

Broadmedia & Entertainment

Inter BEE 2022

Online-only Exhibitor

Online Exhibition Overview

For companies who are unable to exhibit at Makuhari Messe, there will be an opportunity to participate in Inter BEE 2022. Utilizing the system for INTER BEE ONLINE 2021, we have provided a space that is not limited by time or location.

Period

- ◎ Makuhari Messe Event Period: November 16 (Wed) ~ 18 (Fri)
- ◎ Archive Period : November 1 (Tue) ~ December 23 (Fri)

Venue : Inter BEE Official Website

Exhibition Fee

Online Exhibitor Page

- A company page to showcase products.

Products : up to 15 items

Video : up to 9 videos

Downloadable file : up to 12 files

- Company added to Exhibitor List
- Provision of visitor data (twice)
 - Data of visitors who viewed Demo and Presentation video
 - Data of visitors who downloaded files.
 - Data of visitors who visited your page while logged on and opt-in



Exhibition Fee : JPY 880,000 (incl. Tax) / 1 Page

Online Exhibitor Seminar

You can appeal to many visitors with the "Online Exhibitor Seminar," which was popular at last year's online exhibition.

We will support you in gaining a large audience with PR leading up to, as well as announcements on the day of, the conference.

Average viewers last year: 1000 viewers

(Archived period of 3 months)

- Will be listed under Inter BEE Conference Program.
- Will be shown on your Exhibitor Detail Page.
- Provision of visitor data on who are attending the stream.
- Please create the video on your own, live streaming the conference is possible.



Seminar Fee: JPY 440,000(incl. Tax)

/ 1 Session

Exhibition Fee

We have prepared the **package plan** below to further enhance the effectiveness of the online exhibition, by taking advantage of the online exhibitor seminar.

Online Exhibitor Page / 1 page

- A company page to showcase products.
Products : up to 15 items
Video : up to 9 videos
Downloadable file : up to 12 files
- Company added to Exhibitor List
- Provision of visitor data (twice)
 - Data of visitors who viewed Demo and Presentation video
 - Data of visitors who downloaded files.
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Online Exhibitor Seminar / 1 Session

You can appeal to many visitors with the "Online Exhibitor Seminar," which was popular at last year's online exhibition. We will support you in gaining a large audience with PR leading up to, as well as announcements on the day of, the conference.

Average last year: 700 viewers (Archived period of 1 month)

- Will be listed under Inter BEE Conference Program.
- Will be shown on your Exhibitor Detail Page.
- Provision of visitor data on who are attending the stream.
- Please create the video on your own, live streaming the conference is possible.



Package Fee : JPY 1,100,000 (incl. Tax)

Online Exhibition Guideline

■ Application

- **Application Deadline : Wednesday, August 31st, 2021**
- 1 Exhibitor Detail Page per application. A joint exhibition will be up to 2 companies.
- It is possible to apply for multiple categories, however, it will be 1 category per page.
- Cancellation or change of exhibition : 100% of the exhibition fee after Monday, October 3rd, 2022.

■ Schedule

- Wednesday September 1st : Launch of Exhibitor exclusive site
- Late September : Launch of Pre-registration and Conference Program page
- Tuesday, November 1st : Launch of Exhibitor Detail Page
- Period : Makuhari Messe Event Period : November 16 (Wed)~18 (Fri)
Online Period : November 1 (Tue)~December 23 (Fri)

Online Exhibition Guideline

■ How to apply

To apply please fill out the Online exhibition application form, located on our official website.

<https://www.inter-bee.com/en/>

■ Contact

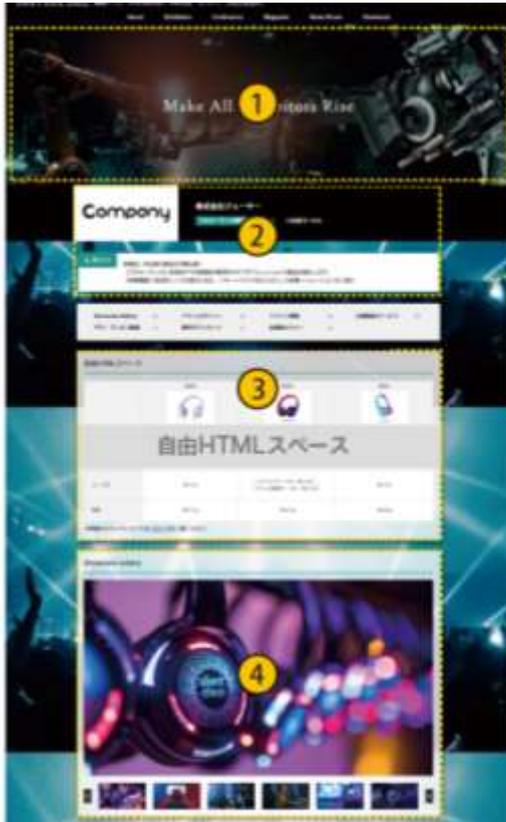
Japan Electronics Show Association (JESA)

Ote Center Bldg., 1-1-3 Otemachi, Chiyoda Ward, Tokyo 100-0004 Japan

E-mail: contact2022@inter-bee.com

Exhibitor Page Overview

Free Access Area



The exhibitor exclusive site to input information is has been created to be flexible to promote exhibitor's products, by doing so all exhibitors will have to input their information on their own.

- 1 Main Visual**
 - Upload an image that best defines the company,.
※We offer support of image creation, but there will be a fee.
- 2 Exhibitor information and Logo**
 - Exhibitor Information, Company Logo, Highlight information of the company
(short sentences that's easy to digest for visitors)
- 3 Free HTML Area**
 - Exhibitors can express their selves in this space using HTML tags.
Exhibitors can show outside sites within the free HTML area.
※Usable tags : `<table>` `<tr>` `<th>` `<td>` `<front>` `` `
` `<a>`
`<iframe>`
Chat tools and Surveys are shown by using the `<iframe>` tag.
The area will be hidden if there is no input in the area.
- 4 Showcase Gallery**
 - Able to upload Product images (with caption) different to the products section

Exhibitor Page Overview



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Appeal / Exhibitor Information

- Highlights of products and services.

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Event Information

- Once you input any information on your in-booth or online events. Such as, Booth speakers, performances and/or webinars held with in the exhibition period.

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Exhibiting Product and Services

- A maximum of 10 images can be posted per product/service. Choose from a variety of layouts prepared. Set keywords on your product so they will show up when the keyword is searched.

Product/Services Showcased : Up to 15 Products/Services

※When registering a product or service, please fill out the following items on the exhibitor exclusive site

- Product/Service name and keywords for search. (Maximum of 3 keywords per product/service)
- Product/Service description (HTML tags can be used to post external links)
- Images

Exhibitor Page Overview

Area for those logged in



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Contact Info

■ Input your company contact information, link to your inquiry forms and Website URL for visitors to easily contact you.

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Demo/Promotional Video ※Free support for video upload available.

■ Input of Video Thumbnail + Video description.

Videos showcased : Up to 9 videos

Provision of Visitor Data

※When the video is clicked, the video will play on a different browser tab.

Viewer data will be provided.

※Video link is required when showcasing a demo/promotional video, the recommended platforms are

YouTube or Vimeo.

Any other streaming platforms can be viewed through the <iframe> tag.

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Downloadable Files ※Files will be listed in 3 rows when on PC.

■ Files to be downloaded + File Thumbnails

Files showcased : Up to 12 files

Provision of Visitor Data

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Online Exhibitor Seminars

■ Introduce the registered exhibitor seminar on the details page