Viewing


Live Entertainment

Live Performance Video Systems, Live Performance Lighting Systems, Specialized Live Performance Equipment, Spatial Performance, Other Live Entertainment

Digital Contents

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

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


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


Cloud Services / AI


Video Delivery


Mobile network

Second Screen, Smartphone / Tablet PC, 5G, Wireless Systems, Other Mobile Networks

Cloud Services / AI

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 Tech / MarTech, Digital Marketing, Social Media Marketing, Audience Measurement, Other Advertising and Marketing

Viewing Devices

High Definition TV (4K/8K), 3TB, Game Machines, PC, Smartphone/Tablet PC, Connected TV, Mobile Projectors, Home Theater Systems, Other Viewing Devices

Movie Production

Digital Cameras, Smart Devices, Action Cameras / Wearable Cameras, Interchangeable Lens, Video Recording Accessories / Modules, Video Editing Software, 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

Media communication continues to transform with the integration of broadcasting and communications. We will be exploring and conveying the possibilities of the next digital business from the front lines of broadcasting and video distribution.
Exhibition Regulations

1. Booth Standards and Fees

1-1. Booth Exhibition

**Booth standards and specifications**

(a) Booth space: 2,970mm(W) x 2,970mm(D)

(b) Specification: Only booth space

For exhibitors with 1- to 3-row booths, system panels will be installed as back and side panels 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 (incl. tax)</th>
<th>Original Fee</th>
</tr>
</thead>
<tbody>
<tr>
<td>General Exhibitors</td>
<td>¥297,000</td>
<td>¥270,000</td>
</tr>
<tr>
<td>JEITA Members, IEIA Members</td>
<td>¥264,000</td>
<td>¥240,000</td>
</tr>
</tbody>
</table>

For consumption tax, the rate of tax as of November 2022, when this exhibition is held, will be applied.

**Small Package Booth**

1. Booth standards and specifications

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

(b) Specification:

- 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)

2. Booth fees (Including consumption tax)

The exhibition fee per booth space is as follows:

<table>
<thead>
<tr>
<th>Number of Booths</th>
<th>Fee (incl. tax)</th>
<th>Original Fee</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>¥170,500</td>
<td>¥155,000</td>
</tr>
<tr>
<td>2</td>
<td>¥341,000</td>
<td>¥310,000</td>
</tr>
</tbody>
</table>

For consumption tax, the rate of tax as of November 2022, when this exhibition is held, will be applied.

1-2. Items included in the booth fee

- Invitation leaflets and envelopes for visitor
- For exhibitors badges: 10 badges / 1 booth
- For constructors Badges: 5 badges / 1 booth

Online Exhibitor page on the Official Website

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

1-3. Other Fees

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

- Primary power source construction cost
- Electric consumption fee

<table>
<thead>
<tr>
<th>Item</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exhibitors badges</td>
<td>¥9,900 / kW</td>
</tr>
<tr>
<td>Workers</td>
<td>¥550 per Badge</td>
</tr>
</tbody>
</table>

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

Details regarding these charges will be provided in the Exhibitor Manual.

1-4. Online-only Exhibition

1. Specification

- Exhibitor Introductory Text and Logo
- Products and Services: up to 15 items
- Demonstration/Presentation Video: up to 9 videos
- Downloadable Files: up to 12 files
- Provision of visitors for Online Exhibitor page

2. Exhibition Fee

| Online Exhibitor Page | ¥880,000 (incl.) | Original Fee ¥800,000 |

3. Exhibitors are requested to create their own contents to be posted on the online exhibitor page. Paid support for content creation will be announced separately.

1-5. OPTION (Package Display Kit) **Renewed and Upgraded!**

Package display plan that saves exhibiting cost and preparation time. We make it possible for you to exhibit with ease at a reasonable price! Four types of package plans are available for 1 to 4 booth types. Customization of package plans is also available. Please refer to the separate brochure for details and introduction of all plans.

