

Broadmedia & Entertainment  
**Inter BEE**

■Outline

- ◆Name Inter BEE 2025
- ◆Period November 19th 10:00 a.m. to 5:30 p.m.  
November 20th 10:00 a.m. to 5:30 p.m.  
November 21st 10:00 a.m. to 5:00 p.m.
- ◆Location Makuhari Messe
- ◆Admission Free of charge (registration required)
- ◆Organizer **JEITA** Japan Electronics and Information Technology Industries Association
- ◆Support (Planned) Ministry of Internal Affairs and Communications (MIC)  
Ministry of Economy, Trade and Industry (METI)  
\*Listed by date established  
Japan Broadcasting Corporation (NHK)  
The Japan Commercial Broadcasters Association (JBA)  
The Association of Radio Industries and Businesses (ARIB)  
Digital Content Association of Japan (DCAJ)  
The Association for Promotion of Advanced Broadcasting Services (A-PAB)  
\*no particular order
- ◆Partners (Planned) Advanced Imaging Society Japan Committee (AIS-J)  
Association of Media in Digital  
Association of Production Designers in Japan  
Camera & Imaging Products Association  
Digital Signage Consortium  
IPTV FORUM JAPAN  
JAPAN AD.CONTENTS ASSOCIATION  
Japan Association of Audiovisual Producers, Inc.  
Japan Association of Lighting Engineers & Designers  
Japan Association of Professional Recording Studios  
JAPAN ASSOCIATION OF RECORDING ENGINEERS  
Japan Association of Video Communication  
Japan Audio Society  
Japan Cable and Telecommunications Association  
Japan Cable Television Engineering Association  
JAPAN POST PRODUCTION ASSOCIATION  
Japan Satellite Broadcasting Association  
JAPAN STAGE SOUND BUSINESS COOPERATIVE  
Japan Visual Industry Guild  
Japanese Society of Cinematographers  
JAPANESE SOCIETY OF LIGHTING DIRECTORS  
JSL  
Motion Picture and Television Engineering Society of Japan, Inc.  
MULTISCREEN BROADCASTING STUDY GROUP  
National Theatrical & Television Lighting Industrial Cooperative  
Projection Mapping Association of Japan  
Radio Engineering & Electronics Association  
Specified Radio microphone User's Federation  
STAGE SOUND ASSOCIATION of JAPAN  
State of the Art Technologies Expression Association  
The Association of Japanese Animations  
The Institute of Image Information and Television Engineers  
Theatre and Entertainment Technology Association, Japan  
3D Consortium  
Visual Industry Promotion Organization  
\*alphabetical order

**Administration/Inquiries: Japan Electronics Show Association**  
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Broadmedia & Entertainment  
**Inter BEE 2025**  
Nov.19Wed.▶21Fri. Makuhari Messe

Exhibition  
Guide



**New Era of Media:  
Shaping the Future of  
Content Business**

The passion for entertainment  
and the innovation of media pave the way.  
**A comprehensive media event where professionals gather!**

f X @ #interbee2025

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

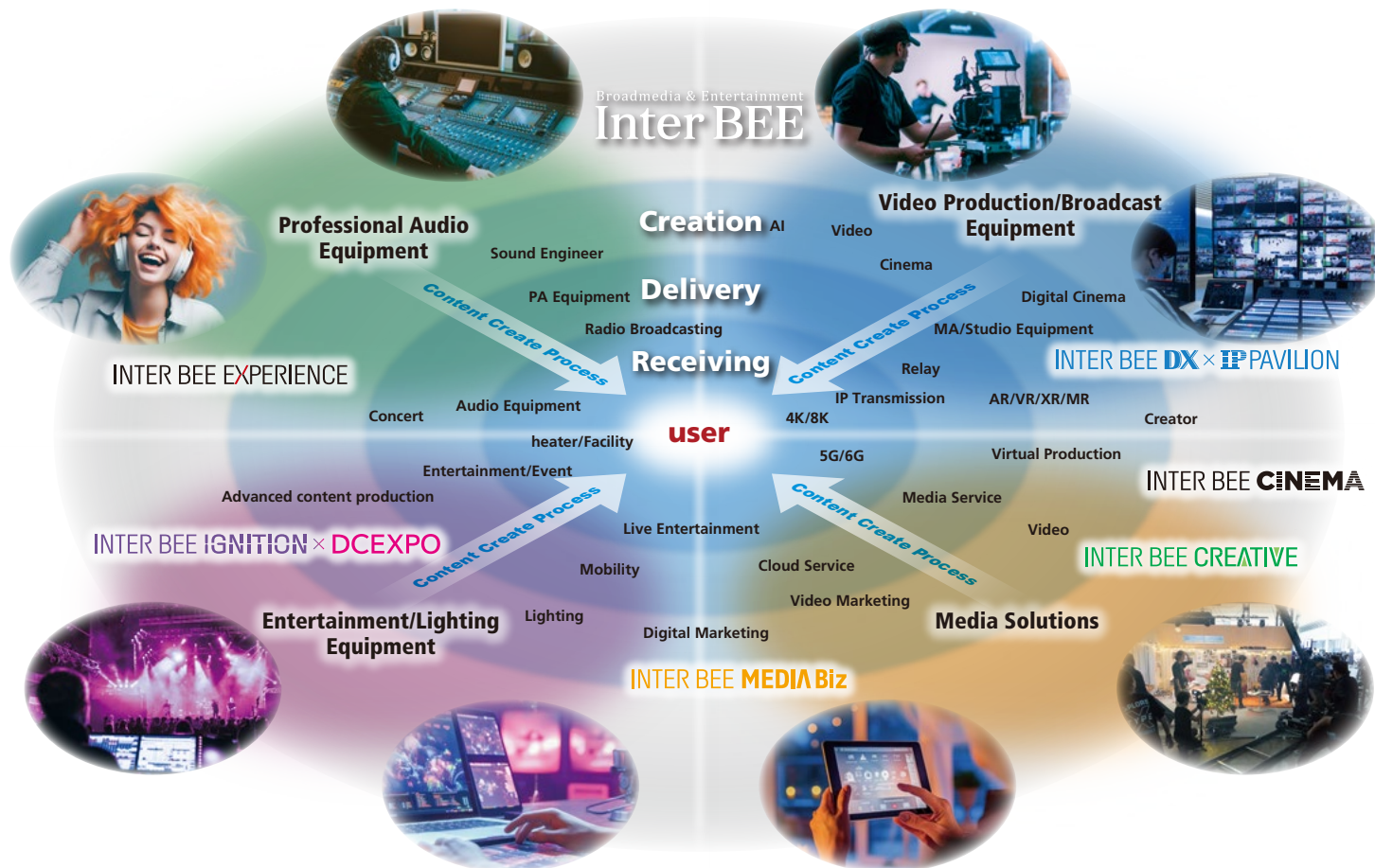
# Media & Entertainment Industry Accelerating Expansion and Evolution

We will keep challenging to provide new business with a vision for the next 10 years.

## Broadmedia & Entertainment Inter BEE

**Building the future of new creativity and experiences together, connected by content. Comprehensive Media Event, Inter BEE.**

As a comprehensive event for the media and entertainment industry, covering all areas of content "Creation (production)", "Delivery (connection)", and "Receiving (experience)", we will provide exhibitors with business opportunities in diverse fields such as video, broadcasting, film, sound, lighting, live, internet, and facilities.



**Japan's largest media, entertainment and technology event, sharing the latest industry insights to enhance experiences and dialogue.**

- ▶ At numerous conferences, including INTER BEE FORUM and special sessions, the latest trend information from the forefront of each field will be presented.
- ▶ Special events are arranged for each exhibition category to attract professional users in specific fields. The exhibition will be developed as a place for user communities to activate experiences and dialogues.
- ▶ Launched in 2024 to mark its 60th edition, the INTER BEE AWARD. We select and award outstanding exhibitor products, showcasing them as featured highlights.

### Exhibition benefits that maximize business creation opportunities.



- Point 1** There is a high potential for **active communication** between exhibitors and visitors, leading to the **evolution and expansion** of business opportunities.
- Point 2** Not only for sales promotion but also for reaching **a wide range of potential customers** beyond existing ones, **ensuring high cost-effectiveness**.
- Point 3** As a **highly recognized event** among professionals in related industries, exhibiting at Inter BEE can **enhance your market presence**.
- Point 4** **Timely information** dissemination expands visitor engagement while providing an **online platform** to support and **complement business**.

### The high quality, depth, and diversity of visitors are our greatest strengths.

◆ <b>Video Content Production</b> (Film and Video Production Company, Post-Production, Production, Related Content Creation, Video Software Production Company)	<b>24.3%</b>
◆ <b>Broadcasters</b> (Commercial TV Broadcaster, Public Broadcast Station, Related CATV, Radio Station)	<b>15.6%</b>
◆ <b>Sound, event, stage and facility related personnel</b> (Related PA Equipment, Ad Agency, Related Staging, Art and Lighting, Facilities and Retail Stores, Record Manufacture)	<b>10.6%</b>
◆ <b>Internet, communication, and system-related personnel</b> (System Integrators, Related Internet Business, Telecommunication Carrier, Content Delivery Network)	<b>12.3%</b>
◆ <b>Equipment manufacturers</b> Production/manufacturing Maker, R&D	<b>14.4%</b>
◆ <b>Trading company, Media, Others</b> Trading company, Publishing/Web, Others	<b>11.9%</b>
◆ <b>Students</b> Students from technical schools and Universities	<b>9.4%</b>

■ Decision makers actively seeking new technologies and products	<b>80.4%</b>
■ Visitors who stay for more than 4 hours	<b>67.0%</b>
■ Scheduled to visit Inter BEE 2025	<b>90.2%</b>
■ Exhibitor satisfaction in achieving objectives	<b>85.9%</b>

From Inter BEE 2024 survey result



# Professional Audio

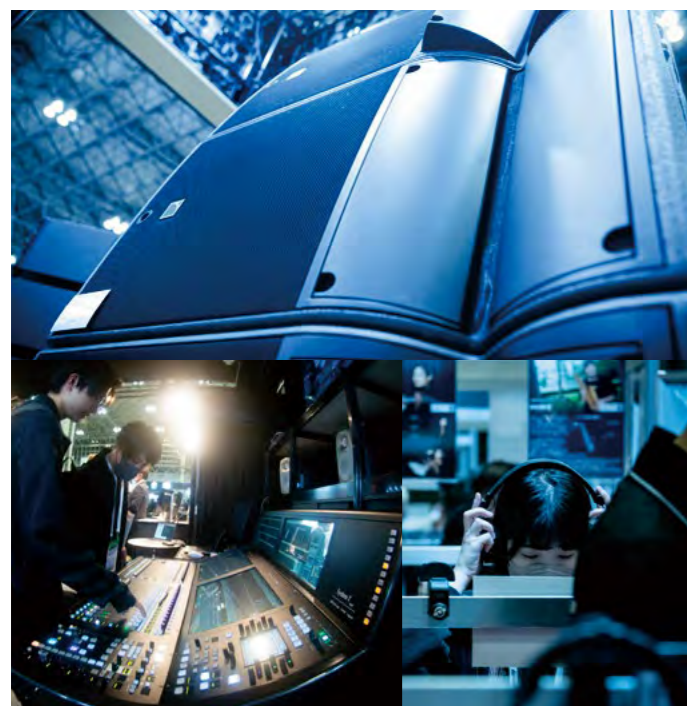
## Shaping the Future of Sound: Japan's Largest Business Platform

Covering studios, streaming, live events, and facilities, with the latest technologies all in one place



### Audio Equipment

Microphones, Wireless Stage Monitor Systems (MIC, IEM), Mixing boards, Portable Mixer, Digital Audio Workstation, IP audio equipment, Recorders/Players, Headphones, IEM, Monitor Speakers, Amp, Processor, Equalizer, Audiometer, Effects Processor (External, Plug-ins), Immersive/3D Sounds Related Equipment and Software, AI Sound Design System, AI Mixing System, Intercom, Converter/Interface, Transmission Device/Fiber Optic Transmission System, Music Production Software, Text-to-Speech (TTS) System, AI Composition and Music Production System, Rack, Case, Bag, etc., Cable, Accessories, Power Source, Audio Over IP, Other Audio Equipment and Software



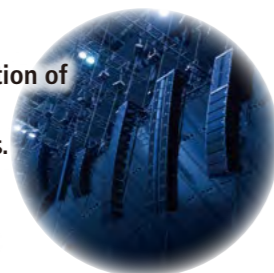
### Special Event

## INTER BEE EXPERIENCE

### X-Speaker

Japan's largest listening demonstration of World Class SR Speakers will be demonstrated for professional users.

