

# INTER BEE *BORDERLESS*

Exhibition Application

Application Deadline **Friday, June 28<sup>th</sup>**

Application Received

To Japan Electronics Show Association Email: [contact2024@inter-bee.com](mailto:contact2024@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.

Please check  the unit type you wish to exhibit and then enter the number of units you apply 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 <b>¥232,100</b> (tax incl.)	× Unit	= ¥
<input type="checkbox"/>	Exhibition Unit Counter: B Type <b>¥320,100</b> (tax incl.)	× Unit	= ¥

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										
Privacy policy URL	English										
	Japanese										
Exhibitor Information will be shared between the Association and the partner companies with whom it has concluded a Memorandum of Understanding on Personal Information, only when necessary for the operation of Inter BEE and the provision of services. <input type="checkbox"/> I agree to the above. (Check box if you agree.)											

I hereby acknowledge that I have read, understood and will comply with the Inter BEE 2024 Exhibition Regulations including following cancellation fees and herewith apply to exhibit.

I agree to the above. (Check box if you agree.)

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, 2024	60% of exhibition booth fee
August 1 to August 31, 2024	80% of exhibition booth fee
After September 1, 2024	100% of exhibition booth fee

Broadmedia & Entertainment

# Inter BEE 2024

Nov.13 Wed. ▶ 15 Fri. Makuhari Messe

Exhibition Guide

# INTER BEE *BORDERLESS*

*The media has become free  
Business has been liberated*



[f](https://www.facebook.com/interbee2024) [x](https://twitter.com/interbee2024) [@](https://www.instagram.com/interbee2024) [v](https://www.youtube.com/interbee2024) #interbee2024

[www.inter-bee.com](http://www.inter-bee.com)



# INTER BEE *BORDERLESS*

We live in an era where content is exchanged borderlessly.  
We provide a place for business that is created by the absence of boundaries.

Broadcasting is now starting a new evolution in unison with telecommunications. There are unlimited business possibilities where free thinking can flourish. That is why it is important to "meet people". There is sure to be a partner who will take advantage of your technology and solutions to develop business together. INTER BEE BORDERLESS is a place where people from all over the world gather in search of new business seeds. They will listen to your suggestions that are not available in the existing industry. Have a borderless encounter in Makuhari.

## 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



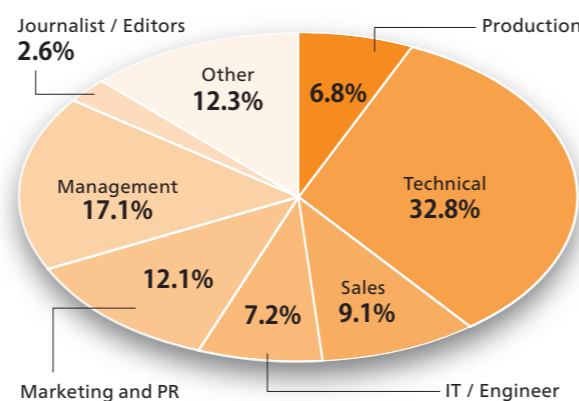
## Type of Business (Inter BEE 2023)

Comparison of participants for BORDERLESS with Inter BEE over all.

Type of Business	BORDERLESS	Inter BEE
Public Broadcast Station	9.2%	3.5%
Commercial TV Broadcaster	37.3%	9.7%
Radio Station	0.6%	0.8%
Post-Production	2.6%	5.6%
Production	3.2%	3.8%
Film and Video Production Company, Videographer	2.6%	3.4%
Video Software Production Company	0.1%	0.3%
Record Manufacture, Music Creator and Musician	0.0%	1.5%
Related PA Equipment	0.1%	3.9%
Related CATV	10.7%	2.1%
Related Staging, Art, Lighting and Fashion	0.1%	2.3%
Related Content Creation	2.2%	3.1%
Related Internet Business and Web services	3.3%	2.4%
Telecommunication Carrier	3.0%	2.6%
Content Delivery Network	2.4%	1.6%
Theater, Facilities and Retail Stores	0.0%	1.5%
Governmental office/Organization	1.9%	1.4%
Trading Company	0.5%	4.6%
Other User	2.7%	4.7%
Equipment Manufacture	6.1%	14.7%
Entertainment, event planning and Ad Agency	3.3%	1.6%
Other Guest	3.9%	5.6%
Student	0.2%	9.2%
System Integrators	3.2%	5.5%
Other media (Web and printing)	1.0%	1.1%

