

Broadmedia & Entertainment

Inter BEE 2026

Nov.18Wed.▶20Fri. Makuhari Messe

INTER BEE CREATIVE

Exhibition Guide

*Unlocking new value for creators —
a co-creation platform where creators and
enabling technologies meet.*

    #interbee2026

www.inter-bee.com



INTERBEE CREATIVE

Through exhibits and case presentations, we present practical applications of the latest tools, workflows, products, and services.

■ Exhibition target

Video production, Post-production, Shooting studios,
Production and Editing tool development, Video production creator dispatch services,
Commercial video production companies, Software manufacturers,
Animation production companies, Other video production-related companies

Broadcasting stations, professionals in video/content production, streaming service providers, and creators attend to build new connections.

■ Visitor Industry Classification (Inter BEE 2025 Results) Comparison of INTER BEE CREATIVE session attendees and overall Inter BEE visitors

| Type of industry | CREATIVE | Inter BEE |
|--|----------|-----------|
| Public Broadcast Station | 4.4% | 3.1% |
| Commercial TV Broadcaster | 8.4% | 8.1% |
| Commercial Radio Station | 0.2% | 0.7% |
| CATV-related | 3.0% | 1.9% |
| Production | 5.7% | 4.7% |
| Post-Production | 13.2% | 3.6% |
| Film and Video Production Company | 12.5% | 6.8% |
| Animation Production Related | 1.2% | 0.4% |
| Music Content Production, Musicians, Music Artists | 0.9% | 1.7% |
| Internet Business Related | 2.7% | 1.6% |
| Other User | 4.8% | 3.3% |
| OTT / Video Streaming Service Providers | 2.2% | 0.9% |
| Content Delivery Network | 1.4% | 1.1% |
| Video Content Production (Including YouTubers and Vtubers) | 3.8% | 1.5% |
| Telecommunication Carrier | 1.7% | 2.1% |

| Type of industry | CREATIVE | Inter BEE |
|--|----------|-----------|
| Cloud Production / AI and Automation Service Providers | 0.4% | 0.8% |
| Related Staging, Art, Lighting and Fashion | 0.6% | 2.5% |
| PA-related (Sound Design and Sound Operation) | 0.6% | 4.1% |
| Theaters, Live Music Venues, and Entertainment Facilities | 0.5% | 1.7% |
| Entertainment and Event Planning, Advertising and Promotion Planning | 0.6% | 1.6% |
| System and Software Development Related (Sier, SE, AI) | 4.0% | 6.1% |
| Equipment Manufacturer (Broadcast, Audio, and Video Equipment) | 14.9% | 14.4% |
| Government Office, Organization | 1.4% | 1.2% |
| Schools, Educational Institutions, Research Institutions | 2.2% | 3.0% |
| Trading Companies, Distribution, Equipment Sales Agencies | 1.8% | 7.1% |
| Ad Agency | 1.1% | 1.0% |
| Other Media (Publishing, Web, etc.) | 1.3% | 1.4% |
| Other Guest(Collaborative Industries and Tourism) | 3.6% | 6.0% |
| Student | 1.0% | 7.6% |

■ Outline

Name: INTER BEE CREATIVE
 Period: November 18 (Wed.) to 20(Fri.), 2026
 Venue: Exhibition Hall, Makuhari Messe
 Admission: Free (Registration required)

■ 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

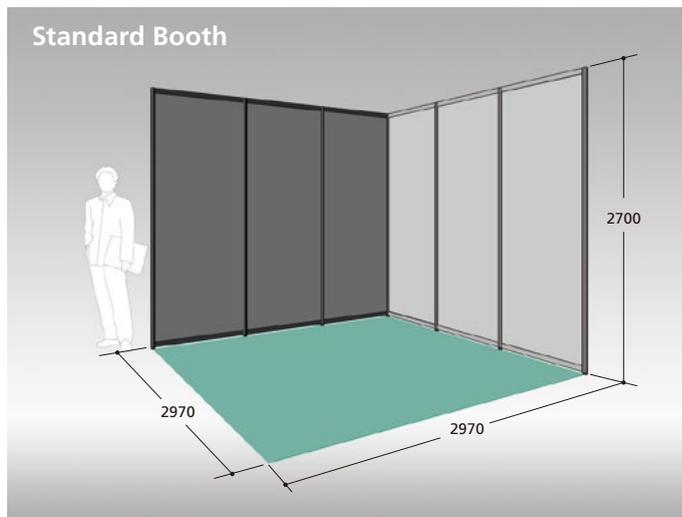
TEL: +81-3-6212-5231 E-mail: contact2026@inter-bee.com

Address: 4F Ote Center Bldg., 1-1-3 Otemachi, Chiyoda-ku, Tokyo, 100-0004

▶ Exhibition Booth

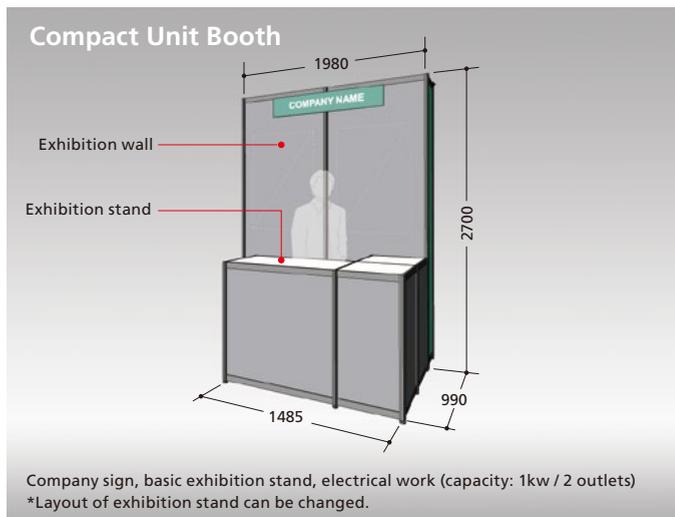
We offer "Standard Booths," which can be freely decorated and are ideal for promoting exhibited products, and "Compact Unit Booths" (table layouts can be changed), which are reasonably priced and easy to participate in.

