

## Exhibition Venue Regulations

### 03-1 Exhibition Site

03-1-1 Exhibition Site Layout / Visitor Passage **Important**

03-1-2 Transportation Guide

03-1-3 Management Office Facilities **Important**

03-1-4 Smoking **Please cooperate**

### 03-2 On-site Management

03-2-1 Work Schedule **Important**

03-2-2 Exhibitors / Workers Badge **Important**

03-2-3 On-site Photography **Please cooperate**

### 03-3 Load-In & Load-Out

03-3-1 Vehicle Stickers **Important**

03-3-2 Load-In **Important**

03-3-3 Load-Out **Important**

03-3-4 Vehicles During Show Period / Courier Service **Important**

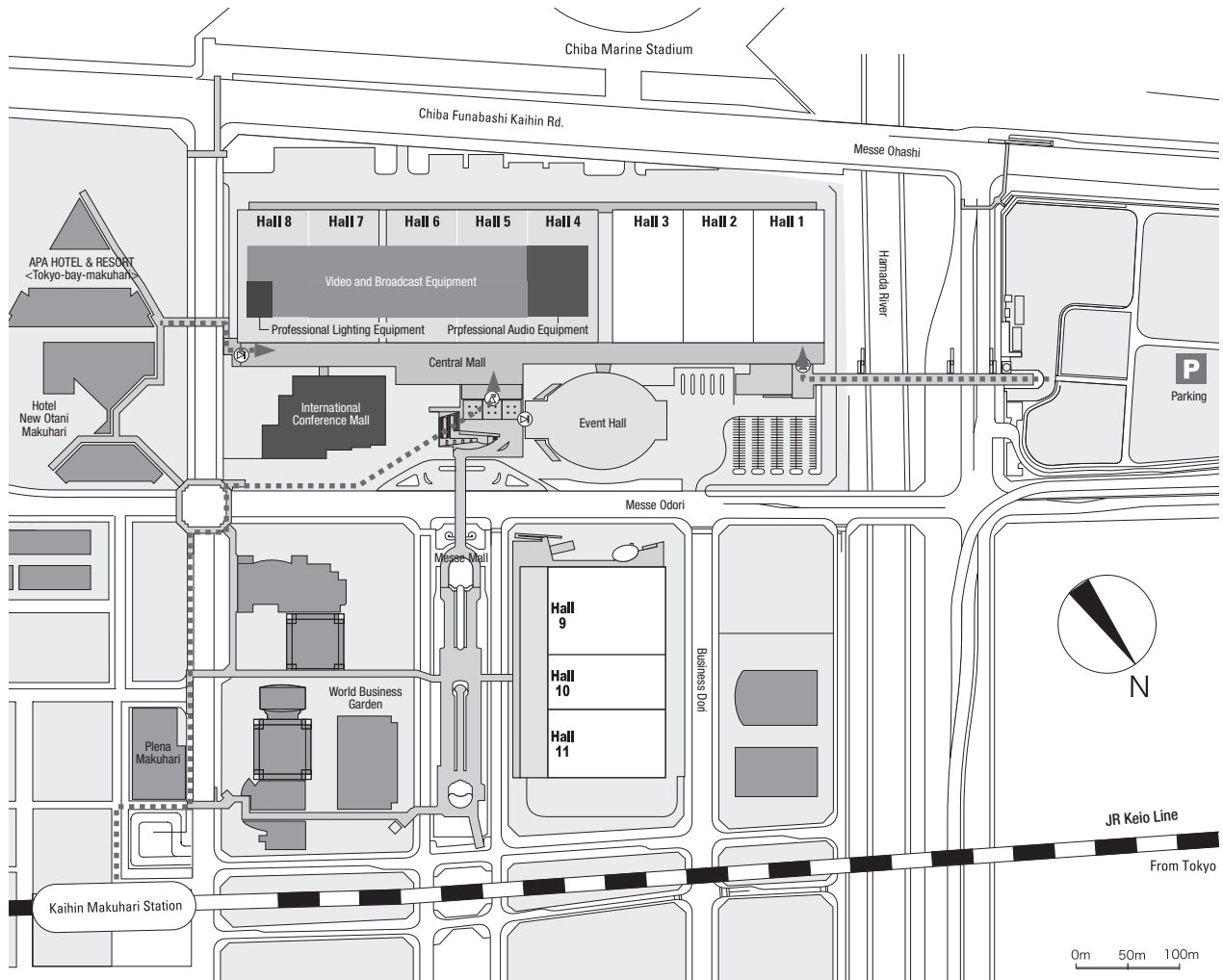
### 03-4 Waste Disposal

03-4-1 Environmental Measures **Please cooperate**

03-4-2 Waste Material Separation

# Exhibition Site Layout / Visitor Passage

..... Visitor Passage



# Transportation Guide

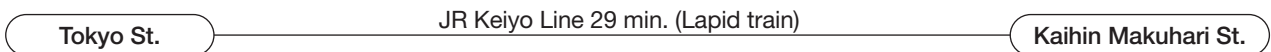
## (1) By Train or Bus

- Nearest stations to Makuhari Messe

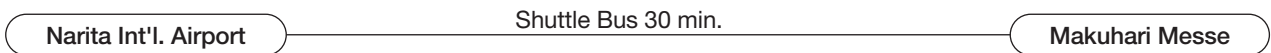
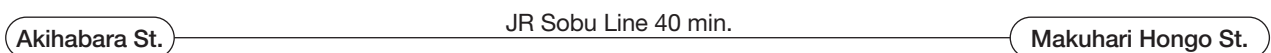
JR Keiyo Line, Kaihin Makuhari Stn. (7 min. on foot)

JR Sobu Line, Makuhari Hongo Stn., Keisei Line, Makuhari Hongo Stn. (15 min. by bus)

