

# Inter BEE

International Broadcast Equipment Exhibition

**November 17-19, 2010**  
**Makuhari Messe, Tokyo Japan**

Organizer: **JEITA** Japan Electronics and Information Technology Industries Association

**Exhibition Guide**

*The Professional Information Site for Audio, Video and Communications*

**Inter BEE online**  
**[www.inter-bee.com](http://www.inter-bee.com)**



# Inter BEE is pressing on with aggressive, innovative changes in 2010!

**We offer support for improving cost-effectiveness and the impact of your exhibit.**

## ■ Business Support

We have hosted the "Seminar for Boosting Exhibit Impact," given by experts on exhibition techniques. We will continue to offer this seminar in 2010.



## ■ Strengthening Information Transmission Ability

We are continuing to post industry-related articles throughout the year on our portal site. Industry participants view this site, and the number of hits is climbing every year.



## ■ Media Exposure

Last year, more articles were published about Inter BEE and more media personnel visited the exhibition than ever before thanks to partnerships with related industry publications. We plan to go further in improving our media exposure in 2010.



**We aggressively attract the best kinds of visitors.**

## ■ We operate direct shuttle buses from each broadcast station

We will operate 34 shuttle buses over the three days that go directly to the exhibition center from NHK and five commercial stations. We have improved accessibility for our core users.



## ■ Increase of Foreign Visitors

The market is expanding into Asia, and Asian participation is rapidly on the rise, especially from Korea and China. We are not limiting our PR to Japan but are also approaching the Asian market.



## ■ Growth of Users in New Industries/Fields

The number of visiting users targeted by the Cross Media Zone is growing. In 2010, we will form partnerships with related industry groups and transmit information to members of each group and expanded the range of visitors.



**We are approaching new industries from the viewpoint of broadcasting and video fields.**

Last year, the newly-established Cross Media Zone hosted related pavilions and open seminars and attracted the interested of many visitors. See the attachment for information about participating in the 2010 pavilions.



### IPTV Pavilion

We have established a zone for IPTV related products in order to meet the high expectations of the visitors.



### Mobile TV Pavilion

We aim to create an exhibition which enables visitors to get one step ahead to see business opportunities for the post digitalization era.



### Digital Cinema Pavilion

You will be able to experience new media possibilities and technology which enables you to broaden your market.



### Digital Signage Pavilion

The latest digital technology and communication systems which support new video businesses will be showcased under one roof.



### 3D Image Pavilion

The Video Industry's technological innovation will rapidly move toward 3D and give visitors new experiences.



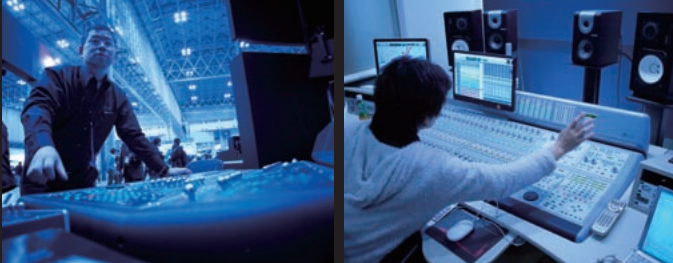
## Exhibition Categories / Products to be Exhibited

A wide range of audio equipment/systems to meet the needs of professionals in the digital era

### Professional Audio Equipment

#### ◆Audio Equipment

Microphones, Recorders, Digital Audio Workstation, Consoles, Mixers, Mastering Equipment, Audio-compression/Transmission technology, Converters, Effectors, Amplifiers, Speakers, Players, Acoustic design/control, Audio Equipment for Facilities, Intercoms, Transmission Cables, Accessories, Power Supply, Racks/Cases/Bags, Other Related Peripheral Equipment



Focusing on stage lighting/production lighting equipment which brings the best out of entertainment stage to broaden the horizons of the show

### Professional Lighting Equipment

#### ◆Lighting Equipment

Studio Lighting Equipment, Stage Lighting, Lighting Control Systems, Lighting Control Consoles, Wireless Remote Control Devices, Stage and TV Studio Lighting, Elevating Unit for TV Studio Lighting Batters, Lighting System for Photography Studios, and Other Related Peripheral Equipment



The wave of digitalization, HD, and tapelessness will spawn a various new products and systems