<table>
<thead>
<tr>
<th>Option</th>
<th>Fee (incl. tax)</th>
<th>Original Fee</th>
</tr>
</thead>
<tbody>
<tr>
<td>Value Plan</td>
<td>¥148,500</td>
<td>¥108,000</td>
</tr>
<tr>
<td>Premium Plan</td>
<td>¥242,000</td>
<td>¥160,000</td>
</tr>
<tr>
<td>LED Signage Plan</td>
<td>¥660,000</td>
<td>¥520,000</td>
</tr>
</tbody>
</table>

Here’s an excerpt of the other three plans! You can freely choose the carpet color and wall color.

- Display Unit (with sliding door)
- Wall Cover (1m width)
- Unit Counter
- Fluorescent Light
- Counter Chair
- Company name Display

For details, please refer to the "Exhibitor Manual."
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 Production/Broadcast Equipment Category is selected, the exhibitor may choose to have all overhead lighting on or off.

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>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 Production / Professional Lighting Equipment</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.

2-3. 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.

<table>
<thead>
<tr>
<th>Booth Type</th>
<th>Number applied for</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 row</td>
<td>1, 2, 3, 4, 5, 6</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>
</tbody>
</table>

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.

<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>

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.

[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.
3. Exhibition Application, Payment of Booth Fees and Allocation of Booths

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 void 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 or after holding an exhibitor contract. In such case, paid booth fees will be refunded. See section 2.4 Liquidation 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 application form and submit the form to the Show Management Secretariat of the Japan Electronics Show Association (JESA), which will confirm your exhibition application form, and submit the form to the Show Management Secretariat. The Show Management Secretariat will inform you that it has received your application as a confirmation.

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, wherein exhibitors are liable for participation fees. 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
Booth Exhibition
(Standard Booths, Small Package Booths)

First application deadline
Tuesday, May 31

Second application deadline
Thursday, June 30

Applications may be closed if all booth spaces have been filled prior to the deadline.

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.

2. Neighboring exhibitions (If multiple firms join together booths and use them as one space)
(a) Each company should apply and pay to booth fees separately.
(b) The total number of booths is to be determined by each company conforming 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 exhibitors only in the following cases:
- Applications by group companies with capital tie
- Applications by companies in a formal relational business (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) Booth locations will be determined by the secretariat, except for exhibitors which have been confirmed by the organization, for exhibitors which have been confirmed by the organization, for exhibitors which have been confirmed by the organization, for exhibitors which have been confirmed by the organization, for exhibitors which have been confirmed by the organization, for exhibitors which have been confirmed by the exhibition halls.

4. Submitting a company profile
First-time exhibitors to the show are required to provide a company profile and catalog(s) of products planned to be exhibited upon submission of the exhibit application / contract. If there are major changes made to the company profile or catalog(s) of products planned to be exhibited, notified 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.

3-4. 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.

Exhibitors for First deadline
Friday, July 29
Exhibitors for Second deadline
Wednesday, August 31
Online-only Exhibitors
Friday, September 30

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.

Booth Exhibition
(Standard Booths, Small Package Booths)

July 1st to 31st
60% of exhibition booth fee
August 1st to 31st
80% of exhibition booth fee
After September 1st
100% of exhibition booth fee

Online-only Exhibition

After October 1st
100% of the exhibition fee

Please notify us promptly of cancellations of exhibitions, and additions / reductions of booth spaces. The exhibitor shall 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. Transition to online-only exhibition from booth exhibition due to cancellation
If you cancel your booth and the cancellation fee/exceeds JPY 880,000 (including tax), you will be able to transfer the online-only exhibition at an additional cost.

If the cancellation fee is less than JPY 880,000 (including tax), the difference between the cancellation fee and JPY 880,000 will be added to the total fee in order to transition to the online-only exhibition.

3-7. 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. exhibitions 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.

3-8. Evaluation of exhibitors
The evaluation of exhibitors is performed annually.

Primary Booth Allocation Lottery
Exhibitors who apply by Tuesday, May 31st will be eligible to participate in the primary lot drawing. If an exhibitor changes the number of booths applied for after July 1st, the number of booths for which the exhibitor was selected in the primary lot drawing will be reduced accordingly.

Secondary Selection
Exhibitors who apply between Wednesday, June 1st and Thursday, June 30th will be selected from available booth spaces in the order of earliest application.

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 Friday, July 7th, 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 zone, 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
All overhead lighting designs must be compatible with height restrictions and must cover a maximum of 100 lux above the floor surface. In addition, booth spaces available in the Professional Lighting category may be illuminated towards the ceiling.

