

Option Menu Guide Application Deadline Sept. 30 (Wed.)



We have a menu of options to help you effectively transmit information. There are options with limited quantity, so please consider applying as soon as possible.

Option 1: Advance Magazine Article Advertisement

Take full advantage of Inter BEE's information dissemination functions to support sales promotions and brand information.

The Inter BEE News Center team will produce articles and videos, which will be posted on the official website as PR articles and disseminated as information. Articles will also be posted on the official Inter BEE Facebook and Twitter pages and distributed through the HTML newsletter.

- Number of site visits: **537,818 Sessions** ● Official Facebook Followers: **5,276 Followers**
- Official Twitter Followers: **2,619 Followers** ● Email newsletters sent out: **78,000 Newsletter**

<Articles with photos and text>

1-1. INTER BEE MAGAZINE Article Ad

■ Participation Fee: **275,000 yen (tax included)**

※A reporter will visit or call you for an interview and write up the article.

<Articles with product videos>

1-2 INTER BEE TV Video Article Ad

■ Participation Fee: **550,000 yen (tax included)**

※ Assumed to be filmed in a studio (Tokyo and Osaka).
Movie is about 2 minutes long.

◇Shared specifications

- Application period: September 14 (Mon.) to November 13 (Fri.)
- Publication period: 1 week (please select your preferred period on the application form)
- Number of newsletter delivery: 1 time
- Application deadline: **September 30 (Wed.)**

※ Please apply at least three weeks in advance of your desired publication date, as we need to interview and write the article.



Sent HTML e-mails through Inter BEE Visitor Database

Option 2: Video Advertisements in Studio Live

Video advertisements will be broadcasted on "Studio Live" during the live event. Increase your exposure, the value and effectiveness of your exhibit.

Your company's original video will be distributed as the facilitator of the studio live performance during the live event and as a commercial between the programs. Studio Live will be featured on the Inter BEE 2020 ONLINE top page.

- Participation Fee: **550,000 yen (tax included)**
- On-air period: November 18 (Wed.) - November 20 (Fri.)
- Number of plays: 5 or more times per day
- Length of video: within 30 seconds. Format: H.264 (MPEG-4 AVC)
- Entry Deadline: **October 30 (Fri.)**



Option 3: Exhibitor Seminars

From pre-promotional announcements to day-of-event announcements, we can help you reach a larger audience.

Exhibitor seminar slots are now available to be streamed during the live event. This will be featured on the top page during the distribution as an Inter BEE conference program. It will also be posted on the Exhibitor Details page.

■ Participation Fee: **440,000 yen (tax included)**

- ※ Applications will be accepted on a first-come, first-served basis from 10:00 a.m. on August 24 (Monday). There is no limit to the number of sessions you can apply for.
- ※ There will be two tracks.
- ※ After the seminar, it will continue to be posted as archived content.

■ Audience data: Data of visitors to the lecture during the delivery will be provided at a later date.
※ Only the information of opt-in visitors will be provided, not those who have opted out.
◇ 1 hour per session, 5 slots per day, 2 tracks during the event
※ Details will be provided separately.

- Video: Please record your own video. The secretariat office can provide support for a fee.
- Length of video: 60 minutes or less.
- Entry Deadline: **October 30 (Fri.)**

Broadcasting on TOP page



Exhibitor Details

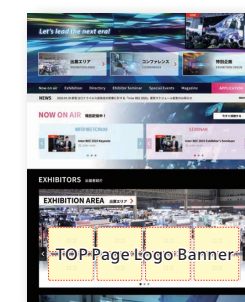


Option 4: Logo Banner Ad

Increase exposure, maximize exhibitor effectiveness and access to your exhibitor details in the shortest amount of time.

4-1. Top Page Logo Banner ad

- Participation Fee: **1,100,000 yen (tax included)**
- Ad Location: INTER BEE ONLINE TOP PAGE
- Eligible plans: Standard and Premium plan applicants
- Logo size: 400px or more in width
- Submission deadline: **October 30 (Fri.)**



4-2. Exhibition area TOP Banner ad

- Participation Fee: **1,100,000 yen (tax included)**
- Ad Location: Exhibition Area Entrance TOP page
- Eligible plans: Premium plan applicants only
- Banner size: 1800px (W) by 600px (H)
- Submission deadline: **October 30 (Fri.)**



Japan Electronics Show Association▶ E-mail: exhibitor@inter-bee.com

Accepting Application: **8/24 (Mon.), 10 AM (first-come, first-served basis)** Deadline: **9/30 (Wed.)**

Option 1: Advance Magazine Article Advertisement

■ Please select the box for your preferred advertising plan and the number of articles you would like to apply for.