- From central Tokyo to Kaihin Makuhari Station



- From the center of Tokyo to Makuhari Hongo Station

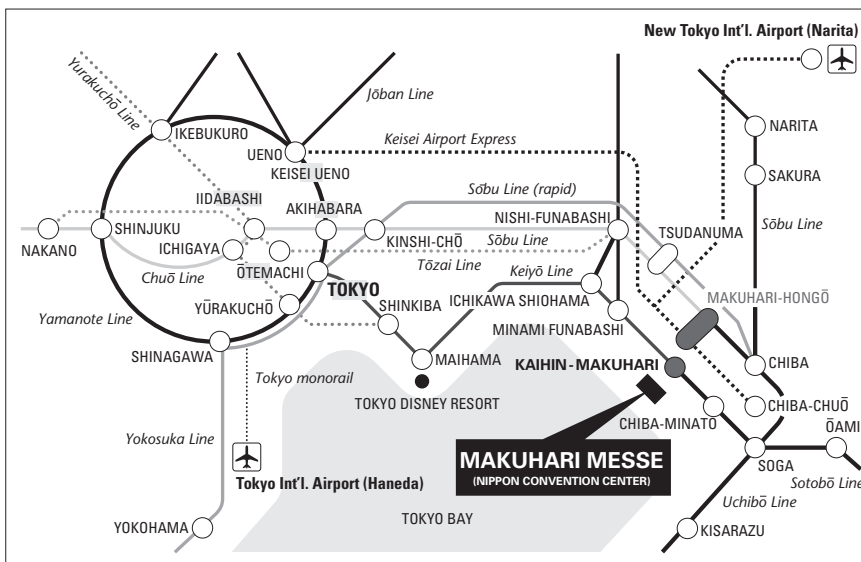


## (2) By Car

Central Tokyo Higashi Kanto Expressway Wangan Narashino Exit Makuhari Messe

Narita Airport Higashi Kanto Expressway Wangan Chiba Exit Makuhari Messe

Paid parking lot: Standard car : ¥1000 per day (8:00 a.m. to 11:00 p.m.) (No entry after 9:00 p.m.)



Location



# Management Office Facilities

## ■ On-site Inter BEE Secretariat Office Locations

1. The Secretariat Office in charge of hall management and handling exhibitor inquiries is located in Halls 5 and 7.

## ■ Exhibitor Service Facilities (Free)

### (1) Business Meeting Room

Business Meeting Room will be set up in exhibition halls for exhibitors to hold business meetings.

### (2) Exhibitors' Resting Room

Resting Rooms will be set up in exhibition halls for private use by exhibitors.

Please put on an "Exhibitor Badge" when using the rooms.

No smoking. Smoking is permitted only in the designated areas.

### (3) Ladies' Dressing Room

Ladies' Dressing Room can be used for female attendants for clothes changing.

