

Inter BEE

Inter BEE 2016

11.16 **Wed.** >>> 18 **Fri.** Makuhari Messe, TOKYO

Broadmedia & Entertainment



Exhibition Guide

Organizer

JEITA Japan Electronics and Information Technology Industries Association

Administration/Inquiries: Japan Electronics Show Association

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INTER BEE ONLINE
www.inter-bee.com

WHAT WILL YOU DO NEXT?

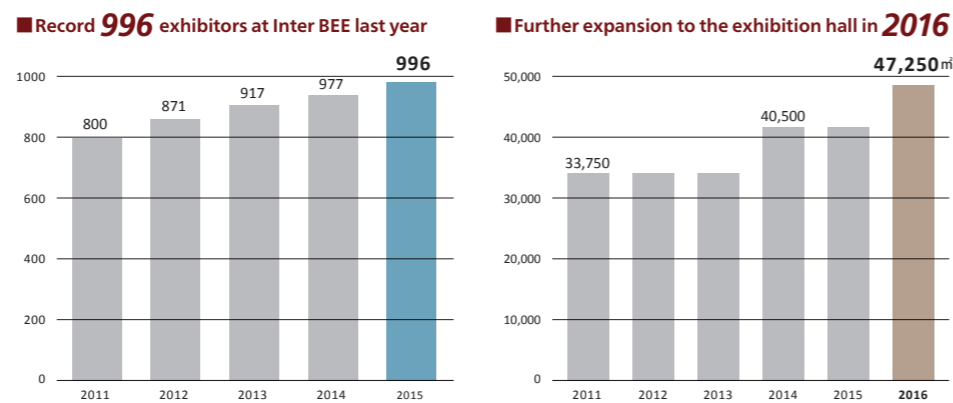
Conveying the possibilities of new media to the world



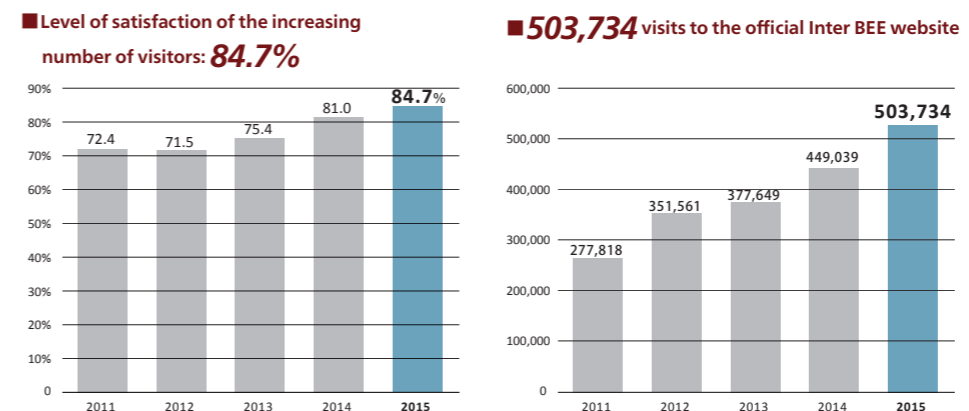
New business trends are created with the latest technology coming together under one roof at Inter BEE.

Build-up of Broadcasting, Video, Audio, Lighting and Media Business Innovations

Inter BEE is used as an opportunity to carry out business and exchange of information by bringing together the latest innovations together under one roof as Japan's premier professional exhibition for audio, video and communications – a fact that is backed by history and results.



Focus of Attention on the Latest Trends in the Media Business



Inter BEE was visited by 35,646 people from 39 countries/regions last year. Professional users have a high level of satisfaction with Inter BEE. Furthermore, Inter BEE is attracting an increasing amount of attention each year from inside and outside the industry as an exhibition that is driving the future of the media business.



GLOBAL COMMUNICATION

International information exchange takes place at Inter BEE by bringing together key persons from Japan and overseas.



Backup Provided by Organizations, Groups and Trade Journals That Lead the Media Industry

In addition to grand keynote speeches and commemorative ceremonies held with the cooperation of supporting organizations, various activities in the industry take place at Inter BEE, such as cooperative projects between media industry-related groups and media partners.

Supported by



Global Partner

Inter BEE makes proactive efforts to attract visitors from overseas and to disseminate information around the world under cooperation with our global partners



Playing an Important Role in the Global Business Scheme

Inter BEE is on the schedule in the global business scheme. Experts and key persons in audio and video from overseas come to Japan for Inter BEE, so it is possible to effectively use this time as an opportunity to share the latest trends around the world.



Inter BEE is an official event in the U.S. Department of Commerce's "Trade Fair Certification Program"





PROFESSIONAL AUDIO EQUIPMENT

Responding to Various Professional Needs:
Bringing Together High-quality and
High-reliability Systems



Audio Equipment

Microphones, Recorders, Digital Audio Workstation, Consoles, Mixers, Professional Electronic Musical Instruments, Players, Headphones, Headset, Intercoms, Speakers, Audiometer, Other Audio Equipment

MA and Studio Systems

Mastering Equipment and Systems, Audio-compression/Transmission Technology, Converters, Effectors, Amplifiers, Processor, Equalizer, Interface, Loudness-related Equipment, Acoustic Design and Control, Audio Equipment for Theaters and Facilities, Intercoms, Transmission Cables, Accessories, Power Supply, Racks/Cases/Bags, MA Software, Music Library, Other MA and Studio Systems

PA and Live Systems

PA system, Live Sound Systems, Computer Sound Systems, Speakers for Live Music, Sound Systems for Clubs, Transmitter, Other PA and Live Systems

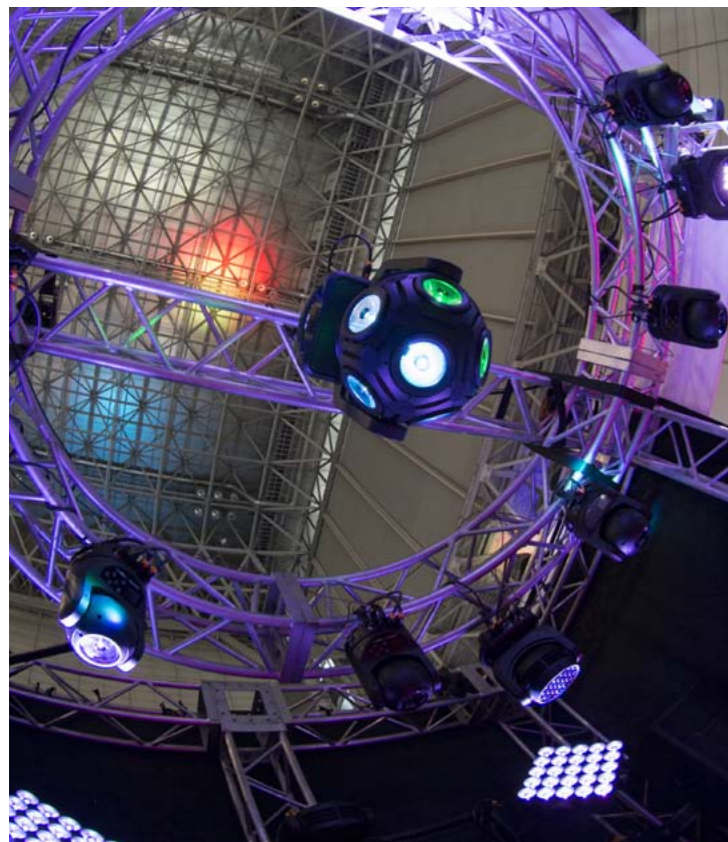
Radiobroadcast Systems

Radiobroadcast Systems, Audio Editing Software, Other Radio Broadcasting Systems

High-End Consumer Equipment

Related Hi-res, High-End Audio Speakers, High-End Speaker System, Headphones, Audio Accessories, High Quality Car Audio Systems, Other High-end Consumer Equipment





VIDEO EXPRESSION PROFESSIONAL LIGHTING EQUIPMENT



Expanding the World of Entertainment:
Appealing to the Potential of
New Media Technologies

Large Video Equipment

Large LED Displays, LCD OLED Displays, Outdoor Displays, 4K/8K Projectors, Public Viewing, Digital Signage Displays, Other Large Video Equipment

Video Expression Technologies

Virtual Realities, Augmented Reality, Interactive Systems, 360-degree Videos, 3D Scenography, Holographic Images, Panoramic Images, Immersive Digital Environments, Ultra-Realistic Images, Projection Mapping, Laser Projection, Drones, Robotics, Artificial Intelligence, Motion Sensor Systems, Media Art, Other Video Expression Technologies

Digital Contents

Live-Action Contents, Animations, Computer Graphics, Audio System Archive, Video Rental, Other Digital Content

