Inter BEE 2023

Exhibition Guide

Makuhari Messe: 11.15 Wed 17 Fri

Accelerating Media and Entertainment Evolution
Capturing Technology Trends and Moving to the Next Stage

Go Beyond, Discover Evolution

Inter BEE 2023

Japanese Electronics and Information Technology Industries Association

Outline

Name
Inter BEE 2023

Period
11.15 17
Makuhari Messe: Wed. Fri.

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 Private Broadcasting Services (APBS)
The Association for Promotion of Advanced Broadcasting Services (APABS)

Partners
Advanced Imaging Society Japan Committee
Association of Media in Digital
Camera & Imaging Product Association
Digital Signage Consortium
IPVC 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 Public/Vision Viewing Association
Japan Satellite Broadcasting Association
JAPAN STAGE SOUND BUSINESS COOPERATIVE
Japan Visual Industry Guild
Japanese Society of Cinematographers
JSL
Mobile Broadband Association
NEXTOR 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
Specify 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

Administration/Inquiries: Japan Electronics Show Association
4F Otem Center Bldg., 1-1-3, Otemachi, Chiyoda-ku, Tokyo 100-0004
E-mail: contact2023@inter-bee.com

www.inter-bee.com
As the door to the next generation opens, encounters and dialogue between technology and people create a new dimension of business opportunities. The barriers between media domains are disappearing and many doors are already open for the future of the M&E industry together with the revival and rebirth of live entertainment. As the media and entertainment domain expands due to new technologies, users from more diverse fields and sectors than ever before are turning their attention to Inter BEE, seeking to meet, interact, and create business opportunities.

### Endlessly evolving broadcasting media

The continuous evolution of broadcasting media opens the door to new business opportunities, including the evolution of broadcasting technology solutions and broadcasting services that transform the user experience, such as the metaverse.

### From virtual production to video marketing, the world of video/image content production continues to expand

As virtual production enters the mainstream in video production around the world, the field of content creation and its utilization is expanding as shown by the expanding video marketing market and the growing numbers of creators.

### Advanced content creation technology opens up new business opportunities

Advanced content production technology that is not confined to the existing media domain is evolving at breakneck speed, pioneering new businesses that will create the society of the future.

### Revival and revitalization of live entertainment to expand the market

The evolution of audio, video, lighting, and streaming technologies, as well as the revival and revitalization of live entertainment, is set to expand related markets and progress into a new entertainment business.

### We will proactively attract not only professionals in the media and entertainment industries, but also a broad base of users to visit the event.

The M&E industry is reaching an ever-expanding user base, with all types of companies and the general public all distributing video directly to each other. Inter BEE will continue to attract mainly professional users from related industries, but will also actively seek out new user groups.

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### Results from visitor’s business type in 2022

- Decision makers actively seeking new technologies and products: 79.3%
- Visitors who stay for more than 4 hours: 55.3%
- Scheduled to visit Inter BEE 2023: 88.8%
- Exhibitor satisfaction in achieving objectives: 91.9%
- Broadcasters: 16.0%
- Video Content Production: 20.1%
- Sound, event, stage and facility related personnel: 10.4%
- Internet, communication, and system-related personnel: 12.9%

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**Reasons to Exhibit**

**Merit 1** Networking Opportunity
You can network with many decision-makers (approx. 80% of participants).

**Merit 2** Ongoing Participation
Many exhibitors have described the event as “a place where numerous business opportunities are created”.

**Merit 3** Stand Presence
Exhibitors can increase their presence in the market and appeal directly to many new and potential customers in the industry.

**Merit 4** Online Platform
Providing an online platform to disseminate brand, product, and technical information to increase contact with users.

**Merit 5** User Experience
Inter BEE is a trusted sales and marketing channel that plays an important role in the user experience in the industry.
Professional Audio

Japan's largest professional audio business event to evolve the audio scene expanding to 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 Events
INTER BEE EXPERIENCE
Listening demonstration of World Class SR Speakers will be demonstrated for professional users in the live entertainment field.

PA and Live Systems

Visual Experience Technologies
XR (VR, AR, MR), Virtual Space, VR Headset, Interactive Systems, 360-degree Videos, 3D Scenography, Holographic Images, Panoramic Images, Immersive Sounds, Other Video Expression Technologies

Live Entertainment

Live Viewing
Live Streaming Service, Gaming PC and related equipment, e-Sports Equipment/Facility

Stage/Outdoor Lighting Equipment
Stage Lighting Equipment, Dimming and operating equipment, Lighting control/DMX equipment, Stage/Outdoor Lighting Equipment, Large-Scale Effect Lighting, Other Stage and Outdoor Lighting Equipment

Studio Lighting Equipment
Studio Lighting Equipment, TV Studio Lighting Equipment, Film and Video Lighting Equipment, Lighting Control Board, Console, Dimmer, Special Effects Equipment, LED, Other Studio Lighting Equipment

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

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

Viewing Devices
High Definition TV (4K/8K), Game Monitors, PC and related equipment, Smartphone/Tablet PC, Mobile Projectors, Home Theater Systems, Other Viewing Devices