Exhibition target:  
Manufacturer/agency  
of line array speaker/point source speaker



# Entertainment/Lighting

## Crossing Media Boundaries for New Expressions and Possibilities

Delivering cutting-edge technologies and immersive experiences for next-generation entertainment.



### Live Entertainment

Live Performance Video Systems/Equipment, Live Performance Streaming Platform, Spatial Performance, AI Staging System, Ultra-Realistic Images & Sounds, Projection Mapping, Laser/CINEMA Projector, Live Relay/Delivery, Live Viewing Systems, Real-time Live Performances, Motion Sensor Systems, Media Art, Free Viewpoint Video System, Drone Show, Other Live Entertainment

### Visual Experience Technologies

XR (VR, AR, MR), XR Device, Interactive Systems, Web 3.0, Blockchain, 360-degree Videos, 3D/Holographic Images, Panoramic Images & Sounds, Other Video Expression Technologies



### Large Video Equipment

Large LED Displays, 3D LED System, LCD/OLED/Micro LED, Outdoor Displays, 4K/8K Projectors, Public Viewing, Other Large Video Equipment

### Viewing Devices

High Definition TV (4K/8K), Game Monitors, PC and related equipment, Smartphone/Tablet PC, Home Theater Systems, Other Viewing Devices

### Special Event

## INTER BEE IGNITION x DCEXPO

### Standard Exhibition

We showcase AI, XR, and creative ideas to media professionals, driving new content value and industry growth.

Exhibition target:  
XR (VR/AR), Metaverse, AI, CG, Blockchain, 3D video/audio, Live entertainment technology, Spatial Direction, Lighting systems,



### Digital Contents

Animations, Computer Graphics, Virtual/AI Avatar, AI Design/Image, Generation AI, Video/Image Rental, Other Digital Content

### Digital Signage

Digital Signage Displays, Digital Signage Editing / Control /Delivery Systems, Advertising Media Services, Other Digital Signage

### e-Sports

e-Sports Live Streaming Service, Gaming PC and related equipment, e-Sports Equipment/Facility

### Stage/Outdoor Lighting Equipment

Stage Lighting Equipment, Dimming and operating equipment, Lighting control/DMX equipment, Stage/Outdoor Lighting Equipment, Large-Scale E ect Lighting, Other Stage and Outdoor Lighting Equipment

### Studio Lighting Equipment

Studio Lighting Equipment, TV Studio Lighting Equipment, Film and Video Lighting Equipment, Lighting Control Board, Console, Dimmer, Special E ects Equipment, LED, Other Studio Lighting Equipment



### Special Event

## Startup & University

Offers new encounters! Provides a meeting place for professional users seeking to utilise innovative innovations.

Exhibition target:  
Companies and educational institutions aiming for growth through new technologies and innovations in the media, video and entertainment industries.



# Video Production/Broadcast Equipment

## Exploring the Evolution and Future of Video Production and Broadcasting

A leading hub where cutting-edge technologies and trends come together.

### Broadcasting Equipment Total System

Video Server Systems, Workflow on File Base, Digital Archives, Storage, Ultra High-Definition Program Production Systems, Large-Scale Routing Switcher, Production Switcher, Loudness Meter, Multi-Viewers, MAM Solution, Content Distribution Platform, Automatic Program/CM Output Systems (TV Radio), IT Solutions, Graphic Libraries System, Film and Telecine, Other Broadcasting Equipment Total Systems



### Enterprise System/Program Production Systems

Enterprise Systems, Business Broadcast Systems, Commercial Message Archive, Data Management Systems, Master Output Systems, Editing System for News Report, Graphic Systems, External Information Response Systems, Other Business-critical/Program Production Systems

### Relay Systems/Transmission Systems

Base Station Facilities, FPU, IP Transmission, NMOS related equipment, MoIP related equipment, Satellite IP, Fiber-Optic Cable, Satellite Transmission, OB Van, Vehicle-mounted Systems and Peripheral Equipment, Communication Radios, Emergency News Systems, Modulators, Demodulators, Amplifiers, Antennas, Terrestrial Television Broadcasting Systems, Multimedia Broadcast, Radio Broadcasting, Satellite Broadcasting, Cable Television, Data Broadcasting Systems, Video Delivery Networks, Transmission Cables Wireless Systems, Fiber Optics, 5G Live/Transmission, Security Systems, Other Relay Systems/Broadcasting Systems

### Various Broadcasting-related Equipment and Services

Electric Power Units, Measuring Equipment and Converters, Design, Development and Manufacturing for Broadcast Equipment, Semiconductors, Optical Components, Studio System Design, Construction, Maintenance, Dispatched Engineers, Other Broadcasting-related Equipment and Services

### Special Event

## INTER BEE DX × IP PAVILION

This is the only place where cross-company collaboration is used to conduct interoperability testing! We provide a platform to propose and experience next-generation content creation and workflows.

Exhibition target: Equipment related to ST2110, ST2059, and NMOS, Equipment related to AI and cloud services in content production, and Equipment capable of taking broadcast network security measures



### Production

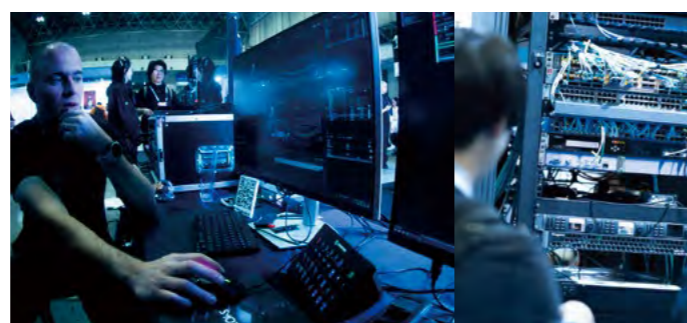
HDTV Systems, Studio Cameras, Camcorder, Ultra HD Digital Cameras (8K/16K), Digital Cameras (4K), Cinema Camera, 3D Cameras, Crane Cameras, Pan-tilt-zoom Camera (PTZ) Lenses, File Server Systems, Memory Cards, Memory Devices, Solid State Drive, LTO Tape Various Monitors, Multiple Monitor Displays, Promoters, Remote Production System, Virtual Production, Other Production-related Equipment

### Stand-by and Peripheral Products

Drones, Camera blimps, Gimbal, Stabilizer, Pedestals, Camera Tripods, Camera Platforms, Cranes Jib, Dolly, Steadicams, Cabinets, Racks, Furniture, Camera Carrying Cases Other Specialized Equipment and Peripheral Products

### Post-production

Editing Devices, Switchers, Routing Switchers, Non-linear Editing Systems, Visual Effects, Color Correction, Painting Systems, Subtitle Production System, Automatic Subtitle Voice Recognition, Title Production Systems, Character Generators, Composite Systems and Software, Media Converter, Encoders, CG Production Systems, Animation Production Systems, Virtual Studio Systems, Motion Capture Systems, Software and Systems, Content Management Systems, System Integration Technologies, Storage Equipment, Archive Systems, Other Post-production Related Equipment



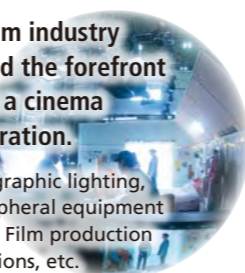
### Publications/Publicities

Related Books, Related Software/Service, Consulting Services, Related Industry Groups

## INTER BEE CINEMA

Reaching out to professionals in the film industry by presenting the latest technology and the forefront of Japanese film production. We create a cinema community that inspires the next generation.

Exhibition Target: Cinema cameras, Cinematographic lighting, Recording equipment, Special equipment/peripheral equipment for filming (Monitors, etc.), Recording devices, Film production equipment, Film production software/applications, etc.



# Media Solution

## Expanding Communication Futures with Advanced Technology

A comprehensive platform for media businesses, offering innovative solutions.



### Media Solutions

Cloud Services, AI-powered services, Image Recognition Technology, Image Identification Technology, Image Analysis Technology, AI Video Editing Tool, AI-driven communication, Facial Recognition Systems, Digital Asset Management, Application Development Tool, Video Content Analysis Systems, Web Content Development API, OS Middleware, Data Manager/Analysis Software, SAAS, Content Protection/Security, Video-conferencing, Other Media Solution related

### Video Delivery

Video Delivery Systems/Software, Server, HDD, Large Scale Storage, Video Delivery Platform, OTT, Internet Broadcasting Systems, IPTV, IPDC, Video On-demand Systems CDN, H.264 Decoder/Encoders, HEVC Decoder/Encoder, Transcoders, FPGA/ASIC, Other Video Delivery

### Broadcasting/Network Service

4K/8K Broadcasting, Satellite Broadcasting, Cable Television, Multimedia Broadcast, Hybrid Cast, Radio Broadcasting, Connected TV, IP Service, 5G/6G Service, Wireless Systems, Other Mobile Networks, Other Broadcasting/Network Services

### Special Event

## INTER BEE CREATIVE

Next-generation video production technology meets market needs and creates new possibilities. We will provide a platform to showcase and promote advanced production tools and services through exhibitions and presentations.

Exhibition target: Video Production, Post-production and filming studio, Production and editing tool developer, software manufacturer, Animation production company



### Digital Cinema

Digital Cinema Cameras, Digital Cinema Filming Systems, Digital Cinema Editing Systems, Digital Cinema Delivery Systems, Digital Cinema Servers, On-demand Services and Contents, Related High Dynamic Range Equipment, Other Digital Cinema

### Advertising and Marketing

Advertising Video Creation Services/AVOD, Video Marketing, Ad Tech/MarTech, Digital Marketing, Audience Measurement, Other Advertising and Marketing

### Movie Production

Digital Cameras, Smart Devices, Action Cameras/Wearable Cameras, Interchangeable Lens, Video Recording Accessories/Modules, Video Editing Software, Remote Camera, Other Movie Production

### 4K/8K/16K Technologies for Other Industries

4K/8K Medical Systems, 4K/8K Education and Academic Systems, Other 4K/8K/16K Technologies



## INTER BEE MEDIA Biz

### Regular Exhibition

We live in an age where content comes and goes in a variety of forms, tied to no one. We provide a place where you can meet the evolving media business.

Exhibition target: Content production company, Content distributor, cloud-related business, Telecommunications company, digital marketing company, Company or organization related to the media business

### Video Marketing Area

We provide a platform for companies engaged in video production and marketing to strengthen their branding and create touchpoints with new customers.

Exhibition target: Video advertising technology company, Content production company, Video distribution/streaming related company, Digital marketing company, etc.



# Exhibition Regulations

## 1. Booth Standards and Fees

### 1-1. Booth Exhibition

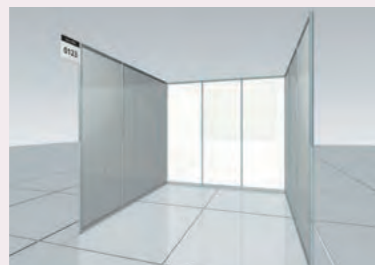
#### Booth standards and specifications

##### 1. Booth standards and specifications

(a). Booth space: 2,970mm(W) x 2,970mm(D)

(b). Specification: Only booth space

For exhibitors with 1- to 3-row booths, system panels will be installed as back and side panels neighboring booths of other exhibitors. However, system panels will not be placed on the corner-facing sides of corner booths.



##### 2. Booth fees (Including consumption tax)

The exhibition fee per booth space is as follows:

\*Price was revised.

General Exhibitors (Standard Rate)	<b>¥319,000 (Tax Incl.)</b> (Original fee ¥290,000)
JESA Members IABM Members (Member Rate)	<b>¥286,000 (Tax Incl.)</b> (Original fee ¥260,000)
JEITA Members (Member Rate)	<b>¥275,000 (Tax Incl.)</b> (Original fee ¥250,000)

For consumption tax, the rate of tax as of November 2025, when this exhibition is held, will be applied.

