

Broadmedia & Entertainment

# Inter BEE 2025

Nov.19 Wed.▶21 Fri. Makuhari Messe

## INTER BEE **DX** × **IP** PAVILION

Exhibition Guide

*Proposing 'Content Production DX' through MoIP (Media over IP) and software-based transformation, fostering collaboration beyond corporate boundaries.*

    #interbee2025

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



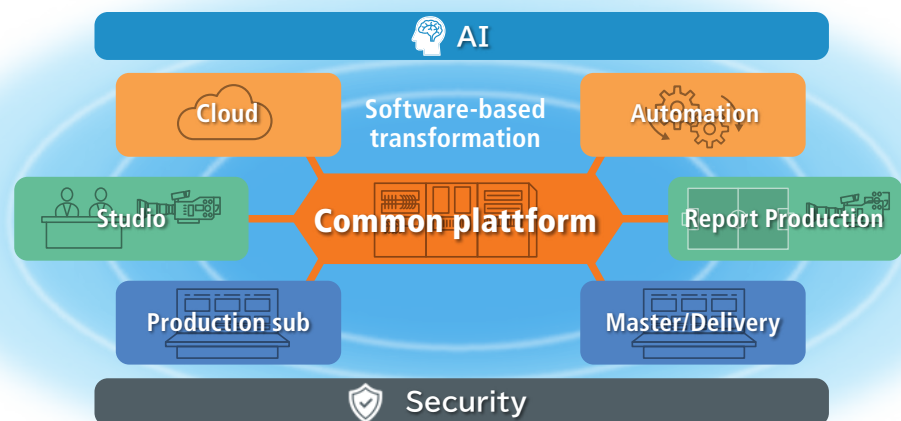
# INTER BEE DX × IP PAVILION

Proposing 'Content Production DX' through MoIP (Media over IP) and software-based transformation, fostering collaboration beyond corporate boundaries.

## Overview

By leveraging 'IP' as a foundation and integrating the emerging trend of 'software-based transformation,' we aim to enhance next-generation content production efficiency through 'remote production,' 'cloud adoption,' 'automation,' and 'security.' We are inviting companies to participate in the pre-event preparations and booth development for the INTER BEE DX x IP PAVILION."

Conceptual diagram of the exhibition plan in 2025



## Participation Requirements

- Companies/organisations that will participate from the planning and consideration stage and promote the project by sharing the responsibility.
- Companies/organisations that are willing to provide actual equipment, explanatory panels, personnel, etc. for the actual equipment connection demonstrations at INTER BEE DX x IP PAVILION.

\*When exhibiting equipment, only equipment related to any of the following and in actual operation under certain conditions may be exhibited.

- ▶ Equipment and services supporting Media over IP technologies (ST 2110, ST 2059, NMOS, etc.) for video, audio, and intercom
- ▶ Interoperability testing (video, audio, intercom, control, BCC, orchestration, etc.), regardless of vendor or user status
- ▶ Companies providing external connectivity environments, such as remote production setups
- ▶ Providers of data center environments
- ▶ Automation solutions for content production and distribution, including AI services for monitoring, highlights, and switching
- ▶ Infrastructure supporting software-based transformation, such as cloud service providers and server manufacturers
- ▶ Cloud services (X as a Service) that can be used for content production and transmission
- ▶ Equipment and services with security measures
- ▶ Providers of facility infrastructure, such as racks, fiber optics, and cables
- ▶ Security consulting and seminar services for the broadcasting industry, covering principles of information security



※Scene from the 2024 Venue

Participation Fee	Inter BEE 2025 Exhibitor	Inter BEE 2025 Non Exhibitor
	¥198,000 (tax incl.)	¥605,000 (tax incl.)

### Incidental Options

- Posting of your company logo on the official Inter BEE website and the pavilion in Makuhari Messe
- Establishment of posters and pamphlets introducing the products and solutions you are exhibiting in INTER BEE IP PAVILION (planned)
- Provision of an Online Exhibitor Page

### Things Which Require Separate Arrangements and Applications

- Expenses relating to the loading/unloading and installation of equipment including advance preparations (including transportation expenses and personnel expenses)
- Content production costs when creating posters (the Executive Office will supply the design format)
- Inter-booth connection expenses (cable connection to your booth from the INTER BEE IP PAVILION etc.)
- Internet environment relating to the demo (line required separately on an individual basis including Wi-Fi etc.)