New entertainment technologies and business space that expand the media field and innovate content expression

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

Viewing Devices
High Definition TV (4K/8K), Game Monitors, PC and related equipment, Smartphone/Tablet PC, Mobile Projectors, Home Theater Systems, Other Viewing Devices

Special Events
INTER BEE IGNITION x DCEXPO
EXPERIENCING THE FUTURE PIONEERED BY METAVERS, THE WORLD OF CREATIVITY TRANSFORMED BY AI, AND CUTTING-EDGE TECHNOLOGICAL CONTENT
The startup area will also be newly established.
Video Production /Broadcast Equipment

The largest advanced business communication space in Japan
Discover the evolution of video & broadcasting, the latest trends and what comes next

Broadcasting Equipment Total System
Video Server Systems, Workflow on File Base, Digital Archives, Storage, Ultra High-Definition Program Production Systems, Large-Scale Routing Switcher, Production Switcher, Loudness Meter, Multi-Viewers, MAM Solution, Content Distribution Platforms, Automatic Program/CM Output Systems (TV Radio), IT Solutions, Graphic Libraries System, Film and Televises, Other Broadcasting Equipment Total Systems

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, Pan-tilt-zoom Camera (PTZ), Lenses, File Server Systems, Memory Cards, Memory Devices, Optical Disks, LTO Tape, Video Tape, Various Monitors, Multiple Monitor Displays, Prometers, Remote Production System, Virtual Production, Other Production-related Equipment

Stand-by and Peripheral Products
Drones, Gimbal, Stabilizer, Pedestals, Camera Tripods, Camera Platforms, Cranes, IB, Dolly, Stabilizers, 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 Events
INTER BEE IP PAVILION
Effectively conveying the latest trends in IP live transmission technology and products leading to sustainable development in the future. The connectivity demo will propose “system sharing” methods that fully utilize Media over IP technology.

INTER BEE CREATIVE
The event will offer two areas for participation: a place to promote advanced production technologies and production support products/services through exhibits and presentations, and an area to promote video content business.

Media Solutions

Video Delivery

Broadcasting/Network Service

Digital Cinema

Advertising and Marketing
Advertising Video Creation Services, Video Marketing, Ad Tech / Mar Tech, Digital Marketing, Social Media Marketing, Audience Measurement, Other Advertising and Marketing

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/16K Technologies for Other Industries
4K/8K Security Systems, 4K/8K Medical Systems, 4K/8K Education and Academic Systems, Other 4K/8K/16K Technologies

Special Events
INTER BEE BORDERLESS
The boundary between broadcasting and telecommunications will disappear, creating a new form of communications. This year, INTER BEE CONNECTED will evolve into INTER BEE BORDERLESS, a place for business proposals that open up the future.
1. Booth Standards and Fees

1.1. Booth Exhibition

Exhibition Regulations

1. Booth standards and specifications

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

1.2. Items included in the booth fee

- Invitation leaflets and envelopes for visitor
- For exhibitors badges: 10 badges / 1 booth
- For constructor's 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>Exhibitors badges (in excess of 10 badges per booth)</th>
<th>¥9,900 per kW</th>
</tr>
</thead>
<tbody>
<tr>
<td>Workers (in excess of 5 badges per booth)</td>
<td>¥550 per badge</td>
</tr>
</tbody>
</table>

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 (1 page) | ¥880,000 (Tax 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)

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.

Value Plan

This is a comprehensive plan with standardized storage space and monitors.

<table>
<thead>
<tr>
<th>One booth</th>
<th>Two booths</th>
<th>Three booths</th>
<th>Four booths</th>
</tr>
</thead>
<tbody>
<tr>
<td>Booth fee + ¥148,500 (Tax Incl.)</td>
<td>Booth fee + ¥297,000 (Tax Incl.)</td>
<td>Booth fee + ¥660,000 (Tax Incl.)</td>
<td>Booth fee + ¥242,000 (Tax Incl.)</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Basic Plan</th>
<th>Premium Plan</th>
<th>LED Signage Plan</th>
</tr>
</thead>
<tbody>
<tr>
<td>One booth</td>
<td>Booth fee + ¥88,000 (Tax Incl.)</td>
<td>Booth fee + ¥242,000 (Tax Incl.)</td>
</tr>
<tr>
<td>Two booths</td>
<td>Booth fee + ¥132,000 (Tax Incl.)</td>
<td>Booth fee + ¥660,000 (Tax Incl.)</td>
</tr>
<tr>
<td>Three booths</td>
<td>Booth fee + ¥880,000 (Tax Incl.)</td>
<td>Booth fee + ¥242,000 (Tax Incl.)</td>
</tr>
<tr>
<td>Four booths</td>
<td>Booth fee + ¥462,000 (Tax Incl.)</td>
<td>Booth fee + ¥660,000 (Tax Incl.)</td>
</tr>
</tbody>
</table>

