

With much support and expectation, the place of high quality listening experience will be re-launched for a new era of sound creation.

Professional-use headphones/microphones are indispensable for high-quality sound creation and acoustic experience. The "INTER BEE EXPERIENCE X-Headphone/X-Microphone," a place where visitors can casually listen to and experience the latest products, has been well satisfied by the many visitors who had experienced it every year since 2016.

For the past three years, we have been forced to take a break to prevent the spread of infection, but in the various changes such as the evolution of the sound creation environment including remote production, the rise of distribution, and the resurgence of the live entertainment market, the user base is expanding, from professionals to high amateurs.

In response to the many requests for the revival of the event from users and visitors, we have decided to revive and re-launch the event this year. We hope that all related exhibitors will take this opportunity and use it as a chance to attract new users.

### 2019 Actual

- ◇Exhibitors Headphone: **7** companies / **8** brands  
Microphone: **9** companies / **11** brands
- ◇Number of visitors: **5,038** people

### Type of Business

Type of Business	X-Headphone X-Microphone	Overall	Type of Business	X-Headphone X-Microphone	Overall
Equipment Manufacture	11.1%	16.6%	Related Staging, Art and Lighting	1.7%	2.4%
Related PA Equipment	10.8%	3.8%	Related Internet Business	1.7%	3.1%
Other User	10.2%	7.7%	Recording Company	1.6%	0.4%
Post Production	8.0%	6.8%	Telecommunications Carrier	1.5%	3.3%
Other Guest	5.4%	6.4%	Government Office, Organization	1.4%	1.7%
Commercial TV Broadcaster	4.3%	9.5%	Radio Station	1.2%	0.8%
Film and Video Production Company	4.3%	6.5%	Related CATV	0.9%	2.0%
Related Content Creation	3.8%	4.0%	Content Delivery Network	0.7%	1.4%
Production	2.8%	3.6%	Video Software Production Company	0.6%	0.6%
Trading Company	2.7%	5.7%	Ad Agency	0.4%	1.3%
Public Broadcast Station	2.4%	3.5%	Student	20.1%	7.2%
Facilities and Stores	2.4%	1.7%			

Comparison of participants for EXPERIENCE with Inter BEE over all.

### Applicable Products / How to Participate

## X-Headphone

- ◆Monitoring headphones and earphones
- ◆Listening headphones and earphones
- ◆High-resolution compatible headphones and earphones
- ◆Headphone amplifiers and earphone-related products

- ◆We will be holding a demo exhibition to allow visitors to try out the sound played through headphones and earphones.
- ◆We have exhibit units with common specifications available. You can participate with a minimum of two or three products.
- ◆In addition to headphones and earphones, we will provide the necessary equipment (e.g. playback headphone amplifiers) and sound sources to participating companies when holding the demo exhibition. You can borrow equipment (e.g. amps) from the Management Office for free if you wish. In addition, we also have shared sound sources available.
- ◆In addition to the (optional) sound sources provided to participating companies, please make sure to prepare for the smartphone and audio music player output devices that will be brought by visitors as the environment in which visitors will try out your products.

## X-Microphone

- ◆Vocal microphones
- ◆Microphone processor/effector (NEW)
- ◆Microphone mixers / Other related products

- ◆We will be holding a demo exhibition in which visitors will actually speak to try out vocal microphones with headphones.
- ◆We have exhibit units with common specifications available. You can participate with a minimum of two products.
- ◆We will provide participating companies with microphone holders, trial listening headphones, headphone amplifiers and other necessary equipment in addition to vocal microphones when holding the demo. You can borrow equipment (e.g. amps) from the Management Office for free if you wish. In addition, we also have shared sound sources available.

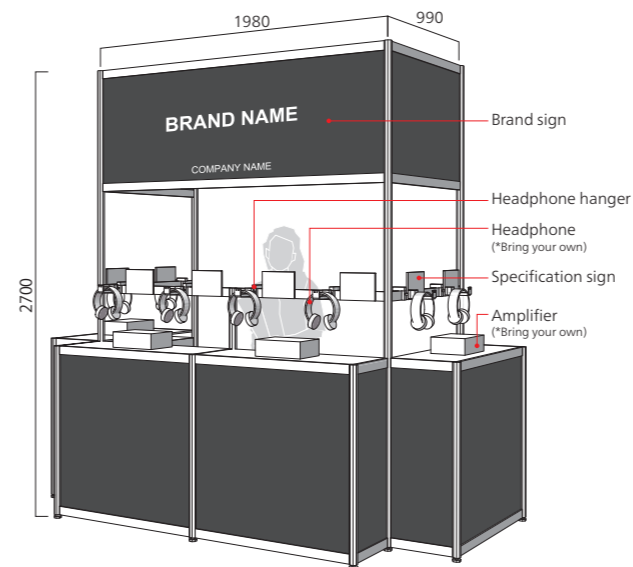
### Demo Exhibit Standards / Participation Fees (Common)

#### Exhibit Unit: Type A

(1,980mm φ × H2,700mm)

- \*You can put on a demo of up to eight products in one unit.
- \*You can also participate with multiple exhibit units.