#### Small Package Booth

##### 1. Booth standards and specifications

(a). Booth space: 1,980mm(W) x 990mm(D) x 2,700mm(H)

(b). Specification :

The following facilities are included in

- Wall panels
- Display counter (1,000mm high with storage space)
- Fascia (300mm width)
- Company Name Display
- Fluorescent light
- Electrical Outlet (single-phase 100V, up 1 kW output)

\* Small package booth exhibitors may apply for up to two booths.

\* Package will include 1kW output and the construction fee per booth space.



##### 2. Booth fees (Including consumption tax)

Fee was revised. The exhibition fee per booth space is as follows:

1 booth space	<b>¥182,600 (Tax Incl.)</b> (Original fee ¥166,000)
2 booth spaces	<b>¥365,200 (Tax Incl.)</b> (Original fee ¥332,000)

\* For consumption tax, the rate of tax as of November 2025, when this exhibition is held, will be applied.

### 1-2. Items included in the booth fee

Invitation leaflets and envelopes for visitor	
For exhibitors Badges	10 badges / 1 booth
For constructors Badges	5 badges / 1 booth
Online Exhibitor Page on the official website	

\* For details, please refer to the "Exhibitor Manual" to be distributed at a later date.

### 1-3. Other Fees

#### 1. The following items are not included in the booth fees.

(Tax Incl.)

Primary power source construction cost + Electric consumption fee	¥11,000/kW
Exhibitors Badges (in excess of 10 badges per booth)	¥1,100 per Badge
Workers (in excess of 5 badges per booth)	¥550 per Badge

#### 2. Booth decoration other than basic panels

Booth decorations other than system panels are to be handled by exhibitors.

Rental fixtures, furniture, PC and monitors will be introduced in the "Exhibitor Manual."

#### 3. Other

Details regarding these charges will be provided in the Exhibitor Manual.

### 1-4. Online-only Exhibition

#### 1. Specification

Exhibitor Introductory Text and Logo
Products and Services: up to 15 items
Demonstration/Presentation Video: up to 9 videos
Downloadable Files: up to 12 files
Provision of visitors for Online Exhibitor page

#### 2. Exhibition Fee

Online Exhibitor Page 1 page	<b>¥880,000 (Tax Incl.)</b> (Original Fee ¥800,000)
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3. Exhibitors are requested to create their own contents to be posted on Online Exhibitor Page. Paid support for content creation will be announced separately.

### 1-5. OPTION (Package Display Kit)

Package display plan that saves exhibiting cost and preparation time. We make it possible for you to exhibit with ease at a reasonable price!



Four types of package plans are available for 1 to 4 booth types. Customization of package plans is also available. Please refer to the separate brochure for details and introduction of all plans.

#### Value Plan

This is a comprehensive plan with standardized storage space and monitors. \* 3 booth and 4 booth types are also available.

One booth	Booth fee + ¥179,300 (Tax incl.)	Two booths	Booth fee + ¥360,800 (Tax incl.)
<ul style="list-style-type: none"> <li>• Display Unit (with sliding door)</li> <li>• 24" Widescreen LCD Display</li> <li>• Carpet</li> </ul>	<ul style="list-style-type: none"> <li>• Wall Color (1m width)</li> <li>• Unit Counter</li> <li>• Company name Display</li> </ul>	<ul style="list-style-type: none"> <li>• Storage Area</li> <li>• Display Unit (with sliding door)</li> <li>• 24" Widescreen LCD Display</li> <li>• Carpet</li> <li>• Wall Color (1m width)</li> </ul>	<ul style="list-style-type: none"> <li>• Unit Counter</li> <li>• Counter Chair</li> <li>• Café set</li> <li>• Company name Display</li> <li>• Arm Spotlight</li> <li>• Fluorescent Light</li> <li>• Socket</li> <li>• Power supply + Expense (100V)</li> </ul>

Here's an excerpt of the other three plans! You can freely choose the carpet color and wall color.

One booth	Basic Plan	Two booths	Premium Plan	Three booths	LED Signage Plan
	<b>Booth fee + ¥102,300 (Tax incl.)</b>		<b>Booth fee + ¥576,400 (Tax incl.)</b>		<b>Booth fee + ¥278,300 (Tax incl.)</b>
	<b>Booth fee + ¥159,500 (Tax incl.)</b>		<b>Booth fee + ¥1,093,400 (Tax incl.)</b>		<b>Booth fee + ¥749,100 (Tax incl.)</b>

\* Three and Four booth types are available.

\* One and Three booth types are available.

\* Two and Four booth types are available.

■ Package will include 1kW output and the construction fee per booth space.

# 2. Exhibition Categories, Number of Booths and Booth Height Limitations

## 2-1. Exhibition categories

When an item to be exhibited falls into a couple categories, two options are possible: the exhibit may either be placed in the category of greatest importance, or the exhibitor may exhibit in both categories. If the Video Production/Broadcast Equipment Category is selected, the exhibitor may choose to have all overhead lighting on or off.

Exhibition Categories	Overhead lighting
Professional Audio Equipment	●●●● Full overhead lighting (approx. 500 lux)
Entertainment / Lighting	●●●● All overhead lighting off (approx. 50 lux)
Video Production / Broadcast Equipment	●●●● Full overhead lighting (approx. 500 lux) or ●●●● All overhead lighting off (approx. 50 lux)
Media Solutions	●●●● Full overhead lighting (approx. 500 lux)

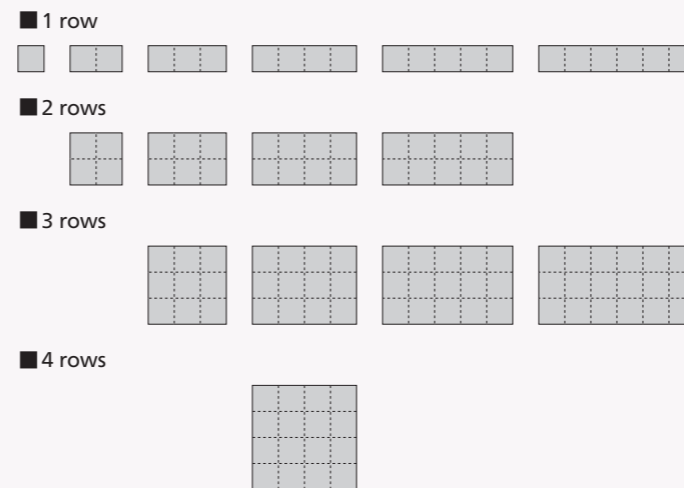
■ Exhibitors in the Entertainment /Lighting category may illuminate towards the ceiling; however, considering the influence on surrounding exhibitors, please note that this kind of exhibitors' booth will be located at the far end of the show space.



## 2-2. Number of booths and booth type

1. Exhibitors in rows (less than 18 booths) may have booths of other exhibitors on one or three sides.
2. Industry organizations and joint exhibitors may apply for more than 100 booths.
3. After the deadline for applications, the Organizing Committee will determine the layout of the show site. If the total space applied for exceeds the capacity of the site, the Organizing Committee reserves the right to determine an impartial method to reduce the number of booths applied for by exhibitors.

	Booth Type	Number applied for
Standard booth	■ 1 row	1, 2, 3, 4, 5, 6
	■ 2 rows	4, 6, 8, 10
	■ 3 rows	9, 12, 15, 18
	■ 4 rows	16
	■ Block format	20, 25, 30, 35, 40, 45, 50, 55, 60, 65, 70, 75, 80, 85, 90, 95, 100
Small package booth		1, 2 <small>*The maximum number of booths applied for is two.</small>

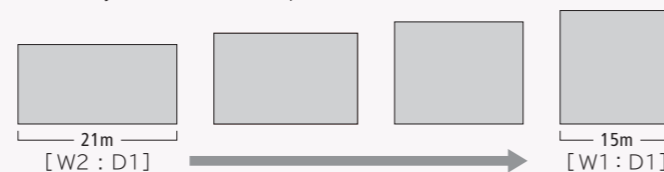


### ■ Block booths (20 or more booth spaces)

The standard for block booths is: 1 booth space = 9 m<sup>2</sup>. The floor will be marked in an area equal to (W:D) 2:1 or 1:1 based on the total floor space reserved (9 m<sup>2</sup> x no. of booth spaces). The actual dimensions will be provided to exhibitors at the lot drawing for booth space allocation.

[Sample booth dimensions]

Example of an application for 25 booth spaces: Dimensions are marked out for an area of 225 m<sup>2</sup> (9 m<sup>2</sup> x 25 booth spaces), ranging from a rectangular shape with a wider entry dimensions than a square.

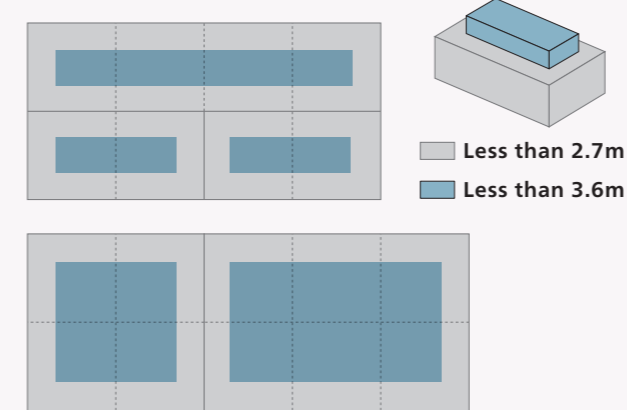


## 2-3. Booth height limitations

The standard height is 2.7m. Details of booth wall heights are shown below.

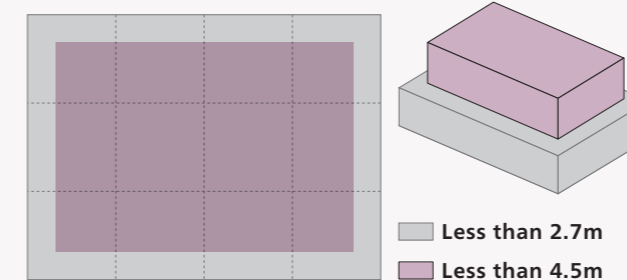
### 1. 1 to 10 booths

The allowable height of booth walls set back 1.0m from the corridors and / or foundation panels will be 3.6m.



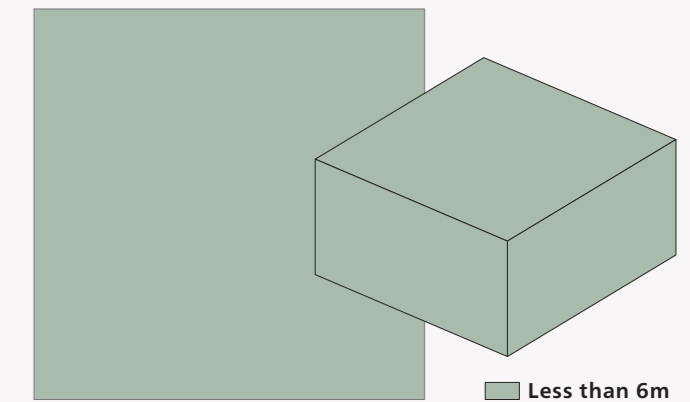
### 2. 12 to 18 booths

The allowable height of booth walls set back 1.0m from the corridors and / or foundation panels will be 4.5m.



### 3. More than 20 booth spaces (block booths)

The height limit is 6m.



### 4. If product sizes exceed height limitations

The height limitation on product exhibits and decorations is stipulated above. If exhibited products exceed these height limitations, the exhibitor must submit Application for Over-Regulated Heights and booth plan drawing to the Show Management Secretariat and the exhibitor must receive prior permission from the Inter BEE Organizing Committee. In this case, product exhibits are to be displayed within the specified area of the exhibition booth (the setback should be 1.0m from the corridors and / or foundation panels) and in no way must any display encroach upon corridor space. Exhibited products that have received prior permission to exceed height limitations must be exhibited in their original state. No additional decorations are permitted.