- Display Unit (with sliding door)
- Unit Counter
- Counter Chair
- Company Name Display
- Fluorescent Light
- Power supply + Expense (100V)
- Storage Area
- Display Unit (with sliding door)
- Unit Counter Chair
- Counter Chair
- Company Name Display
- Fluorescent Light
- Power supply + Expense (100V)
- Display Unit (with sliding door)
- Unit Counter Chair
- Counter Chair
- Company Name Display
- Fluorescent Light
- Power supply + Expense (100V)
- Display Unit (with sliding door)
- Unit Counter Chair
- Counter Chair
- Company Name Display
- Fluorescent Light
- Power supply + Expense (100V)
- Display Unit (with sliding door)
- Unit Counter Chair
- Counter Chair
- Company Name Display
- Fluorescent Light
- Power supply + Expense (100V)
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>Entertainment / Lighting</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) or All overhead lighting off (approx. 50 lux)</td>
</tr>
<tr>
<td>Media Solutions</td>
<td>Full overhead lighting (approx. 500 lux)</td>
</tr>
</tbody>
</table>

Exhibitors in the Entertainment / 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>
<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>

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.
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, reorganization, civil rehabilitation, corporate reorganization proceeding, 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 that have donated exhibits at a previous show or whose activities may be considered detrimental to visitors and/or other exhibitors regardless of, in prior to, or after holding an exhibitor contract. In such cases, paid booth fees will be refunded. See section 2.4 Exhibit 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 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.

However, the Organizing Committee reserves the right to advise exhibitors on the full understanding of the exhibition regulations.

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 rented by each company conforms to the standard booth specification and configuration.
(c) The position of booths will be decided by the list 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 ties
· Applications by group companies with a formal relational 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) Booth locations will be determined in advance by the secretariat, except for exhibitions Hall 4, 5, and 6 in order to allocate the exhibiting sections are limited to Halls 4, 5, and 6. Booth location cannot be selected. Please note that there may not be a fixed position depending on the type of booth.
(d) We cannot accept applications for partner exhibitors 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 we reserve the right to refuse applications if we cannot verify 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 made via electronic bank transfer according to the schedule below. JESA will issue an invoice and designate the bank account for remittance at the time. Checks and promissory notes are not acceptable as payment. Transfer fees are to be borne by the exhibitor.

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)

<table>
<thead>
<tr>
<th>Application deadline</th>
<th>Booth Exhibition Fee</th>
<th>After the second application deadline</th>
</tr>
</thead>
<tbody>
<tr>
<td>July 1st to 31st</td>
<td>60% of exhibition booth fee</td>
<td>Applications will be accepted after July 1st, 2023 or until all available booth spaces are filled.</td>
</tr>
<tr>
<td>August 1st to 31st</td>
<td>80% of exhibition booth fee</td>
<td></td>
</tr>
<tr>
<td>After September 1st</td>
<td>100% of exhibition booth fee</td>
<td></td>
</tr>
</tbody>
</table>

Online-only Exhibition

<table>
<thead>
<tr>
<th>Application deadline</th>
<th>Online-only Exhibition Fee</th>
</tr>
</thead>
<tbody>
<tr>
<td>After October 1st</td>
<td>100% of the exhibition fee</td>
</tr>
</tbody>
</table>

Please notify us promptly of cancellations of exhibitions, and additions / reductions of booth space, (if applicable) which 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 to 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 Entertainment / Lighting category may illuminate toward the ceiling, however, considering the influence on surrounding exhibits, please note that such exhibitor’s booth will be located at the far end of show space.

The drawing of lots is scheduled for Early August.

The booth allocation lottery will be held online. Exhibitors who apply by Wednesday, May 31st will be eligible to participate in the primary lot drawing. If an exhibitor changes the number of booths applied for after July, the order of lot drawing may be adjusted by the Organizing Committee.

Exhibitors who apply between Thursday, June 1st and Friday, June 30th can select their booth locations from the available spare booths 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 the 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 delivery approximately 100 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 (approx. 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

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 considered as prohibited.

1. Exhibit space transfer

Subletting, selling, 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/or techniques considered to be excessive are also prohibited.

5. Exhibiting for the purpose of obtaining cleared Customs proceedings) even if they have not manufactured outside Japan or items that have not yet cleared Customs proceedings) even if they have not

4-4. Responsibilities of exhibitors

1. Prompt fee payment

Exhibitors are asked to 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 relating 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 shall 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 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 damage to items at the exhibition site, including booths 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 it 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 participation.

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. Furthermore, 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. Educational independent booth design that allows visits

Any disputes between exhibitors concerning exhibits, publicity materials related to exhibits, intellectual property or the use of booths shall be resolved between the concerned. The exhibition sponsors shall bear no responsibility whatsoever in such instances.

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 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

Product exhibits, demonstrations, etc., must be conducted within the exhibitor’s booth.

1. Prevention 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) Melting 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 located within booths.

(d) Product exhibits and demonstration acts using the space outside the booth such as the aisle is prohibited.

(e) Projecting rays and lights on visitors in place when securing them to the floor.

