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02

## ■ Inter BEE Official Website

The Inter BEE Official Website INTER BEE ONLINE is an Internet Portal that widely relays information to visitors and also participants in industry. In recent years, in addition to PC sites, the means by which people access information have been growing, for example with smartphones and tablets.

## ■ Exhibitor Exclusive Page

The website offers a page dedicated to each exhibitor where they can enter their own information while viewing other pertinent information such as individual guides in real-time.

## ■ HOW TO MAKE ENTRIES ON THE EXHIBITOR INFORMATION PAGE

To list information on the Exhibitor Information page, first log in onto the Exhibitor Exclusive page and then enter the pertinent information. In addition to allowing you to list detailed exhibitor information, the Exhibitor Exclusive page also lets you download text materials, access online document submission services, and view bulletins from our office.

### (1) Contents listed on the Exhibitor Exclusive page

- Address
- Booth points of interest
- Exhibit product information
- Exhibit product name
- Exhibit product description
- Exhibit product photo
- List of other exhibit products
- Press releases
- Booth event information
- Related links

### (2) Download text documents of all types

- Exhibit guide
- Exhibitor manual
- Camera-ready art
- Banners of various types
- Sector area maps

### (3) Document submission screen

- Online document submission of all types
- Download documents for submission
- Check status of submitted document type

### (4) Bulletins from the office

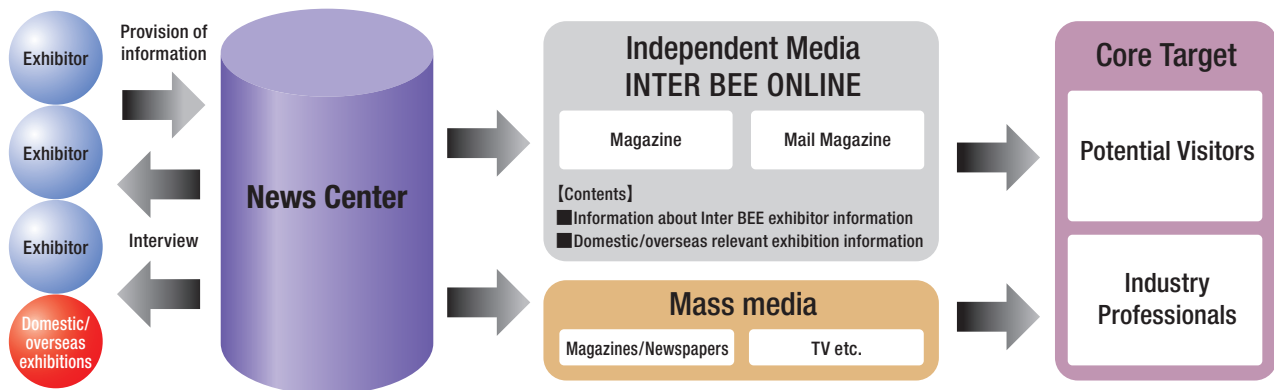


Log-in button  
for the Exhibitors Site

## ■ Inter BEE News Center

**Inter BEE News Center** is a planning / press / editing team that distributes information such as exhibition information provided by each exhibitor as well as information about exhibitions related to Japan and countries overseas.

Information provided to the **Inter BEE News Center** is distributed in the form of articles and videos by the press team. The information is provided to target customers through the Online Magazine and on the INTER BEE ONLINE website.



You can use the Inter BEE News Center free of charge. Please utilize it actively and cooperate with our press team.

## ■ Inter BEE Online Interviews and Procedures

The Inter BEE News Center will publish articles on Inter BEE Online encouraging those in the industry to visit the booths of exhibitors by holding interviews in advance and during the exhibition on the exhibition content of exhibitors at Inter BEE. The interviews for these articles will be carried out by news reporters in order on the exhibitors that have applied. If you wish to cooperate in providing information, please make a request to the Japan Electronics Show Association by **October 30 (Friday)** by filling out the required information in the “Inter BEE Online Article: Interview Application.”

The following describes the two types of media coverage on Inter BEE Online.

### 1. Articles before the Exhibition (Text + Images)

Our reporter will conduct an interview with you before the exhibition and your exhibit details will be published on Inter BEE Online prior to the event as an article (text + images). Please make use of this to attract visitors by introducing people to the attractions of your booth at an early stage.

#### Procedures for Articles before the Exhibition

- (1) After receiving your application form, the Inter BEE News Center will contact you about the interview schedule.  
\*Interview locations are limited to the area in which it is possible to conduct the interview on a day trip in Tokyo and neighboring prefectures.
- (2) After arranging the schedule, our reporter will meet you at the designated interview location.
- (3) After your interview, we will ask you to confirm the content of your article prior to its publication and then reflect any amendments you would like.
- (4) We will then proofread your article to ensure uniformity of expressions and the like and then publish it on Inter BEE Online.
- (5) The News Center will then inform your representative that your article has been published after this has been done.

### 2. Videos during the Exhibition (VOD)

Our video camera crew will visit your booth preparation day (17th) or during the exhibition (18th and 19th) to provide an introduction to your exhibit on VOD after shooting the interview. You may also publish this VOD content on your site by sharing the YouTube tag data.

#### Procedures for Videos during the Exhibition

- (1) After receiving your application form, the Inter BEE News Center will contact you about the interview schedule.  
\*Video interviews during the exhibition will only be conducted on three days: The 17th (preparation day), 18th (first day) and the 19th (second day).
- (2) Our video camera crew will visit your booth at the exhibition.
- (3) Your representative will give an explanation on the products you are exhibiting in your booth with a microphone.
- (4) We will edit this into a video clip of three minutes or less together with a video of your booth and then publish this on Inter BEE Online.

## International Visitor Service

Inter BEE adopts a variety of measures to impress visitors from overseas. These include making our website available in different languages (with particularly extensive information in English), providing notices in different languages, adopting international symbols on notice boards at exhibition venues, and setting up special events for overseas visitors. In view of the high number of overseas visitors expected to attend this year's exhibition, we ask for the assistance and cooperation of exhibitors in creating an environment that will impress such visitors.

(1) Register English-language information in the Inter BEE Exhibitor Exclusive Page

\*See 02-1-1 「Inter BEE Official Website」

(2) Provide English-language press releases

\*See 02-2-1 「Press Release」

(3) Make English-language materials available

(4) Assign staff that can communicate with overseas visitors

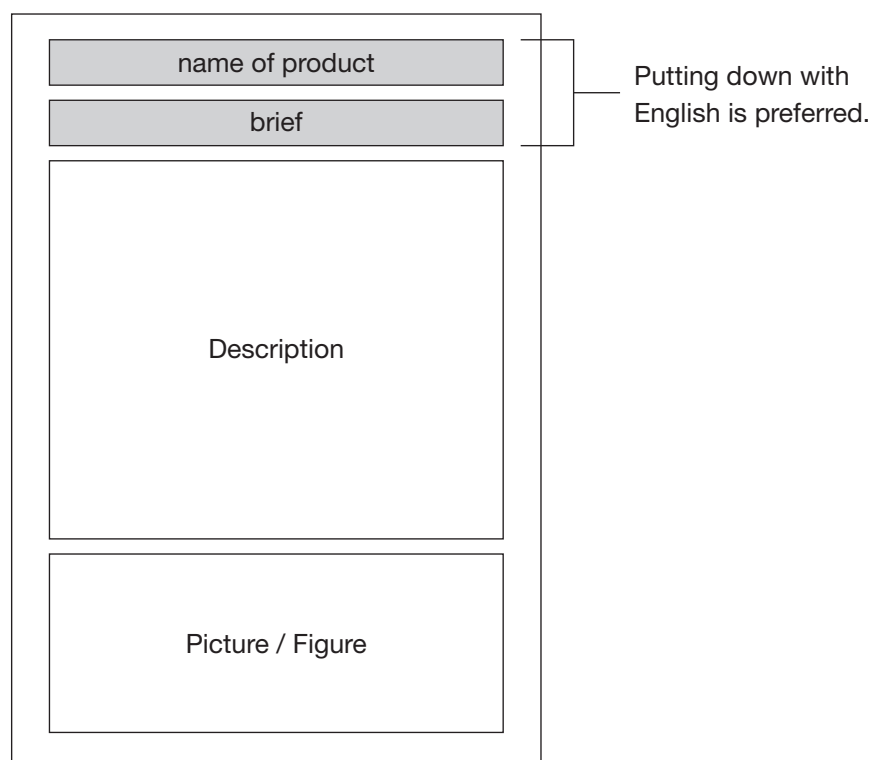
\*When translators are assigned at booth, please make the staff to wear badge or arm band to be found easily by overseas visitors.

Announcement of overseas visitor friendliness on your exhibitor information will promote overseas guest traffic.