## ■ Exhibitor Service Facilities (Charged)

### (1) Customer's Room (See page 02-5-1)

### (2) Presentation Room (See page 02-5-2)

### (3) Meeting Room (See page 02-5-3)

### (4) Suite Room (See page 02-5-4)

## ■ Visitor Service Facilities

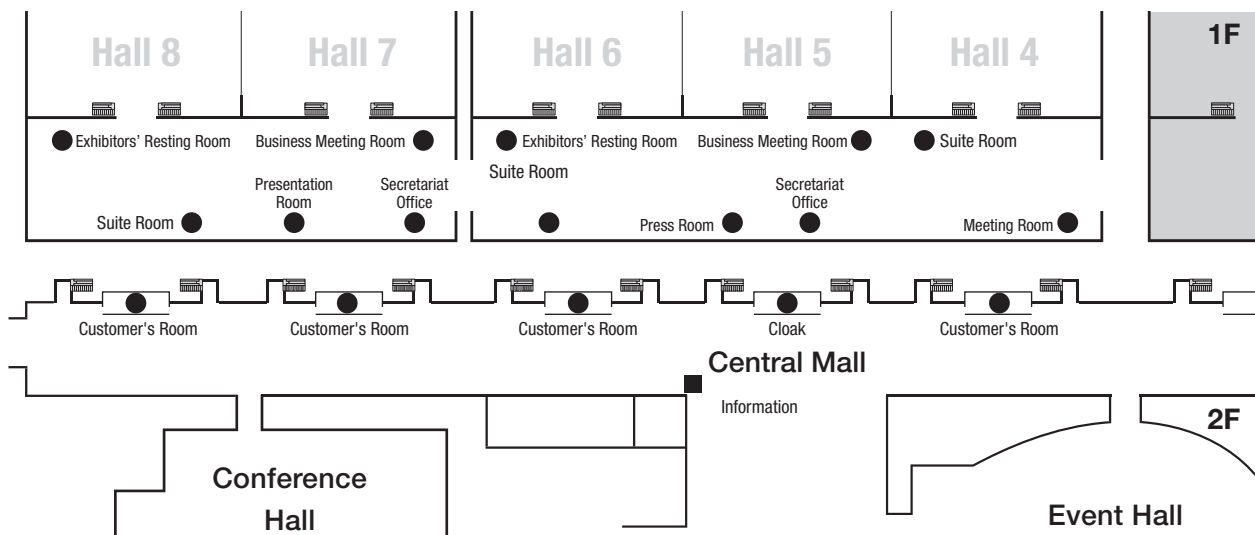
### (1) Information booth

This booth provides information on the exhibition site and booths, and handles visitor inquiries.

### (2) Press Room

### (3) Courier Service Center

### (4) Cloak



# Smoking

We ask for your cooperation for the duration of Inter BEE with respect to the following regulations on smoking to be observed at Makuhari Messe.

**(1) Exhibition Hall (during Load-in / out period)**

Smoking is strictly prohibited in the exhibition hall, with the exception of designated smoking rooms.

**(2) Exhibition Hall (during exhibition period)**

Smoking is strictly prohibited in the exhibition hall, with the exception of designated smoking rooms.

**(3) Ikoji Mall**

Smoking is permitted only in smoking rooms designated by the Show Management Secretariat.

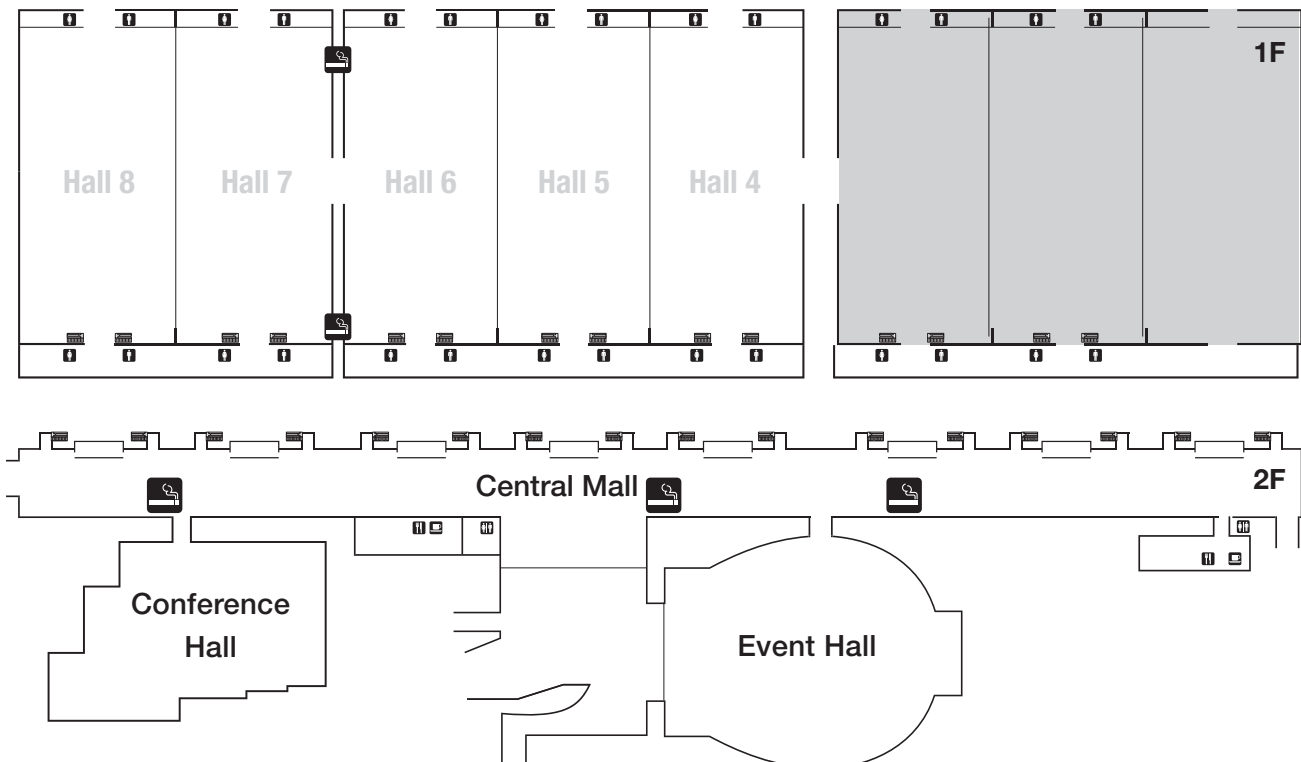
**(4) International Exhibition Hall, 2nd Floor**