Live Viewing

Live Viewing Systems, Live Relay Systems, Live Delivery Systems, Real-time Live Performances, Other Live Viewing

Live Entertainment

Live Performance Video Systems, Live Performance Lighting Systems, Specialized Live Performance Equipment, Spatial Performance, Other Live Entertainment

Stage and Outdoor Lighting Equipment

Stage Lighting Equipment, Wireless Remote Control Devices, Searchlight, Large-Scale Effect Lighting, Other Stage and Outdoor Lighting Equipment

Studio Lighting Equipment

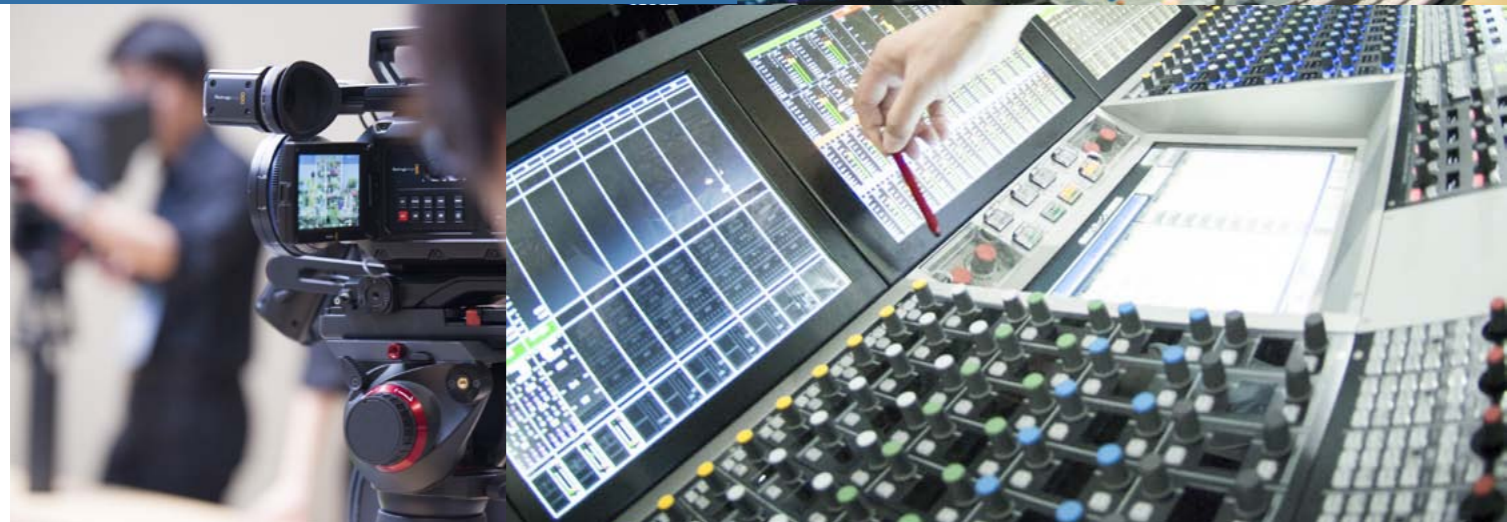
Studio Lighting Equipment, TV Studio Lighting Equipment, Film and Video Lighting Equipment, Lighting System for Photography Studios, Lighting Control Systems, Lighting Control Board, Console, Dimmer, Special Effects Equipment, LED, Strobe Lights, Elevating Unit for TV Studio Lighting Batts, Wiring Device, Cables, Other Studio Lighting Equipment





VIDEO PRODUCTION BROADCAST EQUIPMENT

Leading the World in 4K/8K Production:
Proposing the Latest Practical Level
Systems and Technologies



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 Output Systems (TV Radio), Automatic 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, Optical Line, Satellite Transmission, OB Van, Vehicle-mounted Systems and Peripheral Equipment, Communications 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, CDN, Transmission Cables, Wireless Systems, Fiber Optics, Other Relay Systems / Broadcasting Systems

Various Broadcasting-related Equipment

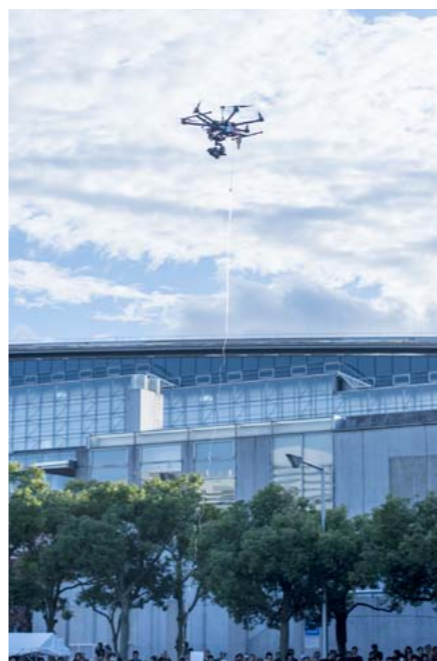
Electric Power Units, Measuring Equipment and Converters, Design, Development and Manufacturing for Broadcast Equipment, Other Broadcasting-related Equipment

Production

HDTV Systems, Studio Cameras, Video Camera Recorder with VTR, Camcorder, Ultra HD Cameras, Digital Cinema Cameras, 3D Cameras, Crane Cameras, Action Cameras, Wearable Cameras, Lenses, Video Servers, File Server Systems, Memory Cards, Memory Devices, Optical Disks, Video Tape, Various Monitors, Multiple Monitor Displays, Prompters, Other Production-related Equipment

Stand-by and Peripheral Products

Drones, Gimbal, Stabilizer, Pedestals, Camera Tripods, Camera Platforms, Cranes, Jib, Dolly, Steadycams, 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, Subtiter, 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, Database Technologies, Storage Equipment, Archive Systems, Other Postproduction-related Equipment

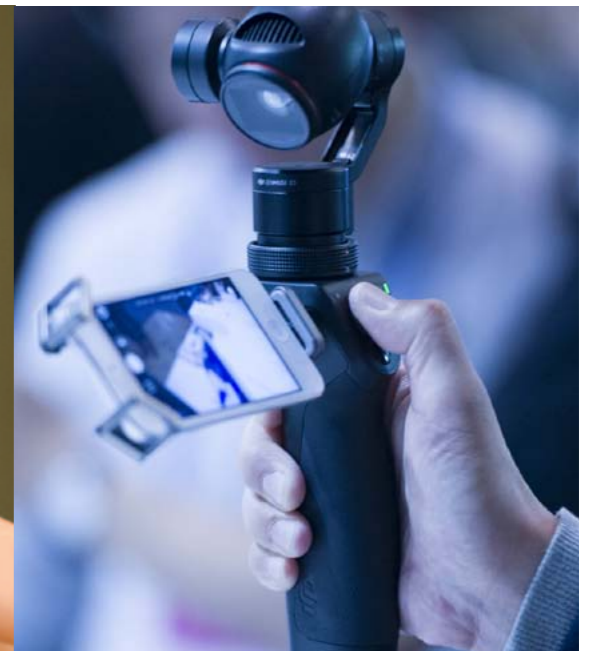
Publications/Publicities

Related Books, Music Libraries,
Related Software/Service, Consulting Services



ICT CROSS-MEDIA

Heading toward a New Phase in
Broadcasting and Communications Cooperation:
Further Expanding Media Communication



Cloud

Cloud Services, Archive Systems, Application Development Tool, Web Content Development API, OS Middleware, Data Manager, Other Cloud

Video Delivery

Video Delivery Systems, Server, HDD, Large Scale Storage, Video Delivery Services, OTT, Internet Broadcasting Systems, IPTV, IPDC, Video-on-demand Systems, H.264 Decoder/Encoders, HEVC Decoder/Encoder, Transcoders, Billing and Settlement Services, CDN, Related Video Ads Services, MCN, Other Video Delivery

Mobile network

Second Screen, Smartphone, Tablet PC, 4G/5G, Wireless Systems, Video Editing, Delivery Systems for Mobile, Application, Other Mobile Networks

Broadcasting Services

4K/8K Broadcasting, Terrestrial Television Broadcasting, Satellite Broadcasting, Cable Television, Multimedia Broadcast, Hybrid Cast, Data Broadcasting, Radio Broadcasting, Other Broadcasting Services

Advertising and Marketing

Ad Technology, Digital Marketing, Social Media Marketing, Other Advertising and Marketing

Viewing Devices

High definition TV, STB, Game Machines, BD/DVD/HDD Recorders, Computer Sticks, PC, Smartphone, Tablet PC, Mobile Projectors, Home Theater Systems, Other Viewing Devices

