

Broadmedia & Entertainment

Inter BEE 2023

Makuhari Messe: 11.15 Wed » 17 Fri

Exhibition Guide

INTER BEE IGNITION × DCEXPO

The future pioneered by metaverse and
creativity shaped by AI

Widely circulate cutting-edge video and production technologies &
innovations in the content and entertainment industry

    #interbee2023

■ Outline

Name: INTER BEE IGNITION×DCEXPO
Co-organizer: Digital Content Association of Japan (DCAJ)
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 IGNITION × DCEXPO

New Creation Envisioned by AI: Experience the Transformation of Creativity!

Dramatic changes in AI and advanced content technologies are driving the evolution of creativity in the media and entertainment industry. The event will be developed as a platform to communicate the future and potential of new media and entertainment and to propose diverse and pioneering user experiences, including attempts to contribute to the advancement of society and communities through cutting-edge technologies in the field of visual experiences.

■ Target Exhibits

XR (VR/AR), CG, 3D video/audio, artificial intelligence (AI), metaverse, blockchain, ultra-realistic video, projection mapping, drones, robotics, interactive systems, motion systems, media art, other advanced video expression technologies, 4K/8K projectors, digital signage, live entertainment technology, spatial production, special equipment for production, lighting systems

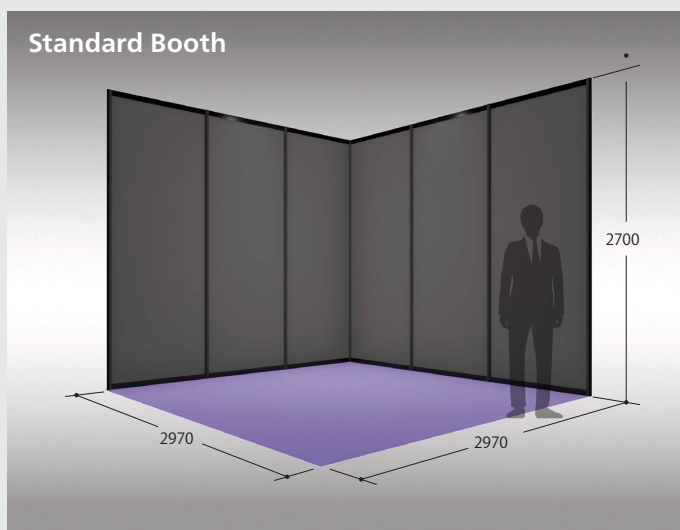


▶ Choose the style of exhibit that best suits your content and exhibit!

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.

■ Type of exhibition

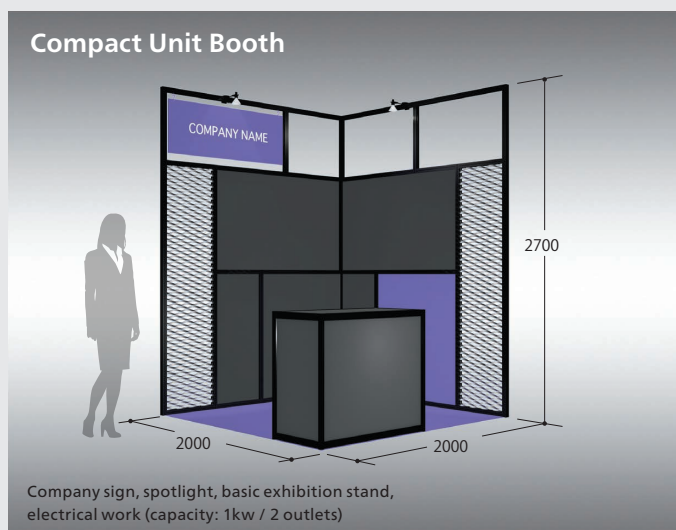
Standard Booth



■ Exhibition Fee Multiple booths are also available.

1 booth : **¥297,000** (Tax Incl.)

Compact Unit Booth



■ Exhibition Fee Multiple booths are also available.

1 unit : **¥198,000** (Tax Incl.)

▶ Exhibitor Presentation Stage

A presentation stage will be set up in the INTER BEE IGNITION x DCEXPO area.

Please use this opportunity to introduce your booth, explain the contents of your exhibit, and disseminate information.