■ Type of exhibition



■ Exhibition Fee Multiple booths are also available.

1 booth: **¥319,000**(tax incl.)



■ Exhibition Fee Multiple booths are also available.

1 booth: **¥214,500**(tax incl.)

▶ Stage Presentation

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

*We will accept applications for your desired presentation time slot 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 and deliver the audience data to you at a later date.

*Optional recording and archived distribution services available (for a fee).

■ Presentations Fee

Inter BEE 2026 Exhibitor: **¥220,000**(tax incl.)

Inter BEE 2026 Non Exhibitor: **¥352,000**(tax incl.)

| | 11/18 | 11/19 | 11/20 |
|-------------|-------|-------|-------|
| 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 |

■ 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 2026 Exhibition Guide

■ Application Deadline: **Tue., June 30, 2026**

- ◇ Please transfer a payment to our designated bank account by Monday, August 31.
- ◇ 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

Early August ▶ General Exhibitor Briefing Session
*We will inform you separately if we hold an exhibitor briefing session for this special event.

Mon., August 31 ▶ Deadline for the payment of the exhibition fees

Early October ▶ Distribution of Inter BEE 2026 invitation leaflets
▶ Distribution of Exhibitor Badge and Vehicle Stickers

November 16-17 ▶ Setting up exhibits

INTER BEE CREATIVE

Exhibition Application

Application
Deadline

Tuesday, June 30th

Application
Received

To Japan Electronics Show Association

Email: contact2026@inter-bee.com

Our company/organization will comply with all exhibition rules and regulations stipulated by both the Organizing Committee and Japan Electronics Show Association. In accordance with this agreement, we herewith submit our application for INTER BEE CREATIVE.

■ Please enter the name of the product and brand you plan to demo.

| |
|--|
| |
|--|

■ Please check the number of days you wish to exhibit and then enter the number of units you are applying for and the exhibit fee.

*Consumption tax will be applied at the rate in effect as of November 2026, the date of the exhibition.

| Type of exhibition | Exhibition Fee | Number of Units | Total Exhibition Fee |
|---|--|-----------------|----------------------|
| <input type="checkbox"/> Product Presentation | Inter BEE 2026 Exhibitor ¥220,000 (tax incl.)/ a session Inter BEE 2026 Non Exhibitor ¥352,000 (tax incl.)/ a session | × Slot | = ¥ |
| <input type="checkbox"/> Standard Booth | ¥319,000 (tax incl.)/ a booth | × Booth | = ¥ |
| <input type="checkbox"/> Compact Unit Booth | ¥214,500 (tax incl.)/ a unit | × Booth | = ¥ |

■ Exhibitor Information (Please print using uppercase and lowercase letters, as appropriate.)

This information will appear in printed materials and on the official Inter BEE website exactly as written, so please be careful to provide accurate information.

| | | | | | | | | | | | | | | | | | | | | |
|--|----------------|--|--|--|--|--|--|--|------|--|--|--|--|--|--|--|--|--|--|--|
| Company Name (One letter per box, leave box empty for space) | | | | | | | | | | | | | | | | | | | | |
| Head Office Address | | | | | | | | | | | | | | | | | | | | |
| Exhibition Supervisor | Address | | | | | | | | | | | | | | | | | | | |
| | Title/Division | | | | | | | | Name | | | | | | | | | | | |
| | TEL | | | | | | | | | | | | | | | | | | | |
| | E-mail | | | | | | | | | | | | | | | | | | | |
| Website URL | English | | | | | | | | | | | | | | | | | | | |
| | Japanese | | | | | | | | | | | | | | | | | | | |
| Privacy policy URL | English | | | | | | | | | | | | | | | | | | | |
| | Japanese | | | | | | | | | | | | | | | | | | | |
| Exhibitor Information will be shared between the Association and the partner companies with whom it has concluded a Memorandum of Understanding on Personal Information, only when necessary for the operation of Inter BEE and the provision of services. | | | | | | | | | | | | | | | | | | | | |
| <input type="checkbox"/> I agree to the above. (Check the box if you agree.) | | | | | | | | | | | | | | | | | | | | |

I hereby acknowledge that I have read, understood and will comply with the Inter BEE 2026 Exhibition Regulations including following cancellation fees and herewith apply to exhibit.

I agree to the above. (Check the box if you agree.)

Person in charge of our exhibit

Company name: _____

Name (Please print): _____

Job title: _____

Signature: _____

If an exhibitor cancels or reduces the number of booth spaces applied for, regardless of the reason, some or all of the following cancellation fees will apply. Consumption tax (10%) will be added to all fees.

| | |
|-----------------------------|------------------------------|
| July 1 to July 31, 2026 | 60% of exhibition booth fee |
| August 1 to August 31, 2026 | 80% of exhibition booth fee |
| After September 1, 2026 | 100% of exhibition booth fee |