6. Pre-arrangement of electrical power
Pre-arrangement of electrical power within booths must conform to the pre-arrangement schedule of each exhibitor, with the exception of utility booths. Exceeding the allocated power may lead to disconnection of power.

7. Exhibitor use of spare booths
If exhibitors exceed the space allocated during the primary lot drawing, exhibitors are required to pay the difference in booth spaces.

8. Infringement upon surrounding exhibitors
Exhibitors are required to prevent any infringement upon surrounding exhibitors. The exhibitor shall be responsible for any damage caused to surrounding exhibitors.

9. Change of exhibitor name / affiliation / contract / application
Exhibitors are required to derive the name of the exhibiting company from the exhibitor name / affiliation / contract / application and name changes of the exhibiting company are not allowed.
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 bona fide goods. Therefore, it will be possible for exhibitors to display overseas products (those manufactured outside of 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

Exhibitors who plan to file an application for patent, utility model or trademark, in connection with the release or presentation of their products should directly contact the General Affairs Division of the Patent Office.

4-3. Prohibited activities

The following activities are conducted 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 other techniques considered to be excessive are also prohibited.

5. Exhibiting for the purpose of obtaining

Information will be available in the Exhibition Manual.

Japan’s personal information protection legislation.

Exhibitors are requested to abide by the stipulations in the General Affairs Division of the Patent Office.

4-4. Responsibilities of exhibitors

1. Prompt fire payment

Exhibitors shall pay all exhibitor fees and expenses incurred by the 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 relating to the transport and management of display related items, and in matters of management and other matters related to constructed 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 make every effort to ensure the security of exhibits during the show period. For example, to implement security guard patrols. However, the management cannot assume responsibility for damages arising from natural disasters, 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 any damage to items at the exhibition site, including other exhibitors 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. The exhibitor 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 incidents 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.

4.4-5. Termination of exhibition duration due to unavoidable or potential calamity

1. 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.

2. If the exhibit is canceled due to an exhibited product or service, the exhibitor shall return the space in the exhibition hall to the Association at its disposal.

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 required 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 concerned parties. 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) Meeting visitors in 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, etc. may be allowed in case they do not interfere with other booths.

(f) The exhibitor shall be responsible for all expenses incurred by exhibitors in the “Video Expression/Professional Lightings” category. However, an exception approval shall be required in advance to exhibit lighting products in categories other than “Video Expression/Professional Lightings.”
Exhibition Regulations

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 Exhibition 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. Note also the number of anchor bolts to be affixed.
2. No construction nails and joist-hammering are prohibited. No construction may be carried out on pit covers or pit interiors on the floors.
3. To prevent true 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.
5. After usage, if the bolt heads project above the surface, they must be sawn off, not hammered in or cut with any other tools. 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 if 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.
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 each installation.
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 materials such as display mountings, artificial flowers, or materials may be suspended, or the structure(s) in question removed.
2. Any work not in accordance with the below regulations may be suspended, or the structure(s) removed.
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.
5. After usage, if the bolt heads project above the surface, they must be sawn off, not hammered in or cut with any other tools. 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 if 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.
6. Carpeting a booth, exhibitions are required to use double-faced tape. Use of glue is prohibited.

4-12. Counterfeit or imitation products are strictly prohibited
4-14. Suitable displays
The following regulations must be strictly observed for all displays in the exhibition booths.
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, adjacent 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 exhibitions shall cooperate with the inspective committee when any type of inspection is conducted.
4. Any disputes concerning the intellectual property rights of exhibited products shall be resolved between the parties concerned.
4-15. 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 make certain that it is important to maintain the volume at reasonable levels to ensure that visitors can hear the presentations of other exhibitors.