Smoking is strictly prohibited, with the exception of designated smoking rooms.

**(5) International Conference Hall**

Smoking is strictly prohibited.


**Smoking Room (during Exhibition period)**





# Work Schedule

## Work Schedule

	7:00	8:00	8:30	9:00	10:00	11:00	12:00	13:00	14:00	15:00	16:00	17:00	18:00	19:00	20:00	21:00	22:00	23:00	24:00	
13th (Sat.)									Exhibitors with 15 or more booths											
14th (Sun.)											All Exhibitors									
15th (Mon.)			All Exhibitors																	
16th (Tue.)			All Exhibitors																	
17th (Wed.)			Prep.		Exhibition Period															
18th (Thur.)			Prep.		Exhibition Period															
19th (Fri.)			Prep.		Exhibition Period								Load-out (exhibit dismantling)							

 **Regular working hours**  
8:30 a.m. – 6:00 p.m.

 **Free overtime hours**  
Exhibitors needing to work on-site during this period are required to submit the Application for Overtime Work to the Show Management Secretariat by 5:00 p.m. on the day in question. Application forms are available at the office in each exhibition hall.

 **Charged overtime hours**  
Exhibitors needing to work on-site during this period are required to submit the Application for Overtime Work to the Show Management Secretariat by 5:00 p.m. on the day in question. Overtime fees of ¥10,500 / hour (tax included) will be charged for work during these hours to cover expenses such as security and utilities. Upon completion of overtime work, exhibitors must file a report with the Management Office before leaving the exhibition site. Extra fees for overtime till 8:30 a.m. of the following day will be levied if this report is not turned in.

※Load-in period (exhibit set-up)

Block booth (more than 15 booths): Saturday, November 13 - Tuesday, November 16 (4 days)

1-12 booths: Sunday, November 14 - Tuesday, November 16 (3 days)

## Exhibitors / Workers Badge

Exhibitor / Workers Badges will be provided free of charge for each booth you apply for up to the limit specified below. You also have to apply for Exhibitor / Workers Badges which are provided for free. Please specify the number of badges you need on the "Application for Exhibitor/Worker Badges" and submit it to the Japan Electronics Show Association by Friday, September 24.

These badges will also be sold at the exhibition site during the show.

### ■ Number of badges Allotted at Free of Charge

Exhibitor badge	10 badges per booth
Worker badge	5 badges per booth

Badges will be mailed out to all exhibitors end-October.

### ■ Additional Exhibitor / Worker Badges (with fee)

Should additional Exhibitor / Worker Badges be required, please submit "Application for Additional Exhibitor / Worker Badges" to Japan Electronics Show Association by Friday, September 24.

Fees (including tax)

Exhibitor badge	¥1,000
Worker badge	¥500

### ■ Exhibitor / Worker Badge

All exhibitors must wear Exhibitor / Worker Badges provided by the Management Office. These badges are must be shown to personnel at entrances / exits when entering or leaving the site.

Valid period

	Load-in period Nov. 13-16	Exhibition period Nov. 17-19	Load-out period Nov. 19 (from 5:00 p.m.)
Exhibitor badge	○	○	○
Worker badge	○	×	○

### ■ Exhibitor Registration

A barcode system will be used to register visitors. Barcodes are printed on the Exhibitor Badge. Each exhibitor representative is required to register his/her own name. Please present two business cards along with the Exhibitor Badge at the exhibitor registration counter when you enter the exhibition site for the first time.

### ■ Paging Service

Please bear in mind that no telephone paging calls may be received via the Show Management Secretariat.

## On-site Photography

---

### ■ Photos and Videos Taken by Journalists

Press Badges will be issued to journalists and should be worn at all times on-site. Exhibitors are requested to cooperate with media representatives visiting booths to gather news and/or conduct interviews.