<input type="checkbox"/> 1-1. INTER BEE MAGAZINE Article Ads	275,000 yen (tax incl.) ✕
<input type="checkbox"/> 1-2. INTER BEE TV Video Article Ad	550,000 yen (tax incl.) ✕

※Up to 2 applications are allowed per company.

*Ex. 1: INTER BEE MAGAZINE Article Ads x 2

*Ex. 2: INTER BEE MAGAZINE Article Ads x 1; INTER BEE TV Video Article Ad x 1

*Ex. 3: INTER BEE TV Video Article Ad x 2

■ Please select the desired number. For availability, please contact the Japan Electronics Show Association.

	INTER BEE MAGAZINE Article Ad	INTER BEE TV Video Article Ad
3rd week of September - 1st	<input type="checkbox"/> M-1	<input type="checkbox"/> T-1
3rd week of September - 2nd	<input type="checkbox"/> M-2	<input type="checkbox"/> T-2
4th week of September - 1st	<input type="checkbox"/> M-3	<input type="checkbox"/> T-3
5th week of September / 1st week of October- 1st	<input type="checkbox"/> M-4	<input type="checkbox"/> T-4
5th week of September / 1st week of October - 2nd	<input type="checkbox"/> M-5	<input type="checkbox"/> T-5
2nd week of October - 1st	<input type="checkbox"/> M-6	<input type="checkbox"/> T-6
2nd week of October - 2nd	<input type="checkbox"/> M-7	<input type="checkbox"/> T-7
3rd week of October - 1st	<input type="checkbox"/> M-8	<input type="checkbox"/> T-8
3rd week of October - 2nd	<input type="checkbox"/> M-9	<input type="checkbox"/> T-9
4th week of October - 1st	<input type="checkbox"/> M-10	<input type="checkbox"/> T-10
4th week of October - 2nd	<input type="checkbox"/> M-11	<input type="checkbox"/> T-11
1st week of November - 1st	<input type="checkbox"/> M-12	<input type="checkbox"/> T-12
1st week of November - 2nd	<input type="checkbox"/> M-13	<input type="checkbox"/> T-13
2nd week of November - 1st	<input type="checkbox"/> M-14	<input type="checkbox"/> T-14
2nd week of November - 2nd	<input type="checkbox"/> M-15	<input type="checkbox"/> T-15

Option 2: Video Advertisements in Studio Live

■ Please check the box if you would like to apply for the option.

<input checked="" type="checkbox"/> Video Ads in Studio Live	550,000 yen (tax incl.)
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Option 3: Exhibitor Seminars

■ Please check the box if you would like to apply for the option. In addition the number of seminars you would like to apply for.

<input type="checkbox"/> Exhibitor Seminars	440,000 yen (tax incl.) ✕
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※One company can request more than one session.

■ Please select the desired number. For availability, please contact the Japan Electronics Show Association.

Date	Time slot	Session Number
November 18 (Wed.)	10:00 – 11:00	<input type="checkbox"/> 18-A
	11:30 – 12:30	<input type="checkbox"/> 18-B
	13:00 – 14:00	<input type="checkbox"/> 18-C
	14:30 – 15:30	<input type="checkbox"/> 18-D
	16:00 – 17:00	<input type="checkbox"/> 18-E
November 19 (Thu.)	10:00 – 11:00	<input type="checkbox"/> 19-A
	11:30 – 12:30	<input type="checkbox"/> 19-B
	13:00 – 14:00	<input type="checkbox"/> 19-C
	14:30 – 15:30	<input type="checkbox"/> 19-D
	16:00 – 17:00	<input type="checkbox"/> 19-E
November 20 (Fri)	10:00 – 11:00	<input type="checkbox"/> 20-A
	11:30 – 12:30	<input type="checkbox"/> 20-B
	13:00 – 14:00	<input type="checkbox"/> 20-C
	14:30 – 15:30	<input type="checkbox"/> 20-D
	16:00 – 17:00	<input type="checkbox"/> 20-E

Option 4: Logo Banner Ad

■ Please check the box if you would like to apply for the option.

<input type="checkbox"/> 4-1. TOP Page Logo Banner ad ※Only Standard and Premium plan applicants	1,100,000 yen (tax incl.)
<input type="checkbox"/> 4-2. Exhibition Area TOP Banner ad ※Only Premium plan applicants	1,100,000 yen (tax incl.)

■ Exhibitor

Exhibitor Name	
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■ Application Representative / Billing Address

Company name			
Address			
Department		Representative Name	
Telephone No.		Fax No.	
E-mail			