4-17. Demonstration regulations
1. Copyrights Exhibitors playing music or playing recorded audio or video material must pay royalties on said material (unles the exhibitor owns the rights or has made separate agreements 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 illuminate only tangentially within the ceiling within the exhibitor’s booth. When strong lighting equipment such as LEDs are used in displays and / or objects, they must be positioned as so not to inconvenience visitors or neighboring booths.
3. Smoke machines
The use of smoke machine (including alcohol, oil or petroleum smoke machines, and dry ice) 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.
- Hot air
- Gas
- Smoke
- Vibration
- Dust
- Noise

4-18. Handling of hazardous items
1. The Fire Prevention Law Prohibits the Following Activities on the Exhibition Site
(a) Smelling (b) Producing, supplying, and disposing of alcohol, compressed gas, or smoke
(c) Producing or disposing of dangerous materials
(d) Producing or disposing of flammable materials
2. Smoke, gas, dust, and other similar materials are prohibited.
3. Smoke, gas, or dust, except for certain types (e.g., certain types of smoke) may be used if the reproductions of the real thing are used.
4. Excluding smoking, exemptions for prohibited activities may be granted by local fire safety authorities if it is determined that only minimal amounts of substances will be used or that the activities are necessary to enhance the exhibit. For exhibitors seeking exemptions, please fill in the relevant items in the “Hazardous Materials Usage Application” in the exhibitor’s manual and submit the form together with two declaration copies explaining the nature of the purpose or exhibit. The association will submit all applications to the fire safety authorities at a single time, and only those items granted exemptions will be allowed to be used in the venue.

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

4. Live Flumes
The following should be strictly observed when using live flumes:
(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) Maintain the flume in a clean and proper condition. (4) Before using the flume during demonstration, a safety officer must be present. If using smoke products, a safety officer shall be present during the demonstration.

5. Liquid-flammable Petrol Gas (LPG) or Pressurized Gas
The following rules should be strictly observed when using LPG and other pressurized gases (oxygen, nitrogen, carbon dioxide, argon gas, etc.):
(1) Installation, test all containers for leaks, and if necessary display a “Caution: Do Not Use Near Flammables” sign on them.
(2) Use pressurized gas under the lowest possible pressure, and handle containers carefully. Bringing flammable gas (except for cartridge type) 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 in other materials 3 m or more from fire escapes.
(5) A Type A 10 fire extinguisher must be readily available.
(6) Place hazardous materials 1 m away from areas in which open flames are being used.
(7) Appoint personnel to monitor safety.

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 decision by the Organizing Committee, the following penalties may apply.
(1) The exhibitor will be prohibited from continuing with exhibition exhibits from the next day.
(2) If the penalty in section 1 above is not abided to, the exhibitor will be banned 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 Exhibition Manual that will be distributed at a later date.
2. Any notice not contained in the 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 framed.
2. Materials such as display mountings, artificial flowers, drop curtains, display boards, 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. Use of the plastic film is prohibited. Please substitute Styrofoam or similar materials.
1. Other prohibited activities and regulations that are not included in these regulations will be detailed in the Exhibition Manual that will be distributed at a later date.
2. Promissory notes cannot be accepted for payment for booth fees and all other 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 exhibitors. The 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 responsible at the exhibition site for 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.

Exhibition Regulations
From disseminating information of the exhibit to advertisements and seminar rooms, services are available to support all exhibitors before and during the exhibition.

**Information Dissemination Support**

- **Online Venue Online Exhibitor Page**
  - This is an online exhibitor’s page that can be used as a tool for sending out information on exhibited products in advance and as archival data. For a fee, you can also collect data on visitors to your exhibitor detail page.

- **Anouncing Information through Media**
  - We will send out articles and news about exhibited products and exhibit information via our official website and Social Media.

- **Exhibitors demonstrate and prepare presentations as seminars.**
  - Demonstrations and Presentation online. It is possible to appeal to a large number of visitors. We support you in gaining viewers, with PR announcements before, on the day of and after the event.

- **Press Room**
  - You can provide information on your exhibit here for coverage by members of the press visiting during the period of the event.

- **Visitor Data Acquisition**
  - We provide the rental of one barcode reader or QR code reader app free of charge. It will be possible to easily collect the business card information of visitors.

- **Meeting Room**
  - You can use this room for business meetings with customers and various conferences on a reservation basis. 5,500 yen (incl. tax) per 45 minutes

- **Business Meeting Room**
  - This is a shared space that you can use for meeting with your client and visitors. A drink service is also available. 5,500 yen (incl. tax) per 60 minutes

- **VIP Room**
  - We will set up this room near the VIP Reception in the International Conference Hall. You can use this to welcome important clients and officials.