### Video and Broadcast Equipment

#### ◆Production

- Cameras and Related Equipment: HDTV Systems, Studio Cameras, VTR-Pack Cameras, Camcorder, Crane Cameras, Lenses, Other Related Peripheral Equipment
- Recording Equipment: Video Servers, File Server System, DVD Systems, BD Systems, VTRs, Memory Cards, Memory Devices, Optical Disks, Video Tape, Data Compression Technology, Other Related Peripheral Equipment
- Electronic Displays: Video Monitors, Projectors, LCD/PDP/LED Displays, Prompters, and Other Related Peripheral Equipment

#### ◆Post-production

- Editing and Production Equipment: Editing Devices, Switchers, Routing Switchers, Non-linear Editing Systems, Subtitler, Title Production Systems Character Generators, Composite Systems and Software, Painting Systems, Media Converter, Encoders, Other Related Software and Peripheral Equipment
- Multimedia Systems: CG Production Systems, Animation Production Systems, Virtual Studio Systems, Software and Systems, Other Related Software and Peripheral Equipment
- Production Management Systems: Content Management Systems, Systems Integration Technologies, Database Technologies, Storage Equipment, Archive Systems, Other Related Software/Peripheral Equipment

#### ◆Output and Transmission Systems

- Output Systems: Automatic Program Output Systems (TV & radio), Automatic CM Output Systems (TV & radio), Server Systems, IT Solutions (broadband systems), File System (Audio), File System (Video), Graphic Libraries Systems, Film and Telecine, Graphic System, External Information Response System (weather, Stock, Traffic information etc), Other Related Peripheral Equipment
- Relay Systems: Base Station Facilities, FPU, SNG, OB Van, Automotive Related Systems and Peripherals, Communications Radios, Emergency News Systems, and Other Related Peripheral Equipment
- Transmission Systems: Radio Broadcasting Equipment, FM Broadcasting Equipment, Terrestrial Television Broadcasting, One-segment Broadcasting, Satellite Broadcasting, CATV, Multicasting, Transmission Cables, Wireless Systems, Fiber Optics, Other Related Peripheral Equipment

#### ◆Broadcasting Equipment

- Electric Power Units: No-break Power Units, Constant-Voltage/Constant-Current Regulated Power Units, Automotive Power Sources, Battery Packs, Battery Charger-Discharger Equipment, Other Related Peripheral Equipment
- Measuring Equipment and Converters: Test Signal Generators, Measuring Equipment, Signal Converters, Other Related Peripheral Equipment
- Stand-by and Peripheral Products: Cabinets, Racks, Pedestals, Camera Tripods, Camera Platforms, Cranes, Steadycams, Furniture, Camera Carrying Cases, Other Related Peripheral Equipment

#### ◆Publications/PR Services

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



We will continue to approach new industries and fields, including IPTV, Mobile TV, Digital Cinema, Digital Signage, 3D Imaging, and so on.

### ■Cross Media Zone

#### ◆IPTV

Video Compression Techniques, Video Editing/Control Systems, Video Delivery Systems/Services, Data Broadcasting Systems, Video-on-demand Systems, Software, Other Related Techniques/Products/Services

#### ◆Mobile TV

Video Editing Systems For Mobile Terminals, Video Delivery Systems For Mobile, Mobile Contents/Applications, Mobile Terminal Equipment, Wireless Systems, Wi-Fi/WiMAX, LTE, Other Related Techniques/Products/Services

#### ◆Digital Cinema

Digital Cinema Filming Systems, Digital Cinema Editing Systems, Digital Cinema Delivery Systems, Digital Cinema Servers, Projection Systems, Contents, Other Related Techniques/Products/Services

#### ◆Digital Signage

Digital Signage Editing/Control Systems, Image Receiving Systems, Video Content Delivery Systems, Communication Network Services, Advertising Media Services, Contents, Other Related Techniques/Products/Services

#### ◆3D Image

3D Image Output Systems, 3D Image Editing Systems, 3D Image Receivers/Terminals/Systems, 3D Screening Systems, 3D Contents, Other Related Techniques/Products/Services

# Utilizing Inter BEE as a trade show

## Tips on effective exhibition activities to promote sales and create new business opportunities



### Point 1: Objective

#### Identify the objectives and goals of your exhibit.

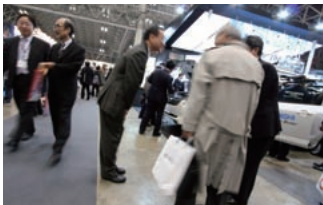
- ◆When the objective of your exhibit is to maximize publicity, it is difficult to measure the effectiveness of customer contacts with standard such as the number of business cards collected.
- ◆Develop practical indicators of effectiveness to improve contacts with customers.
- ◆Set up target numbers after developing the indicators of effectiveness.