# 3. Exhibition Application, Payment of Booth Fees and Allocation of Booths

## 3-1. Exhibitor eligibility

Corporations and organizations involved with products included in the following list or related businesses are eligible to participate in Inter BEE:

- Equipment manufactures
- Electronic components, devices, and materials manufacturers
- Broadcasting and communications companies
- Software and content production companies
- Trading and distribution companies
- Service companies
- Newspapers, magazines and other publishing companies
- Educational and research institutes
- Government organization, administrative corporations, public-interest corporations, nonprofit public and industry organizations

1. Advertising companies and other related agencies are not allowed to represent any company that exhibits products even if said products are included in the aforementioned list of eligible businesses or products.
2. Applications from any persons involved in bankruptcy, composition, receivership, civil rehabilitation, corporate reorganization proceedings, or persons who are suspended from current account transactions from financial institutions will not be accepted. Similarly, applications from any persons deemed by the Association to be involved in similar circumstances will not be accepted. If an exhibitor company is found to fall into one of the categories described above after the contract has been concluded, the contract will be void and that company will not be permitted to exhibit. In such a case, participation fees paid by exhibitors will be refunded.
3. The Organizing Committee reserves the right to refuse applications from companies that have violated regulations at a previous show or whose activities may be considered detrimental to visitors and/or other exhibitors regardless of, in prior to, or after holding an exhibitor contract. In such case, paid booth fees will be refunded. (See section 2-4: Exhibit application and contract agreement)
4. Regarding to the above, if deemed necessary by the Association, an investigation or inquiry into the surrounding circumstances will be conducted.

## 3-2. Exhibition application and contract agreement

To apply for and contract exhibition space, fill in the information required on the exhibition contract application form, and submit the form to the Show Management Secretariat of the Japan Electronics Show Association (JESA), which will confirm your full understanding of the exhibition regulations. Upon receiving the application form, the Show Management Secretariat will send a receipt confirmation notice via e-mail. The receiving date stated in this confirmation e-mail is regarded as the contract date, whereupon exhibitors are liable for participation fees. However, the Organizing Committee reserves the right to advise exhibitors on the most appropriate location for their booths. In addition, exhibitors are required to submit one application per Category if applying for booth spaces in multiple Categories.

## 1. Application deadlines Booth Exhibition (Standard Booths, Small Package Booths)

First application deadline	Friday, May 30 <sup>th</sup>	Applicants may participate in the primary booth allocation lot drawing
Second application deadline	Monday, June 30 <sup>th</sup>	Booths will be picked from the available spaces after the lottery drawing

\*Applications may be closed if all booth spaces have been filled prior to the deadline.

**After the second application deadline**  
Applications will be accepted after July 1<sup>st</sup>, or until all available booth spaces are filled.

## 2. Online-only Exhibition

Application deadline	Friday, August 29 <sup>th</sup>	The exhibitor page is limited to one page per company. However, two companies can be listed for joint exhibition. It is possible to apply for multiple categories and multiple pages.
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## 3. Applications should be sent to:

**Japan Electronics Show Association (JESA)**  
4F Ote Center Bldg., 1-1-3 Otemachi, Chiyoda-ku, Tokyo 100-0004  
E-mail: contact2025@inter-bee.com

## 3-3. Cooperative exhibitions or neighboring exhibitions which involve more than two companies

Exhibitors who wish to maximize the effects of exhibitions by holding cooperative exhibitions with group / affiliated companies in one booth or neighboring exhibitions with other companies, must submit applications according to the following criteria.

1. **Collaboration exhibitions (If an application is made by one firm, but wishes to exhibit under the names of multiple companies)**
  - (a) One of the exhibiting companies should submit an application and pay booth fees.
  - (b) Please fill in and submit "Collaboration exhibitor registration form" which is sent to you by the Show Management Secretariat upon completion of application of cooperative exhibitions. By submitting this form, you can print the names of affiliated companies on the lists and the layout.
2. **Neighboring exhibitions (If multiple firms join together booths and use them as one space)**
  - (a) Each company should apply and pay its booth fees separately.
  - (b) The total number of booths requested by each company conforms to the standard booth specification and configuration.
  - (c) The position of booths will be decided by the lot drawing among the total number of booths applied for.
  - (d) We will confirm in a questionnaire if the exhibitors want to separate booth numbers and a dividing side panel.
  - (e) Neighboring exhibitions that straddle the Full overhead lighting area and the All overhead lighting off area are not allowed.
3. **Cooperative exhibitions (When multiple companies wish to exhibit in close proximity across a passageway)**
  - (a) We will accept applications for partner exhibits only in the following cases:
    - Applications by group companies with capital ties
    - Applications by companies with a formal reseller contractual relationship (must have been made public)
    - Applications by one dealer exhibiting with different brand names
    - Applications by companies exhibiting products and services that have been jointly developed in the booths of both parties. (must have been made public)

- (b) Each of the companies applicable to one of the above must make an exhibit application and pay the booth fee.
- (c) Booth locations will be determined in advance by the secretariat, except for Exhibition Halls 4, 5, and 6 (exceptions will be made if the exhibiting sections are limited to Halls 4, 5, and 6). Booth location cannot be selected. Please note that we may not be able to meet your request depending on the type of booth.
- (d) We cannot accept applications for partner exhibits for the purpose of fixing the position of your booths outside the lottery.
- (e) We do not allow linking of standard booths and small package booths.
- (f) Cooperative exhibition between fully lit and fully unlit areas may not always be possible. Please note that we may ask you to adjust the lighting area.
- (g) Please be aware we reserve the right to refuse applications if we cannot verify validity of the cooperative exhibitions. Also, please be aware that we cannot accommodate your requests concerning the configuration of booths.

## 3-4. Payment of booth fees

Booth space payments are to be paid via electronic bank transfer according to the schedule below. JESA will issue an invoice and designate the bank account for remittance at this time. Checks and promissory notes are not acceptable as payment. Transfer fees are to be borne by the exhibitor.

Exhibitors for First deadline	Thursday, July 31 <sup>st</sup>
Exhibitors for Second deadline	Friday, August 29 <sup>th</sup>
Online-only Exhibitors	Tuesday, September 30 <sup>th</sup>

## 3-5. Cancellation or reducing the number of booths

If an exhibitor cancels or reduces the number of booth spaces applied or, regardless of the reason, some or all of the following cancellation fees will apply. Consumption tax will be added to all fees.

### Booth Exhibition (Standard Booths, Small Package Booths)

July 1 <sup>st</sup> to 31 <sup>st</sup>	60% of exhibition booth fee
August 1 <sup>st</sup> to 31 <sup>st</sup>	80% of exhibition booth fee
After September 1 <sup>st</sup>	100% of exhibition booth fee

### Online-only Exhibition

After October 1 <sup>st</sup>	100% of the exhibition fee
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Please notify us promptly of cancellations of exhibitions, and additions / reductions of booth spaces. Please fill in and submit "Application for booth cancellation or changes for number of booth(s)" that is sent to you by the Show Management Secretariat. The Show Management Secretariat will inform you that it has received the application as a confirmation.

## 3-6. Transition to online-only exhibition from booth exhibition due to cancellation

If you cancel your booth and the cancellation fee exceeds JPY 880,000 (including tax), you will be able to transfer to the online-only exhibition at no additional cost. If the cancellation fee is less than JPY 880,000 (including tax), the difference between the cancellation fee and JPY 880,000 will be added to the total fee in order to transition to the online-only exhibition.

## 3-7. Allocation of booths

Booth locations will be determined by lot drawing. Lots will be drawn among exhibitors who have the same number of booths or share the same configuration in the same categories. However, depending on actual conditions at the booth allocation, lots may be drawn among exhibitors who have approximately the same number of booth spaces (±10 spaces) in the same stage (i.e. exhibitors with 25 to 35 booth spaces). In addition, exhibitors in the Entertainment /Lighting category may illuminate towards the ceiling; however, considering the influence on surrounding exhibitors, please note that such exhibitors' booth will be located at the far end of show space.

▶▶ **The drawing of lots is scheduled for Early August**  
The booth allocation lottery will be held online.

Primary Booth Allocation Lottery
Exhibitors who apply by May 30 <sup>th</sup> will be eligible to participate in the primary lot drawing. If an exhibitor changes the number of booths applied for after July, the order of lot drawing may be adjusted by the Organizing Committee.
Secondary Selection
Exhibitors who apply between June 1 <sup>st</sup> and June 30 <sup>th</sup> will be selected from available booth spaces in the order of earliest application.

1. **Spare booth spaces**  
If booth spaces remain available at the end of the lot drawing dates, the remaining spaces will be placed on the floor as spare booths. Exhibitors submitting applications after July 1<sup>st</sup>, can select their booth locations from the available spare booths on a first-come, first-served basis.
2. **Fixed booth spaces**  
The Organizing Committee has determined the following booth spaces to be fixed:
  - (a) Because lots are drawn among exhibitors with the same number and type of booths in the same exhibit zones, an exhibitor not meeting this criterion will be afforded a fixed booth space(s).
  - (b) Cooperative exhibitors
  - (c) Overseas cooperative exhibitors and related domestic exhibitors.
3. **Spare spaces**  
Utility booths will be setup in spare open spaces after the booth lot drawing is completed. However, exhibitors should be aware that further changes in booth allocation may occur due to exhibitor cancellations, reduction in booth spaces, etc.
4. **Entry ways of booths**  
The position of entry ways and the use of block booths by exhibitors may be adjusted by the Organizing Committee in consideration of overall visitor flow.
5. **Overhead lighting**  
Exhibitors in the video production/broadcasting equipment category will have their booths allocated to all lights on or all lights off if they wish, but the allocation of booths may not result in the desired ceiling lighting area.

## 4. Important Exhibit Details and Prohibitions

### 4-1. Exhibiting of products from outside of Japan (including fixtures)

Inter BEE plans to make all exhibition halls open to the display of bonded goods. Therefore, it will be possible for exhibitors to display overseas products (those manufactured outside Japan or items that have not yet cleared Customs proceedings) even if they have not cleared Customs by the time the exhibition begins.

### 4-2. Applications regarding industrial property rights

Exhibitors who plan to file an application for patent, utility model or trademark, in connection with the release or presentation of their products should directly contact the General Affairs Division of the Patent Office.

### 4-3. Prohibited activities

The following activities are considered as prohibited:

#### 1. Exhibit space transfer

Subletting, selling, transferring, or exchanging exhibition space, either in whole or in part, to any third party, including other exhibitors.

#### 2. Directing visitors to other venues

Directing Inter BEE visitors to simultaneous product or technology exhibits off-site is prohibited.

#### 3. Engaging in sales activities

Selling products other than publications and software on-site except in designated area during the show is prohibited. Exhibitors who wish to sell publications and software are required to submit details and seek approval in advance.

#### 4. Inappropriate behavior

Aggressively attempting to attract visitors to view demonstrations while standing outside of booths or in aisles is prohibited. Persistent sales approaches and/or techniques considered to be excessive are also prohibited.

#### 5. Exhibiting for the purpose of obtaining personal information

It is prohibited to use booths for the primary purpose of collecting personal information on visitors, rather than to display products and services. Furthermore, all exhibitors are requested to abide by the stipulations in Japan's personal information protection legislation. Details on the collection and handling of personal information will be available in the Exhibition Manual.

### 4-4. Responsibilities of exhibitors

#### 1. Prompt fee payment

Exhibitors will pay all exhibitor fees and expenses invoiced by Show Management Secretariat and bear responsibility until all payments are complete.

#### 2. Obeying the law

The laws and regulations of Japan shall be followed in all cases related to the transfer and management of display and related items, and in management and other matters related to constructs and structures for use in exhibits.

#### 3. Liability for damage, management of exhibited items, and insurance.

(a) The sponsors, organizing committee and Show Management Secretariat will make every effort to ensure the security of exhibits during the show period by, for example, implementing security guard patrols. However, the management cannot assume responsibility for damages arising from natural disaster, fire, theft, loss of property or other occurrences beyond its control and recommends that exhibitors take steps of their own.

(b) Exhibitors shall be liable for any fatalities or injuries occurring to visitors, other exhibitors or third persons as well as damage to items at the exhibition site. Inter BEE sponsors and / or the organizing committee shall bear no responsibility whatsoever in such circumstances. Exhibitors are required to apply for insurance and it must be procured at the exhibitor's sole expense.

(c) A booth manager, whose responsibility is to supervise all activities that take place in the exhibitor's booth, must be confirmed with the organizer prior to the start of the exhibition.

(d) Exhibitors are recommended to provide for adequate insurance coverage during the exhibition.

(e) The organizer will make every effort to provide effective management, enhanced safety, and maintenance of order at the venue as well as ensure the safety of exhibition visitors. Any act by an exhibitor(s) that is considered detrimental to the aforementioned may lead to the termination of that exhibitor's demonstration. Exhibitors shall be liable for any accidents that may occur during exhibitor demonstrations, and Inter BEE sponsors and / or the organizing committee shall bear no responsibility whatsoever in such circumstances. In the event of an accident, the exhibitor is required to take appropriate action and report it immediately to the organizer.

