

Broadmedia & Entertainment

Inter BEE 2022

Makuhari Messe: 11.16 Wed. »» 18 Fri.

Online: 11.1 Tue. »» 12.23 Fri.

Exhibition Guide

INTER BEE CONNECTED

Broadcasting and telecommunications are CONNECTED.

CONNECT each business with the other.

    #interbee2022

www.inter-bee.com

INTER BEE CONNECTED

The integration of Broadcasting and Telecommunications will evolve the media and create new content business

A place where the frontiers of media communication and technology, which continue to evolve on a daily basis, are comprehensively disseminated, and where various business contents, advertisements, and AI-based marketing and services can be supported and networked for the benefit of business.

Exhibitors

- ◆ Digital content production companies
- ◆ Digital content production companies
- ◆ Various application development companies
- ◆ Digital ad technology development companies
- ◆ Content production and application development support related companies
- ◆ Digital content distributors
- ◆ Web platform-related businesses
- ◆ Internet advertising companies
- ◆ Cloud computing related companies
- ◆ Telecommunications companies
- ◆ Other companies and organizations related to broadcasting and ICT



*2019 Venue

Visitor Industry Classification

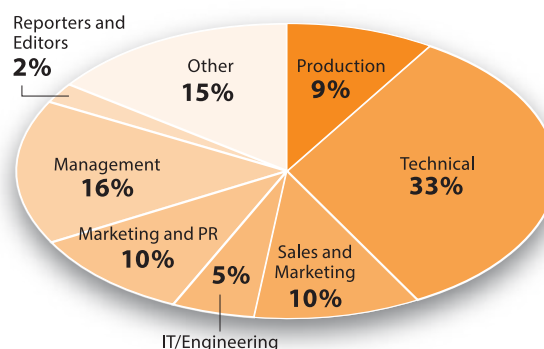
(Inter BEE 2021 results)

INTER BEE CONNECTED visitors in comparison to Inter BEE as a whole

Industry	CONNECTED	Inter BEE
Commercial TV Broadcaster	44.0%	21.1%
Public Broadcast Station	6.8%	6.0%
Related CATV	3.3%	2.1%
Radio Station	0.9%	1.5%
Other User	3.9%	4.9%
Related Internet Business	2.5%	3.1%
Content Delivery Network	1.7%	1.6%
Telecommunication Carrier	2.3%	2.7%
Other Guest	3.3%	3.8%
Ad Agency	2.9%	1.8%
Production	2.6%	3.2%
Film and Video Production Company	2.5%	4.5%
Related Content Creation	2.4%	2.9%
Post-Production	2.5%	4.1%
Video Software Production Company	0.1%	0.3%
Equipment Manufacture	10.1%	18.8%
Trading Company	0.7%	2.3%
Student	0.9%	3.1%
Government Office, Organization	1.7%	2.1%
Related PA Equipment	0.3%	1.7%
Related Staging, Art and Lighting	0.1%	0.8%
Facilities and Retail Stores	0.3%	0.8%
Record Manufacture	0.1%	0.7%
System Integrators	3.6%	5.1%
Publishing and printing	0.5%	1.2%

Breakdown of broadcaster participants

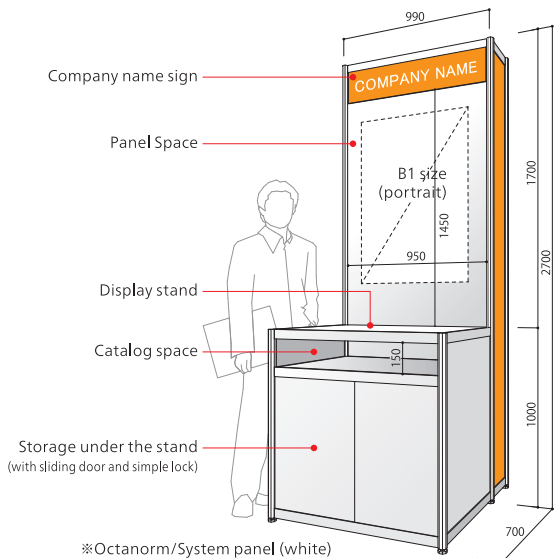
Job classifications extracted only from broadcasters



You can choose the style of exhibit that best suits your content and exhibit!