Video Production

Digital Cameras, Smartphone, Tablet PC, Action Cameras, Wearable Cameras, Interchangeable Lens, Video recording Accessories/Modules, Wireless Communications Equipment and Services, Image Sharing Sites, Other Video Production

Digital Cinema

Digital Cinema Filming Systems, Digital Cinema Editing Systems, Digital Cinema Delivery Systems, Digital Cinema Servers, Projection Systems, On-demand Services and Contents, Other Digital Cinema

Digital Signage

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

4K/8K Technologies for Other Industries

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



EXHIBITION REGULATIONS

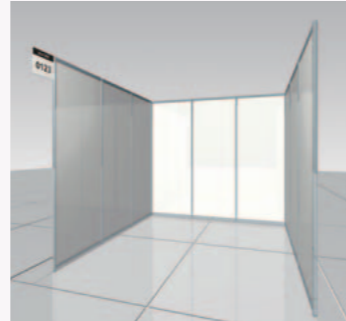
1. Booth Standards and Fees

A 1-1. STANDARD BOOTH

1. Booth standards and specifications

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

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



2. Booth fees

The exhibition fee per booth space is as follows:

General exhibitors (standard rate)	¥270,000 (¥291,600 incl. tax)
Japan Electronics Show Association Members IABM Members (member rate)	¥240,000 (¥259,200 incl. tax)

B 1-2. 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.

2. Booth fees

The exhibition fee per booth space is as follows:

One booth	¥145,000 (¥156,600 incl. tax)
Two booths	¥290,000 (¥313,200 incl. tax)

A+ 1-3. PACKAGE DISPLAY KIT

Please select our easy-option "Package Display Kit" when exhibiting at Inter BEE. This will make exhibition preparations much smoother.

Basic Style		
One Booth	Booth fee + ¥70,000 (¥75,600 incl. tax)	
<ul style="list-style-type: none"> · Parapet · Company Name Display · Carpet · Custom Reception Counter · (1) Folding Chair · (2) Spotlights · (2) Fluorescent Lights · Electrical Outlet 		
Two booths	Booth fee + ¥100,000 (¥108,000 incl. tax)	
<ul style="list-style-type: none"> · Parapet · Company Name Display · Carpet · Custom Reception Counter · (1) Folding Chair · (4) Spotlights · (4) Fluorescent Lights · Electrical Outlet 		

Meeting Style		
One Booth	Booth fee + ¥100,000 (¥108,000 incl. tax)	
<ul style="list-style-type: none"> · Parapet · Company Name Display · Carpet · Custom Reception Counter · Counter Chairs · Meeting Table · (4) Meeting Chairs · (2) Spotlights · (3) Fluorescent Lights · Electrical Outlet 		
Two booths	Booth fee + ¥250,000 (¥270,000 incl. tax)	
<ul style="list-style-type: none"> · Company Name Display with Logo · Carpet · Custom Reception Counter · Counter Chair · Meeting Table · (4) Meeting Chairs · (3) Display Counter with Storage · Stock Room · (4) Spotlights · Electrical Outlet 		

Premium Style		
One Booth	Booth fee + ¥200,000 (¥216,000 incl. tax)	
<ul style="list-style-type: none"> · Parapet · Company Name Display · Logo Display · Carpet · Custom Reception Counter · Folding Chair · (3) Display Counter with Storage · Radius Display Counter · (7) Spotlights · Fluorescent Light · Electrical Outlet 		
Two booths	Booth fee + ¥400,000 (¥432,000 incl. tax)	
<ul style="list-style-type: none"> · Parapet · Company Name Display · Logo Display · Carpet · Custom Reception Counter · Folding Chair · (6) Display Counter with Storage · Radius Display Counter · (10) Spotlights · (3) Fluorescent Lights · Electrical Outlet 		

1-4. Items included in the booth fee

Invitation leaflets and registration cards for visitors	150 per booth	
Badges	For exhibitors	10 per booth
	For constructors	5 per booth
Electric power supply costs and expenses Single-phase 100V or 200V	1 kw per booth	
Electric power usage	Free of charge	
Home page listing	1 page per company	

1-5. Other fees

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

*includes consumption tax

Invitation leaflets and registration cards for visitors (in excess of the number of free leaflets and cards indicated above.)	¥40 per set	
Badges	Exhibitors (in excess of 10 badges per booth)	¥1,000 per badge
	Constructors (in excess of 5 badges per booth)	¥500 per badge
Electric power supply costs and expenses	Single-phase 100V or 200V	¥7,020 per kW
	Three-phase 200V	¥7,020 per kW
Overtime work	¥10,800 per hour	

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

Additional expenses may be charged as required by law and regulations. Details regarding these charges will be provided in the Exhibitor Manual.

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

2-1. Exhibition categories

When an item to be exhibited falls into both 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 and 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)
Video Expression / Professional Lighting Equipment	●●●● 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)
ICT / Cross-media	●●●● Full overhead lighting (approx. 500 lux)

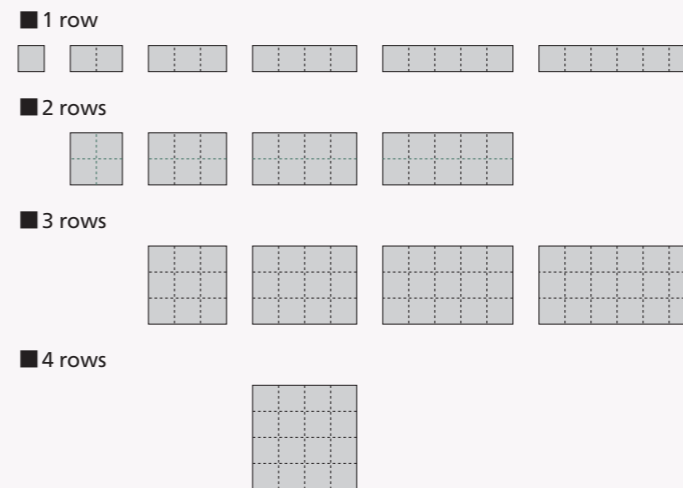
Exhibitors in the Video Expression / Professional Lighting category may illuminate towards the ceiling; however, considering the influence on surrounding exhibitors, please note that this kind of exhibitors' booth will be located at the far end of the show space.



2-2. Number of booths and booth type

- Exhibitors in rows (less than 18 booths) may have booths of other exhibitors on one or three sides.
- Industry organizations and joint exhibitors may apply for more than 100 booths.
- 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

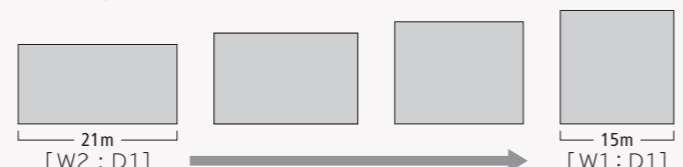


Block booths (20 or more booth spaces)

The standard for block booths is: 1 booth space = 9 m². 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 m² 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 m² (9 m² x 25 booth spaces), ranging from a rectangular shape with a wider entry dimensions than a square.

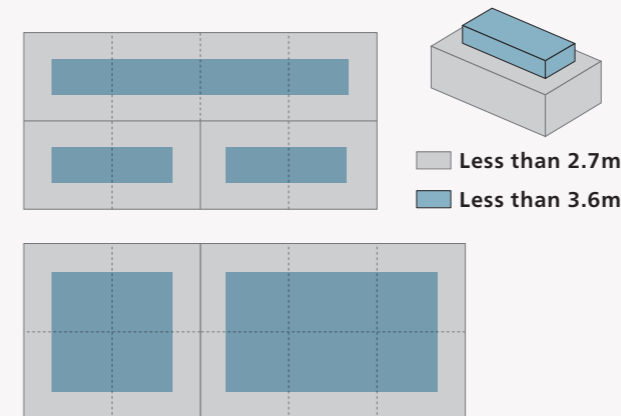


2-3. Booth height limitations

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

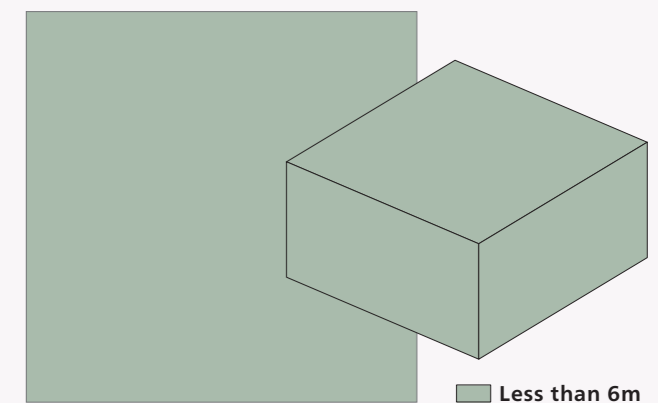
1. 1 to 10 booths

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



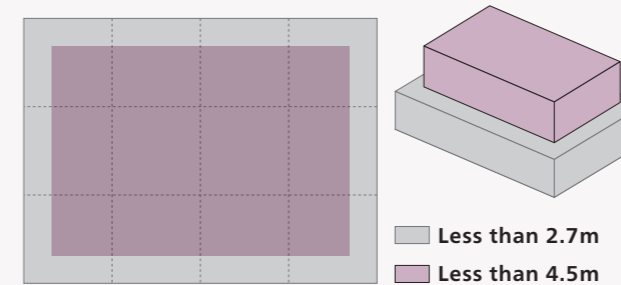
3. More than 20 booth spaces (block booths)

The height limit is 6m.