- **Magazine Article Advertising**
  - Articles on exhibited products based on Inter BEE’s interviews will be created and distributed to the Inter BEE visitor database via HTML newsletter.

- **Guide Map Advertising**
  - Almost all visitors will take in hand the pamphlet for the exhibition information and site map. Please take advantage of the advertisement space.

- **On-site Signboard Advertising**
  - Please use these to mark the position of your booth and for branding.

**New Lead Acquisition / Customer Relations**

- **Visitor Data Acquisition**
  - We provide the rental of one barcode reader or QR code reader app free of charge. It will be possible to easily collect the business card information of visitors.

- **Business Meeting Room**
  - This is a shared space that you can use for meeting with your client and visitors. A drink service is also available. 5,500 yen (incl. tax) per 60 minutes

- **VIP Room**
  - We will set up this room near the VIP Reception in the International Conference Hall. You can use this to welcome important clients and officials.

- **Meeting Room**
  - You can use this room for business meetings with customers and various conferences on a reservation basis. 5,500 yen (incl. tax) per 45 minutes

- **Strap Advertising**
  - We distribute these straps to visitors and members of the press when they enter the venue. They then take these straps home with them afterward. 3,300,000 yen (incl. tax) FCFS

- **Magazine Article Advertising**
  - Articles on exhibited products based on Inter BEE’s interviews will be created and distributed to the Inter BEE visitor database via HTML newsletter.

- **Guide Map Advertising**
  - Almost all visitors will take in hand the pamphlet for the exhibition information and site map. Please take advantage of the advertisement space.

- **On-site Signboard Advertising**
  - Please use these to mark the position of your booth and for branding.

- **Press Room**
  - You can provide information on your exhibit here for coverage by members of the press visiting during the period of the event.

- **Exhibitors demonstrate and prepare presentations as seminars.**
  - Demonstrations and Presentation online. It is possible to appeal to a large number of visitors. We support you in gaining viewers, with PR announcements before, on the day of and after the event.

- **Press Room**
  - You can provide information on your exhibit here for coverage by members of the press visiting during the period of the event.
Initiatives to attract Visitors

To maximize the effects of exhibiting at Inter BEE and to attract as many visitors as possible, we will conduct promotional activities in a variety of ways. We will strengthen information transmission through the media and websites.

Owned Media ~ Earned Media

Information on exhibitors' products and the industry will be disseminated through the official website, Social Media and e-mail magazines. This will help raise expectations of visitors to the Makuhari Messe venue and the online venue for Inter BEE.

- **Inter BEE Official Website**
  - Site visited: over 530,000
  - Online Magazine Article published: 92
- **Official Twitter**
  - Followers: 3,239
  - Tweet posted: 325
  - Impressions: 950,616
- **Inter BEE Official Mail Magazine**
  - About 89,000 accounts per article
  - March-December: 33 articles sent
- **Official Facebook**
  - Followers: 5,569
  - Posts: 261
  - Annual Reach: 699,534

Invitation

- **We will provide the number of invitations used free of charge to all exhibitors.**
- **The organizer and secretariat will also distribute invitations through supporting and cooperating organizations to attract visitors.**

Publicity

We are strengthening our information dissemination through the media, including public relations activities, inviting media coverage of our exhibition booths and products, promoting articles, and arranging TV coverage.

- **Public relations activities (press release distribution results)**
  - Announcement of call for exhibitors (3/25)
  - Announcement of launch on pre-registration for visitors (10/5)
  - Announcement of Makuhari Messe venue open (11/16)
  - Announcement of Makuhari Messe venue close (11/22)
  - Announcement of Exhibition close report (12/20)
- **Registered Press and Media**
  - Registered Press (Makuhari Messe): 203
  - Registered Press (Online Period): 142
- **Major WEB NEWS publications**
  - VIDEO SALON
  - ROCK ON PRO
  - PRTimes
  - Stereo Sound ONLINE
  - DCWatch
  - PHILEWEB
  - Exhibition & MICE
  - Developer.IO
  - PRONEWS
  - PHILEWEB
  - Exhibition & MICE
  - Developer.IO
  - PRONEWS
  - Media Partners

Shuttle Bus

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.

Advertisements

Advertise through the relevant industry publications and global partner events. Utilizing social media advertising and ad technology to promote to a wide range of potential visitors.