### ■ Reporting and Taking of Photos by Management Office Reporters

During the exhibition, Management Office staff wearing Management Staff badges will be reporting and taking photos at the exhibition venues. The information they collect will be used for news updates put up on the exhibition website and for future promotional purposes. We ask for your kind cooperation.

### ■ Photos and Videos of Other Booths Taken by Exhibitors

You may not take photos or videos of another company's products without the permission of that company.

### ■ Photos and Videos of Own Booths

Although there are no regulations governing the photographing and videoing of company's own booths, we ask that when doing so you take care not to disturb visitors and other exhibitors.

### ■ Photos and Videos Taken by Visitors

We do not regulate filming by visitors. We do expect you to comply with exhibitors' wishes if they are exhibiting a product that is prohibited from filming or if filming interferes with their demonstration. However, we may prohibit filming or request visitors to confirm the purpose and details of their filming if visitors' film in filming-prohibited areas, or film someone without permission and infringe upon that person's portrait rights as a part of their rights to privacy.



## Vehicle Stickers

### ■ Vehicle Sticker

A vehicle sticker(s) issued by the Management Secretariat Office is required when loading or unloading products and materials from vehicles as well as for participants coming to the exhibition by car.

A set number of stickers will be issued and delivered from the office around end- October 2010.

### ■ Load-In Vehicle Sticker

Valid period: Saturday, Nov. 13 to Tuesday, Nov. 16, 2010.

Number of stickers to be provided:

Exhibitors with 1 to 20 booths: 3 per booth

Exhibitors with over 25 booths: 2 per booth

Note: On November 14, load-in will be permitted only for block booth (more than 15 booths) exhibitors (see section 03-2-1).

### ■ Show Period Vehicle Sticker

Valid period: Wednesday, Nov. 17 and Thursday, Nov. 18, 2010.

Number of stickers to be provided: 1 per exhibitor (company).

Note: Use the Move-Out Vehicle Sticker on the last day of the event (Friday, Nov. 19).

### ■ Priority Load-Out Vehicle Sticker

Valid period: Friday Nov. 19, 2010.

Number of stickers to be provided: 1 per exhibitor (company).

Vehicles with this sticker will be allowed to enter Makuhari Messe directly.

### ■ Equipment Move-Out Vehicle Sticker

Valid period: Friday Nov. 19, 2010.

Number of stickers to be provided: 1 per exhibitor (company).

This vehicle sticker does not allow vehicles to enter Makuhari Messe directly.

Park in the waiting area and follow directions of the crew to enter the exhibition.

Sticker type	1-2 booths	3~5 booths	6~9 booths	10~18 booths	20-25 booths	30~40 booths	45~65 booths	70~100 booths
Number of stickers	1 sticker	2 stickers	3 stickers	4 stickers	5 stickers	6 stickers	8 stickers	10 stickers

### ■ Decoration Move-Out Vehicle Sticker

Valid period: Friday Nov. 19, 2010.

Number of stickers to be provided: see the section below.

This vehicle sticker does not allow vehicles to enter Makuhari Messe directly.

Park in the waiting area and follow directions of the crew to enter the exhibition.

Vehicle sticker information

1. Additional stickers are not available and stickers will not be reissued if lost or misplaced.
2. Refer to sections 03-3-2 and 03-3-3 for further details on shipping & receiving.
3. An exhibitor badge or worker badge is required to enter the exhibition (see section 03-2-2).

Sticker type	1-2 booths	3~5 booths	6~9 booths	10~18 booths	20-25 booths	30~40 booths	45~65 booths	70~100 booths
Number of stickers	2 stickers	4 stickers	6 stickers	8 stickers	10 stickers	12 stickers	16 stickers	20 stickers

### ■ Vehicle sticker information

1. Additional stickers are not available and stickers will not be reissued if lost or misplaced.
2. Refer to sections 03-3-2 and 03-3-3 for further details on shipping & receiving.
3. An exhibitor badge or worker badge is required to enter the exhibition (see section 03-2-2).

### ■ Load-In

1. All on-site exhibitors / workers involved in setting up and dismantling booths must wear Exhibitor / Worker Badges during the load-in / load-out period. Those without badges will not be permitted to enter the exhibition halls.
2. All motor vehicles entering the exhibition premises must have a Vehicle Sticker. Vehicles with sticker should obtain Order of Load-in / Load-out Tickets Exchange at the Load-in / Load-out Waiting Area.
3. Please follow the management staff's instructions when entering into the exhibition hall.
4. Person in charge of the construction of each booth should check the main cable in the booth beforehand.