X-Headphone Image ※X-Microphone has the same specifications.



\*This is the fee if you have an exhibition booth at Inter BEE 2023

1unit: **176,000 yen** (incl. consumption tax)

\*This is the fee if you don't have an exhibition booth at Inter BEE 2023

1unit: **231,000 yen** (incl. consumption tax)

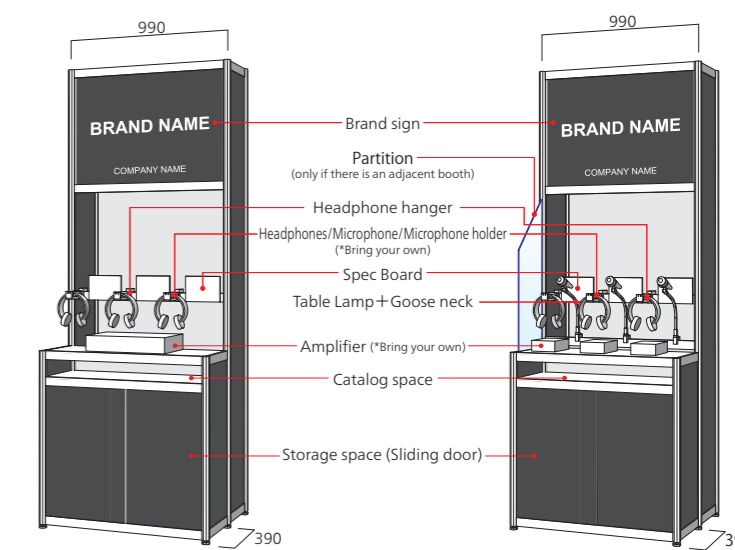
#### Exhibit Unit: Type B

(W990mm×H2,700mm)

- \*You can put on a demo of up to two products in one unit.
- \*You can also participate with multiple exhibit units.

X-Headphone Image

X-Microphone Image



\*This is the fee if you have an exhibition booth at Inter BEE 2023

1unit: **66,000 yen** (incl. consumption tax)

\*For consumption tax, the rate of tax as of November 2023, when this exhibition is held, will be applied.

### Inclusions in the Exhibition Participation Fees

- ◇Exhibit unit: Basic exhibit system, brand sign and electrical work
- ◇Listing of exhibitor name and exhibition information on official website.
- ◇We will provide you with a fixed number of invitations (150 per unit)
- ◇In addition, you will be treated in conformance with regular exhibitors. Please refer to Inter BEE 2023 regulation.

### Outline

Name: INTER BEE EXPERIENCE X-Headphone/X-Microphone  
 Period: November 15 (Wed.) to 17 (Fri.), 2023  
 Time: 10:00 to 17:30 on Nov. 15 and 16  
 10:00 to 17:00 on Nov. 17  
 Venue: Exhibition Hall, Makuhari Messe  
 Admission: Free (Registration required)

### Application Deadline:

**Tuesday, August 15, 2023**

- ◇Please transfer a payment to our designated bank account by Friday, September 29
- ◇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.

On or after September 1st, 2023 ▶ 100% of exhibition booth fee

### Operation schedule

Late August	▶ Exhibitor Orientation
Fri., September 29	▶ Deadline for the payment of the exhibition fees
Early October	▶ Distribution of Inter BEE 2023 invitation leaflets
	▶ Distribution of exhibitor badges and loading/unloading vehicle stickers
Tue., November 14	▶ Setting Up

### How to apply/Inquiry

To apply for participation, please fill out the application form and submit it to the Show Management Secretariat as below.

#### Japan Electronics Show Association

TEL: +81-3-6212-5231  
 E-mail: contact2023@inter-bee.com  
 Address: 4F Ote Center Bldg., 1-1-3 Otemachi, Chiyoda-ku, Tokyo, 100-0004