### Point 2: Booth Design

#### Utilize your exhibition booth as a place to hold business negotiations.

- ◆Examine how to exhibit as many products as possible and to achieve effective exhibition layout.
- ◆Place importance on customer contacts rather than the appearance and the display.
- ◆Set up a business meeting space in your booth as a customer contact point.



### Point 3: Inviting customers

#### Actively invite your customers and make appointments to meet with the customers before the show.

- ◆Sort client lists into groups such as existing customers, potential customers and prospect customers to develop strategic invitation plans.
- ◆Distribute not only emails but also invitations to customers.
- ◆Make appointments to meet with important customers and make appointment schedules by sales representative.



### Point 4: Customer service during the show

#### Sit and talk with customers who have visited you.

- ◆When customers visit you, use the business meeting space in your booth effectively.
- ◆Utilize catering services in the booth.
- ◆Make full use of the barcode reader (the bar-code system rental free of charge) to gain new customers.

## Beneficial support services to promote sales and create new business opportunities

### Bar-code system

You can easily obtain information on visitor profiles with the bar-code system.

free of rental of the system



### Presentation room

Presentation rooms can be reserved for seminars and producing press releases.

fee-based



### Business meeting room

A common space that can be reserved. Drinks are available in this space.

free of charge



### Customer's room

Cost-conscious spaces that you can use for things like customer service and workshops.

fee-based



### Meeting room

Meeting rooms can be reserved to have business meetings with customers and hold various meetings.

fee-based



### Suite room

Suite rooms can be used for holding business meetings and hosting seminars with important customers.

fee-based





# Utilizing Inter BEE as a PR show

*Tips on effective exhibit activities to increase the number of visitors and distribute information*



## Point 1: Information Distribution

**Make sure to concentrate new products and new technologies to actively distribute information.**

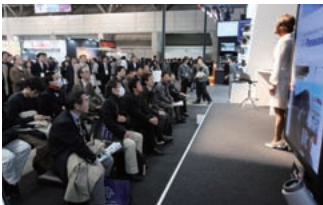
- ◆ Synchronize the cycle of development and announcement of new products and new technologies with Inter BEE.
- ◆ Make full use of the website and free publicity services provided by Inter BEE.
- ◆ Provide exhibit information to the Inter BEE Management Secretariat and the news center prior to the start of the show.



## Point 2: Promotional Activities

**Make sure to initiate strategic PR activities before the show starts.**

- ◆ Make plans to synchronize the press releases with Inter BEE which has high media exposure.
- ◆ Make sure to have the person in charge of participating at the booth to ensure satisfactory PR responses during the show.
- ◆ Make full use of Inter BEE publicity service by synchronizing your global publicity with local advertising at Inter BEE.



## Point 3: Sales Promotion

**Perform a mixture of various types of promotional activities.**

- ◆ It is recommended that top management of your company participate in the booth to use Inter BEE as the venue for enhancing communication between industry executives.
- ◆ Create interesting PR tools such as presentations, visual materials and pamphlets.
- ◆ Distribute novelties and create questionnaires to more effectively gather marketing data and information.



## Point 4: Media Promotion/link up

**Make full use of the advertising media to increase the number of visitors to your booth.**

- ◆ Make use of Inter BEE's special advertising pages available in many specialized publications.
- ◆ Post Inter BEE exhibition notice and your booth number in the advertisements prior to the show.
- ◆ Make full use of the variety of advertising media provided by Inter BEE and signage.

## Support services to attract visitors to your booth and distribute information

### 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 of charge



### Invitation Leaflet

We create pamphlets, invitation tickets and envelopes with exhibitor information, a venue map, co-hosted events and so on.

free of charge  
specified number of Leaflets



### News Center

Interview teams will spread the news they gather directly from exhibitors far and wide at every occasion.

free of charge



### Advertising media

The variety of advertising media such as website banners, official guidebook ads, and venue sign banners are available.

fee-based



### Press room

The press room provides various services and exhibitor information to members of the press who visit the show.

free of charge



### Novelties

Various novelty goods with your company name inserted will be available. These novelty goods can be produced for even small lots.

fee-based



# Promotion Activities

*Inter BEE's strengthening of information transmission ability is steadily making an impression.*

## ◆Distribution of press releases

Inter BEE 2009	
Notification of start of exhibitor recruiting	3/18
Notification of start of pavilion exhibitor recruiting	6/18
Notification of start of pre-admission registration	9/9
Information announcing the event/attracting interviewers	11/17
Set up press room	11/18~20
Reported completion	11/20



The Professional Information Site for Audio, Video and Communications

## Inter BEE online

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

**Inter BEE online** is Inter BEE's official website for providing year-round information related to Inter BEE exhibitors, from information about related domestic and international exhibitions to the latest industry news.

