

INTER BEE EXPERIENCE

X-Headphone | X-Microphone

Propose evolving sound creation and acoustic experiences to the ever-expanding users and market.

This special event, which was revived and relaunched last year, was a great success, attracting more than 3,400 visitors over the three days. The event has been well supported by a diverse range of users, from students studying in specialized audio and video courses to professionals creating sound for studio, live, broadcast, video and distribution productions. With the global entertainment sector making a comeback and the headphone/microphone market for professional use expanding and booming, this special event, which allows visitors to Inter BEE from all fields to directly touch and experience the products, is once again gaining in importance. All relevant exhibitors are encouraged to attend and take advantage of the new product experience demonstrations and as an opportunity to attract new users.

2023 Actual

- ◇ Exhibitors Headphone: **4** companies / **6** brands
Microphone: **4** companies / **5** brands
- ◇ Number of visitors: **3,403** people

Type of Business

Type of Business	X-Headphone	Overall	Type of Business	X-Microphone	Overall
Equipment Manufacture	9.5%	14.7%	Related Internet Business and Web services	1.7%	2.4%
Related PA Equipment	9.3%	3.9%	Related CATV	1.7%	2.1%
Post-Production	6.8%	5.6%	Public Broadcast Station	1.4%	3.5%
Film and Video Production Company, Videographer	5.3%	7.5%	Content Delivery Network	1.4%	1.6%
Record Manufacture, Music Creator and Musician	4.7%	1.4%	Governmental office/Organization	1.2%	1.4%
Other Guest	4.1%	5.6%	Related Staging, Art, Lighting and Fashion	1.2%	2.2%
Other User	3.9%	4.7%	Radio Station	1.2%	0.8%
Commercial TV Broadcaster	3.6%	9.7%	Other media (Web and printing)	1.0%	1.1%
Related Content Creation	3.0%	3.1%	Telecommunication Carrier	0.9%	2.6%
System Integrators	2.3%	5.5%	Entertainment, event planning and Ad Agency	0.7%	1.6%
Theater, Facilities and Retail Stores	2.3%	1.5%	Video Software Production Company	0.3%	0.3%
Production	2.1%	3.4%	Student	28.3%	9.2%
Trading Company	2.1%	4.6%			

Comparison of participants for EXPERIENCE with Inter BEE over all.

Applicable Products / How to Participate

X-Headphone

- ◆ Monitoring headphones and earphones
- ◆ Listening headphones and earphones
- ◆ High-resolution compatible headphones and earphones
- ◆ Headphone amplifiers and earphone-related products

- ◆ We will be holding a demo exhibition to allow visitors to try out the sound played through headphones and earphones.
- ◆ We have exhibit units with common specifications available. You can participate with a minimum of two or three products.
- ◆ In addition to headphones and earphones, we will provide the necessary equipment (e.g. playback headphone amplifiers) and sound sources to participating companies when holding the demo exhibition. You can borrow equipment (e.g. amps) from the Management Office for free if you wish. In addition, we also have shared sound sources available.
- ◆ In addition to the (optional) sound sources provided to participating companies, please make sure to prepare for the smartphone and audio music player output devices that will be brought by visitors as the environment in which visitors will try out your products.

X-Microphone

- ◆ Vocal microphones
- ◆ Microphone processor/effector
- ◆ Microphone mixers / Other related products

- ◆ We will be holding a demo exhibition in which visitors will actually speak to try out vocal microphones with headphones.
- ◆ We have exhibit units with common specifications available. You can participate with a minimum of two products.
- ◆ We will provide participating companies with microphone holders, trial listening headphones, headphone amplifiers and other necessary equipment in addition to vocal microphones when holding the demo. You can borrow equipment (e.g. amps) from the Management Office for free if you wish. In addition, we also have shared sound sources available.

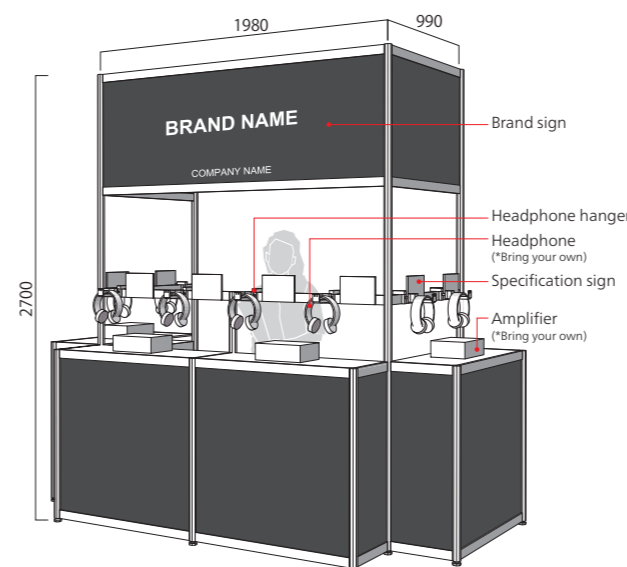
Demo Exhibit Standards / Participation Fees (Common)