(5) Use different languages and international symbols in notices and panels at exhibition booths

\*Most of overseas might communicate in English, however, a lot of visitors will come from Asian countries and regions. Therefore, multilingual signage or print material would be effective and appreciated.

### example of materials



## Reception Invitees Pre-registration

We will be holding a reception inviting the senior management of various broadcasters and related organizations, senior management of exhibitors and members of the press, as an occasion for valuable business-to-business interaction. (Pre-registration is required)

■ **Date and Time: 18:00 to 19:30 on November 18 (Wednesday)**

■ **Venue: Tokyo Bay Makuhari Hall**

### ■ Number of Invitations per Exhibitor

The number of free invitations available for all senior management is as follows.

○ Number of free invitations (Pre-registration is necessary)	
Exhibitors with 1 to 3 booths:	2 person
Exhibitors with 4 to 5 booths:	3 people
Exhibitors with 6 to 9 booths:	4 people
Exhibitors with 10 to 18 booths:	5 people
Exhibitors with 20 to 25 booths:	7 people
Exhibitors with 30 or more booths:	10 people

#### **Important**

If the number of people registered exceeds the number of free invitations available, a participation fee of 10,000 yen (tax included) per person will be charged. The participation fee will be billed after pre-registration by the Japan Electronics Show Association.

### ■ Pre-registration Method

Please first go to the Exhibitor's Site from the official Inter BEE website ([www.inter-bee.com](http://www.inter-bee.com)) and download the reception invitees pre-registration form. Upon completing the necessary fields, please submit the form to the Japan Electronics Show Association. The deadline for registration is October 16 (Friday).

### ■ Dispatch of the Written Invitations

We will send written invitations with the name of the invitees on them to the representative of the exhibit in late October, so please then distribute them to your invitees.



Image

# VIP Registration

Following VIP services are available for vital customer and executives (directors and above) from exhibiting companies who visit the site by car. Please fill in VIP Registration or fill in the data in an designated excel format and submit it to Japan Electronics Show Association by Friday, November 6, 2015. The excel format can be downloaded at Download Corner on the Exclusive Exhibitor Site. When registered VIP visits the site, please be sure to check in at the VIP reception desk located in the first floor of International Conference Hall.

## ■ VIP car escort service

VIP Vehicle sticker will be issued (valid through the event). The VIP vehicle with the sticker can enter from the gate to VIP Reception Counter. VIP vehicle parking lot will be reserved. VIP vehicle sticker is will be distributed around Tuesday, November 10. The back of the sticker shows entry route to the exhibition site. (Note: This sticker is valid only for VIP visit, not allowed to use any other purpose, such as commuting between your office and Makuhari Messe.)

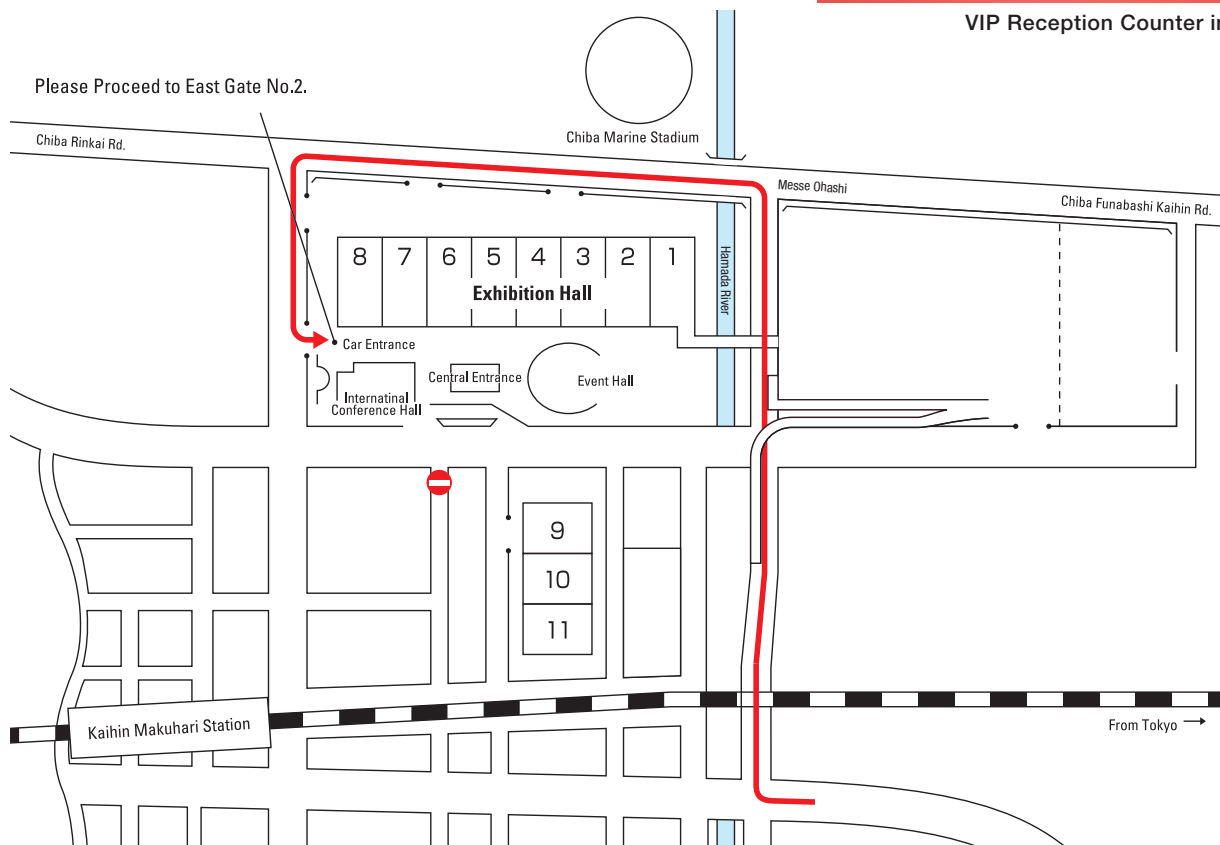
## ■ VIP Reception Counter

VIP Reception Counter will be set up in the first floor of International Conference Hall and staff will provide following services:

- (1) Entry to the site
- (2) Car page, car allocation
- (3) Venue information



VIP Reception Counter image



VIP Room will be set up in the International Conference Hall. Exhibitors who wish to use the room, are required to submit Application for VIP Room to Japan Electronics Show Association by Friday, November 6.

### ■ Room capacity

From 6 up to 8 people

### ■ Room charge

¥5,400 per hour per room (drink service and tax included).

### ■ Hours

From 1 to 2 hours at a time, between 9:00 a.m. and 5:00 p.m. from November 18 to 20.

### ■ Facilities

- (1) Reception set
- (2) Exhibition information
- (3) 1 soft drink for each participant (coffee, tea, orange juice, cola and oolong tea).

Note : Meal services (Shokado Bento box lunch) are available.

Shokado Bento box lunch



¥2,160 (tax included)



¥3,240 (tax included)



## Invitation Leaflet

### ■ Invitation Leaflet

150 Japanese invitation leaflets (with envelopes and registration cards) per one booth and English invitation leaflets will be distributed to exhibitors free of charge. Exhibitors requiring invitation leaflets should fill in the "Application for Invitation leaflet" and submit it to the Japan Electronics Show Association by Friday, August 28.

Design image for Envelop



### ■ Supplementary materials

If additional materials other than those initially provided to you are required, they will be available for sale at the following costs:

Japanese Invitation Leaflet and envelope set: ¥40 per set (including consumption tax).

Japanese Invitation Leaflet: ¥30 per set (including consumption tax).

Envelopes: ¥10 each (including consumption tax).

### ■ Schedule of distribution of materials from the Management Office to exhibitors:

Orders for complimentary tickets, letters of invitation, and envelopes received by the deadline will be sent from the Management Office to exhibitors in late September.



## Visitor Data Scanning System

Visitors are expected to have the certificate with QR code and linear or one-dimensional code. Encrypted business card information will be stored on the QR code that visitors have with them and it will be possible to scan this with a dedicated app. It will be possible to easily collect the business card information of visitors and other desired information by using this QR code system in exhibition booths. Please use this for prompt sales activities and to simplify greeting visitors. Moreover, we also have the traditional one-dimensional barcode system. If you would like to use this system, please fill out the “**Visitor Data Scan System Usage Application Form**” addressed to **Plott Corporation by November 6 (Friday)**.

**If you wish to use the QR code system, please arrange to have iOS or Android devices (eg. Smartphones and tablets). Alternatively, we can provide a smartphone rental service for a fee.** Visitors will be admitted to the exhibition with a QR code (two-dimensional barcode) and a one-dimensional barcode admission pass.

