

INTER BEE *BORDERLESS*



Media without borders.

The future of business lies.



[f](#) [t](#) [@](#) [v](#) #interbee2023

Outline

Name: INTER BEE BORDERLESS
Period: [Makuhari Messe] November 15 (Wed) ~ 17 (Fri)
[Online] November 6 (Mon) ~ December 15 (Fri)
Venue: Exhibition Hall, Makuhari Messe
Admission: Free (Registration required)

For Inquiries

Japan Electronics Show Association (JESA)
TEL: 03-6212-5231
E-mail: contact2023@inter-bee.com

www.inter-bee.com



INTER BEE *BORDERLESS*

The broadcasting and communication we once knew has gone.
We will provide you with the opportunity to meet new businesses that will expand.

From CONNECTED to BORDERLESS

The special program, INTER BEE CONNECTED, evolved into INTER BEE BORDERLESS this year. The convergence of broadcasting and telecommunications is already a reality, and the broadcasting business has begun to move beyond it. The keyword for this idea was "BORDERLESS. It is no longer time to consider how to overcome the boundaries. Instead, we should now assume that the boundaries have already disappeared. As content freely flits between people, the potential for it to give rise to many different kinds of business opportunities is growing. How can we create those opportunities and what kind of future can we envision? It also requires ideas outside the mainstream of the existing industry. INTER BEE BORDERLESS is a place for such players to meet and discuss new business.

Target Exhibits

- ◆ Digital content production companies
- ◆ App production companies
- ◆ Digital marketing tool development companies
- ◆ Digital ad technology development-related companies
- ◆ Content production and app development support
- ◆ Technology - related companies
- ◆ Digital content distribution operators
- ◆ Online platform - related operators
- ◆ Online advertising companies
- ◆ Cloud - related operators
- ◆ Communication - related operators
- ◆ Other companies and organizations involved in video and ICT

Type of Business (Inter BEE 2022)

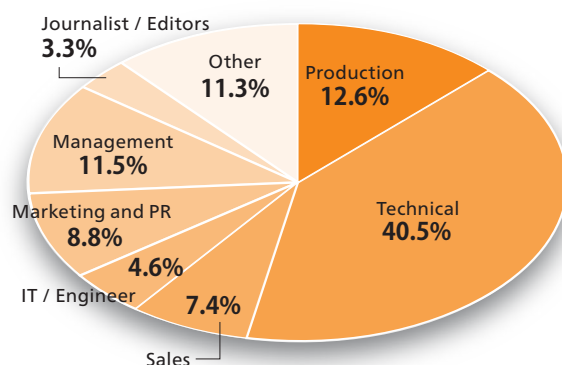
Comparison of participants for CONNECTED with Inter BEE over all.

Type of Business	CONNECTED	Inter BEE
State-run Broadcasting Station	6.2%	3.4%
Commercial TV Broadcaster	32.5%	9.9%
Radio Station	0.3%	0.7%
Postproduction	3.2%	5.4%
Production House	3.6%	3.8%
Film and Video Production Company/Videographer	3.6%	7.5%
Video Software Production Company	0.0%	0.4%
Recording Company/Music Production/Musician	0.1%	1.5%
Related PA Equipment	0.1%	3.4%
Related CATV	5.8%	2.0%
Related Staging, Art and Lighting, Fashion	0.3%	2.3%
Related Contents Publishers	2.6%	3.0%
Related Internet Business/Web Development/Web Services	3.8%	2.9%
Telecommunications Carrier	3.4%	2.8%
Content Delivery Network	2.2%	1.4%
Theater/Entertainment/Facilities and Stores	0.6%	1.5%
Government office, Organization	2.4%	1.7%
Trading Company	1.2%	4.9%
Other User	4.4%	5.5%
Equipment Manufacture	11.7%	15.5%
Entertainment/Event Organizer/Ad Agency	4.1%	1.7%
Other Guest	2.6%	5.0%
Student	1.2%	7.0%
System Integrator	2.9%	5.8%
Publishing/Printing	0.9%	1.0%



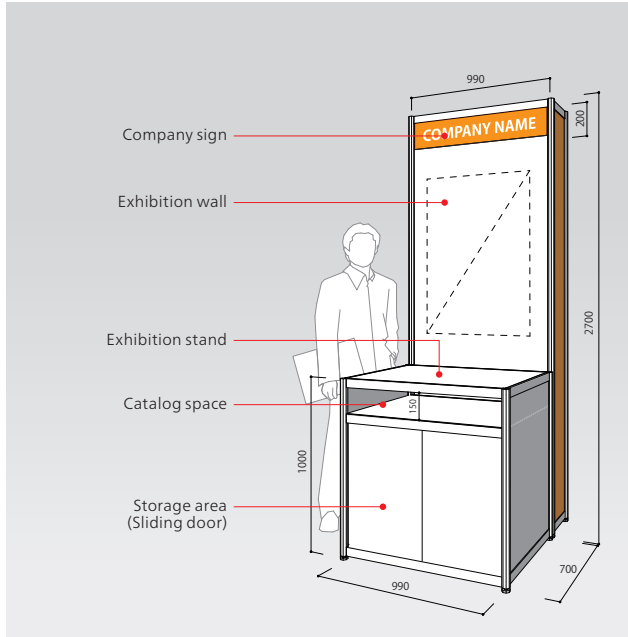
Details of participants of TV Broadcasters