### 4-5. Termination or shortening of exhibition duration due to unavoidable or potential calamity

1. If the exhibition is canceled because of an event of force majeure, such as an earthquake, typhoon, fire, disease, terrorist act or order from the public authorities, the organizers reserve the right to shorten the duration of the exhibition or the hours that the exhibition is open to the public, either before or during the exhibition. If the exhibition sponsors deem such action necessary, this information will be promptly published on the official Website and exhibitors will be notified. Neither the exhibition organizers nor the Association shall assume any liability for losses incurred by exhibitors in such a case.

2. If the entire exhibition is canceled due to force majeure prior to the first day of the exhibition, the Association will return the remaining amount of the exhibition booth fee to the exhibitor after deducting the necessary expenses.

3. The exhibition booth fee will not be refunded if the date or time of the exhibition is shortened or the exhibition is canceled due to force majeure after the first day of the exhibition.

4. The exhibition sponsors and the Show Management Secretariat assume no responsibility for expenses incurred by exhibitors if the exhibition is canceled or shortened because of a calamity.

### 4-6. News gathering and filming

Staff members appointed by the sponsors and / or the organizer will be authorized to gather news and / or conduct interviews as well engage in filming and / or photography. Exhibitors are requested to cooperate with such news gathering and filming activities and also agree that any image, photograph, information, etc. obtained during the exhibition can be used solely for the purpose of promoting Inter BEE.

### 4-7. Dealing with disputes between exhibitors

Any disputes between exhibitors concerning exhibits, publicity materials related to exhibits, intellectual property or the use of booths shall be resolved between the parties concerned. The exhibition sponsors shall bear no responsibility whatsoever in such instances.

### 4-8. Booth design

Product exhibits, demonstrations, etc., must be conducted within the exhibitor's booth. If for some reason this rule is not followed properly, the organizing committee and / or the Show Management Secretariat will request that the exhibitor comply with the rule; any further noncompliance may result in termination of the exhibitor's booth.

#### 1. Prohibition of usage of space beyond booth boundaries

(a) Exhibitors are responsible for controlling crowds around their booths, which might block walkways in public spaces. If a stage is set up in a booth, the Exhibitor must ensure that the booth layout makes it possible to bring all visitors inside the boundaries of the booth.

(b) Inviting visitors into booths and/or conducting surveys in walkways in public spaces is strictly prohibited.

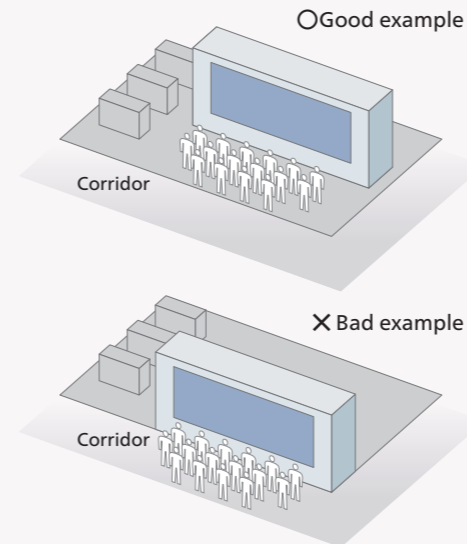
(c) Exhibits, decorations, fixtures, plants and packaging materials should not be left outside of booths, but must be stored within booths.

(d) Product exhibitions and presentation acts using the space outside the booth such as the aisle is prohibited.

(e) Projecting rays and lights on aisles and venue walls or ceilings is forbidden except for exhibitors in the "Entertainment / Lighting Category". However, an exception approval will be required in advance to exhibit lighting products in categories other than "Entertainment / Lighting".

#### 2. In-booth stages

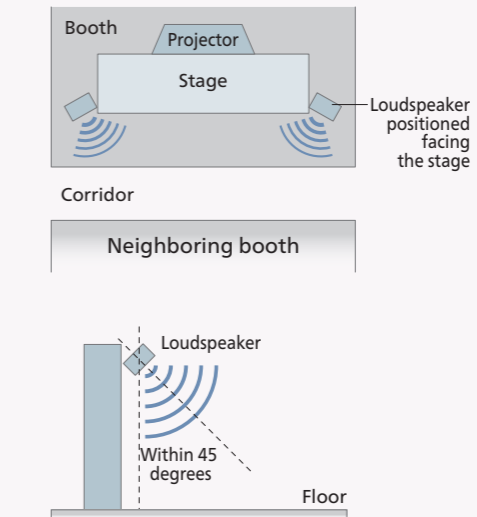
Exhibitors planning to set up a stage in their booths must ensure that the booth layout makes it possible to bring all visitors inside the boundaries of the booth. Further more, depending on the height of the stage and the video equipment installing, take sufficient care of the visitors viewing angle and of an appropriate distance. If any problems occur in line with in-booth stages, the Show Management Secretariat will request immediate countermeasures.



#### 4. Speakers

Exhibitors are prohibited from setting up public address systems, such as loudspeakers or mixers, directly facing neighboring booths.

So as not to inconvenience visitors or neighboring booths, these systems must be positioned facing the stage. If installing loudspeakers on booth walls or displays fixture pillars, the central axis of each speaker must be 45 degrees or less.



#### 5. Safety Measures

(a) To prevent truss beams falling, strike four or more anchor bolts in one place when securing them to the floor.

(b) When installing exhibition panels (OCTANORM), take measures to prevent them falling by reinforcing the panels, reinforcing the beams in the corner sections, and installing weights.

(c) Take measures to prevent independent fixtures falling by securing them to the wall or floor surface.

(d) When installing video monitors, speakers, channel characters, lighting fixtures, and other fixtures.

### 4-9. Ceiling structure and two-floor construction

Installing a ceiling on the booth is only permitted when products and/or demonstrations need to be shielded from light or insulated from sound. The ceiling must be made of a fireproof blacked-out curtain, which is the only material permitted under local fire department restrictions. Direct sunshine will be blocked out within the exhibit halls but there still may be some reflections cast from the indirect and ceiling lighting. Exhibitors who wish to set up ceiling structures, without regard to the size or area, are required to submit an application form sent with the Exhibition Manual together with top and elevated view booth drawings. Observe the following guidelines for the design and construction of a ceiling structure.

#### 1. Ceiling structure

(a) Any double layer structure is prohibited.  
(b) All the decorating materials must be fire-resistant processed and attached the fire-resistant indications.  
(c) Exhibitors are required to submit both top (designated ceiling area and its size) and elevated view (designated ceiling area and surrounding wall, etc.) booth drawings. They must show that the ceiling are fire-resistant processed.

#### 2. Fire Safety Equipment

(a) Fire extinguishes must be size 10 or larger.  
(b) Fire alarms (smoke alarms) may be required. In such case, exhibitors must submit the placement notice and its operation experiment result to the Management Office. Domestic fire alarms are not be accepted.  
(c) Depending on the structure or size, evacuation exits and leading light for emergency may be necessary.

#### 3. Two-floor construction / Suspended Structure

Two-story structures and suspending decorations from the ceiling are not allowed.





## 4. Important Exhibit Details and Prohibitions

### 4-10. Floor work

Exhibitors who require floor construction work are required to submit an application form sent with the Exhibit Manual together with a floor plan. Observe the following guidelines for the Floor Construction Work.

- Exhibitors are required to contact the Management Office in each hall before commencing the work and inform the number of anchor bolts to be affixed.  
\*In case there is no need of anchor bolts, exhibitors are required to submit the cancellation
- Concrete nails and jackhammering are prohibited. No construction may be carried out on pit covers or pit interiors on the floors.
- To prevent truss beams falling, strike four or more anchor bolts in one place when securing them to the floor.
- Floor construction work is permitted on the condition that all flooring will be restored to its original state after the show.  
After usage, if the bolt heads project above the surface, they must be sawn off, not hammered in or cut with acetylene torches. All expenses for restoration shall be borne by the exhibitor. In the event that the floor is not restored to its original condition after the final floor inspection, or the restoration is incomplete, the Management office will complete the restoration work and charge the total amount of expenses to the exhibitor after the show.
- When bolting down an anchor bolt, a cooperative fee for the restoration of floor surfaces of ¥1,080 per bolt will be charged to the exhibitor regardless of the size of the bolt.
- Carpeting a booth, exhibitions are required to use double-faced tape. Use of glue is prohibited.

### 4-11. Fire prevention regulations

Inspections by the local fire department will be carried out during the display construction work of after its completion.

Any work not in accordance with the below regulations may be suspended, or the structure(s) in question removed.

Exhibitors are required to follow the instructions below.

- Any type of material, whether cloth or paper, affixed to plywood for display purposes should be fireproof.
- Materials such as display mountings, artificial flowers, draperies, drop curtains, display plywood, fiber blinds, blackout curtains, carpeting or other flammable materials must be fireproof. Please attach a Fireproof tag to each of these materials in an easily visible location.
- Avoid using paper flowers, urethane, acetate, polyester, nylon or other materials that are difficult to fireproof.
- The use of plastic foam is prohibited. Please substitute Styrofoam or similar materials.

### 4-12. Counterfeit or imitation products are strictly prohibited

- The display, distribution, or demonstration of counterfeit or imitation products that infringe on a third party's intellectual property rights (e.g. patents, trademarks, design rights, copyrights, overseas rights, etc.) or any other related activity is strictly prohibited.
- If the Organizing Committee discovers counterfeit or imitation products being displayed, distributed, or demonstrated, it reserves the right to remove these products from the exhibition venue immediately with all costs incurred becoming the responsibility of the offending exhibitor.
- In addition to inspections for counterfeit or imitation products, all exhibitors shall cooperate with the Organizing Committee whenever any type of inspection is conducted.
- Any disputes concerning the intellectual property rights of exhibited products shall be resolved between the parties concerned.

### 4-13. Comparison displays

As a rule, exhibitors are requested to limit product comparisons (see guidelines below) to demonstrations between products and / or technologies of their own company or group companies. Exhibitors who plan to compare their products or technologies with those of other companies should first obtain advance permission from the other company and such comparisons must not infringe upon the property rights of that company.

- Comparisons using exhibits and demonstrations.
- Comparisons using information panels and pamphlets.
- Verbal comparisons in audio announcements.
- Other comparisons related to products and technologies.

When the organizers and / or Organizing Committee determine that the aforementioned guidelines on comparison displays have not been observed, they reserve the right to terminate the display or order that corrective measures be taken with all costs incurred by the exhibitor. If said corrective measures are determined to be insufficient, the exhibitor may be barred from future participation in Inter BEE.

### 4-14. Suitable displays

The following regulations must be strictly observed for all displays in the exhibition booths.

- Safety and precaution signage**  
All booths must have adequate safety and precaution signage positioned in clearly visible locations around the displays.
- Displays should reflect real-life situations**  
Product presentations and / or displays should be demonstrated in real-life situations as much as possible and not in an exaggerated or unrealistic manner. If this is not practical, the product(s) must have accompanying captions stating how they are used in actual applications.

### 4-15. Vehicle display

When displaying broadcast relay vans or other vehicles, please be certain that the vehicle can be stored within the space stipulated by the booth specifications. If this height is exceeded, submit "application for Over-Regulation Heights" in the Exhibition Manual.

### 4-16. Restrictions on Audio Volume

When explaining products or making demonstrations, audio volume in the booth must be maintained at the levels less than 75dB. Please remember that it is important to maintain audio volume at reasonable levels to ensure that visitors can hear the presentations of other exhibitors.

- The value is the standard, when measured from 2 m away from the border line of booth. These levels must be observed throughout every booth.
- During the exhibition period, the Show Management Secretariat will regularly measure sound levels. Exhibitors are also asked to voluntarily measure sound levels within their booths before and during the exhibition. Contact the on-site Management office to borrow measuring equipment.
- Breach of noise-level restrictions: Any exhibit exceeding the specified noise levels must be modified to conform to regulations. Failure to conform may result in the loss of exhibiting privileges.
- Regardless of these regulations, if complaints are received from neighboring exhibitors or noise is noticeable in other areas of the site, the Show Management Secretariat will require the exhibitor in question.
- Please make sure that a person responsible for audio equipment is stationed in your booth at all times, and that the audio equipment is operated in accordance with the regulations.

