

INTER BEE CREATIVE



For Entertainment

Presenting the latest technology and
the forefront of video production

Providing an opportunity to
develop new customers seeking to utilize video



For Marketing

    #interbee2023

■ Outline

Name: INTER BEE CREATIVE
Period: [Makuhari Messe] November 15 (Wed) ~ 17 (Fri)
[Online] November 6 (Mon) ~ December 15 (Fri)
Venue: Exhibition Hall, Makuhari Messe
Admission: Free (Registration required)

■ For Inquiries

Japan Electronics Show Association (JESA)
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www.inter-bee.com



INTER BEE CREATIVE *For Entertainment* Creation Products Exhibits & Presentations

Presenting the latest technology and the forefront of video production

This event provides an opportunity for production, post-production, and production/editing tool-related companies to exhibit and give presentations to promote their creative capabilities by offering the latest production tools and techniques for video production professionals, as well as showing examples of video productions.



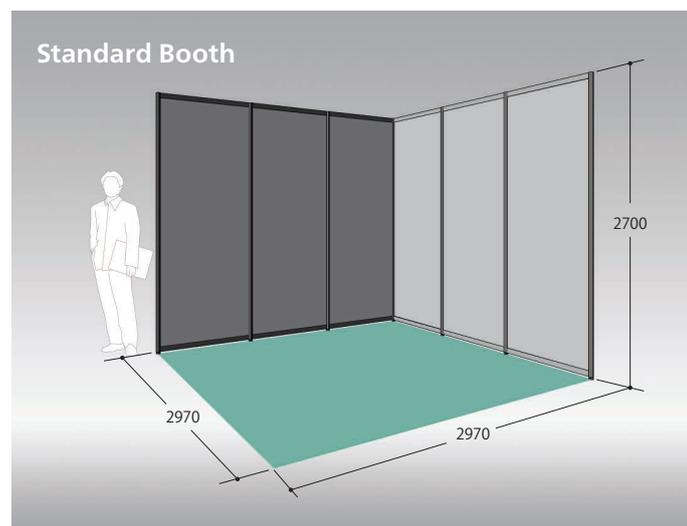
■ Exhibit and Participation Eligibility

Production companies, post-production companies, creators, and production/editing tool-related companies involved in video content production

▶ Exhibition Booth

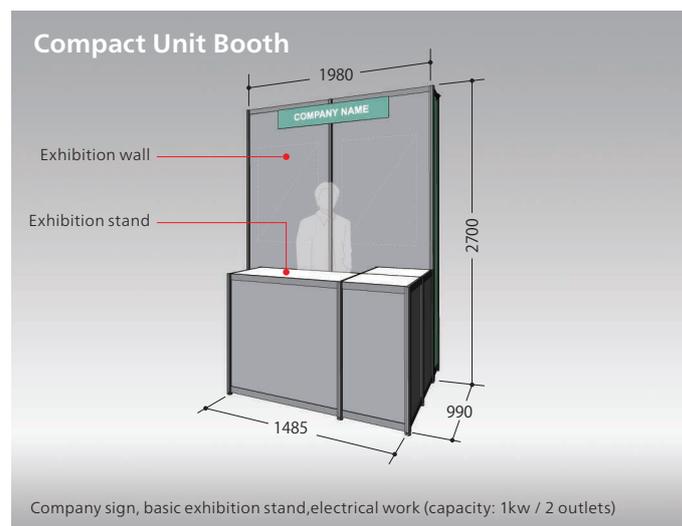
We offer "Standard Booths," which can be freely decorated and are ideal for promoting exhibited products, and "Compact Unit Booths" (table layouts can be changed), which are reasonably priced and easy to participate in.

■ Type of exhibition



■ Exhibition Fee Multiple booths are also available.

1 booth : **¥297,000** (Tax Incl.)



■ Exhibition Fee Multiple booths are also available.

1 unit : **¥198,000** (Tax Incl.)