Startup Area

in INTER BEE IGNITION × DCEXPO

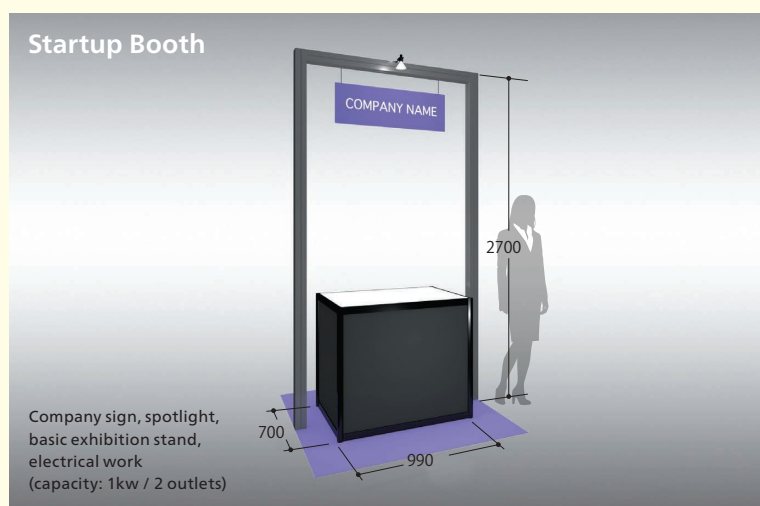
NEW

The event provides an opportunity for startup companies, trying to innovate in the media and entertainment industry, to gather and meet new customers

Dramatic changes in AI and advanced content technologies are driving the evolution of creativity in the media and entertainment industry. Propose new forms of entertainment and user experiences.

Eligible Exhibitors

Start-up companies established less than 9 years ago (established after November 2014) that aim to grow through new technology and innovation in the media, video and entertainment industries.



Exhibition Fee

2 Days (11/15-16): **¥71,500** (Tax Incl.)

3 Days (11/15-17): **¥88,000** (Tax Incl.)



Inter BEE attracts many businesses users involved in media and entertainment.

- Media representatives including broadcasters, entertainment business people, video creators, manufacturers, and communications/streaming companies attended the event.
- 79.3% of visitors were involved in purchasing or installing products/services.

79.3%

Type of Business (Inter BEE 2022)

Comparison of participants for IGNITION × DCEXPO with Inter BEE over all.

Type of Business	IGNITION × DCEXPO	Inter BEE
Public Broadcast Station	5.5%	3.4%
Commercial TV Broadcaster	21.5%	9.9%
Radio Station	1.1%	0.7%
Post-Production	4.7%	5.4%
Production	3.3%	3.8%
Film and Video Production Company	4.4%	7.5%
Video Software Production Company	0.2%	0.4%
Record Manufacture	0.4%	1.5%
Related PA Equipment	1.0%	3.4%
Related CATV	2.2%	2.0%
Related Staging, Art and Lighting	0.4%	2.3%
Related Content Creation	3.8%	3.0%
Related Internet Business	3.5%	2.9%
Telecommunication Carrier	2.9%	2.8%
Content Delivery Network	1.6%	1.4%
Facilities and Retail Stores	0.9%	1.5%
Government Office, Organization	2.4%	1.7%
Trading Company	1.4%	4.9%
Other User	5.9%	5.5%
Equipment Manufacture	19.0%	15.5%
Ad Agency	1.7%	1.7%
Other Guest	3.8%	5.0%
Student	1.9%	7.0%
System Integrators	5.2%	5.8%
Publishing and printing	1.3%	1.0%

Items included in the exhibition fee

- ◇ Online Exhibitor Page: Exhibited product information, downloadable materials, and product videos can be posted. Includes a business meeting appointment function.
- ◇ Exhibition Invitation (Must request) ◇ Exhibitor badge ◇ Visitor Data Acquisition ◇ Exhibitor Presentation Stage
- ◇ Exhibitor will be treated in the same manner as general exhibitors. *Please refer to the Inter BEE 2023 Exhibit

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 IGNITION × DCEXPO

Application
Deadline

Friday, June 30th

Exhibition Application

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 IGNITION×DCEXPO.

■ 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.

Type of exhibition	Exhibition Fee	Number of Units	Total Exhibition Fee
<input type="checkbox"/> Standard Booth	¥297,000 (Tax Incl./ a Booth)	× Booth	= yen
<input type="checkbox"/> Compact Unit Booth	¥198,000 (Tax Incl./ a Unit)	× Unit	= yen
<input type="checkbox"/> Startup Booth	<input type="checkbox"/> 2 Day (11/15-16)	¥71,500	= yen
	<input type="checkbox"/> 3 Day (11/15-17)	¥88,000	

■ 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