### 4-17. Demonstration regulations

#### 1. Copyrights

Exhibitors playing music or replaying recorded audio or video material must pay royalties on said material (unless the exhibitor owns the rights or has made separate arrangements for payment of royalties). Royalties are payable to the Japanese Society for the Rights of Authors, Composers and Publishers (JASRAC), which handles royalties in Japan. Please contact JASRAC for details on arrangements and royalty calculation methods. In addition, when exercising rights regarding video and animation, please contact the company or organization/group that owns the copyright.

#### 2. Illumination / Lighting

No illumination that projects directly into another company's lighting or onto walls or corridors is permitted. Exhibitors in the Entertainment /Lighting category who need to illuminate in distance to describe or feature its exhibit product many illuminate only towards the ceiling within the exhibitor's booth. When strong lighting equipment such as LEDs are used in displays and / or signboards, they must be positioned so as not to inconvenience visitors or neighboring booths.

#### 3. Smoke machines

The use of smoke machines (including alcohol, oil or petroleum smoke machines, and dry ice machines) is not permitted.

#### 4. Other

Please take preventive measures to avoid the generation of the following during demonstrations. Please be considerate of other exhibitors and visitors.

- Hot air
- Gases
- Odors
- Vibration

### 4-18. Handling of hazardous items

#### 1. The Fire Prevention Law Prohibits the Following Activities on the Exhibition Site

- Smoking
- Live flames (spark-producing items, exposed elements, etc.)
- Liquefied petroleum gas (LPG) or other flammable / pressurized gases
- Hazardous objects (gasoline, kerosene, other oils, etc.)
- Hazardous materials (explosives, matches or disposable lighters in large quantities, etc.)

#### 2. Exemptions for prohibited activities

Excluding smoking, exemptions for prohibited activities and / or the use of some of the aforementioned substances may be granted by local fire safety authorities if it is determined that only minimal amounts of substances will be used or that the activities are necessary to enhance the exhibit. For exhibitors seeking exemptions, please fill in the relevant items on the "Hazardous Materials Usage Application" in the exhibitor's manual and submit the form together with two declaration copies explaining the nature of the performance or exhibit. The association will submit all applications to the fire safety authorities at a single time, and only the items granted exemptions will be allowed to be used in the venue.

#### 3. Smoking

Smoking is prohibited in booths. Smoking is permitted only in specially designated smoking areas.

#### 4. Live Flames

The following should be strictly observed when using live flames:

- Minimize the size and quantity of on-site equipment to the extent possible and use devices of the same type.
- Protect the surrounding area with fireproof materials.
- Monitor conditions closely and provide adequate fire safety equipment.
- At least one fire extinguisher must be available (with a 2-unit minimum fire extinguishing capability and a minimum size of 10).
- A designated person responsible for fire prevention and extinguishing any possible fire must be stationed in the booth.
- Live flames must be at least 5 m from fire exits, hazardous materials and other flammable materials

#### 5. Liquefied Petroleum Gas (LPG) or Pressurized Gas

The following rules should be strictly observed when using LPG and other pressurized gases (oxygen, hydrogen, nitrogen, carbon dioxide, argon gas, etc.):

- After installation, test all containers for leaks, and if necessary display a "Caution: Do Not Use Near Flammables" sign on them.

- Use pressurized gases under the lowest possible pressure, and handle containers carefully. Bringing flammable gas cylinders (except cartridge types) onto the exhibition site is prohibited.

- To prevent gas leakage, use a complete connector for all connecting parts and monitor continuously with a gas leak detector.

#### 6. Hazardous Materials

When using hazardous substances in the exhibition venue, the following regulations must be strictly observed.

- Bring only one day's supply or less onto the exhibition site.
- Do not replenish supplies during exhibition operating hours.
- Provide adequate fire safety measures and handle materials carefully at all times.
- Place hazardous materials 6 m and other materials 3 m or more from fire escapes.
- A Type 10 fire extinguisher must be readily available.
- Place hazardous materials 5 m away from areas in which open flames are being used.
- Appoint personnel to monitor safety.

### 4-19. Violation of the regulations and discrepancies in interpretation

Concerning official regulations, if an exhibitor violates regulations or if there is a discrepancy in interpretation or the application of these regulations, the following measures will be taken. Please note that the interpretation of the regulations as defined in the original Japanese language documentation will take precedence.

- If the Organizing Committee determines that an exhibitor has violated regulations governing exhibitor booths and implementation of exhibits, the association will request that the exhibitor take the necessary corrective measures.
- If the same violation described in section 1 above occurs again, or a discrepancy in interpretation of these regulations occurs, the Organizing Committee will take the appropriate action and as a final ruling order, order the exhibitor in question to take the necessary corrective measures. Please note that once the committee reaches a final ruling, the committee will not enter any further discussion with the exhibitor in question, nor be responsible for any incurred liabilities whatsoever.
- If an exhibitor has been ordered to take corrective measures described in section 2 above, the exhibitor will be required to submit in writing on the same day, a description of the necessary corrective measures taken and the schedule at which they will be completed.
- If an exhibitor has been ordered to take corrective measures described in section 2 above, and fails to do so accordingly, or if the corrective measures taken are determined to be insufficient by the Organizing Committee, the following penalties may apply.
  - The exhibitor will be prohibited from continuing with exhibition activities from the next day.
  - If the penalty in section 1 above is not abided to, the exhibitor will be barred from exhibiting at the subsequent Inter BEE exhibition.

### 4-20. Others

- Other prohibited activities and regulations that are not included in these regulations will be detailed in the Exhibitor Manual that will be distributed at a later date.
- Promissory notes cannot be accepted for payment for booth fee and all the expenses. Transfer fees are to be borne by the exhibitor.
- These regulations are subject to change as deemed necessary by the show sponsors, the Organizing Committee or the association. If changes occur to the regulations, they will be posted on the Inter BEE Official Website, or brought to the attention of exhibitors by other means.
- Observing these regulations is the sole responsibility of the exhibitor. The show sponsors, Organizing Committee and the association will not accept any responsibility resulting from violations of existing laws and / or local ordinances by exhibitors.

### 4-21. Organizing Committee

The Organizing Committee functions as a body to deliberate and decide matters related to the management of the exhibition, including regulations and plans. The Organizing Committee will be represented at the exhibition site during the preparation and execution phases of the exhibition. These representatives will be responsible for maintaining the exhibition environment, dealing with problems and ensuring that the exhibition regulations are adhered to at all times. They have the authority to address problems as they arise.



# Support & Service

Inter BEE will support the dissemination of exhibitors' information from before to after the show in order to increase the effectiveness of your exhibit. We have prepared a variety of advertising menus to promote your company, new lead acquisition services, and spaces that can be used for various purposes at the venue.

## Information Dissemination Support

### Online Exhibitor Page



This is an online exhibitor's page that can be used as a tool for sending out information on exhibited products in advance and as archival data.

#### Noteworthy Functions

- **Exhibited Products/Services**  
Exhibits can be efficiently promoted by setting up photos of exhibited products and search keywords.
- **Download Materials**  
Product catalogs and other materials will be available for visitors to download at any time before and after the exhibition.
- **Demonstration and Presentation Videos**  
Videos about products and services can be posted to appeal to a large number of users. Archived videos can also be viewed, so information can continue to be disseminated even after the exhibition is over.

### Recommendation Page

Exhibitor pages with extensive content will be picked up and introduced here.



### Announcing Information through Media

We will send out articles and news about exhibitor pages and exhibit information via our official website and Social Media.



### Press Kit Installed in Press Room

The exhibitors can put the press release in the press room that many journalists and press come from home and abroad.



### Customized Digital Invitation Leaflet

By using original images including the company name and booth number, the cover of the digital invitation leaflet can be customized for your company and more effectively lead visitors to your booth.



## INTER BEE AWARD

**Award and presentation of the latest products of interest from Inter BEE exhibitors!**

This initiative is carried out with the aim of revitalizing the media and entertainment industry field targeted by Inter BEE, fostering progress for the future, and contributing to the advancement of technology and the development of diverse creative activities in this field.

Awards will be presented to outstanding exhibits of products, technologies, services, software, content, etc. and will be presented to exhibitors both inside and outside of Japan. We look forward to your participation.



## New Lead Acquisition

### Visitor Data Acquisition

partially free

Visitors are given QR codes (two-dimensional barcodes) and one-dimensional barcodes for gathering visitor data on their entrance passes. We provide two types of services for reading visitor data, so you will be able to use these services according to the purpose of your exhibit and the convenience of your sales activities.

One barcode reader rental or one licence for a QR code reader application is provided free of charge.



### ONLINE Exhibitor page visitor data acquisition

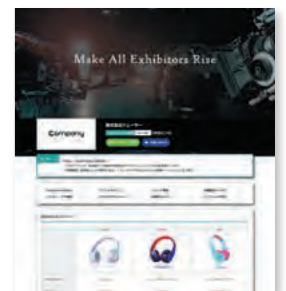
Fee

The exhibitors will be provided with data on visitors who viewed the exhibitor page (website) during the exhibition period.

#### Data to be provided

- Visitor data of those who watched the demo/presentation videos.
  - Visitor data of those who downloaded the material.
  - Visitor data of those who have logged in and visited the exhibitor's page.
- \*Only information on visitors who have opted in will be provided.  
Please note that information of visitor who have opted out will not be provided.

Acquisition fee:  
22,000 yen (incl. tax)



## Connection Squares

### Suite Room

We have rooms available to carry out business negotiations and hold demonstrations in the exhibition hall. You can use these throughout the period of the exhibition.

#### How to Apply

#### Application Deadline: July 31 Thu.

For the usage, you're required to contact the secretariat. The guideline and application form will be sent to you. Please understand that 100% of cancellation fee will be charged, if you cancel on or after September 1.

#### Overview of Facilities

	A type (181m <sup>2</sup> )	B type (82m <sup>2</sup> )	C type (62m <sup>2</sup> )
Room Type			
Location	Multipurpose room, Exhibition Hall 1F	Meeting room, Exhibition Hall 1F	Proscenium Deck, Exhibition Hall 2F
Ancillary	Reception Desk & Chair	Reception Desk & Chair	Reception Desk & Chair, Company Name Signboard
Fee	No Product Display: ¥990,000 With Product Display: ¥1,980,000	No Product Display: ¥440,000 With Product Display: ¥880,000	No Product Display: ¥330,000 With Product Display: ¥660,000
Applicable Number of Booths	20 and more booths	9 and more booths	6 and more booths

### Business Meeting Room

Free

This is a shared space that you can use for meeting with your client and visitors. A drink service is also available.



### Meeting Room / Presentation Room

Fee

The room can be reserved for time and used for various client meetings, business meetings, and presentations.

14,300 yen (incl. tax) / per 45 minutes



### VIP Room

Fee

VIP room will be provided near the VIP Reception in the International Conference Hall. You can use this to welcome important clients and officials.

11,000 yen (incl. tax) / per 60 minutes



## Various Advertising Media

### Web site Banner Advertising

By increasing your online presence, you can access exhibitor pages in the shortest possible time to raise visitor expectations and attract visitors even before the show.

Fee



**Top Page Logo Banner Ad**  
1,100,000 yen (incl. tax)

**Exhibitor List Banner Ad**  
550,000 yen (incl. tax)



### Mail Magazine/Banner Advertising

Exhibitor's page can be accessed directly from the mail magazines distributed to the visitors to the past events. Please make use of this service to promote your exhibition in advance.

Fee



**A Size (600W x 100H)**  
77,000 yen (incl. tax) / One time  
**B Size (600W x 200H)**  
143,000 yen (incl. tax) / One time

### Guide Map Advertising

Advertising spaces will be available in the venue information brochure, which many visitors will have on the day of the event. A variety of menus are available for logos and original images, which can be used to promote your company.

Fee



**Article section (Full page)**  
550,000 yen (incl. tax)

**Article section (Half page)**  
275,000 yen (incl. tax)



### Magazine Article Advertising

Articles on exhibited products based on Inter BEE's interviews will be created and distributed to the Inter BEE visitor in the past via HTML newsletter.

Fee



**275,000 yen (incl. tax) for one article**  
\*Publication Period: 1 week

### Strap Advertising

These straps will be delivered to visitors and members of the press when they enter the venue. Please take these straps home with you.

