

Broadmedia & Entertainment
Inter BEE 2026
Nov.18Wed.▶20Fri. Makuhari Messe

INTER BEE **CINEMA**

Exhibition Guide

*Connecting Technology and
Talent for the Next Creation
Delivering the Knowledge and Community
Driving the Future of Japanese Filmmaking*

    #interbee2026

www.inter-bee.com



INTER BEE CINEMA

A gathering place for film production professionals, where technology and people connect. Within a community space dedicated to cinema, new ideas are shared and new business opportunities are created.

The domestic film market continues to evolve and grow as advancements in screening environments, diversified viewing styles, and increasingly sophisticated production workflows drive ongoing transformation from production through to the viewing experience.

At INTER BEE CINEMA, we present a film-focused community platform that leads the evolution of filmmaking technologies and content experiences — including directing, cinematography, lighting, sound recording, and editing. Bringing together film production professionals, the program serves as a hub for sharing the latest trends, equipment, and technologies, while offering hands-on opportunities to see, hear, and experience the future of visual storytelling.

■ Visitor Target

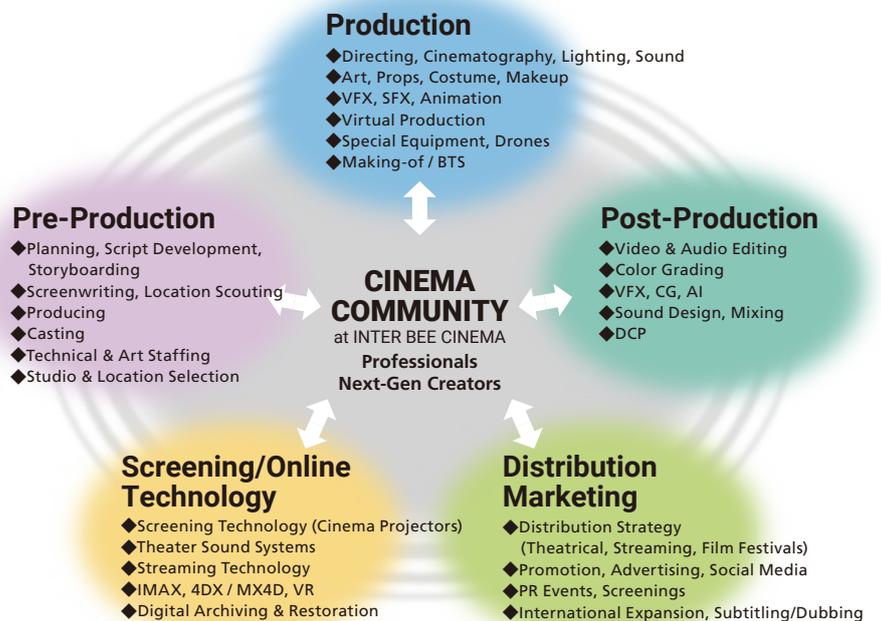
Film directors, Producers, Cinematographers, Cameramen, Lighting technicians, Sound technicians, Art directors, Other users involved in film production, Vocational school students and university students interested in the industry

■ Visitor Industry Classification (Inter BEE 2025 Results)

Type of Business	CINEMA	Inter BEE
Equipment Manufacturer (Broadcast, Audio, and Video Equipment)	29.4%	14.4%
Film and Video Production Company	16.9%	6.8%
Post-Production	8.9%	3.6%
Production	7.6%	4.7%
Other User	5.0%	3.3%
Trading Companies, Distribution, Equipment Sales Agencies	3.8%	7.1%
Commercial TV Broadcaster	3.6%	8.1%
Public Broadcast Station	3.2%	3.1%
Other Guest(Collaborative Industries and Tourism)	2.6%	6.0%
Student	2.2%	7.6%
Video content production (including YouTubers and VTubers)	2.0%	1.5%
Government Office, Organization	1.6%	1.2%
Related Staging, Art, Lighting and Fashion	1.4%	2.5%
System and Software Development Related (Sler, SE, AI)	1.2%	2.1%