### 1. QR code system

#### ■ Benefits of introducing the QR code system

Benefit 1: It is no longer necessary to produce a large number of business cards in your firm; this leads to cost savings.

Benefit 2: It is possible to obtain data on visitors to your booth in real time during the exhibition, so this will be helpful in prompt sales activities. Data is available in the CSV format, so it is possible to handle this in your firm

Benefit 3: It is possible to collect desired information (e.g. what products your visitors are interested in) in addition to business card data as a survey, so it is possible to utilize this in accurate sales follow up and marketing (using the survey function below). It is possible for each exhibitor to freely edit the content of their surveys.

#### ■ How to use the QR code system

##### [Operation Procedures]

1. Scan the barcode of the visitors card



2. Check/save the scanned data



3. It is possible to optionally register the survey answers of your visitors



#### ■ How to register surveys

Step 1: Login to the app with your password

Step 2: Select the “Survey Settings” menu after logging in

Step 3: Freely fill in your survey questions and answer options (ten questions maximum)

Your own survey questions will be registered by following the above steps.

It is possible to output the survey information with CSV data.

## Visitor Data Scanning System

### ■ How to output data

It is possible to send scanned data to an e-mail address at any time from the top of the app screen.

\*The CSV format/delivered data is compressed and encrypted for enhanced security.

\*It is necessary to connect to a network to output the data.

### ■ App operation guaranteed OS

iOS Version 7 or later

\*Recommend devices(provisional): Apple iPad mini3 Apple iPad3 Apple iPhone6 Apple iPhone5

Android Version 4.0 or later

\*Recommend devices(provisional): GALAXY S5, Xperia VL SOL21, Nexus7[2013] TABLET and SHARP AQUOS PHONE SH-04E.

In order to install this app into your device, you need to have the Apple ID which makes you be able to purchase the non-free app or Google account.

### ■ QR code system (visitor data scanning app) usage fees

The Management Office will bear the cost of your first license. If you will also use the Barcode System, please note that the Management Office will bear the burden for either one app license or one barcode reader.

One license (First license)	Free
Additional licenses (Second and subsequent licenses)	10,800 yen (Tax included)
Visitor data supply/input costs	Free

### ■ Advance documents

After your application, we will send you the information below by an e-mail addressed to the person in charge of your application.

- Visitor Scan Data App Usage Manual (PDF)
- Visitor Scan Data App Usage License Key  
(In case of Android, the license key will expire 30 days after the exhibition.)

### ■ Smartphone/tablet rental service (fee required)

You will need iOS or an Android device to use the app. If you wish to rent such a device, please make an application for the following smartphones/tablets.

#### (1) Models and Rates

Type	Type
iPad mini (SIM-free version / No SIM)	10,800 yen (Tax included)
iPhone 6 (SIM-free version / No SIM)	11,880 yen (Tax included)
SIM card	3,780 yen (Tax included)

#### (2) Period: From the afternoon of November 17 (Tue) to 6:00PM on November 20 (Fri)

\*We will install the app in rental devices in advance.

\*Please download your final visitor data before send back these devices by parcel delivery service.

## Visitor Data Scanning System

### 2. Barcode System

#### ■ Barcode System Advantages

1. No need to manually record visitor information during the exhibition or to input business card contents afterwards.
2. Information on visitor questionnaires will be included in the data supplied a week after the exhibition (by November 27). It can immediately be used for post-exhibition sales activities. The data will be provided in a CSV format for exhibitors to process easily.
3. In addition to receiving ID data, exhibitors can use the Exhibitor, s Survey Code List to obtain data to create databases of individual categories and information on the interest visitors showed in individual products for quick reflection in marketing activities.
4. Exhibitors, original questionnaires may be linked to this system with additional fees. The details will be discussed upon request.

#### ■ Delivery method

The data will be sent to Exhibition supervisor by e-mail.

\*Delivery data is a CSV format encrypted to safeguard security.

#### ■ Barcode System Usage Fees

The Show Management Secretariat bears system standard charge and the rental charge for one bar code reader. Any other expenses charged to exhibitors will be sent by Neonet Inc., which is in charge of the bar code registration system.

System standard charge	1st reader : Free
	2nd reader or more: @¥16,200 / reader
Visitor data processing fee	@¥40 / a record

The barcode rental fee will be payable by credit card on last day of the event.

#### ■ Sending documents in advance

After making your application, we will e-mail the following documents in advance to the person making the application.

- Information on places loaning barcode readers (PDF)
- How to use the Survey Code List (PDF)
- Exhibitor's Survey Code List printing system (the URL of the printing system will be included in the e-mail text)

## Visitor Data Scanning System

### 3. Data output items

**Business card information, Common attribute, survey answer information (if you use the survey function)**

#### 【Business Card Information】

The content below that has been input in advance by visitors from the web form is included in the business card information.

Name/Place of work/Department/Job title/Address/Telephone number/Fax number/E-mail address/

\*Business card information that has not been input by the visitor will not be output.

#### 【Data Precautions】

The character strings that can be output from the system go up to the second level of kanji (Japanese characters) in the Shift-JIS Kanji Code. Kanji other than this and machine-dependent characters (e.g. I, II, III (Roman numerals) and ①, ②, ③(circled characters)) may be replaced with garbled text or substitute characters when outputting data as external characters, but the visitor data is provided in an unchanged state.

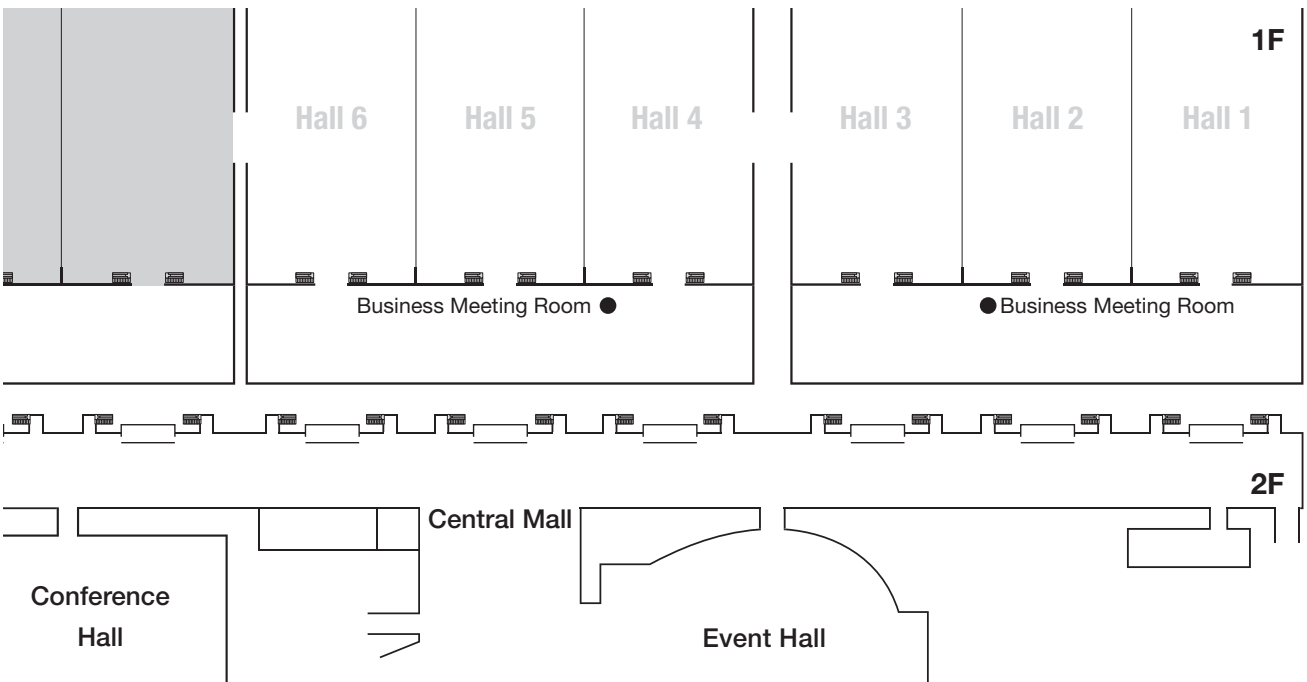
# Business Meeting Room

Rooms will be set aside for business discussions and where clients can be received.

- (1) Facilities : Table, Chairs, Free drink
- (2) Location : Exhibition Hall 2, 4, Makuhari Messe 1F
- (3) Period : November 18 to 20, 10:00 a.m. to 5:30 p.m. (until 5:00p.m. on Nov. 20)

## ■ Use method

Please show your exhibitor badge at the entrance when using these rooms.