2. 12 to 18 booths Revision

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



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 should 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. Product exhibits are to be displayed within the specified space limitations of the exhibition booth and not displayed in a way that would encroach upon corridor spaces. 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, or 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 voided 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 receipt date stated in this confirmation e-mail is regarded as the contract date, whereupon exhibitors are liable for participation fees. If applying in multiple categories, a separate application is required for each category. 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

First application deadline	Tuesday, May 31st	Applicants may participate in the primary booth allocation/lot drawing.
Second application deadline	Thursday, June 30th	Applicants may participate in the secondary selection.

*Even prior to these deadlines, no more applications will be accepted if all booth spaces have been filled.

After the second deadline

Applications will be accepted after July 1st, 2016 or until all available booth spaces are taken.

2. Applications should be sent to:

Japan Electronics Show Association (JESA)
 5F Ote Center Bldg., 1-1-3 Otemachi, Chiyoda-ku, Tokyo 100-0004
 TEL: +81-3-6212-5231 FAX: +81-3-6212-5225
 E-mail: contact2016@inter-bee.com

3. Submitting a company profile

First-time exhibitors to the show are required to provide a company profile and catalog(s) of product(s) planned to be exhibited upon submission of the exhibit application / contract. And, if there are major changes made to the corporate profile or catalog(s) of product(s) planned to be exhibited after the company has submitted these documents, an updated profile and / or catalog(s) must again be submitted. Applications without these documents will be put on hold until the Show Management Secretariat confirms the receipt of these items.

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 a one space) Revision

- (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 if the panels on the sides neighboring booths of other exhibitors and booth numbers are available on the questionnaire.

3. Cooperative exhibitions (When multiple companies wish to exhibit in close proximity across a passageway) Revision

- (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) The position of the booths shall be limited to locations other than Exhibit Halls 4, 5 and 6. The Management Office will determine the position of the booths in advance. It is not possible to select the position of the booths. Please also understand in advance that it may not be possible to meet your requirements depending on the shape of your booths.
- (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) 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.

Primary applicant	Friday, July 29th, 2016
Secondary applicant	Wednesday, August 31st, 2016

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.

July 1st to July 31 st , 2016	60% of exhibition booth fee
August 1st to August 31 st , 2016	80% of exhibition booth fee
On or after September 1 st , 2016	100% of exhibition booth fee

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. 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 Professional 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 July 20th.

Primary lot drawing

Exhibitors who have submitted applications by Tuesday, May 31st, may participate in the primary lot drawing. Please be aware that the number of booths can be changed until the end of June and that the Organizing Committee may adjust the order of the drawing in the event that exhibitors change the number of booths for which they applied to fit their needs after the end of June.

Secondary selection

Exhibitors applying from Wednesday, June 1st, through Thursday, June 30th, may select their booth locations from the locations that remain vacant, in the order of which applications are received.

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 Friday, July 1st 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. 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. 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
Full overhead lighting delivers approximately 500 lux, but exhibitors in the Video Production and Broadcast Equipment category may choose to locate their booths in areas where all overhead lighting is decreased (approximately 50 lux). Please note that this option may not be available, depending on the ratio of visitors requesting overhead lighting.

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

Part of the Patent Law has been revised and the application items of regulation concerning exception to lack of novelty of invention have been reviewed.

Due to this revised law, the designated system of exhibitions was abolished from 1st April, 2012, and disclosure type restrictions were removed from the old system where application items were restricted except for certain exhibitions. Exhibitors who plan to file an application for patent, utility model or trademark, 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.
 - (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. Complying with the exhibition schedule**
Prior, during and after the show, all exhibitors are requested to comply with the exhibition schedule specified by the organizer. Construction activities to the booth, delivery and/or wrap-up activities during the exhibition are prohibited.



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

- 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.
- If an unavoidable calamity that occurs prior to the opening of Inter BEE forces cancellation of the exhibition, participation fees paid by exhibitors will be refunded in full, minus charges for expenses already incurred.
- Neither the exhibition organizers nor the sponsors shall be held liable to refund exhibition expenses, either in full or in part, if the exhibition duration is unavoidably shortened because of a calamity or potential calamity.
- 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.

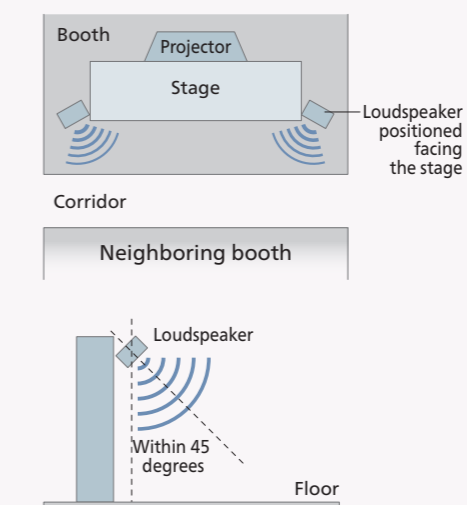
- 1. Prohibition of usage of space beyond booth boundaries**
 - (a) Exhibitors are responsible for controlling crowds around their booths, which might block walkways in public spaces. If a stage is set up in a booth, the Exhibitor must ensure that the booth layout makes it possible to bring all visitors 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) Lighting directed toward aisles, exhibition hall walls or ceiling is prohibited.
- 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.

3. Thoughtful independent booth design that allows for an evacuation route

When designing an independent booth, be sure to fully consider the location of adjacent companies' booths, and carry out thoughtful design that allows for an evacuation route and does not obstruct the view of adjacent companies' booths.

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 general 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 Professional Lighting category who need to illuminate in distance to describe or feature its exhibit product may 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 into 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



Information Dissemination Support

Use of Our Official Website

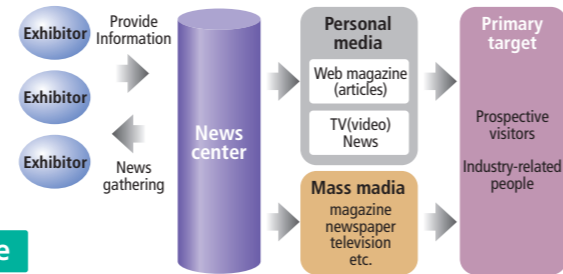
Exhibitors can post information about themselves and their exhibits by themselves. Many users will view the website throughout the year, and exhibitors can also post press releases.



Free

News Center

We will create articles and videos relating to exhibit information to disseminate information. The interview videos (VOD) we take in booths are also very popular with our exhibitors.



Free

Press Room

You can provide information on your exhibit here for coverage by members of the press visiting during the period of the event.



Free

Presentation Room

You can hold presentations in convenient environment with multiple customers coming together under one roof.



Fee
16,200 yen (incl. tax)
per 90 minutes

New Lead Acquisition / Customer Relations

Visitor Data Acquisition Free

We provide the rental of one barcode reader or QR code reader app free of charge. It will be possible to easily collect the business card information of visitors.



Free

Business Meeting Room

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



Free

Meeting Room

You can use this room for business meetings with customers and various conferences on a reservation basis.



Fee

5,400 yen (incl. tax)
per 45 minutes

VIP Room

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



Fee

5,400 yen (incl. tax)
per 60 minutes

Various Advertising Media

Web site Banner Advertising

Please use these for advance PR.

Fee

108,000 yen (incl. tax)



Email Magazine Text Banner Ads Fee

We deliver this magazine to 80,000 people on our visitor database.

Fee

108,000 yen (incl. tax)

Guide Map Advertising

We distribute these maps to visitors on the day of the event.



Fee required

Strap Advertising

We distribute these straps to visitors and members of the press when they enter the venue. They then take these straps home with them afterward.

Fee required



On-site Signboard Advertising

Please use these to mark the position of your booth and for branding.



Fee required

SUPPORT & SERVICE



Your company can hold its own seminars at the Makuhari Messe International Conference Hall. We will also announce these as a part of the conference program at Inter BEE. Space is limited, so please apply early!