### Option: Exhibition Unit

This is a plan for participants who want to exhibit their products and solutions on an individual basis in the INTER BEE PAVILION.  
 Exhibition unit: 990 mm (frontage) x 2,700 mm (height) x 700 mm (depth)

Option usage fee: 1 unit	¥165,000 (tax incl.)
--------------------------	----------------------

- \*You can apply for up to 2 units.
- \*Items included in the usage fee: Basic exhibition stand, exhibition back wall surface, sign of your company name, two outlets and electricity supply construction expenses / electricity usage fee (1 kW)
- The Executive Office will determine the booth locations within the IP PAVILION.
- The exhibition contents are limited to goods related to the IP PAVILION.
- When connecting to the Internet from this unit booth and when connecting to the actual machine connection demo, you will be required to make your own arrangements as with the normal exhibition.
- The use of this option is limited to participants in the IP Collaboration WG.



### Outline

Name: INTER BEE DX x IP PAVILION  
 Period: November 19 (Wed.) to 21(Fri.), 2025  
 Venue: Exhibition Hall, Makuhari Messe  
 Admission: Free (Registration required)

### Operation schedule

We will hold meetings mainly remotely on a periodic basis.

Early July	▶ Final decision on participants
July to mid-October	▶ Demonstration system study and design
Late October	▶ Advance verification
November 17-18	▶ Demonstration system launch (Makuhari Messe)

### Application Deadline: Friday, June 30, 2025

If you would apply after this deadline, you would be required to obtain the approval of the IP Collaboration WG due to the nature of the collaboration project. We will also charge you an additional fee.

### For Inquiries: Japan Electronics Show Association (JESA)

TEL: +81-3-6212-5231 E-mail: contact2025@inter-bee.com

# INTER BEE DX × IP PAVILION

Application Deadline	<b>Monday, June 30<sup>th</sup></b>
Application Received	

## Exhibition Application

**To Japan Electronics Show Association** Email: [contact2025@inter-bee.com](mailto:contact2025@inter-bee.com)

Our company/organization will comply with all exhibition rules and regulations stipulated by both the Organizing Committee and Japan Electronics Show Association. In accordance with this agreement, we herewith submit the Participation in the IP Collaboration WG.

- Please check the box if you are exhibiting or not.  
If you wish to apply for options, please check the box for option and indicate the number of units desired.

Type of exhibition	Participation Fee	Option	Number of Units	Total Participation Fee
<input type="checkbox"/> Inter BEE 2025 Exhibitor	<b>¥198,000</b> (tax incl.)	<input type="checkbox"/>		<b>= ¥</b>
<input type="checkbox"/> Inter BEE 2025 Non Exhibitor	<b>¥605,000</b> (tax incl.)	<input type="checkbox"/>	<b>¥165,000</b> (tax incl.) × Unit	<b>= ¥</b>

### ■ Exhibitor Information (Please print using uppercase and lowercase letters, as appropriate.)

This information will appear in printed materials and on the official Inter BEE website exactly as written, so please be careful to provide accurate information.

Company Name (One letter per box, leave box empty for space)																				
Head Office Address																				
Exhibition Supervisor	Address																			
	Title/Division							Name												
	TEL							FAX												
	E-mail																			
Website URL	English																			
	Japanese																			
Privacy policy URL	English																			
	Japanese																			
Exhibitor Information will be shared between the Association and the partner companies with whom it has concluded a Memorandum of Understanding on Personal Information, only when necessary for the operation of Inter BEE and the provision of services. <input type="checkbox"/> I agree to the above. (Check box if you agree.)																				

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

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

Person in charge of our exhibit

Company name: \_\_\_\_\_

Name (Please print): \_\_\_\_\_

Job title: \_\_\_\_\_

Signature: \_\_\_\_\_

If an exhibitor cancels or reduces the number of booth spaces applied for, regardless of the reason, some or all of the following cancellation fees will apply. Consumption tax (10%) will be added to all fees.

<b>July 1 to July 31, 2024</b>	<b>60% of exhibition booth fee</b>
<b>August 1 to August 31, 2024</b>	<b>80% of exhibition booth fee</b>
<b>After September 1, 2024</b>	<b>100% of exhibition booth fee</b>