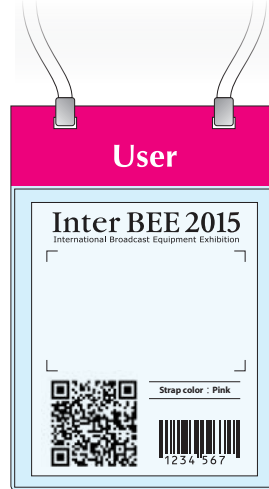
# Visitor's Badges Identification

Visitor's badges will be color-coded as follows, in order to identify type of business for visitors.

## ■ Type of business

① User	State-run Broadcasting Station
	Commercial TV Broadcaster
	Radio Station
	Postproduction
	Production House
	Movie Production Company
	Video Software Production Company
	Recoding Company
	Related PA Equipment
	Related CATV
	Related Stage and Lighting
	Related Contents Publishers
	Related Internet Business
	Telecommunications Carrier
	Content Delivery Network
Facilities and Stores	
Government office, Organization	
Trading Company	
Other User	
② Manufacture	Equipment Manufacture
③ General	Ad Agency
	Other
④ Student	Student

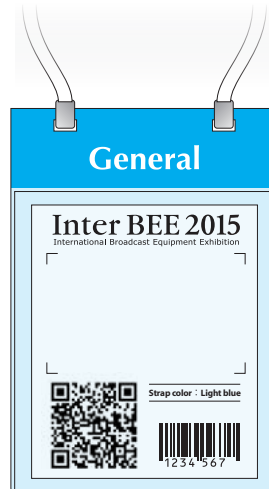
① User (Pink)



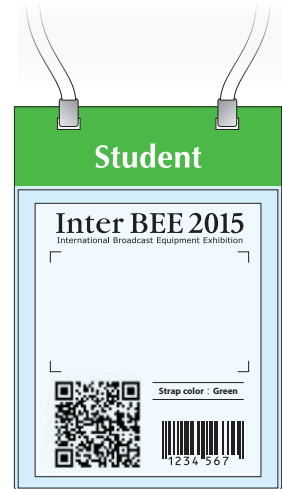
② Manufacture (Yellow)



③ General (Blue)



④ Student (Green)



## ■ Other visitors

Press (Black)



※ Badge Design is subject to modification.

## Conference Sponsor

We are providing a conference room that can be used to give presentations and seminars in Makuhari Messe International Conference Hall. Those who want to use the customers' room are requested to submit the "Application for Conference Sponsor" to Japan Electronics Show Association by Friday, August 28. Application will be accepted on a first-come-first-served basis and application will no longer be accepted after all rooms are filled.

### ■ Overview of Facilities

- (1) Venue Room 103, International conference Hall 1F, Makuhari Messe
  - (2) Capacity 100
  - (3) Standard Installation Projector, Screen, Audio Equipment, Microphone, Podium
- Note: Please supply your own PC

### ■ Support Services

- (1) Announcements/PR: We provide introductions to your seminar on the Inter BEE official website, invitation letters and venue guide maps as a part of the Inter BEE conference program.
- (2) Attendance applications: You can use the admission application function on the Inter BEE official website.
- (3) Attracting customers/reception: Exhibitors will be responsible for this.
- (4) Attendee data: Exhibitors should please acquire this data with the QR codes or barcode reader in the conference room.

■ **Fee** ¥108,000 (Including consumption tax) for two hours use

### ■ Available Timetable

	Timetable	
Nov. 18	A	10:00-12:00
	B	12:30-14:30
	C	15:00-17:00
Nov. 19	A	10:00-12:00
	B	12:30-14:30
	C	15:00-17:00
Nov. 20	A	10:00-12:00
	B	12:30-14:30
	C	15:00-17:00



# Presentation Room

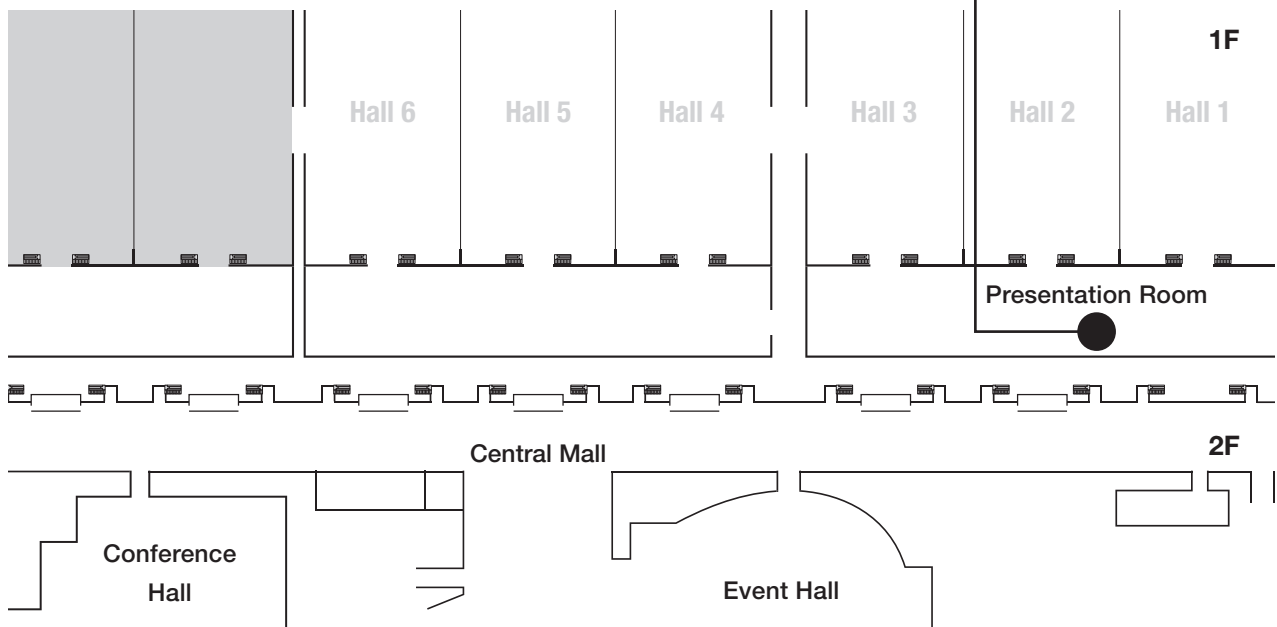
Presentation room will be set up in the Exhibition Hall for exhibitors to hold presentation seminar and press briefing in convenient environment. Those who want to use the presentation room are requested to submit the "Application for Presentation Room" to Japan Electronics Show Association by Friday, October 16. Application will be accepted on a first-come-first-served basis and application will no longer be accepted after all rooms are filled. The maximum applicable time unit is 2 per one company per day.

- (1) Specifications : 116m<sup>2</sup>
- (2) Facilities : Capacity 36 persons, Podium, Projector, Screen, PA system
- (3) Location : Exhibition Hall 2, 1F
- (4) Fee : ¥ 10,800 (Including consumption tax) per an hour and a half
- (5) Period : November 18 (Wednesday) to 20 (Friday)

Time-table is are shown below

A	9:45 ~ 11:15
B	11:15 ~ 12:45
C	12:45 ~ 14:15
D	14:15 ~ 15:45
E	15:45 ~ 17:15

\* Preparation time is included.  
Please leave the room in time.