Exhibit unit: Type A

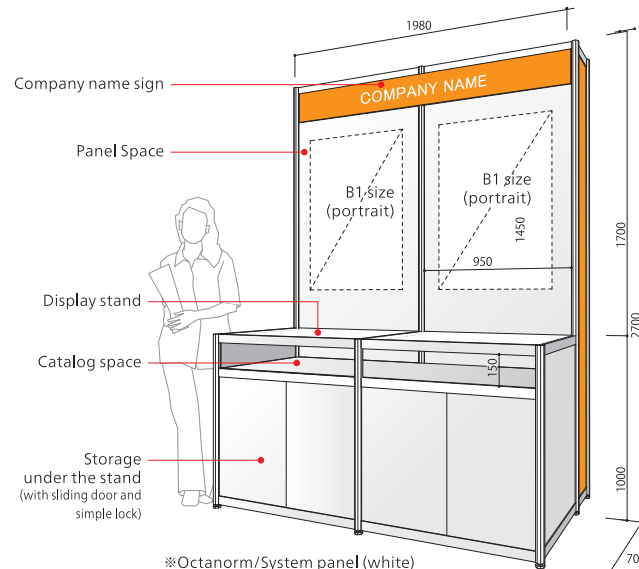
990mm (Frontage) × 2,700mm (Height) × 700mm (Depth)



¥231,000 (Tax Incl.)

Exhibit unit: Type B

1,980mm (Frontage) × 2,700mm (Height) × 700mm (Depth)



¥319,000 (Tax Incl.)

Items included in the exhibition fee

◇ Display unit counter: Basic display stand, display back wall, company name sign, electricity supply construction fee/electricity usage (1kW), 2 outlets, shared internet connection

*The electricity supply capacity included in the exhibition fee is 1kW, even if you apply for Type B.

*If you wish to use more than 1kW of electricity, you will be charged ¥9,900 (including tax) per 1kW of electricity as an additional electricity supply installation fee/electricity usage fee.

*The Internet line is a shared line. If a dedicated line is used, a separate fee will be charged.

◇ Exhibition invitation, exhibitor badge, online exhibitor page

◇ Other, exhibitor will be treated in the same manner as general exhibitors. Please refer to the Inter BEE 2022 Exhibitor Guide.

PR and advertising before the event to attract visitors to the exhibit!

A teaser video (approx. 3 minutes) can be viewed on our website, introducing the Makuhari Messe booths and explaining the contents to be exhibited.

*Details will be provided at a later date



Overview

Name: INTER BEE CONNECTED

Period: Makuhari Messe November 16(Wed) ~ November 18(Fri)

Online November 1 (Tue) ~ December 23 (Fri)

Venue: Makuhari Messe

Admission: Free (Registration required)

Operation Schedule

Late August ▶ Exhibitor Orientation

August 31 (Wed) ▶ Deadline for Payment of Booth fee

Early October ▶ Distribution of Invitation Letters for Inter BEE 2022

▶ Distribution of Exhibitor Badges and Vehicle Tickets

November 15 (Tue) ▶ Load-in and Preparation

Application Deadline June 30, 2022 (Thu)

◇ Please pay the exhibition fee by Wednesday, August 31.

◇ If the exhibitor cancels or reduces the number of units applied for after application, a cancellation fee will be charged. Consumption tax will be added to the cancellation fee.

July 1st to July 31st, 2022 ▶ 60% of exhibition booth fee

August 1st to August 31st, 2022 ▶ 80% of exhibition booth fee

After September 1st, 2022 ▶ 100% of exhibition booth fee

For inquiries, please contact:

Japan Electronics Show Association (JESA)

Representative: Ms. Suzuki, Ms. Mori

Tel: 03-6212-5231

E-mail: contact2022@inter-bee.com

www.inter-bee.com



INTER BEE CONNECTED

Application Form

Deadline

June 30, 2022 (Thu)

Application Date

To Japan Electronics Show Association

Email: contact2022@inter-bee.com

Our company/organization (exhibitor) hereby agrees to participate in the "INTER BEE CONNECTED" in compliance with the exhibition rules and regulations separately stipulated by the Japan Electronics Show Association (JESA), which operates this exhibition.

Please describe your main business activities and the products you plan to exhibit.

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Please select the of your preferred exhibition type and indicate the number of booths you wish to apply for and the exhibition fee.

Exhibition Style	Exhibit Fee (Tax Incl.)	Number of booths	Total Exhibition Fee (Tax Incl.)
<input type="checkbox"/> Exhibition Unit: Type A	1 Booth ¥231,000	× Booths	=
<input type="checkbox"/> Exhibition Unit: Type B	1 Booth ¥319,000	× Booths	=

Exhibitor Name Please fill in your information accurately as it will be used in printed materials and on the official website. Please pay particular attention to the capitalization of English text.

Company Name (One letter per box, leave box empty for space)																			
Head Office Address																			
Exhibition Supervisor	Address																		
	Title/Division						Name												
	TEL						FAX												
	E-mail																		
Website URL	English																		
	Japanese																		

On behalf of my company, I hereby acknowledge that I have read, understood and will comply with the Inter BEE 2022 Exhibition Regulations including following cancellation fees and herewith apply to exhibit.

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, 2022	60% of exhibition booth fee
August 1 to August 31, 2022	80% of exhibition booth fee
On or after September 1, 2022	100% of exhibition booth fee