Inter BEE's own reporting team, the "News Center," collects information and posts it on the website in the forms of the Online Magazine (written) and Inter BEE TV (video). Many industry affiliates are using **Inter BEE online** to get exhibitor information and understand industry trends, and the number of website hits is increasing each year.

[2009 Statistics]

### ◆Official Website Page Views

**4,629,509**

### ◆Number of Articles Posted (Online Magazine)

**263**

### ◆Number of Video News Items Posted (Inter BEE TV)

**150**



## Inter BEE Official Mail Magazine

Inter BEE sends News Center information, such as Inter BEE highlights and articles posted on **Inter BEE online**, in e-mail magazine form to target visitors from the Inter BEE Visitor Database.

### ◆Inter BEE Online Members (Visitor Database)

Approx. **43,000** ※The number of data instances that can be distributed

### ◆The number of official mail magazine delivery

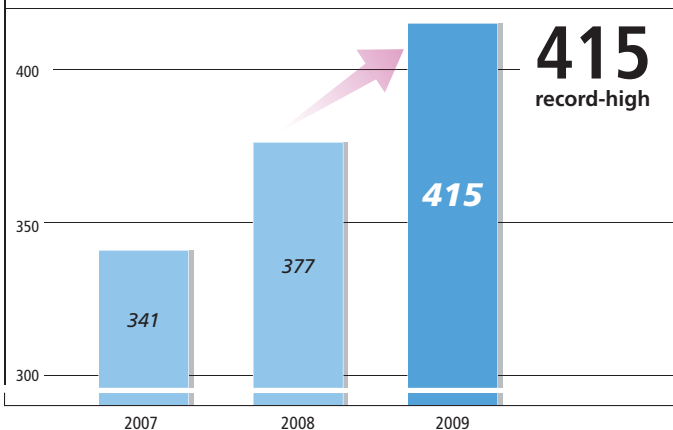
**19**

## Media Partners

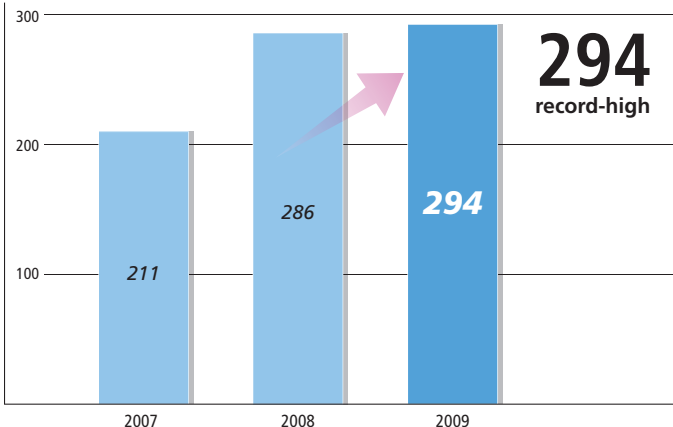
Relevant industry magazines/papers support Inter BEE as media partners.



## ◆Number of registered press members



## ◆Number of articles



## ◆List of publication (Domestic)

CG World & Digital Video	Nikkei Network
Dempa Shimbun Daily	Nikkei Sangyo Shimbun
Dempa Times	OPTCOM
Eizo Shimbun	PRO SOUND
FDI	Sound and Recording Magazine
Hoso Gijutsu	Telecommunication
Hoso Journal	Video Journal
MJ	Video Salon

## ◆List of publication (Overseas)

Asia Image
Asia Pacific Broadcasting
Broadcast & Production
Broadcast Engineering (US/Canada edition)
IBC Daily
Info AV China
Television Asia
TV Technology (Europe edition)