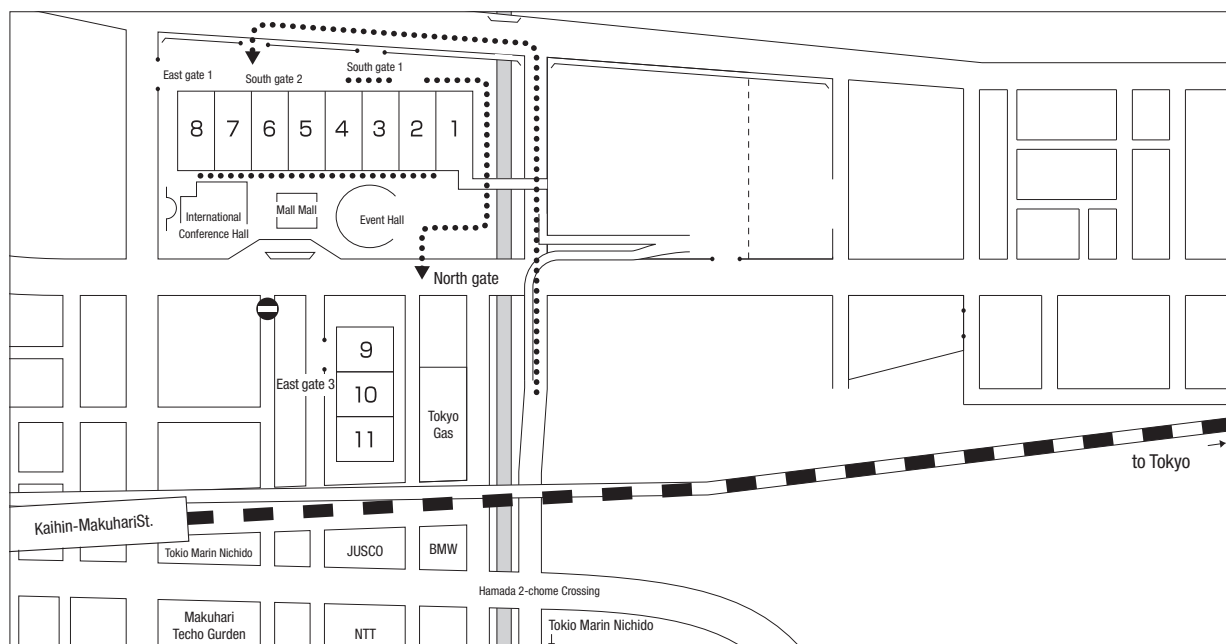
### ■ Waste Disposal

1. During the load-in / load-out period, removing certain types of waste, such as bulky-waste materials, carpeting and production sheets is the responsibility of each exhibitor.
2. Exhibitors will be invoiced separately for the removal of any such materials left on the premises. Exhibitors are encouraged to use recyclable materials.
3. A recyclable materials disposal area will be prepared on the exhibition premises.

### ■ Load-In Vehicles

Vehicles with Load-in vehicle sticker will be allowed to enter Makuhari messe.  
Please enter at south gate 2 directly.

### ■ Load-in Route



**Load-Out**

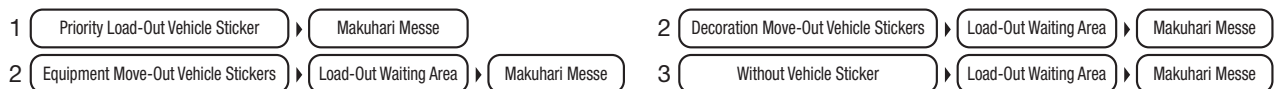
1. One Priority Load-Out Vehicle Sticker will be distributed per exhibitor. Load-out vehicles with this sticker may enter the exhibition premises without going through the Load-Out Waiting Area on November 19. Because only 1 sticker will be distributed per exhibitor, this ticket should be assigned to each exhibitor's priority load-out vehicle.
2. "Equipment Move-Out Vehicle Sticker" and "Decoration Move-out Vehicle Sticker" are required to wait at the Load-Out Area. Please follow staff's directions.
3. The show Management Secretariat will not be responsible for damages or loss to exhibits left on the exhibition site after 8:00 p.m. on November 19. If load-out is not completed by this time, the exhibitor will be charged an overtime space rental fee.