3. Thoughtful independent booth design that allows

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 sponsor and the Show Management Secretariat assume no responsibility for expenses incurred by exhibitions if the exhibition is canceled or shortened because of a calamity.

4-8. Booth design

Any disputes between exhibitors concerning exhibits, publicity materials related to exhibits, intellectual property or the use of booths shall be resolved between the concerned. The exhibition sponsors shall bear no responsibility whatsoever in such instances.

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.

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(d) Product exhibits and demonstration acts using the space outside the booth such as the aisle is prohibited.

(e) Projecting rays and lights on visitors in place when securing them to the floor.

2. Fire Safety Equipment

(a) Fire extinguishers must be size 10 or larger.

(b) Fire alarms (smoke alarms) may be required. In such cases, exhibitors must submit the placement notice and its operation experiment result to the Management Office.

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4. Speakers

Exhibitors are prohibited from setting up public address systems, such as loudspeakers or micros, directly facing neighbors’ booths. So as not to inconvenience visitors or neighboring booths, those systems must be positioned facing the stage. If installing loudspeakers on booth walls or displays, fixtures pillars, the central axis of each such speaker must be 45 degrees or less.

5. Safety Measures

(a) To prevent thefts from falling, strike four or more anchor bolts in one place when securing them to the floor.

(b) When installing exhibition panels (OCTAMAX), take measures to prevent them falling by reinforcing the panels, reinforcing the beams in the corner sections, etc.

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 black-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 still may be some reflection, either 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 for special exhibit. 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 indicators.

(c) Exhibitors are required to submit both top designated ceiling area and its size and elevated view designated ceiling area and surrounding wall, etc., with Exhibition Manual. They must show that the ceiling is fire-resistant processed.

2. Fire Safety Equipment

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(b) Fire alarms (smoke alarms) may be required. In such cases, exhibitors must submit the placement notice and its operation experiment result to the Management Office.

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(a) Fire extinguishers must be size 10 or larger.

(b) Fire alarms (smoke alarms) may be required. In such cases, exhibitors must submit the placement notice and its operation experiment result to the Management Office.

(c) On the fire alarm, the fire alarm system is not accepted.

(d) Depending on the structure or size, evacuation exits and
4. Important Exhibit Details and Prohibitions

4-10. Floor work
Exhibitors who require floor construction work are required to submit an application form 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.
2. Concrete nails and bridgehammers are prohibited. No construction may be carried out on pit covers or pit interiors on the floors.
3. To prevent truss beams falling, tie 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.

4-12. Counterfeit or imitation products are strictly prohibited
Any type of material, whether cloth or paper, affixed to the display shall be removed.

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 (i.e., patents, trademarks, design rights, copyrights, appearances, 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 sufficient authority 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.

4-16. Restrictions on Audio Volume
When explaining products or making demonstrations, audio volume in the booth must be maintained at a levels lower than 75db. Please remember that it is important to maintain a noise level at reasonable levels to ensure that visitors can hear the presentations of other exhibitors.

1. Use of audio during the exhibition is the standard, when measured from 2 m away from the border line of booth. Those levels must be observed throughout every booth.
2. During the exhibition period, the Show Management Secretariat will regularly measure sound levels. Exhibitors are also requested to voluntarily maintain the sound levels within the booths before and during the exhibition. Contact the on-site Management Office to borrow measuring equipment.
3. Breach of noise-level restrictions: Any exhibitor 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 the regulations.

4-17. Demonstration regulations
1. Copyrights: Exhibitors playing music or reading 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, which handles royalties in Japan. Please contact AIRAC 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 ceiling is permitted. Exhibitors in the Entertainment / Lighting category who need to illuminate in distance to describe or feature its exhibit product may illuminate only during the closing of the exhibitor’s booth. When strong illumination equipment such as LEDS are used in displays and/or signboards, they must be positioned so as not to inconvenience visitors or obstructor neighbors of the company.
3. Smoke machines: The use of smoke machines (including alcohol, oil, petroleum smoke machines, and dry machine) is not permitted.
4. Other: Please take preventive measures to avoid the generation of the following during the festivities. Please consider the other exhibitors and visitors.

- Hot air
- Gases
- Odors
- Vibration

4-18. Handling of hazardous items
1. The Fire Prevention Law Prohibits the Following Activities on the Exhibition Site
   - Smoking
   - Live flames (spark-producing items, exposed elements, etc.)
   - Liquified petroleum gas, oil, or other flammable / pressurized gases
   - Hazardous objects (gasoline, kerosene, other oils, etc.)
   - Odors
   - Noise
   - Bright lightings
   - Explosives, match, or disposable lighters in large quantities.

2. Exempted regulations for prohibited activities
   - Excluding smoking, exempting activities prohibited for activities and/or use of some of the aforementioned substances 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 exhibitor seeking exemptions, please fill in the relevant items on the “Hazardous Materials Usage Application” in the exhibitor’s manual and submit the form together with two declaration copies explaining the nature of the performance or exhibit. The association will submitt all applications to the authorities at a single time, and only the 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.