## ◆On-air media

Region	Media Partner	Program/Service
Japan	NHK	Good morning Japan
	TV Tokyo	News Morning Satellite
	Fuji Television Network, inc.	New Weekly Critique on Fuji Television
U.S.A.	B5 Eleven	First Year of 3D Television
	G4 TV (National) Cable	GADGET PRON
	KTVU (FOX, San Francisco)	The 10 o'clock News
	KDFW (FOX, Dallas, Texas)	FOX 4 NEWS
	WBFF (FOX, Baltimore, Maryland)	FOX 45 NEWS
	NC14 (Time Warner, N.Carolina) Cable	TechTalk
South America	UNIVISION (Spanish CH. National)	Despierto America
	RCN Television (National- Columbia)	News
France	LCI (La Chaîne Info)	Plein Ecran

# Inter BEE

International Broadcast Equipment Exhibition

# 2010

## Exhibition Regulations

### Outline

- ◆Name: \_\_\_\_\_  
International Broadcast Equipment Exhibition 2010  
(a.k.a. Inter BEE 2010)
- ◆Period: \_\_\_\_\_  
Wednesday, November 17<sup>th</sup> to Friday, November 19<sup>th</sup>.(3 days)
- ◆Exhibition Hours: \_\_\_\_\_  
November 17 : 10:00 a.m. to 5:30 p.m.  
November 18 : 10:00 a.m. to 5:30 p.m.  
November 19 : 10:00 a.m. to 5:00 p.m.
- ◆Location: \_\_\_\_\_  
Makuhari Messe  
2-1, Nakase, Mihama-ku, Chiba City, Chiba Prefecture 261-0023, Japan
- ◆Visitor Profiles: \_\_\_\_\_  
Personnel of companies involved in broadcasting,  
program production, broadcasting equipment installation,  
as well as personnel related to CATV technologies.
- ◆Admission \_\_\_\_\_  
Free of charge (Registration is required)
- ◆Organizer \_\_\_\_\_  
**JEITA** Japan Electronics and Information Technology Industry Association
- ◆Supported by: \_\_\_\_\_  
The National Association of Commercial Broadcasters in Japan (NAB)  
Japan Broadcasting Corporation (NHK)
- ◆Managed by: \_\_\_\_\_  
Japan Electronics Show Association

### Table of Contents

---

Exhibitor eligibility / booth details . . . . .	7
Exhibitor eligibility	
Exhibits	
Exhibition Categories	
Booth standards, specifications, and description	
Number of booths and booth type	
Allocation of booths	

---

Booth fees / exhibit applications and contract details . . . . .	10
Booth fees	
Item included in the booth fee	
Other fees	
Exhibit application and contract agreement	
Payment of booth fees	
Cancellation or reducing the number of booths	

---

Important exhibit details and prohibitions . . . . .	12
Exhibiting of products from outside of Japan (including fixtures)	
Protection of industrial Property Rights	
Prohibited activities	
Responsibilities of exhibitors	
Termination or shortening of exhibition duration due to unavoidable or potential calamity	
News gathering and filming	
Dealing with disputes between exhibitors	

---

Matters related to the booth set-up . . . . .	13
Booth design	
Ceiling structure and Two-floor construction	
Floor work	
Fire prevention regulations	

---

Exhibited items and management . . . . .	15
Counterfeit or imitation products are strictly prohibited	
Comparison displays	
Suitable displays	
Vehicle display	
Restrictions on audio volume	
Demonstration regulations	
Handling of hazardous items	

---

Violation of the regulations and discrepancies in interpretation / Others / Organizing Committee . . . . .	17
Violation of the regulations and discrepancies in interpretation	
Others	
Organizing Committee	

# 1. Exhibitor eligibility / booth details

## 1-1. 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
  - Members of the sponsoring organization (JEITA) are also eligible to participate.
- (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) 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)

## 1-2. Exhibits

All types of equipment, accessories, measuring units, components and software used for broadcasting and program production.

### ■ Audio Equipment

Microphones, Recorders, Digital Audio Workstation, Consoles, Mixers, Mastering Equipment, Audio-compression / Transmission technology, Converters, Effectors, Amplifiers, Speakers, Players, Acoustic design / control, Audio Equipment for Facilities, Intercoms, Transmission Cables, Accessories, Power Supply, Racks / Cases / Bags, Other Related Peripheral Equipment

### ■ Lighting Equipment

Studio Lighting Equipment, Stage Lighting, Lighting Control Systems, Lighting Control Consoles, Wireless Remote Control Devices, Stage and TV Studio Lighting, Elevating Unit for TV Studio Lighting Battens, Lighting System for Photography Studios, Other Related Peripheral Equipment