**Waste Disposal**

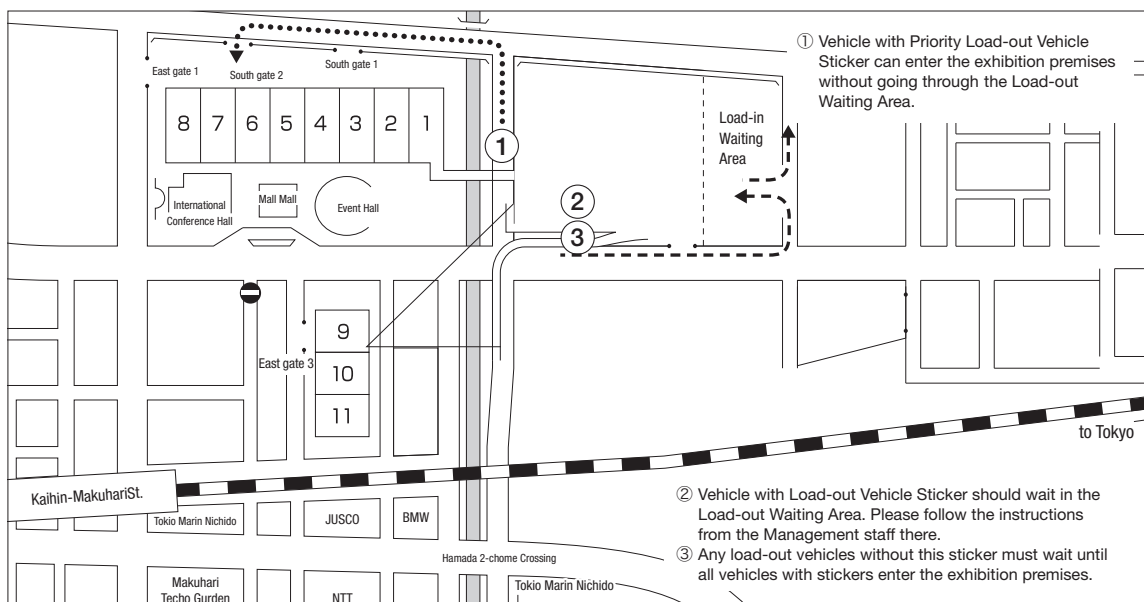
1. During the load-in / load-out period, removing certain types of waste, such as bulky-waste materials, carpeting and production sheets is the responsibility of each exhibitor.
2. Exhibitors will be invoiced separately for the removal of any such materials left on the premises. Exhibitors are encouraged to use recyclable materials.
3. A recyclable materials disposal area will be prepared on the exhibition premises.

**Load-Out Vehicles**

1. One Priority Load-Out Vehicle Sticker will be distributed per exhibitor. Load-out vehicles with this sticker may enter the exhibition premises without going through the Load-Out Waiting Area. Because only 1 sticker will be distributed per exhibitor, this ticket should be assigned to each exhibitor's priority load-out vehicle.
2. Equipment Move-Out Vehicle Stickers and Decoration Move-Out Vehicle Stickers will be distributed. Any load-out vehicles without this sticker must wait until all vehicles with stickers enter the exhibition premises. All load-out vehicles (excluding those that have Priority Load-Out Vehicle Stickers) are required to wait at the Load-Out Waiting Area (Order of Load-out Tickets Exchange), where Load-Out Vehicle Stickers will be exchanged for Order of Load-out Tickets. These tickets permit entry to the exhibition premises according to the number on the ticket.
3. Vehicles without a ticket will not be permitted to enter the exhibition premises, even if they have a Load-Out Vehicle Sticker.