4-19. Violation of the regulations and discrepancies in interpretation
Concerning official regulations, if an exhibitor violates regulations or if there is an discrepancy in interpretation or execution of these regulations, the Organizing Committee will take the following measures. Please note that once the committee reaches a final ruling, the committee will not enter into further discussion with the exhibitor in question, nor be responsible for any incurred liabilities whatsoever.

1. If a violator of the regulations orders the exhibitor has insufficient proof of payment exhibitor lacks the documentation and implementation of exhibitor, 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 following measures in addition to those described in section 1 above.

   (1) The exhibitor will be required to submit in writing on the same day, the description of the necessary corrective measures taken and the cause of the violation.

3. If an exhibitor has been ordered to take corrective measures as described in section 2 above, the exhibitor will be required to submit in writing on the same day, the description of the necessary corrective measures taken and the cause of the violation.

4. An exhibitor who has been ordered to take corrective measures described in section 1 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 exhibitions activities 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 BRG exhibitions.

4-20. Others
1. Other prohibited activities and regulations that are not included in these regulations will be detailed in the Exhibitor Manual that will be distributed at a later date.
2. Promotions not accepted for payment for booth fee and all expenses. Transfer fees are borne by the exhibitor.
3. These regulations are subject to change as deemed necessary by the show sponsor, the Organizing Committee or the association. If changes occur to the regulations, they will be posted on the Inter BRG 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 represented at the exhibition site during 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 that arise.
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.

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

**Announcing Information through Media**
We will send out articles and news about exhibitor pages and exhibit information via our official website and Social Media.

**Customized Digital Invitation Leaflet**
By using original images including the company name and booth number, the cover of the digital invitation leaflet can be customized for your company and more effectively lead visitors to your booth.

**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.

**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.

**Meeting Room / Presentation Room**
The room can be reserved for time and used for various client meetings, business meetings, and presentations.

11,000 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.

11,000 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.

**Various Advertising Media**

**Web site Banner Advertising**
Increase your exposure and get to your exhibitor detail page in the shortest time possible.

For more information, please view the Online Promotion menu.

**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.

**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.

3,200,000 yen (incl. tax) FCF5

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

Your company can hold its own seminars at the Makuhari Messe International Convention Center and Online. Take full advantage of the benefits of exhibiting.

Seminar rooms are available for exhibitor seminars where you can present your latest products, technologies, and services. By appealing to a large number of users both in onsite and online, exhibitors will be able to increase their effectiveness.

**Overview of Facilities**

- **Room Type**
  - Suite Room A
  - Suite Room B
  - Suite Room C

- **Location**
  - Multipurpose room, Exhibition Hall 1F
  - Multipurpose room, Exhibition Hall 1F
  - Prosemium Deck, Exhibition Hall 2F

- **Area**
  - 181 m²
  - 82 m²
  - 62 m²

- **Ancillary**
  - Reception Desk & Chair
  - Reception Desk & Chair
  - Reception Desk & Chair, Fascia

**How to Apply**

If you require exhibitor seminar, please complete the necessary items in the "Exhibitor seminar Application Form" and send the form to Japan electronics show association. The application deadline is June 30 (Fri). Please understand that we will charge a 100% of cancellation fee if you cancel on or after September 1.

**Support Services**

- **Sponsor Eligibility**
  - Inter BEE 2023 Exhibitors

- **Fee & Venue**
  - **On-site seminar** ¥220,000 (incl. tax) / 1 session
  - **Archive delivery options** ¥220,000 (incl. tax) / 1 session

**Session Spots**

<table>
<thead>
<tr>
<th>11/15 (Wed)</th>
<th>11/16 (Thu)</th>
<th>11/17 (Fri)</th>
</tr>
</thead>
<tbody>
<tr>
<td>10:00-11:30</td>
<td>15-A</td>
<td>16-A</td>
</tr>
<tr>
<td>12:00-13:30</td>
<td>15-B</td>
<td>16-B</td>
</tr>
<tr>
<td>14:00-15:30</td>
<td>15-C</td>
<td>16-C</td>
</tr>
<tr>
<td>16:00-17:30</td>
<td>15-D</td>
<td>16-D</td>
</tr>
</tbody>
</table>

**Venue / Facility**

- **Venue**
  - International Conference Hall 1F (103/104)

- **Capacity**
  - Theater Style 80 seats

- **Standard Installation**
  - Projector, Screen, Audio Equipment, Microphone, Podium
  - Please supply your own PC

- **Assistants**
  - Director for operating conference
  - On-site receptionist

**Other services such as simultaneous interpretation and additional facilities can be offered for a fee.**

**Archived Delivery Option**

The secretariat will record the seminar at the conference hall and archive it for distribution at the Inter BEE online venue. Data from the online audience will also be provided.

**Shooting specifications (planned)**

- One Camera System. Simultaneous or alternating style of photographing the speaker and the screen.
- Editing work is available upon request.
- The videos will be distributed after confirmation of the video by the speaker.