### ■ Production

- Cameras and Related Equipment  
HDTV Systems, Studio Cameras, VTR-Pack Cameras, Camcorder, Crane Cameras, Lenses, Other Related Peripheral Equipment
- Recording Equipment  
Video Servers, File Server System, DVD Systems, BD System, VTRs, Memory Cards, Memory Devices, Optical Disks, Video Tape, Data Compression Technology, Other Related Peripheral Equipment
- Electronic Displays  
Video Monitors, Projectors, LCD / PDP / LED Displays, Prompters, Other Related Peripheral Equipment

### ■ Post-production

- Editing and Production Equipment  
Editing Devices, Switchers, Routing Switchers, Non-linear Editing Systems, Subtitled, Title Production Systems Character Generators,

Composite Systems and Software, Painting Systems, Media Converter, Encoders, Other Related Software and Peripheral Equipment

### ● Multimedia Systems

CG Production Systems, Animation Production Systems, Virtual Studio Systems, Software and Systems, Other Related Software and Peripheral Equipment

### ● Production Management Systems

Content Management Systems, Systems Integration Technologies, Database Technologies, Storage Equipment, Archive Systems, Other Related Software / Peripheral Equipment

### ■ Output and Transmission Systems

#### ● Output Systems

Automatic Program Output Systems (TV & radio), Automatic CM Output Systems (TV & radio), Server Systems, IT Solutions (broadband systems), File System (Audio), File System (Video), Graphic Libraries Systems, Film and Telecine, Graphic System, External Information Response System (weather, Stock, Traffic information etc), Other Related Peripheral Equipment

#### ● Relay Systems

Base Station Facilities, FPU, SNG, OB Van, Automotive Related Systems and Peripherals, Communications Radios, Emergency News Systems, Other Related Peripheral Equipment

#### ● Transmission Systems

Radio Broadcasting Equipment, FM Broadcasting Equipment, Terrestrial Television Broadcasting, One-segment Broadcasting, Satellite Broadcasting, CATV, Multicasting, Transmission Cables, Wireless Systems, Fiber Optics, Other Related Peripheral Equipment

### ■ Broadcasting Equipment

#### ● Electric Power Units

No-break Power Units, Constant-Voltage / Constant-Current Regulated Power Units, Automotive Power Sources, Battery Packs, Battery Charger- Discharger Equipment, Other Related Peripheral Equipment

#### ● Measuring Equipment and Converters,

Test Signal Generators, Measuring Equipment, Signal Converters, Other Related Peripheral Equipment

#### ● Stand-by and Peripheral Products

Cabinets, Racks, Pedestals, Camera Tripods, Camera Platforms, Cranes, Steadycams, Furniture, Camera Carrying Cases, and Other Related Peripheral Equipment.

### ■ Publications / PR

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

### ■ Cross-media

#### ● IPTV

Video compression techniques, Video editing/control systems, Video delivery systems/services, Data broadcasting systems, Video-on-demand systems, Software, Other related techniques/products/services

#### ● Mobile TV

Video editing systems for mobile terminals, Video delivery systems for mobile, Mobile contents/applications, Mobile terminal equipment, Wireless systems, Wi-Fi/WiMAX, LTE, Other related techniques/products/services

#### ● Digital Cinema

Digital cinema filming systems, Digital cinema editing systems, Digital cinema delivery systems, Digital cinema servers, Projection systems, Contents, Other related techniques/products/services

#### ● Digital Signage

Digital signage editing/control systems, Image receiving systems, Video content delivery systems, Communication network services, Advertising media services, Contents, Other related techniques/products/services

#### ● 3D Image

3D image output systems, 3D image editing systems, 3D image receivers/terminals/systems, 3D screening systems, 3D contents, Other related techniques/products/services



## 1-3. Exhibition categories

Professional Audio Equipment	full overhead lighting only
Professional Lighting Equipment	all overhead lighting off only
Video and Broadcast Equipment	either full overhead lighting or all overhead lighting off can be selected
Cross-media Zone	full overhead lighting only

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. In addition, exhibitors in the 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.

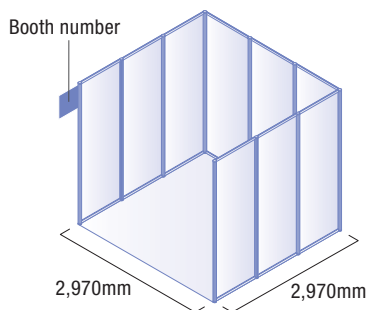
## 1-4. Booth standards, specifications and description

### 1. Standard Booth

(1) 1 to 4 row booths & Facilities (1 to 18 booth spaces)

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

For exhibitors with 1- to 4-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.

