

Broadmedia & Entertainment

Inter BEE 2022

Makuhari Messe: 11.16 Wed. »» 18 Fri.

Online: 11.1 Tue. »» 12.23 Fri.

Exhibition Guide

INTER BEE IGNITION × DCEXPO

INTER BEE IGNITION will combine with the DIGITAL CONTENT EXPO

to present a variety of advanced video technologies and cutting-edge content

production technologies, and evolve into the forefront of

innovation and business in the content and entertainment industries.

Name / Surname

Identification card number

Home address

Email address

TIN

Bank account

location data

Driver's license

Medical data



#interbee2022

www.inter-bee.com

INTER BEE IGNITION × DCEXPO

Digital Content Expo (DCEXPO) has contributed to promoting innovation in the content industry as an international event focusing on advanced technology and content.

In addition, INTER BEE IGNITION has been presenting the possibilities of advanced visual expression technologies in the expanding world of media and entertainment.

This year, INTER BEE IGNITION and DCEXPO will be combined as "INTER BEE IGNITION x DCEXPO," aiming to create new business opportunities in the content and entertainment industries, the event will be developed as a place to communicate the possibilities that cutting-edge technologies offer to society and communities, and to experience the future of new media and a variety of cutting-edge technologies and content.

METaverse

The Metaverse opens up and broadens opportunities for cutting-edge technologies in media and entertainment

Experience the world of the Metaverse at the exhibition, Immerse yourself by experiencing the Special Session with VR headset. Seminars and presentations of new initiatives by leading creators, researchers, and experts are scheduled.



The expansion of content never stops!!
Join us at the business stage for the future approached by advance Content Technology.

Exhibit Categories

XR (VR/AR), CG, 3D Imaging/Acoustics, Artificial Intelligence (AI), Metaverse, Blockchain, Ultra-realistic Imaging, Projection Mapping, Drones, Robotics, Interactive Systems, Motion Systems, Media Art, and Other Advanced Imaging Expression Technologies, 4K/8K Projectors, Digital Signage, Live Entertainment Technology, Scenography, Special equipment for Production, Lighting Systems, Big Data, Cloud, IoT, Other Expression and Experience Technology

Visitor Industry Classification (Inter BEE 2021 results)

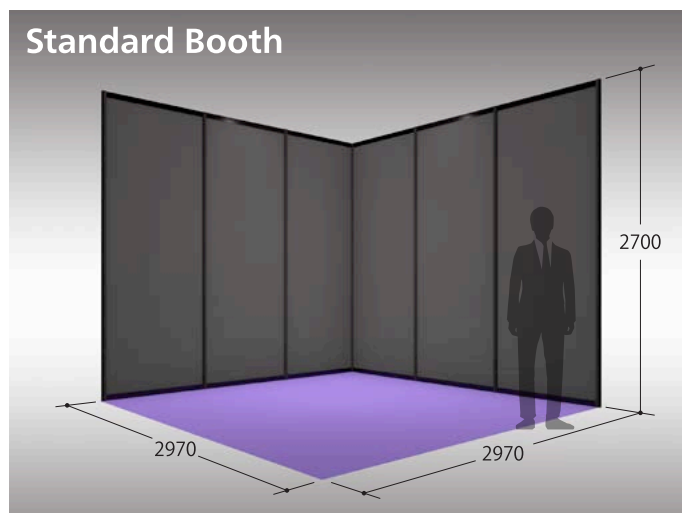
INTER BEE IGNITION visitors in comparison to Inter BEE as a whole

Industry	IGNITION	Inter BEE
Commercial TV Broadcaster	26.8%	21.1%
Public Broadcast Station	5.1%	6.0%
Related CATV	1.9%	2.1%
Radio Station	1.0%	1.5%
Other User	5.0%	4.9%
Related Internet Business	3.2%	3.1%
Content Delivery Network	2.2%	1.6%
Telecommunication Carrier	1.9%	2.7%
Other Guest	3.7%	3.8%
Ad Agency	2.6%	1.8%
Production	2.7%	3.2%
Film and Video Production Company	4.5%	4.5%
Related Content Creation	5.4%	2.9%
Post-Production	5.4%	4.1%
Video Software Production Company	0.3%	0.3%
Equipment Manufacture	14.0%	18.8%
Trading Company	1.3%	2.3%
Student	2.3%	3.1%
Government Office, Organization	2.4%	2.1%
Related PA Equipment	0.7%	1.7%
Related Staging, Art and Lighting	0.5%	0.8%
Facilities and Retail Stores	0.6%	0.8%
Record Manufacture	0.5%	0.7%
System Integrators	4.4%	5.1%
Publishing and printing	1.6%	1.2%

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

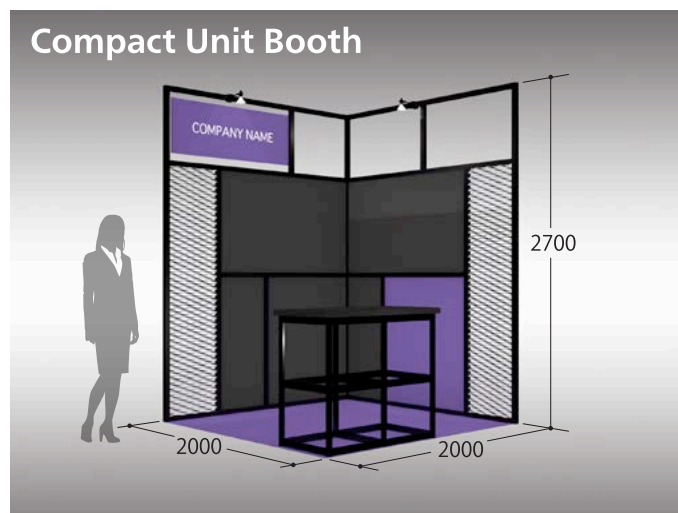
Two types of booths are available: a standard booth that can be freely decorated and is ideal for promoting exhibited products, and a compact unit booth that is reasonably priced and easy to participate in.

■ Exhibit Style



Exhibition Fee Exhibiting in multiple booths is also allowed.

1 Booth: **¥297,000 (Tax Incl.)**



Exhibition Fee Exhibiting in multiple booths is also allowed.

1 Unit: **¥198,000 (Tax Incl.)**

Company name display, spotlight,
power supply + electricity usage (1kW/unit)

■ Items included in the exhibition fee

- ◇ 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 IGNITION×DCEXPO
Collaboration with: Digital Content Association of Japan (DCAJ)
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 IGNITION × DCEXPO

Deadline

June 30, 2022 (Thu)

Application Form

Application
Date**To Japan Electronics Show Association**Email: contact2022@inter-bee.com

Our company/organization (exhibitor) hereby agrees to participate in the "INTER BEE IGNITION x DCEXPO" 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"/> Standard Booth	1 Booth ¥297,000	× Booths	=
<input type="checkbox"/> Compact Unit Booth	1 Booth ¥198,000	× Unit	=

■ 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