Media Partners

Advertise through the relevant industry publications and global partner events. Utilizing social media advertising and ad technology to promote to a wide range of potential visitors.
Visitor Results
2021

Online
Total Registered Visitors: 12,955
Visitor from: 16 countries and region

Makuhari Messe

Visitor Results
2021

Visitor from: countries and region

Total Registered Visitors: 18,308
Visitor from: 25 countries and region

Type of Business (Makuhari Messe Venue)

Interest (in order of highest to lowest percentage)(Makuhari Messe Venue)

Visitor demographics

Age
50 and over 33.2%
40’s 24.8%
30’s 16.6%
20’s 15.6%
19 & under 7.6%

Job Title
Business Manager 11.4%
Manager 10.6%
Department Manager and Above 13.8%
Secretary Manager 12.2%

Occupation
Technicians 8.6%
Technical Support 5.7%
Lecturers 4.6%

Objective
Purchasing 6.0%
General Interest 14.4%
Technical Interest 76.8%

Video Equipment 16.6%
Audio Equipment 9.7%
Camera 7.6%
IT, W/L, ID 5.3%
Editing and Production Equipment 5.2%
Electronic Display 4.7%
Digital Content Creation 4.0%
Cloud Services 3.8%
Rally System 3.5%
Speakers 3.4%
Other 3.2%
Software 3.1%
Microphone 3.1%
Lighting Equipment 3.1%
Servers, Storage 2.5%
Output Systems 2.5%
Transmission Systems 2.4%
Pan Tilt, Pan Tilt, Monitor, Switch 2.4%
Multimedia Systems 2.2%
Digital Cameras 1.7%
Standby and Peripheral Products 1.7%
Measuring System 1.5%
Production Management Systems 1.5%
Art and Staging 1.5%
Braces, Remote Control, Optical Units 1.5%
SDI, SDI, Serial Sore 1.1%
Electronic Power Unit 1.0%
Other 0.3%

Visitor Survey

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

19.6% Authorised to make purchase or introduce decisions
23.6% Asked for opinion/research to make purchase or introduction
30.1% Gathering information for making a purchase or introduction
27.1% Did not prove to be useful for business

What was your goal in coming to Inter BEE 2021.

55.1% Information on products and technologies
20.9% Getting a handle on Industry trends
9.4% General Interest
7.1% Preliminary examination on device and technology
3.8% Improving relations with business partners, Networking
1.4% Information on rival companies
0.8% Obtain new business opportunities
0.8% Other
0.7% Business meetings

What is the annual budget for purchasing and installing the products and services?

15.2% Less than 2.5 million yen
7.9% Between 2.5 to 5 million yen
8.2% Between 5 to 10 million yen
5.2% Between 10 to 50 million yen
5.1% Between 50 to 100 million yen
3.6% More than 100 million yen
37.3% Not involved
17.5% Unknown
15.1% Other

How satisfied are you with Inter BEE 2021 overall?

Satisfied 60.0%
Somewhat satisfied 41.2%
Hard to say 10.4%
Unsatisfied 6.0%

Visitors’ Voice

It is good to be able to examine the products in person.

It’s hard to get information from small talks or information about customers in other departments through phone calls, emails, or Zoom. I was able to exchange information only accessible at the exhibition.

It was a good idea to hold a hybrid event between on-site and online, and I hope it will continue next year and beyond, regardless of the future situation.

Hard to say 19.0%
Satisfied 23.4%
Somewhat satisfied 41.2%
Unsatisfied 6.0%
## Exhibitor Survey

**What were your main objectives for exhibiting at Inter BEE 2021? (Multiple answers accepted)**

- 72.9% Promotion of new product and technology
- 65.9% Seeking new Clients in Japan
- 63.5% Collecting information from visitors
- 60.0% Promotion of product and/or technology
- 47.1% Strengthening relations with business clients
- 17.6% Achieving business agreements
- 2.4% Creating new overseas clients

**How satisfied are you with your goal as an Exhibitor?**

<table>
<thead>
<tr>
<th>Somewhat satisfied</th>
<th>Unsatisfied</th>
</tr>
</thead>
<tbody>
<tr>
<td>53.7%</td>
<td>46.3%</td>
</tr>
</tbody>
</table>

**Exhibitors’ Voice**

I was able to hear directly from users about their impressions of the product. I was able to get a real sense of the customer’s response and understand the situation of other companies.