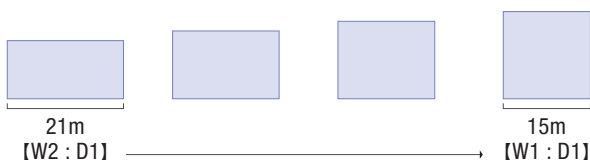


(2) Block booths (20 or more booth spaces)

The standard for block booths is: 1 booth space = 9 m<sup>2</sup>. 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 m<sup>2</sup> 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 225m<sup>2</sup> (9m<sup>2</sup> x 25 booth spaces), ranging from a rectangular shape with a wider entry dimensions than a square.



(3) Booth height limitations

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

a. 1 to 18 booths(row-type booth)

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

[1 row] Less than 2.7m  
Less than 3.6m

[2 rows]

[3 rows, 4 rows]

b. More than 20 booth spaces (block-type booth)

The height limit is 6m.

[Block format] Less than 6m

(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 product specifications and other requested information to the Show Management Secretariat when the exhibition application is submitted, 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.

\*Booth spaces for exhibitors who applied for the over-Regulated Heights were allocated beforehand at a previous show. However, those exhibitors who apply for the over-Regulated Heights must participate in the lot drawing for booth space allocation starting from 2009.

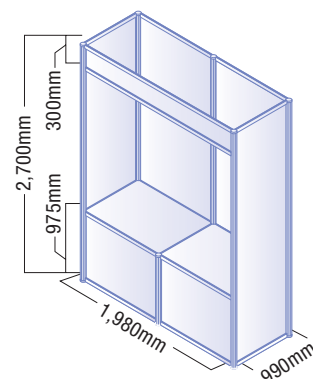
### 2. Small Package Booth

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 (975mm high with storage space)
- Fascia (300mm width)
- Company Name Display
- Fluorescent light
- Electricity socket (single-phase 100V, up 1 kW output)

\*Small package booth exhibitors may apply for up to two booths.

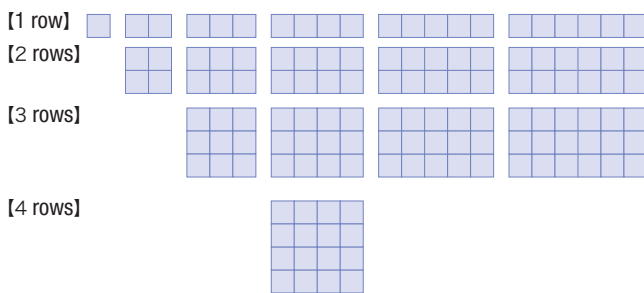


### 3. Booth description

At Inter BEE, booths are available in two types, a standard booth and small package booth. Regardless of type, however, all fees for booths will be referred to as the exhibit booth fee on the invoice statement.

## 1-5. Number of booths and booth type

	Booth Type	Number applied for
Standard booth	1 row	1. 2. 3. 4. 5. 6
	2 rows	4. 6. 8. 10. 12
	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



1. Exhibitors in rows (less than 18 booths) may have booths of other exhibitors on one or three sides.
2. Industry organizations and joint exhibitors may apply for more than 100 booths.
3. 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.

## 1-6. 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 ( $\pm 10$  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 27.)

### 1. Primary lot drawing

Exhibitors who have submitted applications by Friday, May 28, 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.

### 2. Secondary selection

Exhibitors applying from Saturday, May 29, through Friday, June 25, may select their booth locations from the locations that remain vacant, in the order of which applications are received.

### 3. 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 Saturday, June 26 can select their booth locations from the available spare booths on a first-come, first-served basis.

### 4. Fixed booth spaces

The Organizing Committee has determined the following booth spaces to be fixed:

- (1) 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).
- (2) Cooperative exhibitors
- (3) Overseas cooperative exhibitors and related domestic exhibitors.
- (4) Booths for which the exhibition type "Publication/Publicity" was chosen.

5. 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.

6. 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.

### 7. Overhead lighting

Full overhead lighting delivers approximately 500 lux, but exhibitors in the Video 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. For exhibitors in the Professional Audio Equipment category, only the option of full overhead lighting (approximately 500 lux) is available and all overhead light is not available for those in the Professional Lighting category (approximately 50 lux).