▶ Stage Presentation

An open stage where creators can make 45-minutes presentations in the INTER BEE CREATIVE area.

*We will accept applications for your desired presentation timeslot on a first-come-first-served basis.

*We will announce the program on Inter BEE website and invitations. We will accept audience reservations on the website. We will deliver the audience data to you at a later date.

*There is an upper limit of two presentation timeslots per day per company.

	11/15	11/16	11/17
10:30-11:15	①	⑦	⑬
11:30-12:15	②	⑧	⑭
13:00-13:45	③	⑨	⑮
14:00-14:45	④	⑩	⑯
15:00-15:45	⑤	⑪	⑰
16:00-16:45	⑥	⑫	⑱

■ Presentations Fee

Inter BEE 2023 Exhibitor: **¥220,000** (Tax Incl.)

Inter BEE 2023 Non Exhibitor: **¥330,000** (Tax Incl.)

INTER BEE CREATIVE *For Marketing*

Video Marketing Lounge

NEW

Providing an opportunity to develop new customers seeking to utilize video

In recent years, the video marketing field (in which companies utilize video to conduct marketing/promotional activities) has become an increasingly expanding market. The event offers production companies and related companies engaged in footage/video production the opportunity to promote themselves and cultivate new customers by participating in a lounge-style exhibition where they can give presentations and conduct business discussions.



Inter BEE proactively supports the growing and expanding field of video marketing.

The domestic market for video marketing was estimated to be worth approximately 420 billion yen in 2021, and it is projected to double that amount by 2024.

The growth and expansion of this market is indicative of the many new business opportunities that will be created by broadening the scope of industry sectors related to video and image production.

Inter BEE will actively support the video marketing sector as part of its efforts to help drive the evolution and expansion of the video and image related industries.

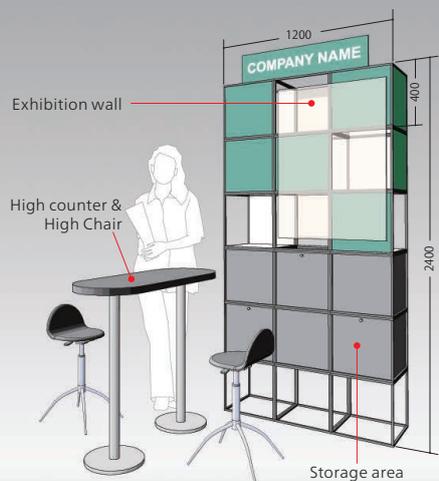
Targeted Visitors

- ◆ Corporate PR and marketing departments
- ◆ Advertising agencies, marketing-related companies
- ◆ Web-related companies, etc.

Exhibitors

- ◆ Business video production companies
- ◆ Video marketing and consultant companies

Meeting Booth



- Company sign • High counter • High Chair×2,
- Electrical work (capacity: 1kw / 2 outlets)

Exhibition Fee

1 unit :

¥198,000 (Tax Incl.)

Items included in the exhibition fee

- ◇ Online Exhibitor Page: Exhibited product information, downloadable materials, and product videos can be posted. Includes a business meeting appointment function.
- ◇ Exhibition Invitation (Must request) ◇ Exhibitor badge ◇ Visitor Data Acquisition
- ◇ Exhibitor will be treated in the same manner as general exhibitors. *Please refer to the Inter BEE 2023 Exhibit

Application Deadline: **Friday, June 30, 2023**

- ◇ Please pay the exhibition fee by Thursday, August 31.
- ◇ If the exhibitor cancels or reduces the number of units applied for after application, a cancellation fee will be charged. Consumption tax will be added to the cancellation fee. Consumption tax will be added to the cancellation fee.

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

Operation schedule

Late August	▶ Exhibitor Orientation
August 31(Thu)	▶ Deadline for Payment of Booth fee
Early October	▶ Distribution of Invitation Letters for Inter BEE 2023
	▶ Distribution of Exhibitor Badges and Vehicle Tickets
November 14(Tue)	▶ Load-in and Preparation