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.

Conference Sponsor

Sponsor Eligibility Inter BEE 2016 Exhibitors

Fee (Including consumption tax)

¥108,000 for a session (two hours use)

Available Timetable

	Nov. 16th (Wed.)	Nov. 17th (Thu.)	Nov. 18th (Fri.)
10:00 - 12:00	16-A	17-A	18-A
12:30 - 14:30	16-B	17-B	18-B
15:00 - 17:00	16-C	17-C	18-C

Venue and Standard Installation

Venue	Room 103, International conference Hall 1F, Makuhari Messe
Capacity	100
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	(1) Director for operating conference

Support Services **Free**

- **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.
- **Attendance applications:**
You can use the admission application function on the Inter BEE official website.

On-site Receptionist/Attendee data

Exhibitors should please acquire this data with the QR codes or barcode reader in the conference room.


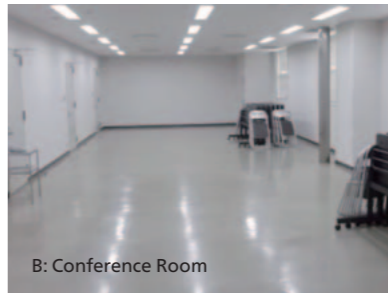

How to Apply

After we have received your exhibit application form, we will send you usage guidelines and an application form separately. The application deadline is **June 30 (Thu)**. Please understand that we will charge a 100% of cancellation fee if you cancel on or after September 1.



Suite Room

Overview of Facilities

	Suite Room A	Suite Room B	Suite Room C
Room Types	 A: Multipurpose room	 B: Conference Room	 C: Proseminum Deck
Location	Multipurpose room, Exhibition Hall 1F	Conference Room, Exhibition Hall 1F	Proseminum Deck, Exhibition Hall 2F
Area	181m ²	82m ²	62m ²
Ancillary Facilities	Reception Desk & Chair	Reception Desk & Chair	Reception Desk & Chair, Fascia

Duration of Use : Tuesday, November 15 – Friday, November 18

Eligibility and Fee (Including consumption tax)

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.)

*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.

How to Apply

After we have received your exhibit application form, we will send you usage guidelines and an application form separately. The application deadline is **June 30 (Thu)**. Please understand that we will charge a 100% of cancellation fee if you cancel on or after September 1.



Utilization of Paid Media

We place advertisements in the main trade journals both inside and outside Japan. We carry out PR and branding activities in Japan and overseas by placing advertisements in the daily news that is distributed at the venues of events like the NAB, IBC and BIRTV.

List of publication (Domestic)

Automation Review
B-maga
Broadcast Engineering
CG World & Digital Video
Dempa Shimbun
Dempa Times
FDI
FORN
HOSO JOURNAL
MJ
NEW MEDIA
Nikkei Sangyo Shimbun
OPTCOM
PRO SOUND
Report JPPA
Sound & Recording Magazine
Telecommunication
The Motion Picture and Television Engineering
VIDEO JOURNAL
VIDEO SALON

List of publication (Overseas)

ABU Technical Review
Asia Pacific Broadcasting
Broadcast & Production
Broadcast India
Broadcasting & Cable
PA
Television Asia
Video Plus

Media partners

Related industry journals and magazines helped support Inter BEE as media partners, graciously publishing many articles on the exhibitors.



Utilization of Owned Media

We publish the latest news throughout the year by utilizing our website as the "INTER BEE ONLINE" portal site. We periodically send out an e-mail magazine to our visitor database and aim to attract people to our website to foster a sense of anticipation for Inter BEE and visitors.

Inter BEE Official Mail Magazine

Approx. **88,000**

*The number of data instances that can be distributed

Inter BEE Official Website

Page views:

205,101 views (an increase of **107%** from the previous year)

(From November 1st to November 30th)

Number of articles posted before the show **27**

Number of video clips posted during the show (Inter BEE TV) **185**



Utilization of Earned Media

We are aiming to attract visitors and spread our PR with our fan base that is expanding over time and with the word-of-mouth effect among our users by operating an official Twitter account and official Facebook page. We are also spreading word on free seminars by utilizing the Facebook event facility.

Official Facebook

Number of Likes received post conference:

3,733 Likes (an increase of **117%** from the previous year)



Number of page transfers from the Facebook page to the Official Website:

15,575 (an increase of **88%** from the previous year)

Official Twitter

Number of Twitter Followers (at max):

741 followers (an increase of **132%** from the previous year)



Number of tweets related to Inter BEE:

8,965 tweets

*Tweets including the keyword "Inter BEE" in either English or Japanese (katakana)



Operation of a Free Shuttle Bus with NHK and Key Commercial Broadcasters

We operate a free shuttle bus that connects Makuhari Messe to the entrance of each broadcaster during the period of the exhibition in order to encourage our core user television station stakeholders to visit Inter BEE. This service is used by many people every year.



Publicity Activities

We are strengthening our information distribution through various activities. These include public relation activities as Inter BEE, interview invitation requests and television interview arrangements.

Publicity activities

(actual distribution of press releases)

- ▶ Notification of start of exhibitor recruiting (3/5)
- ▶ Notification of start of pre-admission registration (10/5)
- ▶ Attracting interviewers (11/12, 11/14, 11/16)
- ▶ Information announcing the event (11/17)
- ▶ Set up press room (11/18-20)
- ▶ Reported completion (11/20)

News Media Representative

417 people (20 from overseas)

On-air media

Japan	
BS Japan	Nikkei Plus 10
Tokyo Broadcasting System Television	Hakunetsu Live Vivit
Tokyo Broadcasting System Television	N-Sta
Fuji Television Network	New Weekly Fuji Remarks
Europe	
BBC News Channel / BBC Breakfast/ BBC 2	Click
Worldwide	
BBC World	Click

PR Invitation Activities by Posters and Written Invitations

We distribute a specified number of these free of charge to each exhibitor. These are also distributed through our supporters and partners from the Management Office of the organizer.





Number of exhibitors

Exhibition category	No. of exhibitors	No. of booth
Professional Audio Equipment	303	311
Professional Lighting Equipment	14	19
Video and Broadcast Equipment	587	1,323
ICT / Cross Media	92	127
Total	996	1,780

Exhibitors:
996 companies (Record-high)

Breakdown of exhibitors

Area	Number of countries / region Number of exhibitors	Breakdown of exhibitors by country & region
Domestic	1 country / 456	Japan 456
Asia	5 countries and region / 68	China 33 / Korea 17 / Taiwan 16 / India 1 / Hong Kong 1
North, Central and South America	3 countries / 217	U.S.A. 192 / Canada 24 / Brazil 1
Oceania	2 countries / 13	Australia 12 / New Zealand 1
Middle East	1 country / 11	Israel 11
Europe	20 countries / 231	United Kingdom 65 / Germany 62 / France 20 / Italy 14 / Sweden 12 / The Netherland 10 / Switzerland 10 / Belgium 8 / Spanish 8 / Denmark 5 / Norway 4 / Bulgaria 3 / Austria 2 / Czech 2 / Finland 1 / Hungary 1 / Lichtenstein 1 / Portugal 1 / Russia 1 / Slovakia 1
	32 countries and region	996

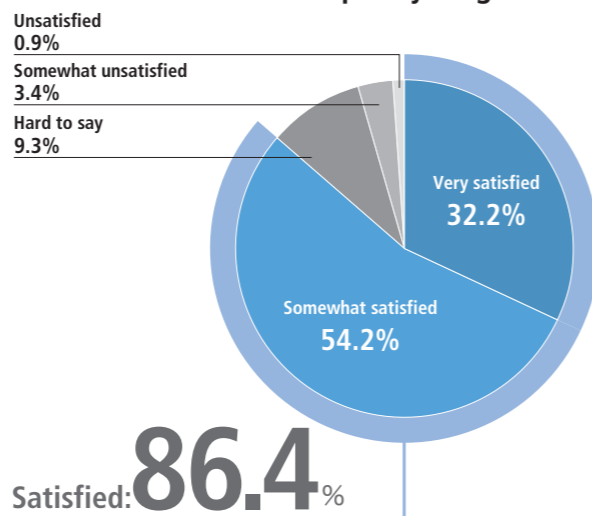
32 countries and region
No. of overseas exhibitors:
540 companies

Exhibitors Questionnaire result

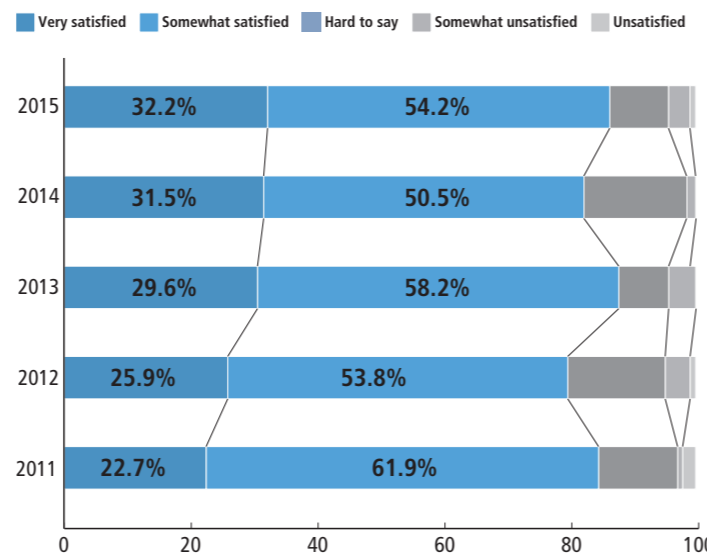
What were your main objectives for exhibiting at Inter BEE 2015? (Multiple answers accepted)



How satisfied to accomplish your goal?