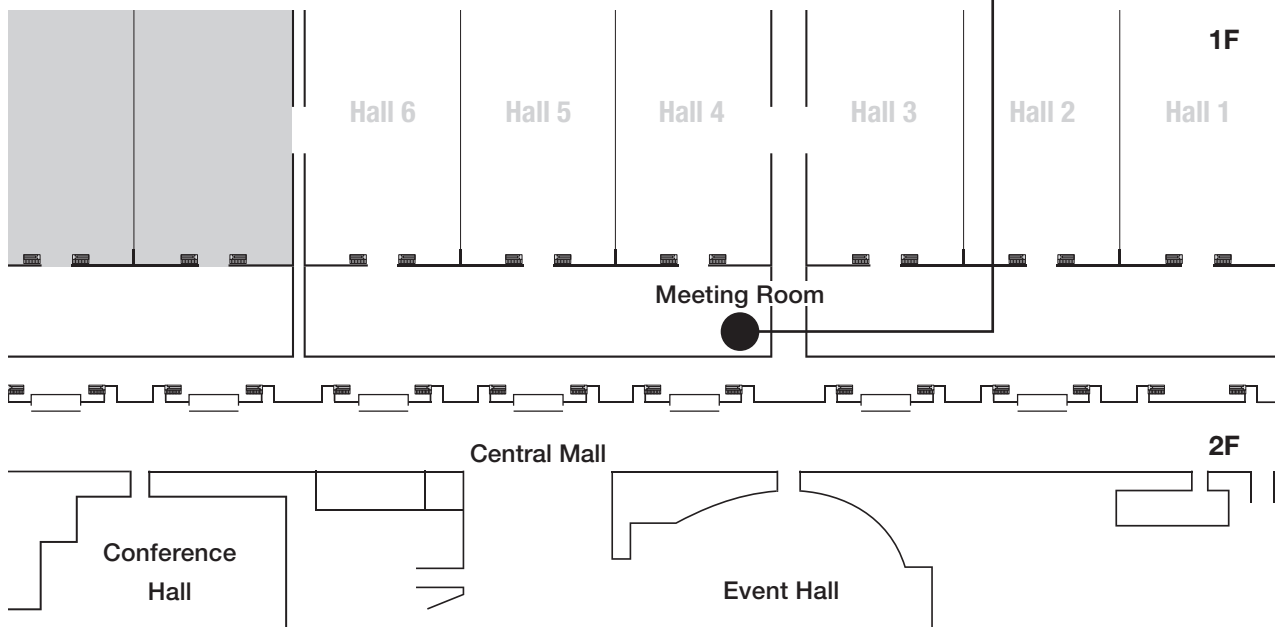
# Meeting Room

Meeting room will be set up for exhibitors to hold meetings with visitors. Those who want to use the meeting room are requested to submit the "Application for meeting room" to Japan Electronics Show Association by Friday, October 16. Application will be accepted on a first-come-first-served basis and application will no longer be accepted after all rooms are filled. The maximum applicable time unit is 2 per one company per day.

- (1) Specifications : 82m<sup>2</sup>
- (2) Capacity : 30 persons
- (3) Location : Exhibition Hall 4, 1F
- (4) Fee : ¥5,250 (Including consumption tax) per 45 minuets.
- (5) Period : November 17 (Tuesday) to 20 (Friday)

Time table is shown below

A	9:00 ~ 9:45	F	14:00 ~14:45
B	10:00 ~10:45	G	15:00 ~15:45
C	11:00 ~11:45	H	16:00 ~16:45
D	12:00 ~12:45	I	17:00 ~17:45
E	13:00 ~13:45		



# Suite Room

Suite Room will be set up for exhibitors to hold meeting, demonstration and seminar in private room. Those who want to use the customer's room are requested to submit the "Application for suite room" to Japan Electronics Show Association by Friday, August 28. Application will be accepted on a first-come-first served basis from 10:00 a.m., August 3, and application will be no longer be accepted after all rooms are filled.

## Overview of Facilities

### (1) Venue Specifications

Type of Room	Location	Area	Ancillary Facilities
Suite Room A	Multipurpose room, Exhibition Hall 1F	181m <sup>2</sup>	Reception Desk & Chair
Suite Room B	Conference Room, Exhibition Hall 1F	82m <sup>2</sup>	Reception Desk & Chair
Suite Room C	Proseminum Deck, Exhibition Hall 2F	62m <sup>2</sup>	Reception Desk & Chair, Fascia



A: Multipurpose room



B: Conference Room



C: Proseminum Deck

### (2) Duration of Use Tuesday, November 17 – Friday, November 20

### (3) Price

Room Type	No Product Display	With Product Display	With Product Display: Applicable Number of Booths
Suite Room A	¥972,000	¥1,944,000	20 and more booths
Suite Room B	¥432,000	¥864,000	9 and more booths
Suite Room C	¥324,000	¥648,000	6 and more booths

\*These prices are for four days use. (The price for rental ahead of schedule as a preparation day is 10% of the usage fee per day.)

### (4) Application Regulations

\*If you are exhibiting with the same number of booths as the area of the room you will use, a product display in the suite room is possible. (Refer to the applicable number of booths.)

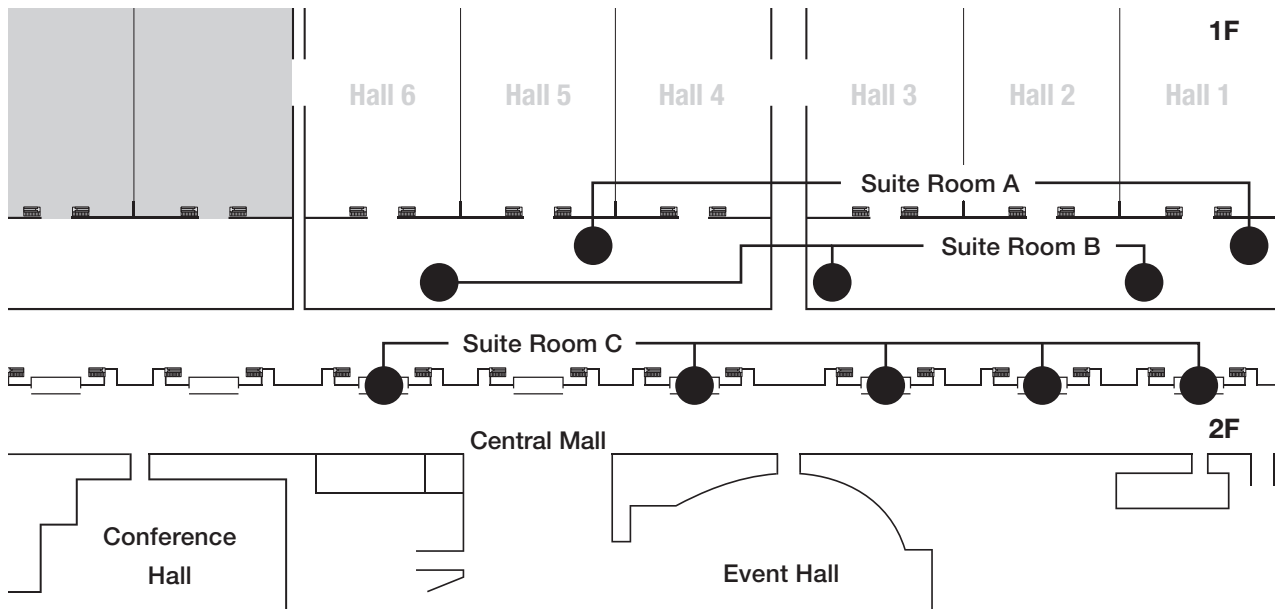
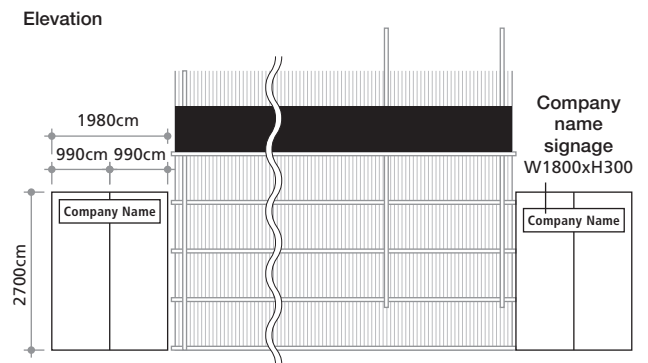
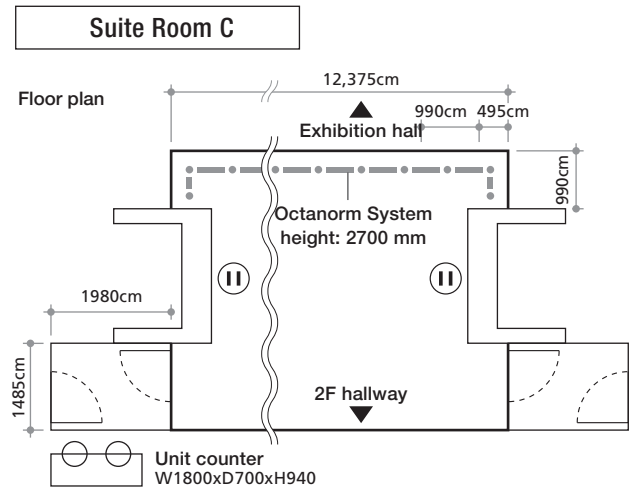
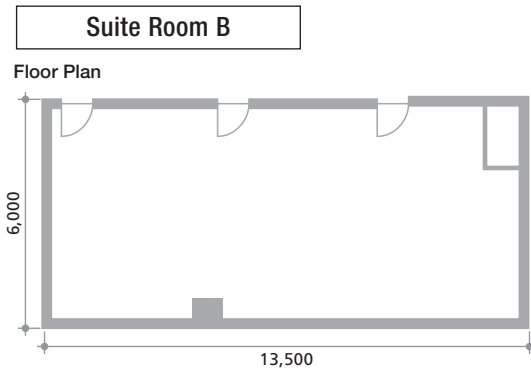
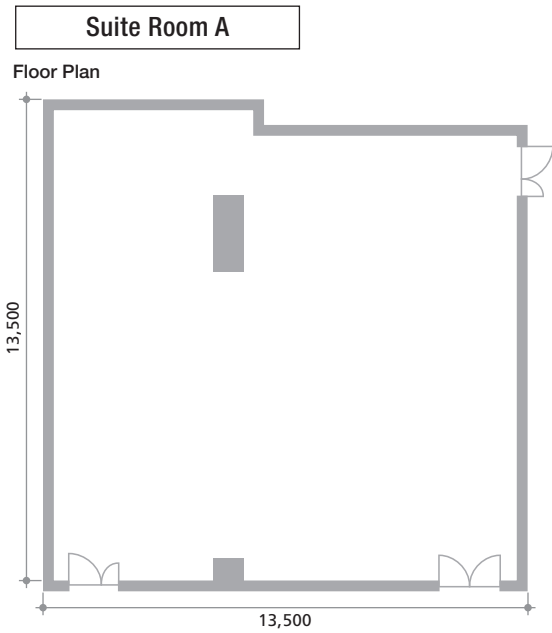
\*Exhibitors with a number of booths less than the area of the room you will use cannot put on product displays or give demos.