Fee



**3,300,000 yen (incl. tax) FCFS**

### On-site Signboard Advertising

Many advertising slots for placement in front of the station, inside and outside the venue are available. Please use these to mark the position of your booth and for branding.

Fee



\*Listing fees will be provided in the Exhibitor Manual.

\*Image

# Exhibitor Seminar

Your company can hold its own seminars at the Makuhari Messe International Convention Center and Online. Take full advantage of the benefits of exhibiting.

Seminar rooms are available for exhibitor seminars where you can present your latest products, technologies, and services. There is also an option to stream archived videos of the seminars.

By appealing to a large number of users both in onsite and online, exhibitors will be able to increase their effectiveness.

## Sponsor Eligibility

### Inter BEE 2025 Exhibitors

## Fee & Venue

On-site seminar	220,000 yen (incl. tax) / 1 session
Archive delivery options	220,000 yen (incl. tax) / 1 session

### Session Spots

	11/19 (Wed)	11/20 (Thu)	11/21 (Fri)
10:00-11:30	19-A	20-A	21-A
12:00-13:30	19-B	20-B	21-B
14:00-15:30	19-C	20-C	21-C
16:00-17:30	19-D	20-D	21-D

### Venue / Facility

Venue	International Conference Hall 1F「103」「104」
Capacity	Theater Style 100 seats
Standard Installation	Projector, Screen, Audio Equipment, Microphone, Podium Note: Please supply your own PC *Other services such as simultaneous interpretation and additional facilities can be offered for a fee.
Assistants	Director for operating conference On-site receptionist

## Support Services

### Details of Support

- **Promotion / PR**  
Seminars will also be announced as an Inter BEE Conference Program on the official Inter BEE website, invitations and leaflets.
- **Registration**  
Advance seminar registration is available on the Inter BEE official Website. It is also possible to check the status of auditing reservations in advance.
- **Reception on the day**  
We will allocate one staff to read the audience data at the entrance of the hall and help you as a receptionist.

### Providing audience information data

- Audience data acquired on-site will be delivered by the next week.
- The visitor data for archived videos will be provided after the archive period.

\*Only the information of visitors who have opted in will be provided. Please note that any visitor information of visitors who opted out will not be provided.

### Archived Delivery Option

The secretariat will record the seminar at the conference hall and archive it for distribution at the Inter BEE online venue. Data from the online audience will also be provided.

Shooting specifications (planned)	<ul style="list-style-type: none"> <li>One Camera System. Simultaneous or alternating style of photographing the speaker and the screen.</li> <li>Editing work is available upon request. The video will be distributed after confirmation of the video by the speaker.</li> </ul>
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## How to Apply

If you require exhibitor seminar, please complete the necessary items in the "Exhibitor seminar Application Form" and send the form to Japan electronics show association. The application deadline is **June 30 (Mon.)**. Please understand that 100% of cancellation fee will be charged if you cancel on or after September 1.

# Initiatives to attract Visitors

At Inter BEE, we carry out various promotional activities to maximize the effectiveness of exhibitors' participation and attract as many visitors as possible.

We strengthen our information dissemination by utilizing a wide range of media and platforms, including banner placements in our email newsletters and official website, advertisements in related industry magazines, and more

## Owned Media ~ Earned Media

Information on exhibitors' products and the industry will be disseminated through the official website, social medias and e-mail magazines. This will help raise expectations of visitors to Makuhari Messe.

### ◆ Inter BEE Official Website

Site visited:  
Over **710,000** session

Online Magazine Article published:  
**97**



### ◆ Inter BEE Official Mail Magazine

To attract visitors, e-mail newsletters will be sent to the Inter BEE visitor database on a regular basis.

About **106,662** accounts per article  
January-December **39** articles sent



### ◆ Measures to Attract Students

Sent invitations to more than 100 vocational schools and universities.

Number of student visitors:

About **3,200**

Venue tours held last year

- [1] Basic Course (90 min.)
- [2] Live Streaming Basic Course (90 min.)
- [3] Middle/High Range Course (90 min.)
- [4] INTER BEE CINEMA Course (100 min.)
- [5] Overseas Creators Course (90 min.)



### ◆ Official X

Followers: **5,246**  
(15.9% increase on the previous year)

Tweet posted: **366**  
Annual Impressions  
(January to December)  
**5,214,185**



### ◆ Official Facebook

Followers: **6,034**  
(2.2% increase on the previous year)

Posts: **239**  
Annual Reach:  
**783,993**



### ◆ Official Instagram

Followers: **2,147**

Posts: **195**



## Invitation

### Invitation

- ◆ We will provide the number of invitations used free of charge to all exhibitors.
- ◆ We offer a digital version of the invitation leaflet that allows you to change the cover to your own original image.
- ◆ The organizer and secretariat will also distribute invitations through supporting and cooperating organizations to attract visitors.



\*Image

## Publicity

### Public Relations Activities

We are strengthening our information dissemination through the media, including public relations activities, inviting media coverage of our exhibition booths and products, promoting articles, and arranging TV coverage.

#### ◆ Public relations activities (press release distribution results)

- \*Announcement of the start of recruitment for Exhibitors at Inter BEE 2024 (3/1)
- \*Announcing establishment of a special event, "INTER BEE CINEMA"(4/3)
- \*Pre-registration release for visitors (10/3)
- \*Opening announcement release (11/12)
- \*"INTER BEE AWARD" announcement release (11/14)
- \*End of period release (11/18)

#### ◆ Registered Press and Media

**227**

#### ◆ Major WEB NEWS publications (in no particular order)

VIDEO SALON	Sanyo Shimbun
PRTimes	The NIKKEI
PRONews	Value Press
AVWatch	ITmediaNEWS
ASCII.jp	Mynavi NEWS
PHILE WEB	CAPA CAMERA WEB
Screens	Sankei Shimbun
DEMPA SHIMBUN	Yahoo NEWS
Dempa Times	The Nikkan Kogyo
MICE TIMES ONLINE	

## Shuttle Bus

Provide free shuttle bus service to and from for key commercial broadcasters.

Free shuttle bus service is available between the entrance of each station and Makuhari Messe during the exhibition period. This service is used by many TV station officials every year.



## Paid Media

### Advertisements

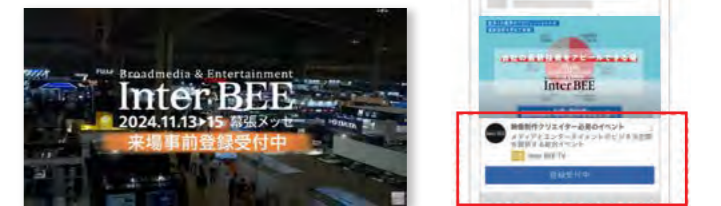
We will advertise through the relevant industry publications and global partner events. Utilizing social media advertising and ad technology to promote to a wide range of potential visitors.



\*Image

### SNS Ads

To attract a wider range of visitors, Promotional videos will be streamed on YouTube.



## Media Partners

### Media Partners

Advertise through the relevant industry publications, web media and global media. We'll promote to attract visitors.



# Visitor Results 2024

## Visitor Results

Registered Visitors	11/13 (Wed.)	11/14 (Thu.)	11/15 (Fri.)	Total
Japan	11,537	10,970	10,341	32,848
Overseas	665	221	119	1,005
<b>Total</b>	<b>12,202</b>	<b>11,191</b>	<b>10,460</b>	<b>33,853</b>

Total number of visitors: **33,853**

Number of Visitors' countries/regions: **37**

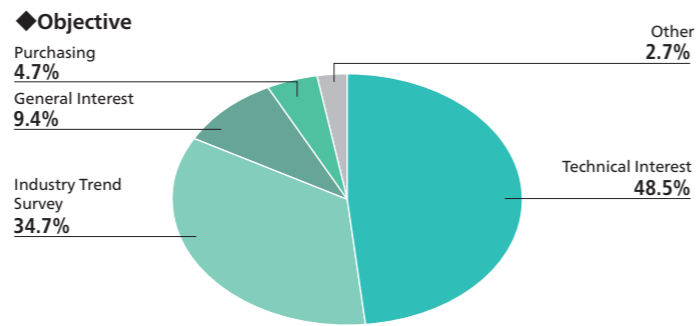
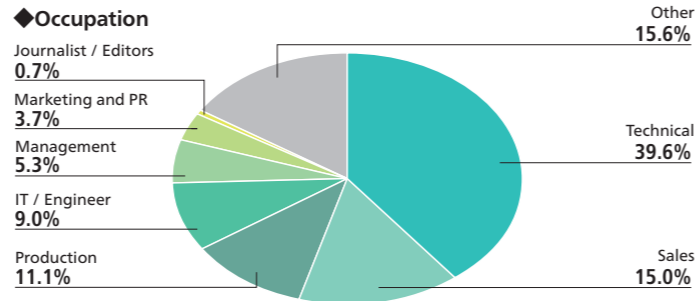
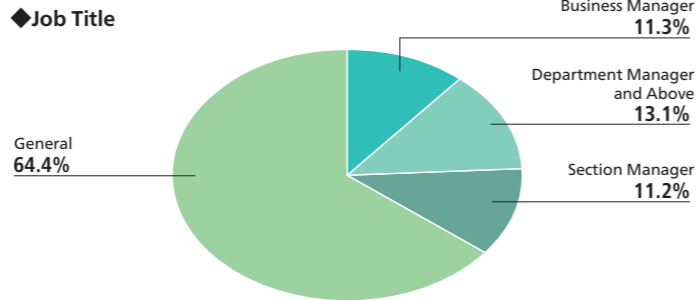
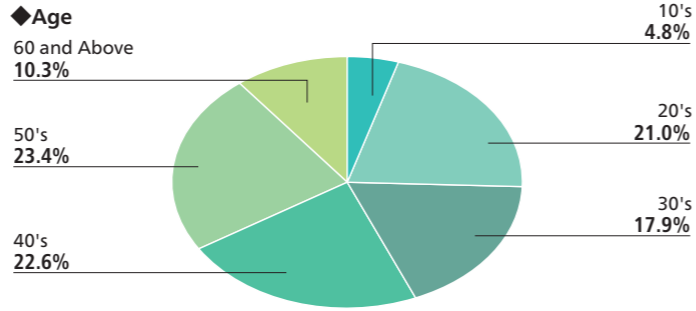
Unique number of online visitors: **16,397**

(Period: October 3, 10:00 - December 13, 17:00)

## Type of Business (Decreasing order)

Equipment Manufacture	14.4%	Related Internet Business and Web services	2.4%
Commercial TV Broadcaster	9.3%	Related Staging, Art, Lighting and Fashion	2.4%
Film and Video Production Company/Videographer	7.3%	Related CATV	2.1%
Other Guest	5.9%	Entertainment, event planning and Ad Agency	1.7%
System Integrators	5.8%	Government Office, Organization	1.5%
Post-Production	5.2%	Content Delivery Network	1.5%
Other User	4.9%	Theater, Facilities and Retail Stores	1.5%
Trading Company	4.8%	Record Manufacture, Music Creator and Musician	1.3%
Related PA Equipment	3.7%	Other media (Web and printing)	1.2%
Production	3.6%	Radio Station	0.8%
Public Broadcast Station	3.4%	Video Software Production Company	0.3%
Related Content Creation	3.0%	Student	9.4%
Telecommunication Carrier	2.6%		