Sampled data from type of occupation in TV broadcasters only



▶ Display units to suit your exhibition style

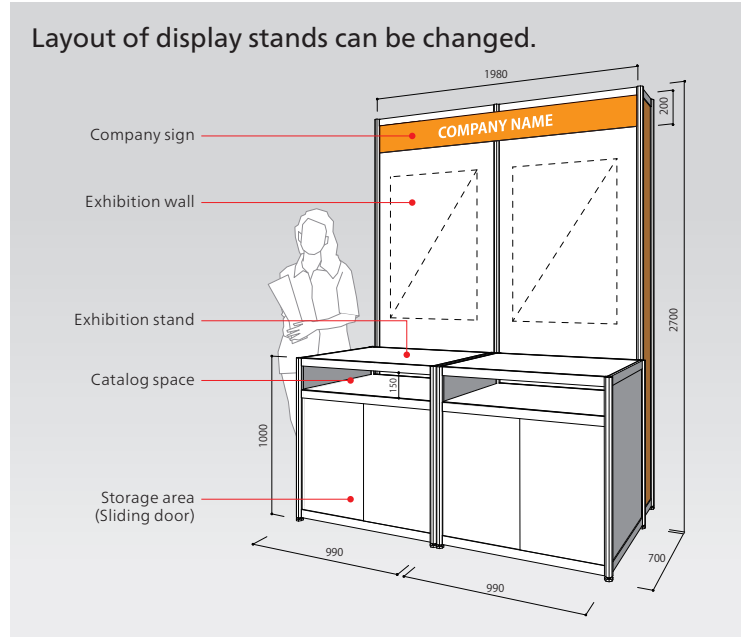
Exhibition Unit Counter: Type A



■ **Exhibition Fee** Multiple booths are also available.

1 unit : **¥231,000** (Tax Incl.)

Exhibition Unit Counter: Type B



■ **Exhibition Fee** Multiple booths are also available.

1 unit : **¥319,000** (Tax Incl.)

■ Items included in the exhibition fee

◇ Exhibition unit counter: Basic exhibition stand, exhibition back wall, company sign, electrical work (capacity: 1kw / 2 outlets) and Internet access

*Exhibition Unit Type B is including 1kW electric-supply only.

*If you need more than 1kW electric-supply, we charge 9,900 yen per 1kW for additional electric work.

*The Internet access is a shared line. There will be a separate fee if you wish to use an exclusive line.

◇ Exhibition Invitation (Must request) ◇ Exhibitor badge

◇ Online Exhibitor Page

◇ Exhibitor will be treated in the same manner as general exhibitors.

*Please refer to the Inter BEE 2023 Exhibit



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

A teaser video 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.

■ Application Deadline: **Friday, June 30, 2023**

◇ Please pay the exhibition fee by Thursday, 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. Consumption tax will be added to the cancellation fee.

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

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

After September 1st ▶ **100% of exhibition booth fee**

■ Operation schedule

Late August ▶ Exhibitor Orientation

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

Early October ▶ Distribution of Invitation Letters for Inter BEE 2023

▶ Distribution of Exhibitor Badges and Vehicle Tickets

November 14(Tue) ▶ Load-in and Preparation

INTER BEE *BORDERLESS*

Exhibition Application

Application
Deadline

Friday, June 30th

Application
Received

To Japan Electronics Show Association

Email: contact2023@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 the INTER BEE BORDERLESS.

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.

Check the box of the type of exhibition unit counter	Number of Units	Total Exhibition Fee
<input type="checkbox"/> Exhibition Unit Counter: A Type 231,000 yen (incl. tax)	× Unit	yen
<input type="checkbox"/> Exhibition Unit Counter: B Type 319,000 yen (incl. tax)	× Unit	yen

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							FAX												
	E-mail																			
Website URL	English																			
	Japanese																			
Personal information provided in the above section may be shared with third-party subcontractors subject to privacy policy to protect personal information, whenever necessary for providing services. <input type="checkbox"/> I agree to the above (check box if you agree)																				

On behalf of my company, I hereby acknowledge that I have read, understood and will comply with the Inter BEE 2023 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, 2023	60% of exhibition booth fee
August 1 to August 31, 2023	80% of exhibition booth fee
After September 1, 2023	100% of exhibition booth fee