**Duration of Use**

Tuesday, November 14 ~ Friday, November 17

**Eligibility and Fee (Including consumption tax)**

<table>
<thead>
<tr>
<th>Room Type</th>
<th>No Product Display</th>
<th>With Product Display</th>
<th>Applicable Number of Booths</th>
</tr>
</thead>
<tbody>
<tr>
<td>Suite Room A</td>
<td>¥990,000</td>
<td>¥1,980,000</td>
<td>20 and more booths</td>
</tr>
<tr>
<td>Suite Room B</td>
<td>¥440,000</td>
<td>¥880,000</td>
<td>9 and more booths</td>
</tr>
<tr>
<td>Suite Room C</td>
<td>¥330,000</td>
<td>¥660,000</td>
<td>6 and more booths</td>
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**Application Rules**

After we have received your exhibit application form, if you are eligible for the suite room, we will send you the guideline and application form separately. The application deadline is June 30 (Fri). Please understand that we will charge a 100% of cancellation fee if you cancel on or after September 1 (Fri).

**How to Apply**

If you require exhibitor seminar, please complete the necessary items in the "Exhibitor seminar Application Form" and send the form to Japan electronics show association. The application deadline is June 30 (Fri). Please understand that we will charge a 100% of cancellation fee if you cancel on or after September 1.

**Suite Room**

We have rooms available to carry out business negotiations and hold demonstrations in the exhibition hall.

You can use these throughout the period of the exhibition.

**Support Services**

- **Promotion /PR**
  - Seminars will be announced as an Inter BEE Conference Program.

- **Registration**
  - Advance seminar registration is available on the official Inter BEE website and leaflet.

- **Reception on the day**
  - We will allocate one staff to read the audience data at the entrance of the hall and help you as a receptionist.

- **Attendee data**
  - Audience data acquired on-site will be delivered the next day.
  - The visitor data for archived videos will be provided after the archive period.

- **Distribution**
  - The secretariat will record the seminar at the conference hall and archive it for distribution at the Inter BEE online venue.
  - The video will be distributed after confirmation of the video by the speaker.

- **Editing work**
  - Editing work is available upon request.

- **How to Apply**

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  - Projector, Screen, Audio Equipment, Microphone, Podium
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- **Assistants**
  - Director for operating conference
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**Shooting specifications (planned)**

- One Camera System. Simultaneous or alternating style of photographing the speaker and the screen.
- Editing work is available upon request.
- The videos will be distributed after confirmation of the video by the speaker.
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: 580,000 from January to December
Online Magazine Article published: 40

Official Twitter
Followers: 3,791
Tweet posted: 311
Impressions: 956,447

Inter BEE Official Mail Magazine
To attract visitors, e-mail newsletters will be sent to the Inter BEE visitor database on a regular basis.
About 96,756 accounts per article
March-Decembe: 31 articles sent

Official Facebook
Followers: 5,711
Posts: 153
Annual Reach: 647,382

Public Relations Activities
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)
- Inter BEE 2022 Exhibition Announced Japan’s Largest Comprehensive Media Events to be held at Makuhari Messe for Second Consecutive Year (3/7)
- Announcing INTER BEE IGNITION×DCEXPO (4/4)
- Accepting pre-registration for Inter BEE 2022 (10/4)
- Inter BEE 2022 Online Venue to Open on November 1 (10/13)
- Announcement of Makuhari Messe venue open (11/15)
- Inter BEE 2022 Attracts 26,901 Visitors to Makuhari Messe (11/21)
- Inter BEE 2022 Ends with about 40,000 visitors, (12/26)

Registered Press and Media
186 Registered Press (Makuhari Messe)
205 Registered Press (Online Period)

Major WEB NEWS publications (in no particular order)
- VIDEO SALON
- PRTimes
- DCEWatch
- PRONEWS
- AVWatch
- asciil.jp
- PHILEWEB
- Screens
- DEMPA SHIMBUN
- IZOTOPE
- ValuePress
- MarTech
- Nippon TV NEWS
- classmethod
- III Engineers Blog
- ITmediaNEWS
- Fuji Television
- Mynavi NEWS
- CAMERAWEB
- XTech

Paid Media

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.

YouTube Ads
To attract a wider range of visitors, promotional videos will be advertised on YouTube.

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.

Invitation

We will provide the number of invitations used free of charge to all exhibitors.
We offer a digital version of the invitation leaflet can have your company’s original image as the cover.
The organizer and secretariat will also distribute invitations through supporting and cooperating organizations to attract visitors.

Shuttle Bus

Provide free shuttle bus service to and from for NHK and key commercial broadcasters.
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.
Visitor Results

Visitor Survey

Visitor demographics (Makuhari Messe Venue)

- Age:
  - 20-24: 3.3%
  - 25-29: 3.3%
  - 30-34: 19.4%
  - 35-39: 19.4%
  - 40-44: 18.4%
  - 45-49: 16.4%
  - 50-54: 13.8%
  - 55-59: 13.8%
  - 60+-: 11.4%

- Job Title:
  - General: 62.7%
  - Sales: 13.8%
  - Business Manager: 11.6%
  - Department Manager and others: 13.8%
  - Section Manager: 13.1%
  - Marketing and PR: 8.7%
  - F&D Engineer: 7.2%

Purchase or introduce decisions: 79.3%

How satisfied are you with Inter BEE 2022 overall?

