

Broadmedia & Entertainment

Inter BEE 2026

Nov.18Wed.▶20Fri. Makuhari Messe

INTER BEE IGNITION × DCEXPO

Exhibition Guide

*Where next-generation content technologies
come together to shape the future.
Driving the creation of new innovation.
Here begins the new connection to the future.*

    #interbee2026

www.inter-bee.com



INTER BEE IGNITION × DCEXPO

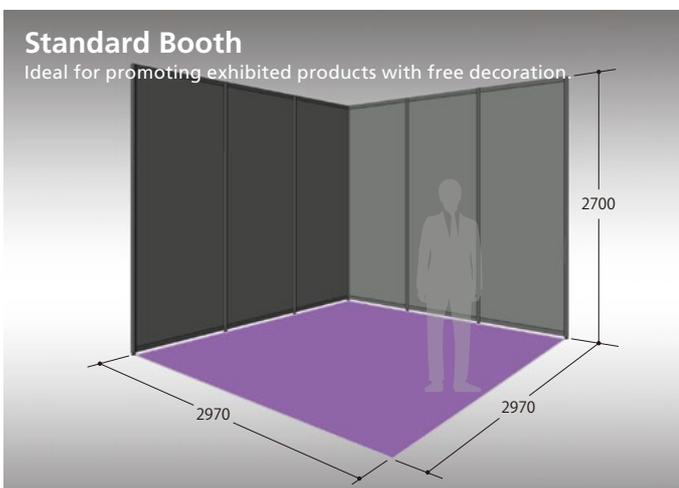
The future of next-generation entertainment powered by AI, XR, and Web3.

Cutting-edge content technologies intersect here, setting new value creation in motion. Centered on the latest technologies such as AI and XR, startups and industry leaders come together, giving rise to next-generation ideas and projects. The inspiration and discoveries found only here expand the possibilities of the future.

Participating Products

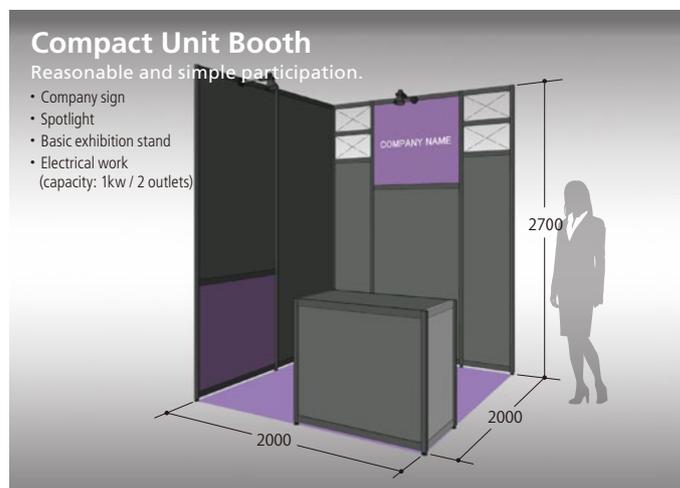
Companies and organizations related to XR (VR/AR), metaverse, AI, CG, 3D video/audio, blockchain, ultra-realistic video, projection mapping, drones, robotics, live entertainment technology, scenography, special equipment for staging, lighting systems, other advanced visual expression technologies, etc

Choose the style of exhibit that best suits your content and exhibit!



Exhibition Fee Multiple booths are also available.

1 booth: **¥319,000 (tax incl.)**



Exhibition Fee Multiple booths are also available.

1 unit: **¥231,000 (tax incl.)**

A wide range of business professionals from the media and entertainment industry gather here to discover new opportunities!