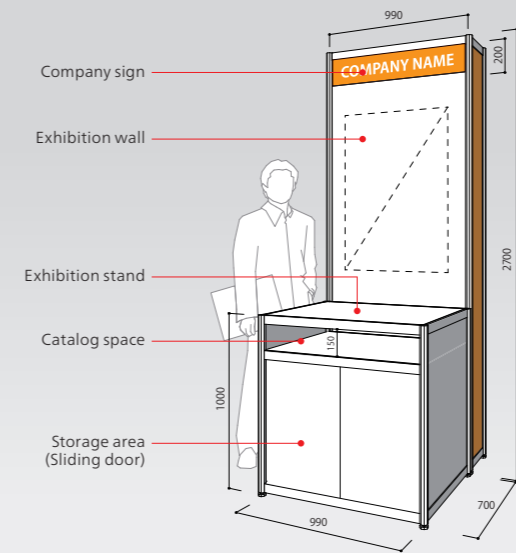
## Details of participants of TV Broadcasters

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: **¥232,100** (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 11,000 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 2024 Exhibition Guide

### Outline

Name: INTER BEE BORDERLESS  
Period: November 13 (Wed.) to 15 (Fri.), 2024  
Venue: Exhibition Hall, Makuhari Messe  
Admission: Free (Registration required)

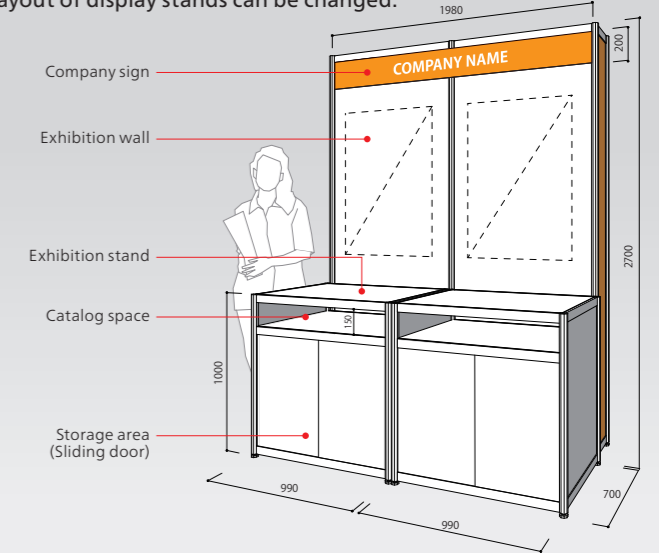
### Application Deadline: **Fri., June 28, 2024**

- ◇ Please transfer a payment to our designated bank account by Friday, August 30.
- ◇ 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.

July 1 to 31	▶▶▶ 60% of exhibition booth fee
August 1 to 31	▶▶▶ 80% of exhibition booth fee
From September 1	▶▶▶ 100% of exhibition booth fee

### Exhibition Unit Counter: Type B

Layout of display stands can be changed.



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

1 unit: **¥320,100** (tax incl.)

### Operation schedule

Late August	▶ Exhibitor Orientation
Fri., August 30	▶ Deadline for the payment of the exhibition fees
Early October	▶ Distribution of Inter BEE 2024 invitation leaflets
	▶ Distribution of exhibitor badge and vehicle stickers
Tue., November 12	▶ Setting up exhibits

### 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: contact2024@inter-bee.com  
Address: 4F Ote Center Bldg., 1-1-3 Otemachi, Chiyoda-ku, Tokyo, 100-0004