\*Exhibitors who reduce the number of booths from the time of the previous exhibition may not apply to use a suite room.

### (5) Precautions

- Each exhibitor should please prepare the fixtures and ornaments they will use inside their room.
- Exhibitors should please carry out any electrical work (from the distribution boards installed in each room).
- Exhibitors must pay for the amount of electricity they use. If using electricity, please make an application by writing your electrical capacitance on the "Application for Supply of Electricity." (Refer to 04-2-5-1)
- You may not set up fixtures other than the fixtures (counter tables and chairs) installed by the Management Office outside the rooms.
- In Suite Room C, we will set up walls from the system panel on the exhibition hall side, but you must not post your company name or logo toward the exhibition hall.

Suite Room



## Inter BEE Rules for advertising

Inter BEE has established the following criteria for the publication of advertisements.

Please confirm these criteria in advance if you will be creating an advertisement to be published via Inter BEE's own advertising media.

### ■ Rules for Advertising

- ① Advertisements cannot be published if they breach or are in danger of breaching laws (including the Law for Preventing Unjustifiable Extra or Unexpected Benefit and Misleading Representation; Unfair Competition Prevention Act; Personal Information Protection Law; and other industrial laws); government ordinances; ministerial ordinances; treaties; and fair competition rules.
- ② We refuse to publish advertisements we believe correspond to any of the following.
  - Advertisements that fail to clarify who is responsible
  - Advertisements with unclear content and objectives
  - Advertisements with false or exaggerated content that may be misconceived or misconstrued
  - Advertisements that breach or are in danger of breaching laws, ordinances or treaties
  - Advertisements we believe could damage the association or the reputation of the association
  - Advertisements that may encroach on someone's rights, or may be discriminatory or slanderous
  - Advertisements we believe are offensive to public order and morals
  - Advertisements that will or may deceive or cause concern to people who see them
  - Advertisements that affirm or glamorize violence, crime or gambling
  - Advertisements that use someone's trademark or copyright without permission
  - Advertisement that will or may defame or ostracize people
  - Advertisements that interfere with the smooth operation of this association
  - Other advertisements we believe are inappropriate

## Web Site Banner Advertisement

Exhibitors are invited to place banner ads on the INTER BEE ONLINE

Exhibitors can post advertising banners on the Inter BEE Online portal site to enhance your company's PR activities. If you wish to use this site, please submit the "Application for Web Site Banner Advertisement" by Friday, August 21. Up to six companies will be eligible to participate and applications will be processed in the order they arrive.

### ■ Placement Method

Constantly randomly displayed in a distinct frame on INTER BEE ONLINE top page.



Banner Ads Space

INTER BEE ONLINE Top page

### ■ Period of Placement

August 24 to December 18 (Planned)

### ■ Size

40 pixels (h) x 190 pixels (w)

### ■ Price

¥108,000 (including consumption tax)

### ■ Material Submission

#### (1) Deadline

Friday, August 21

#### (2) Submit to

Japan Electronics Show Association (See page 01-3-2)

#### (3) Material Format

File size : Up to 20KB

Format : GIF. JPEG, 1 loop of animated GIF may be used.

#### (4) Submission Instructions

Submit by E-mail or CD-R. If submitted by e-mail, attach a non-compressed file with URL to be linked.

## E-mail Magazine Text Banner Ads

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The database for visitors of previous Inter BEE exhibitions will be used along with a variety of event information to create a helpful email magazine for participants. This email magazine is designed to promote pre-registration, enhance access to the official homepage, raise the level of awareness before the exhibition is held, etc., and it will also include text banner advertising from exhibitors. To insert advertisements in this magazine, exhibitors are requested to submit the "Application for Email MagazineText Banner Ads" to Japan Electronics Show Association by Friday, August 21.

There is a limit to the number of advertisements that can be included in the magazine and applications will be processed in the order they arrive.

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### ■ Details:

- (1) The approximately 76,000 individuals in the visitor database who registered or provided us with information will have access to the email magazine. 2015 participants who have pre-registered will also be included.
- (2) Scheduling: Ad insertion for the email magazine will be made available weekly from the 4<sup>th</sup> week of September until the 4<sup>th</sup> week of November. For each week, only the first three applications will be accepted.

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### ■ Fees

Ad insertion fee: ¥108,000 (including consumption tax) for three insertions

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### ■ Documentation requirements

1. Submission deadline: by Tuesday on the week the desired ad insertion date.
2. Submit to: Japan Electronics Show Association (see appendix 01-3-2.).
3. Document format: Text data only, up to 38 characters x 7 lines (266 characters) of Japanese double-byte characters.

Use the template that the Management Secretariat sent you after your application was received.

**\*Ad contents are restricted to information about your Inter BEE 2015 exhibition. Also, make sure to include the name and booth number of the exhibiting company.**

4. Submission method: Submit by email to [exhibitor@inter-bee.com](mailto:exhibitor@inter-bee.com)

## Strap Advertising

Strap advertising is available. A strap for visitors and press members will be distributed at the entrance and can be taken out after the exhibition.

Exhibitor who wish to advertise is requested to submit the **Application for Strap Advertising** to the Japan Electronics Show Association (JESA) by **Friday, August 14**.

### ■ Number to be printed

40,000

### ■ Distribution

At the entrance or registration.

If the number of applications does not reach the planned number, straps printed with the logo and URL of Inter BEE will be distributed to those who could not receive the strap of the company that applied.

### ■ Application Information and Price

Applicable company: 1 company

Price: ¥3,240,000 (tax included)

### ■ Application

The deadline of the application is August 14th.

The lot drawing will be held in case several companies were applied.

### ■ Submission of Script Data

1. Deadline : August 21st
2. Submit to : Details will be sent to the applicant later
3. Format : Complete data formatted with Adobe Illustrator  
(must be outlined)

The details will be informed to the applicant later.



Strap Image

# Guide Map Advertising

Guide map advertising is available. The guide map will be distributed at the exhibition.

The guide map includes booth information and a list of exhibitors. Exhibitors who wish to advertise are requested to submit the **Application for Guide Map Advertisement** to the Japan Electronics Show Association (JESA) by **Friday, October 16**.

## Guide Map Specifications

A4, Double gatefold, 4 colors

## Number to be Printed

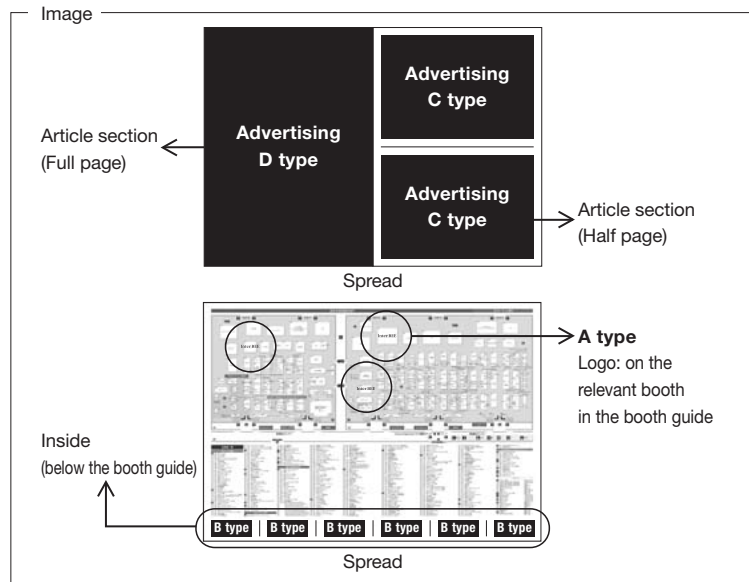
35,000

## Publishing Date

November 18 (Wednesday)