- Satisfied: 83.4%
- Somewhat satisfied: 47.5%
- Neutral: 6.7%
- Dissatisfied: 0.7%

Where was your visit to Inter BEE 2022 valuable?

- Information on products and technologies: 52.2%
- Getting a handle on Industry trends: 23.5%
- General Interest: 8.5%
- Preliminary examination on devices and technology: 7.0%
- Improving relations with business partners, Networking: 6.0%
- Information on real companies: 1.7%
- Obtain new business opportunities: 0.9%
- Business meetings: 0.7%
- Other: 1.0%

What was your goal in coming to Inter BEE 2022? (Multiple Answers)

- Information on products and technologies: 52.2%
- Getting a handle on Industry trends: 23.5%
- General Interest: 8.5%
- Preliminary examination on devices and technology: 7.0%
- Improving relations with business partners, Networking: 6.0%
- Information on real companies: 1.7%
- Obtain new business opportunities: 0.9%
- Business meetings: 0.7%
- Other: 1.0%

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

- Less than 2.5 million yen: 20.1%
- Between 2.5 to 5 million yen: 8.0%
- Between 5 to 10 million yen: 8.2%
- Between 10 to 50 million yen: 7.5%
- Between 50 to 100 million yen: 2.5%
- More than 100 million yen: 4.5%
- Not involved: 34.5%
- Unknown: 14.7%

Satisfaction trend: 83.4%

Visitors’ Voice:

- It was a valuable opportunity to check out the size, weight, and quality of the products.
- It was very useful to make connections and interact with booth attendants.
- The advantage of being able to directly ask questions about the operation of the product is significant.
- It was very stimulating to be able to talk directly with developers from major manufacturers and get a sense of the future of the industry.
- The VR speaker experience demo was unique and very satisfying.
Exhibitor Survey

- What were your main objectives for exhibiting at Inter BEE 2022? (Multiple answers accepted)
  - 77.2% Promotion of product and/or technology
  - 72.4% Promotion of new product and technology
  - 69.1% Collecting information from visitors
  - 57.7% Seeking new clients in Japan
  - 48.0% Strengthening relations with business clients
  - 17.9% Achieving business agreements
  - 3.3% Creating new overseas clients

- How satisfied are you with your goal as an exhibitor?
  - Satisfied: 65.6%
  - Unsatisfied: 8.0%
  - Hard to say: 26.9%
  - Somewhat unsatisfied
  - Overall satisfaction trend: 91.9%

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/adding new customers to the customer list
  - Promotional activity planning and objectives setting to synchronize the timing of PR activities for new products with Inter BEE

- May - June - July: Exhibition applications
  - Finalizing exhibition plans and submitting an application to exhibit based on the examination tasks
  - Finalizing the schedule for the exhibition

- July/August: Booth design
  - Participating the lot drawing for booth space allocation/assignment for exhibitors and obtaining the exhibitor manual
  - Finalizing the booth design and the creation of various PR tools based on the booth layout and the exhibition plans

- September/October: Procedures for booth management and information dissemination
  - Determines booth design and products to be exhibited, and混凝in staff and other booth management manuals
  - Application procedures for overseas exhibitors and exhibitions based on the exhibitor manual

- October/November: Prepare for exhibition and make appointments with customers
  - Complete booth operation manual and finalize booth construction and lead-in/out of exhibited products
  - Distribute information items to customers and make appointments in advance during the exhibition
  - Preparation of press releases and new product announcements and available

- 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 exhibition pages, and archived data. The online exhibition page is used as archived data, and visitor data to the exhibition booth are demonstrated. Combined these, strengthen post-event information provision and sales promotion activities.

Exhibitor Results

2022

- Number of Exhibitors
  - Professional Audio Equipment
    - Exhibitors: 213
    - Booth spaces: 234
  - Video Image/Video Projection Equipment
    - Exhibitors: 59
    - Booth spaces: 64
  - Video Production / Broadcast Equipment
    - Exhibitors: 473
    - Booth spaces: 1,005
  - ICT / Cross media
    - Exhibitors: 65
    - Booth spaces: 88

- Total: 810 Exhibitors

- Breakdown of Exhibitors
  - Area / Number of Exhibitors: 38 Countries / 810 Exhibitors
  - Asia: 7 Countries / 90
    - China: 31, Korea: 33, India: 17, Hong Kong: 6, Singapore: 3, Thailand: 2, Malaysia: 2
  - North / Central America: 5 Countries / 55
    - United States: 37, Canada: 13, Brazil: 13, Mexico: 1, Costa Rica: 1
  - Oceania: 6 Countries / 52
    - Australia: 6, Israel: 5, New Zealand: 3
  - Europe: 15 Countries / 166
    - Germany: 45, UK: 36, France: 17, Netherlands: 16, Italy: 9, Sweden: 8, Switzerland: 5, Spain: 6, Belgium: 6, Denmark: 6, Norway: 5, Hungary: 1, Bulgaria: 1, Greece: 1, Latvia: 1, Turkey: 1, Czech Republic: 1, Portugal: 1, Luxembourg: 1

- Exhibitor’s Voice
  - There was a talk of new business development support which had not been possible before.
  - Customers were able to experience the existing products and see the innovativeness of the products.
  - Customers who had been quoted opportunity to see the actual equipment that were exhibited.
  - The company’s commitment to the industry and its momentum could be communicated to clients.
  - We were able to interact with customers who had visited or not visited us often due to the pandemic and pressure our products.