Exhibit Unit: Type A (W1,980mm×H2,700mm)

- *A maximum of eight products can be demonstrated in one unit.
- *Exhibition in multiple exhibit units are available.
- *Headphones/microphones can be displayed in one unit at the same time.

X-Headphone Image

※X-Microphone has the same specifications.



*This is the fee if you have an exhibition booth at Inter BEE 2024

1unit: ¥177,100 (tax incl.)

*This is the fee if you don't have an exhibition booth at Inter BEE 2024

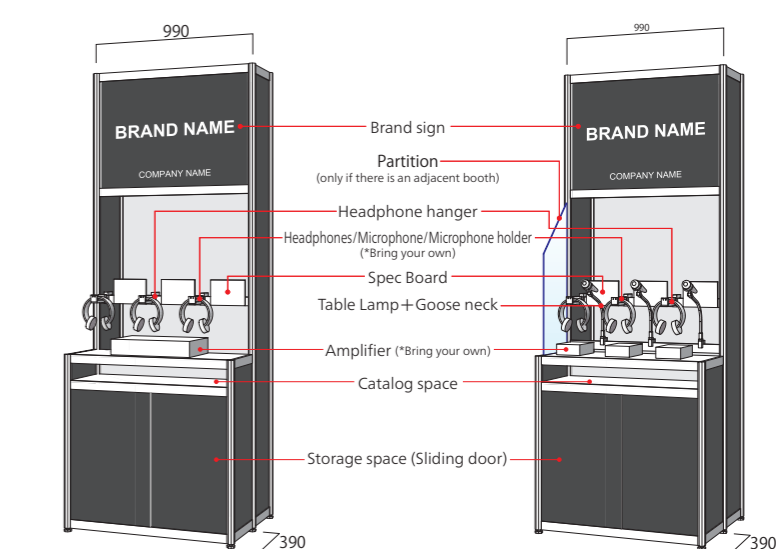
1unit: ¥232,100 (tax incl.)

Exhibit Unit: Type B (W990mm×H2,700mm)

- *A maximum of three products can be demonstrated in one unit.
- *Exhibition in multiple exhibit units are available.
- *Headphones/microphones cannot be displayed in one unit at the same time.

X-Headphone Image

X-Microphone Image



*This is the fee if you have an exhibition booth at Inter BEE 2024

1unit: ¥66,000 (tax incl.)

*For consumption tax, the rate of tax as of November 2024, when this exhibition is held, will be applied.

Inclusions in the Exhibition Participation Fee

- ◇ Exhibit unit: Basic exhibit system, brand sign and electrical work
- ◇ Listing of exhibitor name and exhibition information on the official website.
- ◇ Invitations and Envelopes (on application only) *In addition, you will be treated in conformance with regular exhibitors. Please refer to Inter BEE 2024 regulation

Outline

Name: INTER BEE EXPERIENCE
X-Headphone/X-Microphone
Period: November 13 (Wed.) to 15 (Fri.), 2024
Venue: Exhibition Hall, Makuhari Messe
Admission: Free (Registration required)

Application Deadline: Fri., June 28, 2024

- ◇ Please transfer a payment to our designated bank account by Friday, August 30.
- ◇ If an exhibitor cancels or reduces the number of booth spaces applied for, regardless of the reason, the following cancellation fee will apply. Consumption tax will be added to all fees.

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

Operation schedule

Late August	▶ Exhibitor Orientation
Fri., August 30	▶ Deadline for the payment of the exhibition fees
Early October	▶ Distribution of Inter BEE 2024 invitation leaflets
	▶ Distribution of Exhibitor Badge and Vehicle Stickers
Tue., November 12	▶ Setting up exhibits

How to apply/Inquiry

To apply for participation, please fill out the application form and submit it to the Show Management Secretariat as below.

Japan Electronics Show Association

TEL: +81-3-6212-5231
E-mail: contact2024@inter-bee.com
Address: 4F Ote Center Bldg., 1-1-3 Otemachi, Chiyoda-ku, Tokyo, 100-0004