**Load-out Route**

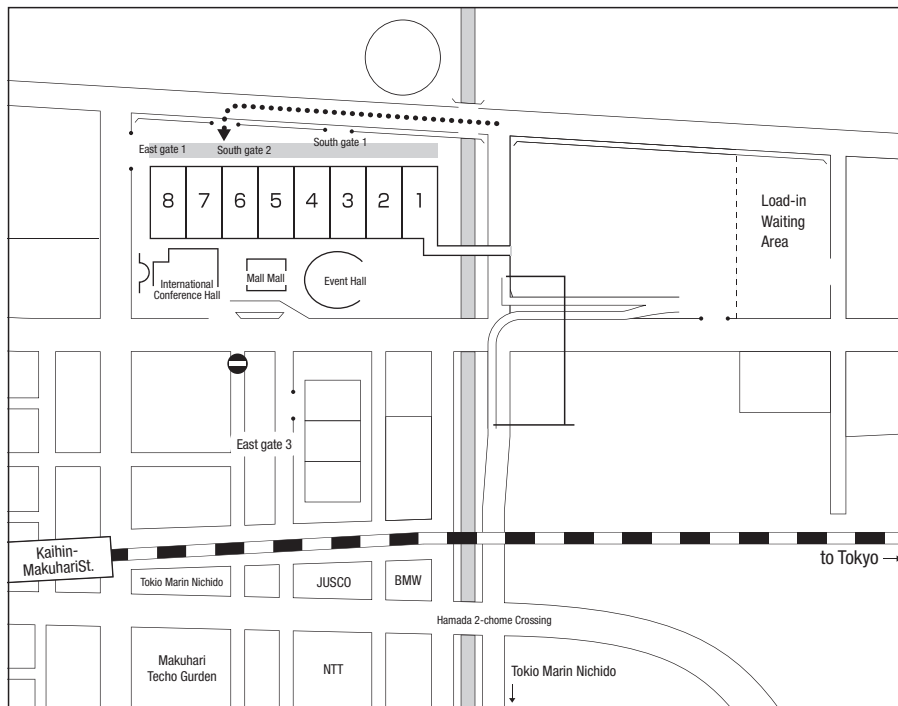


- ① Vehicle with Priority Load-out Vehicle Sticker can enter the exhibition premises without going through the Load-out Waiting Area.
- ② Vehicle with Load-out Vehicle Sticker should wait in the Load-out Waiting Area. Please follow the instructions from the Management staff there.
- ③ Any load-out vehicles without this sticker must wait until all vehicles with stickers enter the exhibition premises.

## Vehicles During Show Period / Courier Service

### ■ Exhibitor Vehicles during the Exhibition Period

1. The Show Duration Vehicle Sticker for passenger cars will be distributed and remain valid from 8:00 a.m. to 6:00 p.m. from November 17 to November 18. This sticker permits to access to the specified on-site parking lot. Only 1 sticker will be issued per exhibitor, and no additional stickers will be issued. All vehicles in the specified parking lot must have a sticker.
2. This sticker is not valid for load-out purposes on November 19.
3. Should additional load-in vehicle (parking is not allowed) required during the exhibition period, they will be issued at the gate.



### ■ Courier Service

1. Shipping to the site (Exhibition Hall)

Exhibitors who plan to send goods such as products and printed materials by courier are required to specify the delivery receipt date and time, and to state the following information on an invoice: Exhibition name, Booth number and Name of exhibitor. Exhibitors are not required to provide a Load-In Vehicle Sticker for goods delivered by courier.

2-1, Nakase, Mihama-ku, Chiba-shi, 261-0023, Chiba Prefecture  
 Makuhari Messe, Inter BEE 2010 XX Hall  
 Booth number : XXXX  
 Exhibitor name : XXXXXXXX  
 Contact : XXXXX  
 Contact person's mobile phone number : XXXXX

2. Shipping from the site (Exhibition Hall)

The exhibition center has a courier center and courier companies will always be stationed there during the show.

## Environmental Measures

### ■ Measures Adopted at Inter BEE

In accordance with the environmental policy formulated by the Japan Association for the 2005 World Exposition, Inter BEE asks that all exhibitors, visitors and sponsors think about the contribution that they can make to create a recycling-oriented society. Inter BEE promote the “3Rs” (reduce, reuse and recycle) concept and try to reduce the generation of waste at Inter BEE exhibitions.

### ■ Cooperation Requested to Exhibitors

#### (1) Control the generation of waste (reduce)

Please consider what you can do to reduce the generation of waste. Keeping in mind the need to reduce industrial waste starting at the design stage for booth display, please avoid the need to carry out construction work at the exhibition site wherever possible by bringing pre-assembled or completed booth facilities to the site.

#### (2) Actively reuse recycled products (reuse)

Please actively use materials that can be recycled or materials that have already been recycled.

#### (3) Step up recycling of waste (recycle)

Please separate waste materials, as outlined below, as a means of increasing the percentage of recycled waste. Please deposit recyclable items in the special recycling bins that have been placed at the load-in gate at each hall of the exhibition venue. We ask for your cooperation especially with regard to the bringing in and taking out of large quantities of waste.

- Waste paper (cardboard, paper, pamphlets)
- Empty cans (empty aluminum and steel cans; this does not apply to empty spray cans or gas containers, which are nonburnable)
- Plastic bottles (please dispose after emptying contents)
- Burnables (food scraps, wood and paper scraps)
- Nonburnables (plastic waste, glass and metal scraps)

**“Thorough separation of waste” is a practical step you can take to help recycle.**

# Waste Material Separation

## Measures Adopted at Inter BEE

We ask exhibitors to remove waste generated from setting up and dismantling their respective booths, or to take responsibility for the disposal of such waste, including costs incurred. If an exhibitor should leave waste inside the exhibition venue, the exhibitor will be billed later for the cost of disposal.

Please separate waste materials as outlined below, to increase the percentage of recycled waste. Please deposit recyclable items in the special recycling bins placed at the receiving bays of each exhibition venue. We ask for your cooperation, especially with regard to bringing in and taking out large quantities of waste. We ask exhibitors to devise measures for reducing waste at booths and to make arrangements so that, if at all possible, cardboard, exhibition materials and other items do not require disposal when setting up and dismantling booths. You may contact the following office for further details on waste treatment within Chiba Prefecture.

**Chiba-Prefecture Bldg. Maintenance Corporation**  
**Makuhari Messe Office**  
**Tel: +81-43-296-0534**  
**Contact: Misawa**

## Waste Recycling Flowchart