## Location of Distribution

The distribution counters at the entrance



## Application Information and Rates

	Application	Rates	Applicable exhibitors	Size	Ad space
Type A (Japanese/English)	Logo: on the relevant booth in the booth guide	¥37,800 (tax included)	Exhibitors with 16 booth spaces or more	12 mm (W) x 10 mm (H)	The text of the exhibitor's booth name will be replaced by the company's logo.
Type B (Japanese/English)	Below the booth guide	¥108,000 (tax included)	All exhibitors	50 mm (W) x 20 mm (H)	Decided by Management Office
Type C	Article section (Half page)	¥162,000 (tax included)	All exhibitors	190 mm (W) x 128.5 mm (H) (A5)	Decided by Management Office
Type D	Article section (Full page)	¥270,000 (tax included)	All exhibitors	210 mm (W) x 297 mm (H)(A4) 216 mm (W) x 303 mm (H) (Including register marks)	Decided by Management Office

## Application

Apply from 10:00 a.m. August 3 (Friday) (Japan Standard Time)

## Submission of the Script Data

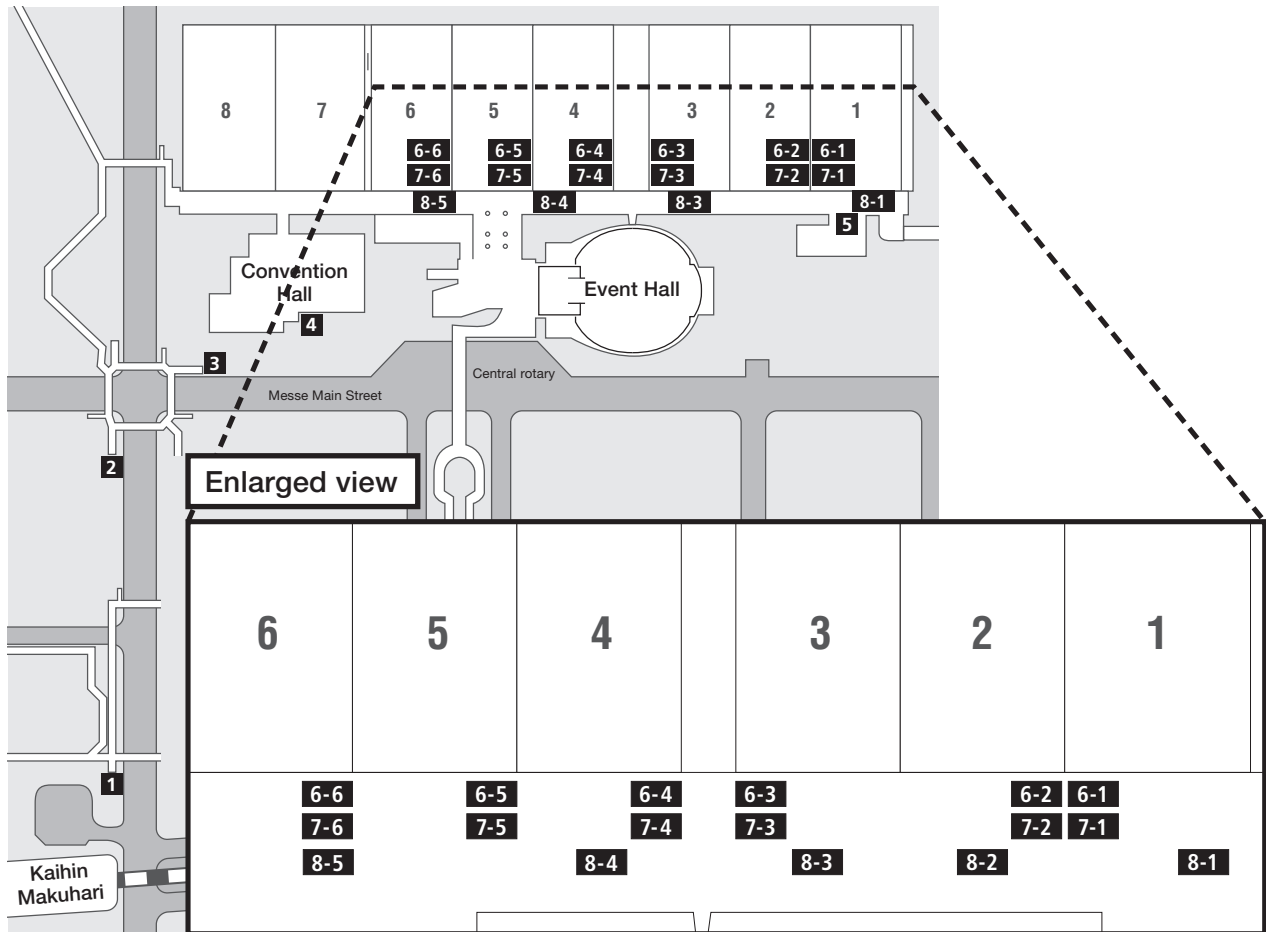
1. Deadline: October 23 (Friday)
2. Submit to: Japan Electronics Show Association (refer to 01-5-2)
3. Format: Complete data formatted with Adobe Illustrator (must be outlined)  
The script data of Type A and B are recommended to display in Japanese-English or create two types of data: Japanese and English
4. Note: The advertising Data for the inside page (below the booth guide) must be relevant to the Inter BEE 2015 exhibition.



# On-site Signboard Ads

Inter BEE offers signboard ad spaces outside the exhibition site and in the surrounding area in various ranges of signboard size and location for exhibitors to enhance advertising effectiveness and visitor promotion. Exhibitors who require On-site Signboard Ads, are required to submit the “Application for On-site Signboard Ads” by Friday, October 16. Application will be accepted on a first-come-first-served basis.

## ■ Sign board Ads arrangement plan



## ■ Insertion locations and publication fees

Refer to the on-site sign and banner advertisement publication fees (appendix 02-6-4-.2) for further details.

## ■ Submission Deadlines

- (1) Deadline: Friday, October 23.
- (2) Submit to: Murayama (See page 01-5-2)  
Please submit data by email.
- (3) Format:  
Full-color output will be attached to the signboard. The exhibitor’s booth number must be specified in the ad space. Data should be Illustrator Ver10.
- (4) Production services:  
At the exhibitor’s request, we will arrange for the production of sign banners.  
Booth numbers will be printed in these sign banners.

On-site Signboard Ads

Providing Information

Correspondence With Media

VIP

Customer Relations

Sales Promotion

Advertising Media

■ Ad information and fees

① Kaihin Makuhari Station arch signboard

Code 1

Offer to sell: 1 (both sides/ 4 spaces)

Size: 400 mm (h) x 650 mm (w)

Price: ¥ 1,080,000 (including tax)

※Please note in advance that the content you can put up is limited to your company name or company name logo because this is a public place.



※Image

② Walkway signboard

Code 2

Available spaces: 1 (both sides)

Size: 500 mm (h) x 1,100 mm (w)

Price: ¥ 486,000 (including tax)

※Please note in advance that the content you can put up is limited to your company name or company name logo because this is a public place.



※Image

③ Pedestrian overpass escalator signboard

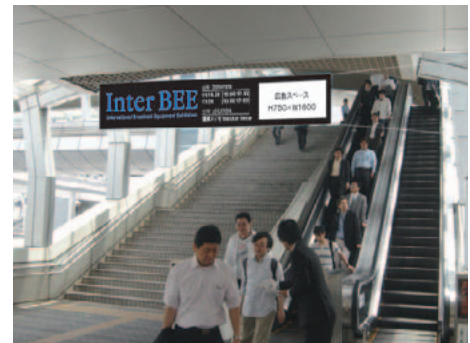
Code 3

Available spaces: 1 (both sides)

Size: 750 mm (h) x 1,600 mm (w)

Price: ¥ 594,000 (including tax)

※Please note in advance that the content you can put up is limited to your company name or company name logo because this is a public place.

