

Broadmedia & Entertainment

InterBEE 2025

Nov.19 Wed. ▶ 21 Fri. Makuhari Messe

INTER BEE IGNITION × DCEXPO

Exhibition Guide

Cutting-edge content technology and innovation that create new value.

Here are the challenges and new encounters that create the future.

    #interbee2025

www.inter-bee.com



INTER BEE IGNITION × DCEXPO

New media and entertainment that AI, XR, and Web3 create

Cutting-edge technologies such as AI and XR are merging across creators and industries, giving rise to ideas and projects that create entirely new value. Explore the possibilities of future entertainment and business, accelerating the growth of the entire industry. Experience the unique inspiration and insights that can only be found here.

Participating Products

Companies and organizations related to XR (VR/AR), metaverse, AI, CG, 3D video/audio, blockchain, ultra-realistic video, projection mapping, drones, robotics, live entertainment technology, scenography, special equipment for staging, lighting systems, other advanced visual expression technologies, etc

Many business users involved in Media / Entertainment will come!

●Visitors from broadcasters and other media professionals, entertainment business professionals, video creators, manufacturers, telecommunications/distribution companies

85.7%

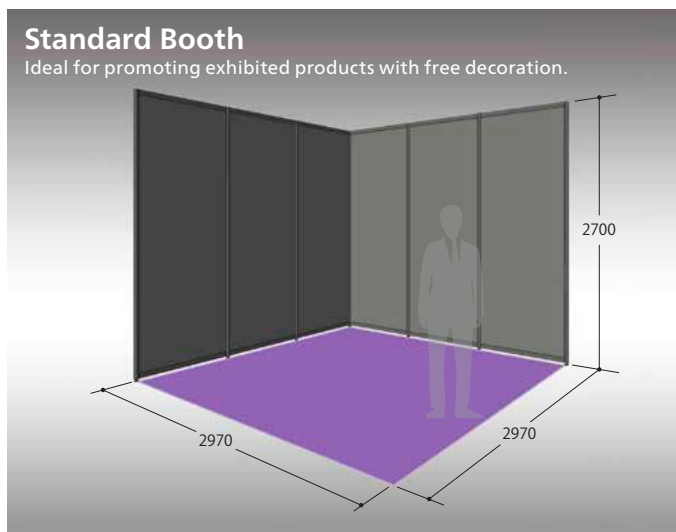
●Visitors involved in purchase/implementation of new products/services

80.4%

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

Standard Booth

Ideal for promoting exhibited products with free decoration.



Exhibition Fee

Multiple booths are also available.

1 booth: **¥319,000** (tax incl.)

Compact Unit Booth

Reasonable and simple participation.

- Company sign
- Spotlight
- Basic exhibition stand
- Electrical work (capacity: 1kw / 2 outlets)



Exhibition Fee

Multiple booths are also available.

1 unit: **¥231,000** (tax incl.)

Exhibitor Presentation Stage

Target: Exhibitors in INTER BEE IGNITION × DCEXPO

The stage in the INTER BEE IGNITION x DCEXPO area will provide an opportunity to introduce your booth and explain the contents of your exhibition. We hope you will make use of this opportunity. Details will be announced at a later date.



Startup & University Area



The Startup & University Area is a hub where entrepreneurs and researchers shape the future with innovation. Cutting-edge projects and ideas from startup companies and universities will come together to present the next generation of technology and business models. Meet the partners and explore the opportunities to co-create the future together.

Eligible Exhibitor

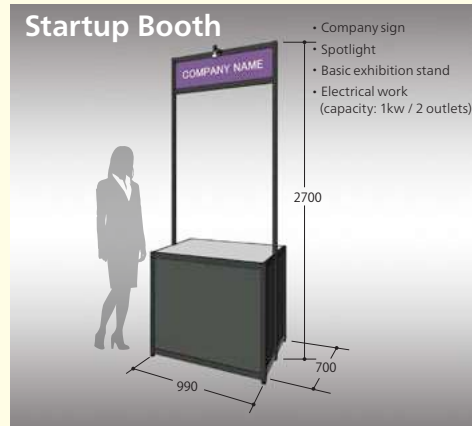
Startup companies or universities that aim to grow through new technology and innovation in the media, video and entertainment industries.

- Startup companies established less than 9 years ago (Established after November 2016)
- Universities and educational institutions aiming at social implementation of research results

Exhibition Fee

2 Days(11/19,20): **¥72,600** (tax incl.)

3 Days (11/19-21): **¥89,100** (tax incl.)



Numerous in-area events are planned!

*The further Information will be informed later.

Pitch Presentation Stage

Pitch presentations and planning sessions by start-up exhibitors will be held. Please make use of this opportunity to demonstrate your products and promote your company.



Networking Event

We will hold a networking event where you can interact with a wide range of visitors involved in the media and entertainment industry, including broadcasters. Please join us to build new business partnerships.



Items included in the exhibition fee

- ◇ Online Exhibitor Page: Exhibited product information, downloadable materials, and product videos can be posted. Includes a business meeting appointment function.
- ◇ Exhibition Invitation (Must request) ◇ Exhibitor badge ◇ Visitor data acquisition ◇ Exhibitor presentation stage
- ◇ Exhibitor will be treated in the same manner as general exhibitors. *Please refer to the Inter BEE 2025 Exhibition Guide

Overview

Name: INTER BEE IGNITION×DCEXPO
Co-organizer: Digital Content Association of Japan (DCAJ)
Period: November 19-21, 2025
Venue: Makuhari Messe
Admission: Free (pre-registration required)

To apply, please use the online application form.

Application Deadline: **Mon., June 30, 2025**

- ◇ Please pay the exhibition fee by Friday, August 29.
- ◇ If the exhibitor cancels or reduces the number of units applied for after application, a cancellation fee will be charged. Consumption tax will be added to the cancellation fee.

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

Operation schedule

Early August	▶ General Exhibitor Briefing Session *We will inform you separately if we hold an exhibitor briefing session for this special event.
August 29(Fri)	▶ Deadline for payment of booth fee
Early October	▶ Distribution of invitation letters for Inter BEE 2025 ▶ Distribution of exhibitor badges and vehicle tickets
November 17(Mon) 18(Tue)	▶ Load-in and preparation

How to apply/Inquiry

Japan Electronics Show Association

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