Changes in satisfaction degree

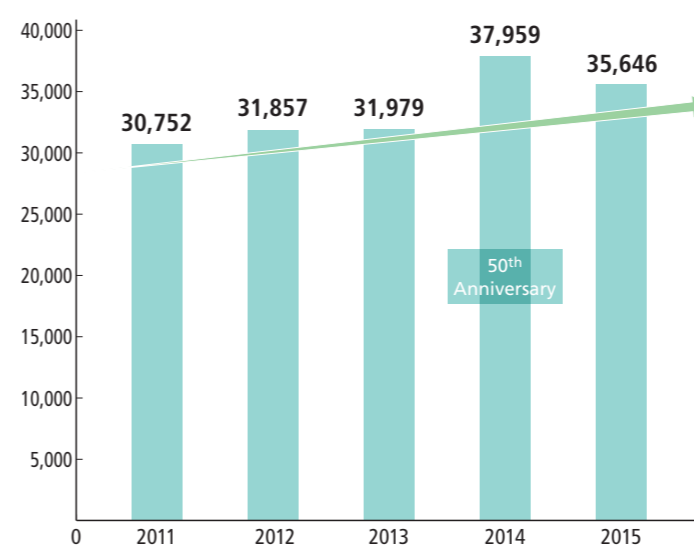


Breakdown of registered visitor number

	11.18 (Wed.)	11.19 (Thu.)	11.20 (Fri.)	TOTAL
Domestic	12,324	11,572	10,930	34,826
Overseas	474	254	92	820
TOTAL	12,798	11,826	11,022	35,646

No. of visitor:
35,646 people

Trend in the number of visitors



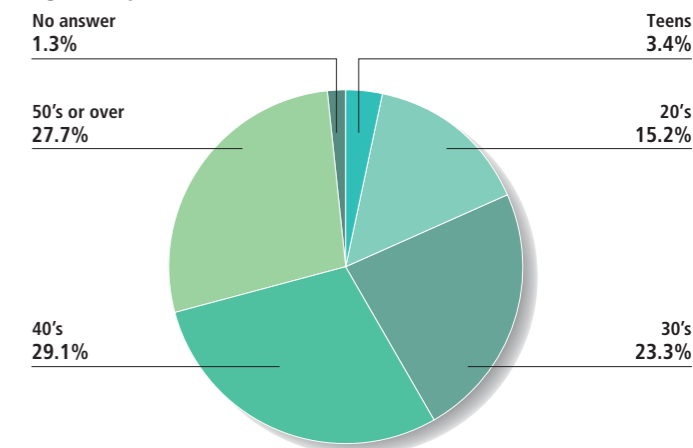
Breakdown of registered visitors

Area	Number of countries & region / Number of visitors	Breakdown of visitors by country & region
Domestic	1 country / 34,826	Japan 34,826
Asia	14 countries & region / 607	Korea 294 / Thailand 75 / China 66 / Taiwan 62 / Indonesia 33 / Singapore 30 / Hong Kong 26 / Philippines 8 / Malaysia 4 / Vietnam 3 / India 2 / Pakistan 2 / Cambodia 1 / Bangladesh 1
North, Central and South America	7 countries / 72	U.S.A. 52 / Brazil 8 / Canada 5 / Argentina 2 / Mexico 2 / Peru 2 / Ecuador 1
Oceania	1 country / 6	Australia 6
Middle East / Africa	3 countries / 3	Iran 1 / Israel 1 / Turkey 1
Europe	13 countries / 40	United Kingdom 13 / Germany 7 / Italy 4 / Belgium 3 / France 3 / Norway 2 / Russia 2 / Czech 1 / Denmark 1 / The Netherland 1 / Hungary 1 / Romania 1 / Switzerland 1
Unknown		92
	39 countries/ region	35,646