Visitor Industry Classification (INTER BEE IGNITION × DCEXPO Results)

Type of industry	IGNITION
Commercial TV Broadcaster	15.2%
Equipment Manufacturer (Broadcast, Audio, and Video Equipment)	14.9%
Film and Video Production Company	9.7%
Other Guest (Collaborative Industries and Tourism)	5.7%
Post-Production	5.1%
System and Software Development Related (Sier, SE, AI)	4.6%
Production	4.6%
Public Broadcast Station	4.6%
CATV-related	3.7%
Other User	3.3%
Schools, Educational Institutions, Research Institutions	3.3%
Government Office, Organization	2.9%
Trading Companies, Distribution, Equipment Sales Agencies	2.7%
Student	2.7%
Other Media (Publishing, Web, etc.)	2.4%

Type of industry	IGNITION
Entertainment and Event Planning, Advertising and Promotion Planning	2.1%
Video content production (including YouTubers and VTubers)	2.1%
Telecommunication Carrier	1.9%
Ad Agency	1.4%
Internet Business Related	1.3%
Related Staging, Art, Lighting and Fashion	1.1%
Music Content Production, Musicians, Music Artists	1.0%
OTT/Video Streaming Service Providers	0.8%
Animation Production Related	0.8%
PA-related (Sound Design and Sound Operation)	0.6%
Content Delivery Network	0.6%
Cloud Production / AI and Automation Service Provider	0.5%
Theaters, Live Music Venues, and Entertainment Facilities	0.3%
Commercial Radio Station	0.2%

Startup & University Area



The Startup & University Area brings together startups and research institutions that are driving new value creation through advanced content technologies. Diverse technologies and ideas converge here, showcasing the potential to connect with next-generation technologies and business opportunities. Meet partners who share your ambition and discover opportunities to co-create the future together.

Eligible Exhibitor

Startup companies or universities that aim to grow through new technology and innovation in the media, video and entertainment industries.

- Startup companies established less than 9 years ago (Established after November 2017)
- Universities and educational institutions aiming at social implementation of research results

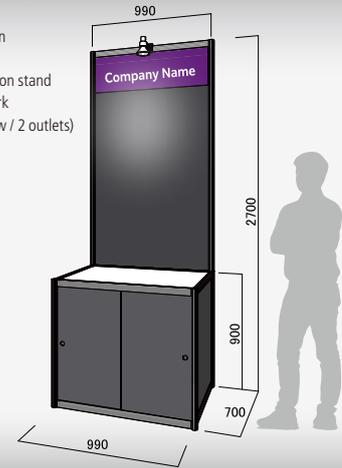
Exhibition Fee

2 Days(11/18, 19): **¥72,600 (tax incl.)**

3 Days (11/18-20): **¥89,100 (tax incl.)**

Startup Booth

- Company sign
- Spotlight
- Basic exhibition stand
- Electrical work (capacity: 1kw / 2 outlets)



Items & services 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.
- ◇ Use of visitor data reading system at booth
- ◇ Exhibitor presentation stage
- ◇ Exhibition Invitation (Japanese only, Must request)
- ◇ Exhibitor badge
- ◇ Exhibitor will be treated in the same manner as general exhibitors. *Please refer to the Inter BEE 2026 Exhibition Guide.

Exhibitor Presentation Stage

Eligible: INTER BEE IGNITION x DCEXPO Exhibitors

The stage in the INTER BEE IGNITION x DCEXPO area will provide an opportunity to introduce your booth and explain the contents of your exhibition. We hope you will make use of this opportunity.

*Details will be announced at a later date.



Outline

Name: INTER BEE IGNITION x DCEXPO
Co-organizer: Digital Content Association of Japan (DCAJ)
Period: November 18 (Wed.) to 20 (Fri.), 2026
Venue: Exhibition Hall, Makuhari Messe
Admission: Free (Registration required)

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

- ◇ Please submit your application via the online application form.
- ◇ 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 <small>*We will inform you separately if we hold an exhibitor briefing session for this special event.</small>
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

How to apply/Inquiry

Japan Electronics Show Association

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E-mail: contact2026@inter-bee.com

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