Comparison of INTER BEE CINEMA session attendees and overall Inter BEE visitors

Type of Business	CINEMA	Inter BEE
Theaters, Live Music Venues, and Entertainment Facilities	1.2%	1.7%
Schools, Educational Institutions, Research Institutions	1.2%	6.1%
Telecommunication Carrier	1.2%	3.0%
Entertainment and Event Planning, Advertising and Promotion Planning	1.0%	1.9%
CATV-related	1.0%	0.9%
OTT/Video Streaming Service Providers	1.0%	1.6%
Other Media (Publishing, Web, etc.)	0.8%	1.6%
Internet Business Related	0.8%	1.0%
Ad Agency	0.8%	1.4%
PA-related (Sound Design and Sound Operation)	0.4%	1.7%
Music Content Production, Musicians, Music Artists	0.4%	1.1%
Content Delivery Network	0.4%	0.8%
Cloud Production	0.4%	4.1%
Animation Production Related	0.2%	0.4%



Showcase products and technologies related to cinema production and appeal to industry professionals!

▶ Product Showcase

Affordable and easy-to-participate unit-type booths are available. Use it as a hub to attract visitors to your own booth!

■ Exhibit Target

- ◆ Film equipment (cameras, lighting, sound, special equipment, etc.)
- ◆ Filming site recording devices ◆ Related equipment ◆ Applications

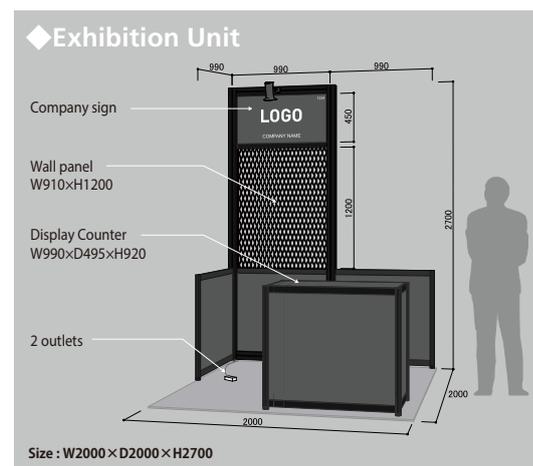
■ Exhibition booth unit

• Company sign, Exhibition stand, Electricity supply installation costs / electricity charges (1kW), 2 outlets

*If an electrical capacity of 1 kW or more is used, a charge of JPY 11,000 (incl. tax) per kW is required to pay.

*The maximum number of booths applied for is two.

■ Exhibition fee (1 unit)



Exhibitor of Inter BEE 2026: **¥154,000 (tax incl.)**

Non-Exhibitor: **¥275,000 (tax incl.)**

Users can experience a variety of cinema cameras and cinema lenses!

▶ Cinema Lens Display

A Cinema Lens Bar will allow visitors to try various cinema lenses from different manufacturers mounted on cameras. Lens Meisters will assist with lens changes and provide explanations based on visitors' requests. Exhibitors can showcase their lenses while keeping preparation efforts to a minimum.



■ Exhibition fee : 1 set (5 pcs at most)

Exhibitor of Inter BEE 2026: **¥110,000 (tax incl.)**

Non-Exhibitor: **¥154,000 (tax incl.)**

*Exhibitors are responsible for transporting, bringing in and removing their products. If you need to receive or check products, this can be done as a chargeable option.

■ 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 (Application required) ◇ 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

■ Outline

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

■ 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
Tue., November 17	▶ Setting up exhibits

■ How to apply/Inquiry

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

INTER BEE CINEMA

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 CINEMA.

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

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■ 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 Showcase	Exhibitor: ¥154,000 (tax incl.) / unit Non-Exhibitor: ¥275,000 (tax incl.) / unit	× unit(s)	= ¥
<input type="checkbox"/> Cinema Lens Display	Exhibitor: ¥110,000 (tax incl.) / 1 set Non-Exhibitor: ¥154,000 (tax incl.) / 1 set	× set(s)	= ¥

■ 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												
<small>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.</small>													
<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