- Operation Schedule
  - March: Begin Recruiting exhibitors
    - Exhibition Applications are accepted
    - Primary Application Accepted
  - April
  - May: Primary Application Deadline
  - June: Secondary Application Deadline
  - July: Deadline for Primary Application Booth Fee
  - August: Deadline for Secondary Application Booth Fee
  - September: Pre-registration Start Online Exhibition Page (Free access area) Launch Distribution of Invitations Distribution of Vehicle Tickets and Badges
  - October:
  - November:
  - December: 15th Online venue concludes

Schedule 26 |
Exhibitor Survey

What were your main objectives for exhibiting at Inter BEE 2022? (Multiple answers accepted)
- Promotion of product and/or technology 77.2%
- Promotion of new product and technology 72.4%
- Collecting information from visitors 69.1%
- Seeking new clients in Japan 57.7%
- Strengthening relations with business clients 48.0%
- Achieving business agreements 17.9%
- Creating new overseas clients 3.3%

How satisfied are you with your goal as an Exhibitor?

Satisfaction trend: 91.9%
- Somewhat satisfied: 65.0%
- Satisfied: 26.9%
- Hard to say: 7.9%
- Unsatisfied: 0.0%

Exhibiting Countries / Regions:

- Countries: 38
- Exhibitors: 810

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Exhibition Results 2022

Number of Exhibitors

<table>
<thead>
<tr>
<th>Exhibition Category</th>
<th>Exhibitors</th>
<th>Booth spaces</th>
</tr>
</thead>
<tbody>
<tr>
<td>Professional Audio Equipment</td>
<td>213</td>
<td>234</td>
</tr>
<tr>
<td>Video Express / Professional Lighting Equipment</td>
<td>59</td>
<td>64</td>
</tr>
<tr>
<td>Video Production / Broadcast System</td>
<td>473</td>
<td>1,005</td>
</tr>
<tr>
<td>ICT / Cross media</td>
<td>65</td>
<td>88</td>
</tr>
<tr>
<td>Total</td>
<td>810</td>
<td>1,391</td>
</tr>
</tbody>
</table>

Breakdown of Exhibitors

<table>
<thead>
<tr>
<th>Area</th>
<th>Country/Exhibitor</th>
<th>Number of exhibitors by country/region</th>
</tr>
</thead>
<tbody>
<tr>
<td>Japan</td>
<td>Country / 387</td>
<td>810</td>
</tr>
<tr>
<td>Asia</td>
<td>Country / 90</td>
<td>817</td>
</tr>
<tr>
<td>North / Central America</td>
<td>Country / 153</td>
<td>231</td>
</tr>
<tr>
<td>Other / Middle East / Africa</td>
<td>Country / 14</td>
<td>38</td>
</tr>
<tr>
<td>Europe</td>
<td>Countries / 166</td>
<td>586</td>
</tr>
<tr>
<td>Total</td>
<td>Countries / 38</td>
<td>810 Exhibitors</td>
</tr>
</tbody>
</table>

Exhibitor Voice

There was a talk of new business development support, which had not been known.

Customers were able to experience the existing products and see the innovativeness of the products.

Customers who had been quizzed beforehand to see the actual equipment and be convinced.

We were able to appeal its products to customers in different business fields than it had in the past.

The company's commitment to the industry and its momentum could be communicated to clients.

We were able to interact with customers who had not been visited as often due to the pandemic and promote our products.

Exhibition Preparation Schedule

- May - June - July: Exhibition application
- July / August: Booth design
- September / October: Procedures for booth management and information dissemination
- October / November: Prepare for exhibition and make appointments with customers
- November / December: Organize customer lists and follow up after the exhibition

Operation Schedule

- March: Begin Recruiting exhibitors, Exhibition Applications are accepted
- April: Primary Application Accepted
- May: Primary Application Deadline
- June: Secondary Application Accepted
- July: Deadline for Primary Application Booth Fee
- August: Pre-registration Start
- September: Deadline for Online Exhibition Application Fee
- October: Pre-registration Start
- November: Online Pavilion Launch Start Pre-session
- December: Online Pavilion concludes

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Schedule

- March / April: Making exhibition plans including the objectives
- May - July: Exhibition application
- July / August: Booth design
- September / October: Procedures for booth management and information dissemination
- October / November: Prepare for exhibition and make appointments with customers
- November / December: Organize customer lists and follow up after the exhibition

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Exhibitor Results

Companies: 810

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