## Attributes of Visitors

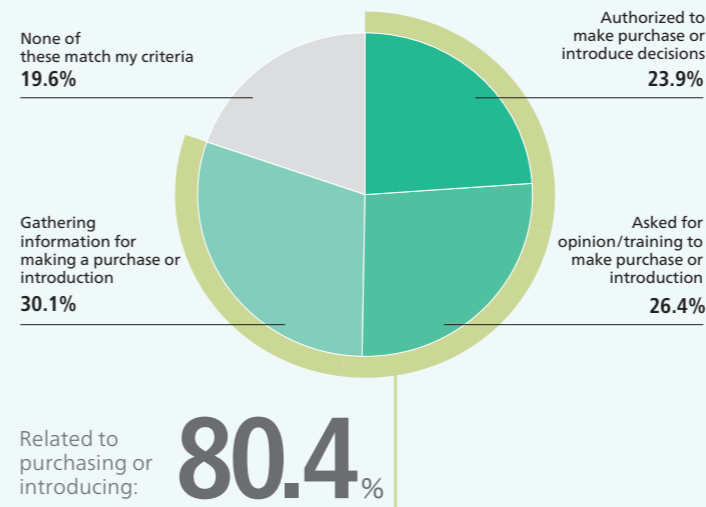


## Interest (Decreasing order)

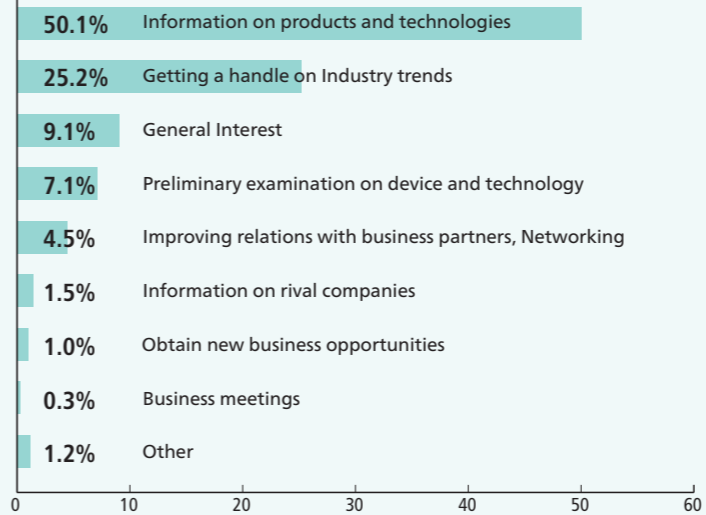
Video Equipment	54.6%	Output Systems	8.9%
Audio Equipment	37.1%	Servers / Storage	8.3%
Camera	26.3%	OTT, SNS, Second Screen	8.1%
Streaming System	16.8%	Transmission Systems	7.5%
Editing and Production Equipment	15.8%	Advertising/marketing services	7.5%
Speakers	15.3%	Public Viewing, Projection Mapping, Digital Signage	7.2%
Electronic Display	14.2%	Digital Cinema	6.0%
Cloud Services	13.8%	Stand-by and Peripheral Products	5.6%
Microphone	13.4%	Production Management Systems	5.6%
Mixer	13.3%	Art and Staging	5.5%
VR, AR, 3D, Meta verse	13.1%	Measuring System	4.9%
Digital Content Creation	12.6%	VTRs, Memory Cards, Optical Disks	4.0%
Software	11.8%	Electronic Power Unit	3.8%
Lighting Equipment	11.4%	Other	1.5%
Relay System	10.1%		

## Visitor Survey

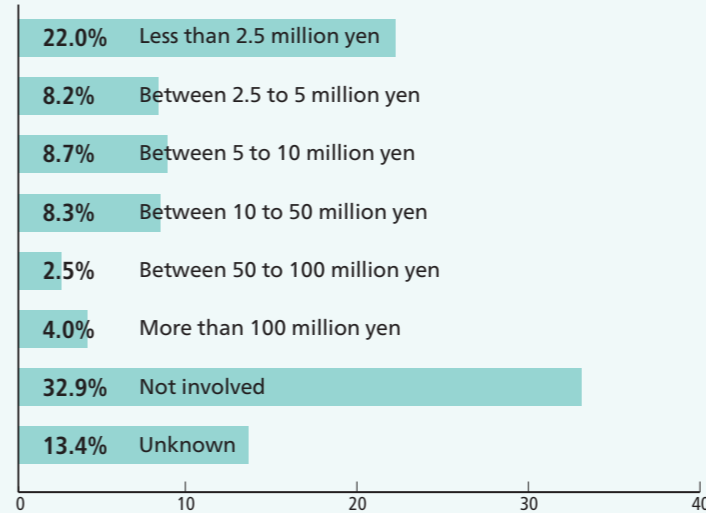
### To what degree are you involved in the process of purchasing products/services in your company?



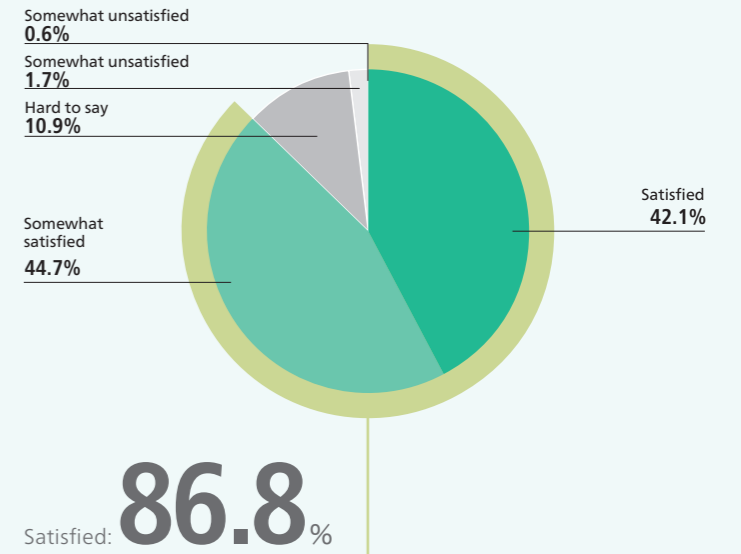
### What was your goal in coming to Inter BEE 2024? (Multiple Answers)



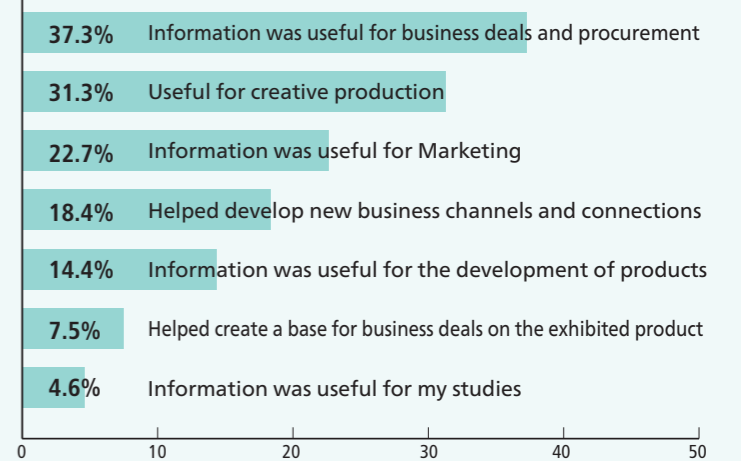
### Approximately how much is your annual budget for purchasing and implementing products and services in which you are involved



### How satisfied are you with Inter BEE 2024 overall?



### Was your visit to Inter BEE 2024 valuable? (Multiple Answers)



## Visitors' Voices

Seeing and interacting with equipment from various companies led to many new discoveries and valuable learning experiences.

The new video and audio technologies were fascinating, offering a firsthand sense of industry evolution. It was a valuable time connecting with industry professionals.

It is interesting to glimpse and learn about the cutting edge in the preliminary stages of becoming a product.

It was a great opportunity to expand my knowledge and gain insight into the activities of industries outside of my own.

It was a valuable opportunity to experience the latest technology and communicate directly with exhibitors. I believe it will be very useful for production and product implementation.



# Exhibitor Results

2024

## Number of Exhibitors

Exhibition Category	Exhibitors	Booth spaces
Professional Audio	272	338
Entertainment / Lighting	100	159
Video Production / Broadcast Equipment	565	1,193
Media Solution	121	121
<b>Total</b>	<b>1,058</b>	<b>1,811</b>

## Breakdown of Exhibitors

Area	Number of Country-Region/ Number of Exhibitors	Name of Country-Region/ Number of Exhibitors
Japan	1 / 503	Japan 503
Asia	8 / 177	China 118 / Korea 26 / Taiwan 25 / Hongkong 3 / Singapore 4 / Thailand 3 / Indonesia 1 / Malaysia 1
North America	4 / 161	U.S.A. 144 / Canada 14 / Mexico 2 / Costa Rica 1
Middle East/ Africa	2 / 15	Australia 8 / Israel 7
Europe	21 / 202	Germany 53 / U.K.43 / France 15 / Italy 13 / Denmark 10 / Belgium 10 / Netherlands 9 / Switzerland 8 / Sweden 7 / Norway 6 / Austria 5 / Poland 5 / Spain 4 / Hungary 4 / Türkiye 2 / Finland 2 / Latvia 2 / Ireland 1 / Croatia 1 / Liechtenstein 1 / Other 1
	36 countries/regions	1,058 Exhibitors

Number of Exhibitors: **1,058**

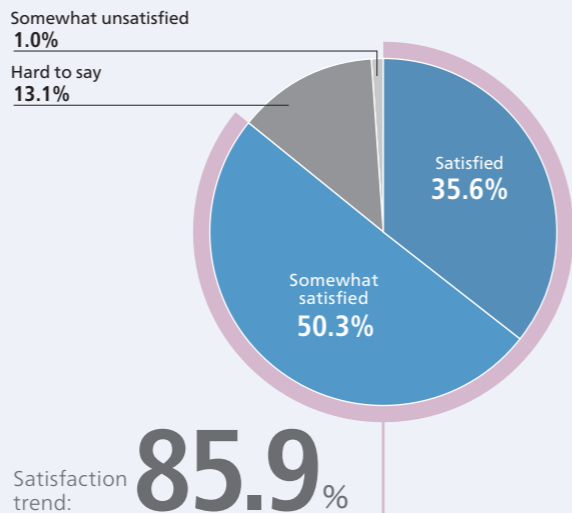
Number of Countries / Regions: **36**

## Exhibitor Survey

◆What were your main objectives for exhibiting at Inter BEE 2024?  
(Multiple answers accepted)



◆How satisfied are you with your goal as an Exhibitor?



## Exhibitors' Voices



## Operation schedule

March	Begin Recruiting exhibitors Exhibition Applications are accepted	Primary Application Accepted
April		
May	30 <sup>th</sup> Primary Application Deadline	
June	30 <sup>th</sup> Secondary Application Deadline	Secondary Application Accepted
July	31 <sup>st</sup> Deadline for Primary Application Booth Fee	
August	Early Exhibitor Orientation/Drawings for Booth lots (Start of various exhibit services)	
	29 <sup>th</sup> Deadline for Secondary Application Booth Fee Deadline for Online Exhibition Application	
September	30 <sup>th</sup> Deadline for Online Exhibition Application Fee	
October	Early Pre-registration Start Online Exhibition Page (Free access area) Launch Distribution of Invitations Distribution of Vehicle Tickets and Badges	
November	Broadmedia & Entertainment <b>Inter BEE 2025</b> Nov.19 Wed. ▶ 21 Fri. Makuhari Messe	
December		

## Exhibition preparation schedule

### March/April: Making exhibition plans including the objectives

- ◆Setting objectives with the importance on customer contacts such as gaining new customers and updating/adding new customers to the customer list
- ◆Promotional activity planning and objective setting to synchronize the timing of PR activities for new products with Inter BEE

### May/June/July: Exhibition application

- ◆Finalizing exhibition plans and submitting an application to exhibit based on the exhibition rules
- ◆Finalizing the schedule for the exhibition

### July/August: Booth design

- ◆Participating the lot drawing for booth space allocation/orientation for exhibitors and obtaining the exhibitor manual
- ◆Initiating the booth design and the creation of various PR tools based on the booth location and the exhibition plans

### September/October: Procedures for booth management and information dissemination

- ◆Determine booth design and products to be exhibited, and formulate staffing and other booth management manuals
  - ◆Application procedures for various forms and applications based on the exhibitor manual
- Strengthen information dissemination to attract visitors by entering information on products and attractions on the online exhibitor page.

### October/November: Prepare for exhibition and make appointments with customers

- ◆Complete booth operation manual and finalize booth construction and loading/unloading of exhibited products
  - ◆Distribute information letters to customers and make appointments in advance during the exhibition.
  - ◆Preparation of press releases and new product announcements and coverage
- Prepare for the opening of the Makuhari Messe venue by posting the event schedule, demo videos, and downloadable materials on the online exhibitor page.

### November/December: Organize customer lists and follow up after the exhibition

- ◆Measurement of effectiveness of booth operation and evaluation analysis
  - ◆Classification of customer lists and analysis of achievement of goals and customer satisfaction
  - ◆Follow-up activities for each customer list category based on results analysis
- Use of online exhibitor pages as archived data. The online exhibitor page is used as archived data, and videos taken at the exhibition booth and demonstrations are posted. Strengthen post-event information provision and sales promotion activities.