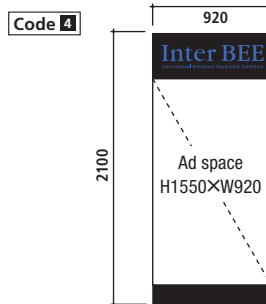


※Image

On-site Signboard Ads

④ Exterior bowed sign

Available spaces: 8 (both sides)  
 Size: 1,550 mm (h) x 920 mm (w)  
 Price: ¥ 162,000 (including tax)

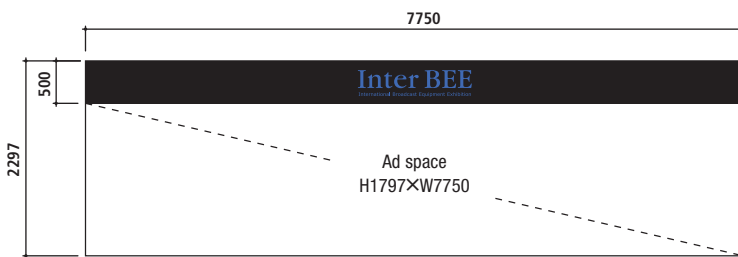


※Image

⑤ West Entrance sign

Available spaces: 1 (both sides)  
 Size: 1,797 mm (h) x 7,750 mm (w)  
 Price: ¥ 756,000 (including tax)

Code 5

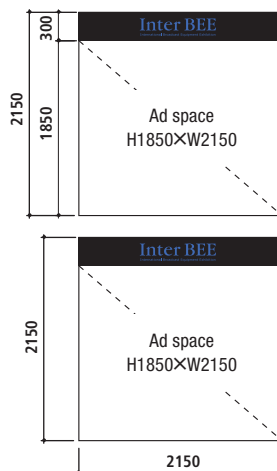


※Image

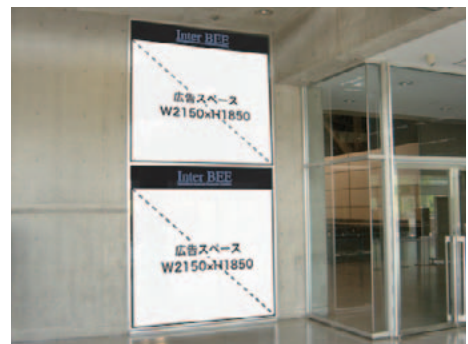
⑥ Exhibition Site entrance sign

Available spaces: 6 (both sides)  
 Size: 1,850 mm (h) x 2,150 mm (w)  
 Price: ¥ 756,000 (including tax)

Code 6



- Hall1entrance Code 6-1
- Hall2entrance Code 6-2
- Hall3entrance Code 6-3
- Hall4entrance Code 6-4
- Hall5entrance Code 6-5
- Hall6entrance Code 6-6



※Image

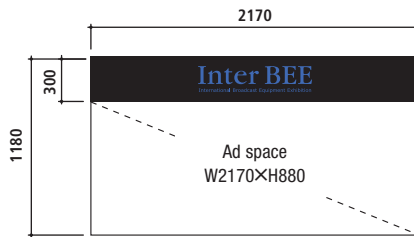
On-site Signboard Ads

⑦ Exhibition Site entrance door sign set

Code 7

Available spaces: 6 (both sides)  
 Size: 880 mm (h) x 2,170 mm (w)  
 Price: ¥ 756,000 (including tax)

- Hall1entrance Code 7-1
- Hall2entrance Code 7-2
- Hall3entrance Code 7-3
- Hall4entrance Code 7-4
- Hall5entrance Code 7-5
- Hall6entrance Code 7-6



※Image

⑧ Pillar-wrapping sign

Code 8

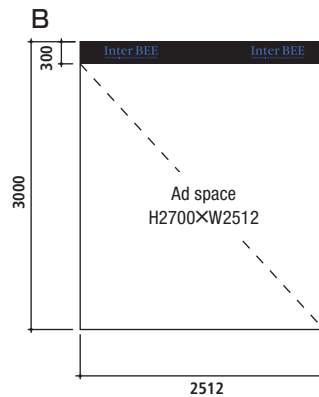
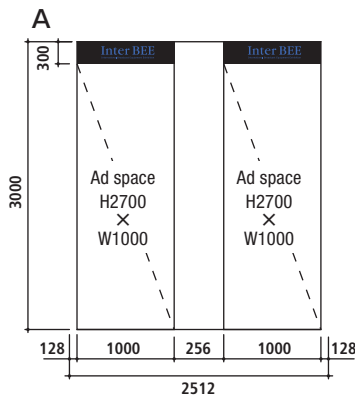
Available spaces: 4 (both sides)  
 Size: A 2,700 mm (h) x 1,000 mm (w)  
       B 2,700 mm (h) x 2,512 mm (w)  
 Price: ¥ 378,000 (including tax) / space

- Hall1 Code 8-1
- Hall2 Code 8-2
- Hall3 Code 8-3
- Hall4 Code 8-4
- Hall6 Code 8-5



※Image

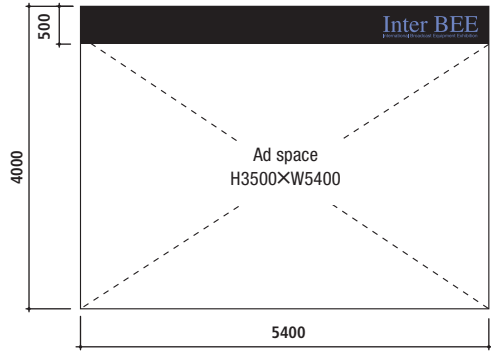
※When preparing digital data for the banners, leave more than 70 mm of text- and graphic-free space at the bottom because a tube will be inserted in this space to stabilize the banner.



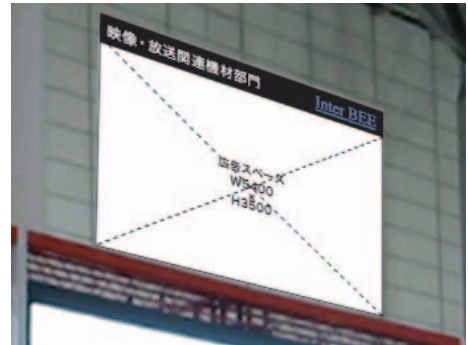
On-site Signboard Ads

⑨ Banner over exhibitor's own booth

Available spaces: 1 (one side)  
 Size: 3,500 mm (h) x 5,400 mm (w)  
 Price: ¥ 1,188,000 (including tax)



Code 9

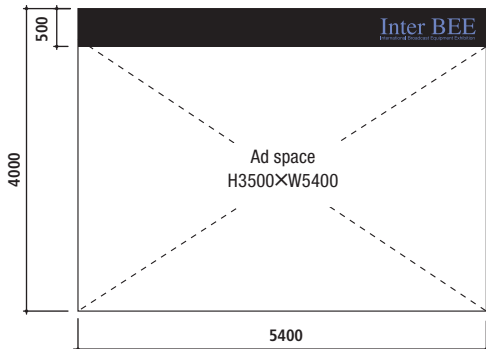


※Image

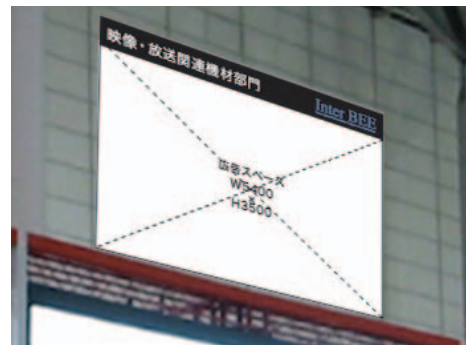
※When preparing digital data for the banners, leave more than 70 mm of text- and graphic-free space at the bottom because a tube will be inserted in this space to stabilize the banner.

⑩ Banner over exhibitor's own booth

Available spaces: 1(both sides)  
 Size: 3,500 mm (h) x 5,400 mm (w)  
 Price: ¥ 1,620,000 (including tax)



Code 10

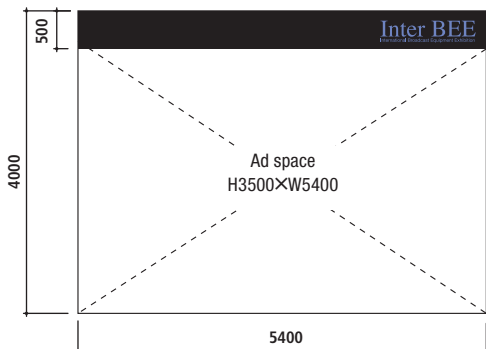


※Image

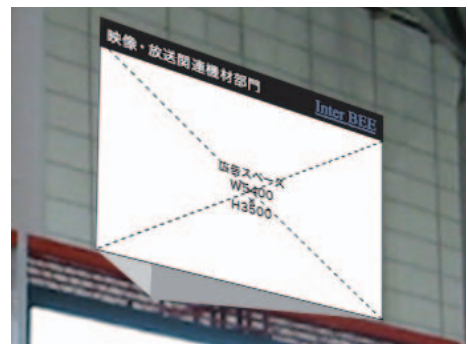
※When preparing digital data for the banners, leave more than 70 mm of text- and graphic-free space at the bottom because a tube will be inserted in this space to stabilize the banner.

⑪ Banner over exhibitor's own booth

Available spaces: 1(three sides)  
 Size: 3,500 mm (h) x 5,400 mm (w)  
 Price: ¥ 2,160,000 (including tax)



Code 11



※Image

※When preparing digital data for the banners, leave more than 70 mm of text- and graphic-free space at the bottom because a tube will be inserted in this space to stabilize the banner.