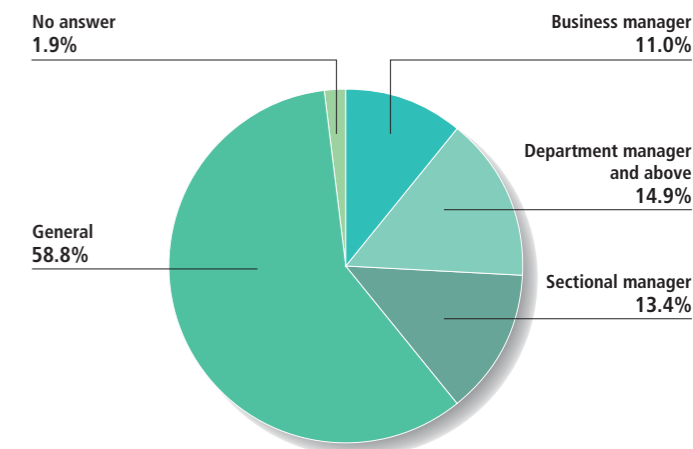
Visitors from
39 countries and region

Visitor demography

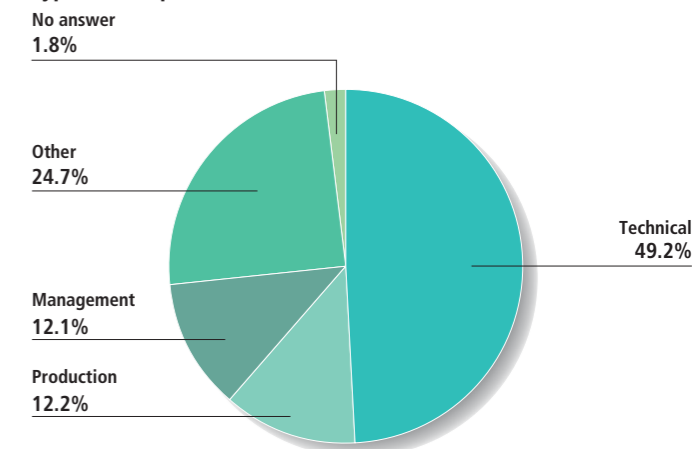
Age Group



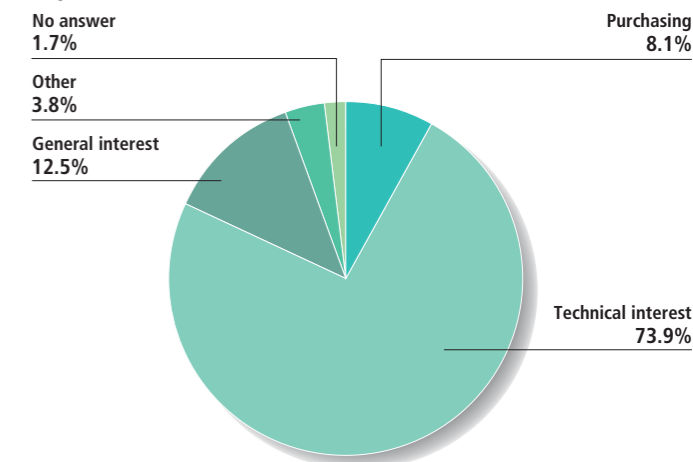
Job title



Type of occupation



Objectives





■Type of Business

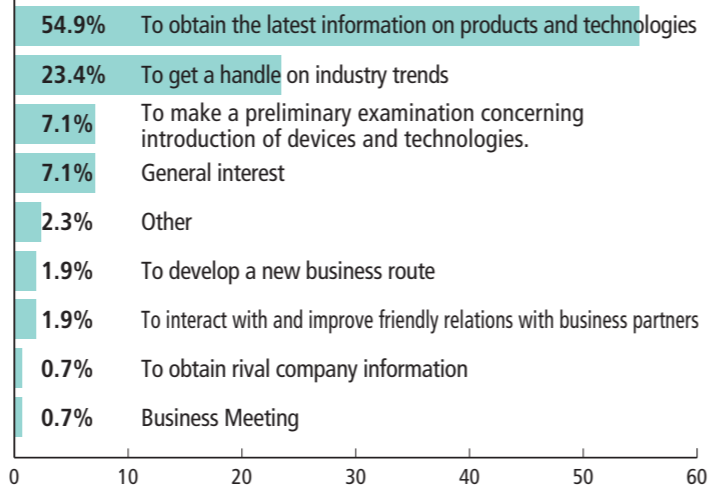
Equipment Manufacture	13.1%	Related Contents Publishers	2.8%
Commercial TV Broadcaster	9.4%	Related Staging, Art and Lighting	2.7%
Other User	9.0%	Related Internet Business	2.6%
Other	8.2%	Related CATV	2.5%
Post production	7.2%	Government office, Organization	1.9%
Film and Video Production Company	5.8%	Facilities and Stores	1.6%
Trading Company	5.8%	Ad Agency	1.2%
Student	5.8%	Content Delivery Network	1.1%
Production House	4.6%	Video Software Production Company	1.1%
Related PA Equipment	4.2%	Radio Station	0.6%
State-run Broadcasting Station	3.7%	Recording Company	0.6%
Telecommunications Carrier	3.3%	No Answer	1.2%

■Interest (Multiple answers accepted)

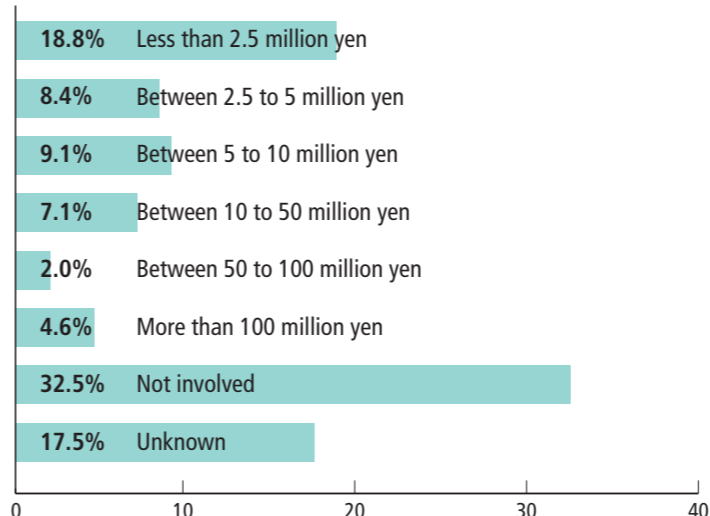
Video Equipment	55.6%	Output System	8.9%
Audio Equipment	32.3%	IPTV	8.2%
Camera	27.8%	Lighting Equipment	8.0%
Editing and Production Equipment	19.8%	Stand-by and Peripheral Products	8.0%
Electronic Display	16.5%	Digital Cinema	7.9%
Mixer	11.6%	Multimedia System	7.9%
Speaker	11.1%	3D	6.4%
VTRs, Memory Cards, Optical Disks	11.1%	Measuring Equipment	5.7%
Servers, Storage	11.1%	Mobile TV	5.3%
Software	10.7%	Production Management Systems	4.7%
Relay System	10.5%	Art and staging	3.9%
Microphone	10.4%	Electronic Power Unit	3.8%
Digital Contents	10.4%	Other	1.9%
Digital Signage	9.8%	No Answer	1.4%
Transmission Systems	9.0%		

Visitor Questionnaire result

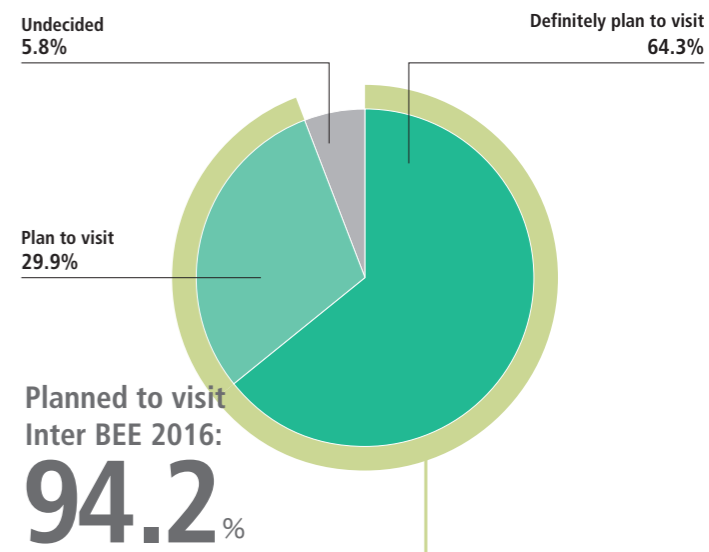
◆What was your goal in coming to "Inter BEE 2015"? (Multiple answers accepted)



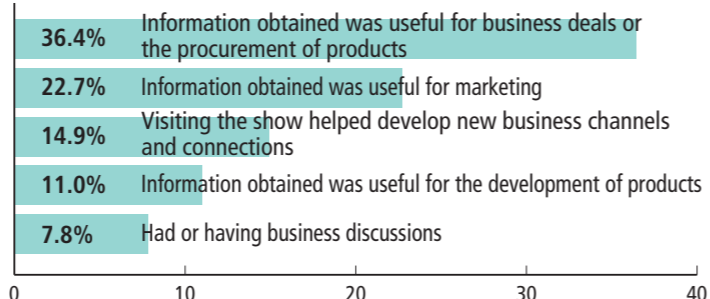
◆How much is annual budget you are involved in the process of purchasing products/services?



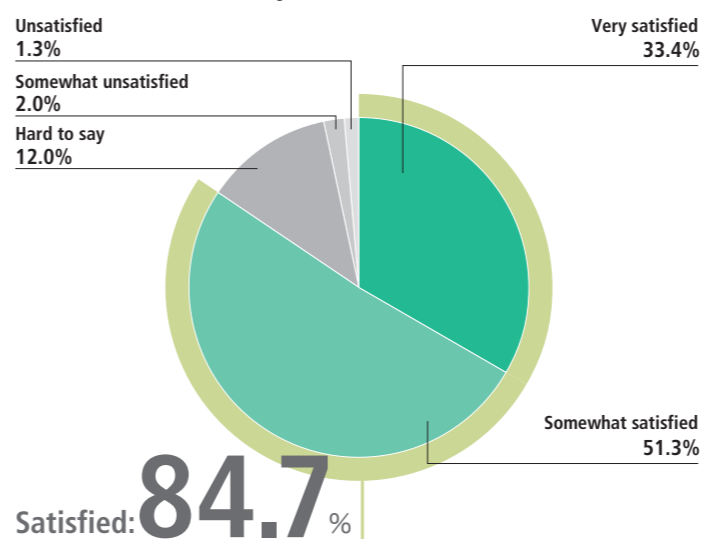
◆Do you plan to visit Inter BEE 2016?



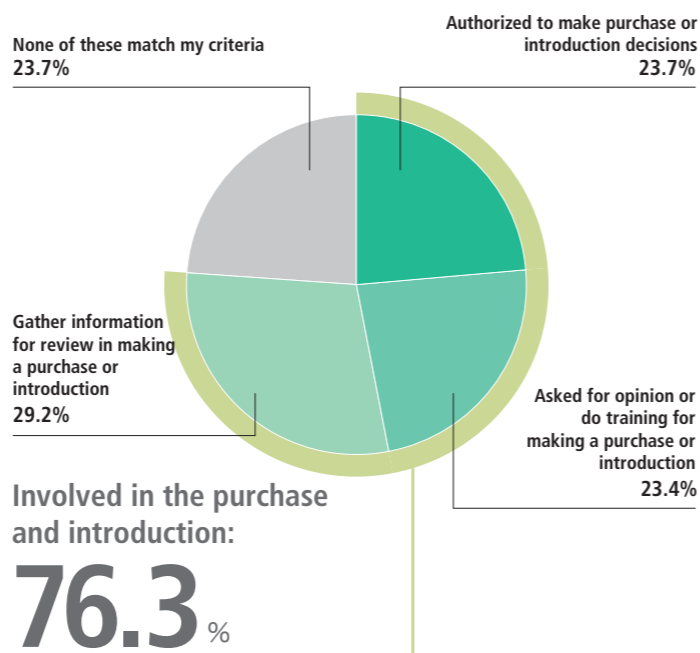
◆Was your visit to Inter BEE 2015 valuable? (Multiple answers accepted)