*This was the first face-to-face exhibition in two years, which boosted communication with customers.*

We were able to show that our company is in good health even in the face of the epidemic, and we were able to interact directly with customers in rural areas, as opportunities for business trips are decreasing due to the use of web conferences.

We were able to deepen our relationships with existing customers and acquire leads at the same time. We were able to greet companies with whom it is difficult to have contact on a daily basis.

## Operation schedule

<table>
<thead>
<tr>
<th>Month</th>
<th>Primary Application Accepted</th>
<th>Secondary Application Accepted</th>
</tr>
</thead>
<tbody>
<tr>
<td>March</td>
<td>Begin Recruiting exhibitors</td>
<td></td>
</tr>
<tr>
<td>April</td>
<td>Exhibition Applications are accepted</td>
<td></td>
</tr>
<tr>
<td>May</td>
<td>31st Primary Application Deadline</td>
<td></td>
</tr>
<tr>
<td>June</td>
<td>30th Secondary Application Deadline</td>
<td></td>
</tr>
<tr>
<td>July</td>
<td>Late Exhibitor Orientation/Drawings for Booth lots (Start of various exhibition activities)</td>
<td></td>
</tr>
<tr>
<td>August</td>
<td>31st Deadline for Secondary Application Booth Fee</td>
<td></td>
</tr>
<tr>
<td>September</td>
<td>Late Pre-registration Start Online Exhibition Page (Free access area) Launch</td>
<td></td>
</tr>
<tr>
<td>October</td>
<td>Early Distribution of Invitations</td>
<td>Distribution of Vehicle Tickets and Badges</td>
</tr>
<tr>
<td>November</td>
<td>1st Online venue Launch Start Pre-sessional</td>
<td></td>
</tr>
<tr>
<td>December</td>
<td>23rd Online venue concludes</td>
<td></td>
</tr>
</tbody>
</table>

## 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/dropping 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**:
  - 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 list 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 plan

- **September/October**: Procedures for booth management and information dissemination

  - Determine booth design and products to be exhibited, and formulate staffing and other booth management manuals
  - Application procedures for various forms and applications based on the exhibitor manual

  - Strengthen information dissemination to attract visitors by entering information on products and attractions on the online exhibitor page

- **October/November**: Prepare for exhibition and make appointments with customers

  - Complete booth operation manual and finalize booth construction and loading/unloading of exhibited products
  - Distribute information letters to customers and make appointments in advance during the exhibition
  - Preparation of press releases and new product announcements and coverage

  - Prepare for the opening of the Makuhari Messe venue by posting the event schedule, demo videos, and downloadable materials on the online exhibitor page

- **November/December**: Organize customer lists and follow up after the exhibition

  - Measurement of effectiveness of booth operation and evaluation analysis
  - Classification of customer lists and analysis of achievement of goals and customer satisfaction
  - Follow-up activities for each customer list category based on results analysis

  - Use of online exhibitor pages as archived data. The online exhibitor page is used as archived data, and videos taken at the exhibitions booth and demonstrations are posted. 

  - Thorough post-event information provision and sales promotion activities

## Thorough measures to prevent the spread of the COVID-19 infection

At Inter BEE 2021, based on last year’s results and experience with the prevention of infectious diseases, we will take all possible measures to create a realistic business event. All persons, including visitors and exhibitors, will be required to wear masks, and their body temperatures will be taken at the entrance. Hand sanitizers will be placed at the entrance and disinfection will be thoroughly carried out. The venue will be thoroughly ventilated and cleaned, and disinfection will be carried out as necessary. At the same time, we will set up a first aid room in the exhibition and conference halls, we will follow the guidelines of Chiba Prefecture and take appropriate measures to prevent the spread of infection.

- Exhibitors and exhibitors are requested to cooperate with us in the registration procedures for the management of the exhibition venue, as well as in the measures to prevent the spread of infections during move-in and move-out and booth operation during the exhibition period
- The guidelines and details of measures to prevent the spread of infectious diseases at Inter BEE 2021 will be provided in a separate exhibitor manual