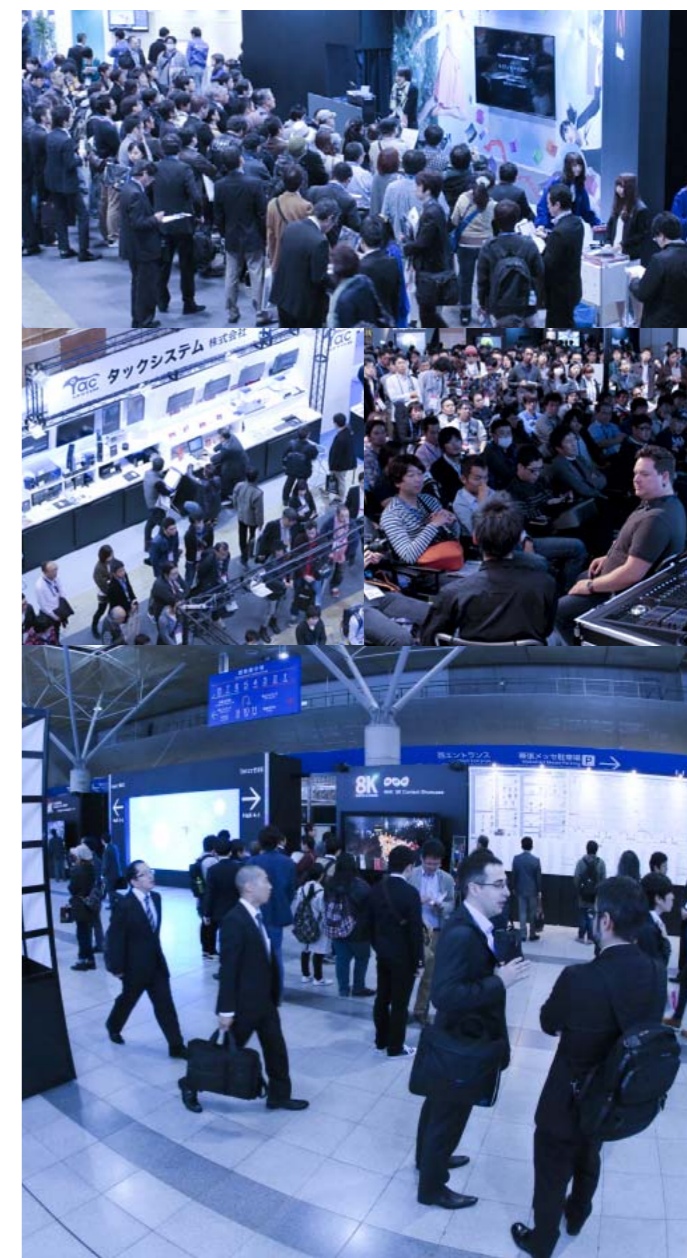
◆How satisfied are you with Inter BEE 2015



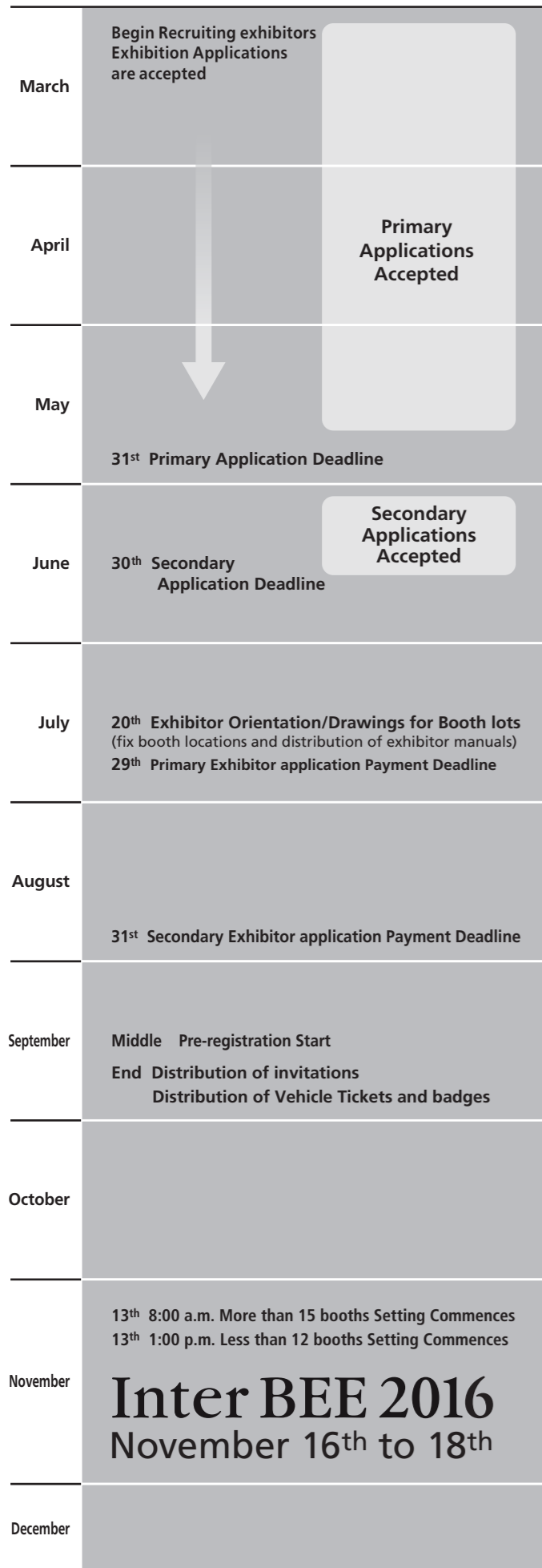
◆To what degree are you involved in the process of purchasing products/services in your company?



■Changes in satisfaction degree



Operation schedule



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: 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: Various procedures related to booth management and information distribution

- ◆Finalizing the booth design and the products to be exhibited and creating the booth management manual including staffing
- ◆Submitting relevant reports and applications based on the exhibitor's manual
- ◆Uploading information on the website and providing information to the news center to initiate information distribution for the show

October/November: Preparing for the show and making appointments to meet with customers

- ◆Finalizing the booth management manual and making final confirmation of the booth design and transportation of exhibition products
- ◆Distributing invitations to customers and making appointments to meet with the customers during the show.
- ◆Creating press releases, preparing the announcement of new products and answering questions from members of the press

November/December: Organizing the customer list and follow-up

- ◆Measuring the effectiveness of booth management and evaluation analysis
- ◆Sorting/organizing the customer list and analyzing the achievement of objectives and customer satisfaction
- ◆Providing follow-up activities for customers classified based on the result analysis

Outline

◆**Name**
International Broadcast Equipment Exhibition 2016
(a.k.a. Inter BEE 2016)

◆**Period**
November 16th 10:00 a.m. to 5:30 p.m.
November 17th 10:00 a.m. to 5:30 p.m.
November 18th 10:00 a.m. to 5:00 p.m.

◆**Location**
Makuhari Messe
2-1, Nakase, Mihama-ku, Chiba City,
Chiba Prefecture 261-0023, Japan

◆**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)
Association of Radio Industries and Businesses (ARIB) *no particular order

◆**Certified by United States Department of Commerce, International Trade Administration**
United States Department of Commerce
Embassy of the United States of America

◆**Partners (Planned)**
Association of Media in Digital
Camera & Imaging Products Association
Digital Cinema Consortium of Japan
Digital Content Association of Japan
Digital Signage Consortium
IPDC Forum
IPTV FORUM JAPAN
JAPAN AD CONTENTS PRODUCTION COMPANIES ASSOCIATION
Japan Association of Audiovisual Producers, Inc.
Japan Association of Lighting Engineers & Designers
Japan Association of Professional Recording Studios
Japan Association of Video Communication
Japan Audio Society
Japan Cable and Telecommunications Association
Japan Cable Television Engineering Association
JAPAN POST PRODUCTION ASSOCIATION
Japan PublicViewing Association
Japan Satellite Broadcasting Association
JAPAN STAGE SOUND BUSINESS COOPERATIVE
Japanese Society of Cinematographers
JSL
Mobile Broadband Association
MOTION PICTURE and TELEVISION ENGINEERING SOCIETY of japan, Inc.
MULTISCREEN BROADCASTING STUDY GROUP
National Theatrical & Television Lighting Industrial Cooperative
Next Generation Television & Broadcasting Promotion Forum
Projection Mapping Association of Japan
Radio Engineering & Electronics Association
Specified Radio microphone User's Federation
Stage Sound Association of Japan
The Association of Japanese Animations
Theatre and Entertainment Technology Association, Japan
3D Consortium
Ultra-Realistic Communications Forum
Visual Industry Promotion Organization

*alphabetical order