Exhibition Categories	Overhead lighting
Professional Audio Equipment	Full overhead lighting (approx. 500 lux)
Professional Lighting Equipment	All overhead lighting off (approx. 50 lux)
Video and Broadcast Equipment	Full overhead lighting (approx. 500 lux) or
	All overhead lighting off (approx. 50 lux)
Cross-media Zone	Full overhead lighting (approx. 500 lux)



## 2. Booth fees / exhibit applications and contract details

### 2-1. Booth fees

#### 1. Standard Booth

(1) The exhibition fee per booth space is as follows:

General exhibitors (standard rate)	@¥283,500 (including tax)
<ul style="list-style-type: none"> <li>• JAPAN Electronics Show Association members</li> <li>• IABM Members (member rate)</li> </ul>	@¥252,000 (including tax)

(2) Small package booth (includes basic decorations)

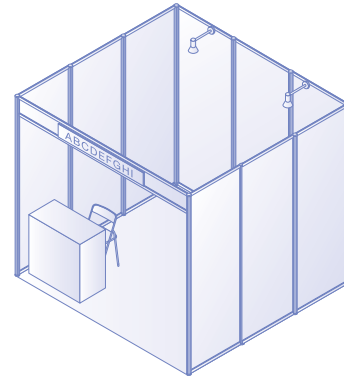
One booth	@¥152,250 (including tax)
Two booths	@¥304,500 (including tax)

#### 2. Booth decorations other than basic panels

Booth decorations other than system panels are to be handled by exhibitors. The Show Management Secretariat offers package booth programs.

Basic specification of package booth

- Fascia
- Company name display
- Reception counter(s)
- Chair(s)
- Spotlights
- Fluorescent lights
- Carpeting
- Electricity socket(s)



### 2-2. 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		1kW per booth
Electric power usage		Free of charge
Bar code registration system	System charge	Free of charge
	Bar code terminal rental charge	1 terminal per exhibitor
Home page listing		1 page per company

One Package booth	¥73,500 (including tax)
Two Package booths	¥115,500 (including tax)
Three Package booths	¥157,500 (including tax)

\*Numerous variations are available. Details will be available 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.

### 2-3. Other fees

#### 1. The following items are not included in the both fees.

\*includes consumption tax

Invitation leaflets and registration cards for visitors (in excess of the number of free leaflets and cards indicated above.)		¥30 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	¥6,825 per kW
	Three-phase 200V	¥6,825 per kW
Bar code registration system Rental charge for bar code terminal		For two or more terminals, ¥8,400 per terminal
Overtime work		¥10,500 per hour

## 2-4. 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. Applications should be sent to:

#### Japan Electronics Show Association

12F Ote Center Bldg., 1-1-3 Otemachi,  
Chiyoda-ku, Tokyo 100-0004  
TEL: 03-6212-5231 FAX: 03-6212-5225

### 2. Application deadlines

- (1) **First application deadline: Friday, May 28<sup>th</sup>, 2010.**  
Applicants may participate in the primary booth allocation lot drawing.
- (2) **Second application deadline: Friday, June 25<sup>th</sup>, 2010.**  
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.
- (3) **After the second deadline**  
Applications will be accepted after June 26<sup>th</sup>, 2010 or until all available booth spaces are taken.

### 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.

### 4. 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**  
One of the exhibiting companies should submit an application and pay booth fees. 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**
  - a. The total number of booths requested by each company conforms to the standard booth specification and configuration.
  - b. Each company should pay its booth fees separately.
  - 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**
  - a. Total number of booths requested by each company does not conform to the standard booth specification and configuration.
  - b. Exhibitors wish to have booths facing each other on each side of the entryway.
  - c. The number of booths requested by each company conforms to the standard booth specification and configuration.
  - d. Each exhibitor should pay booth fees separately.
  - e. The position of booths will be decided by the Show Management Secretariat beforehand. It is not possible to choose the position of booths.
  - f. We do not allow linking of standard booths and small package booths.
  - g. 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.

### 5. Refusal of application

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. If deemed necessary by the Association, an investigation or inquiry into the surrounding circumstances will be conducted.

## 2-5. 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.

### Payment deadline

Primary applicant	Friday, July 30
Secondary applicant	Tuesday, August 31

## 2-6. 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 (5%) will be added to all fees.

July 1 to July 31, 2009	60% of exhibition booth fee
August 1 to August 31, 2009	80% of exhibition booth fee
On or after September 1, 2009	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. Important exhibit details and prohibitions

### 3-1. 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.

### 3-2. Protection of industrial property rights

The exhibition sponsors will file an application with the director-general of the Japanese Patent Office to protect exhibits and their content under the provisions of the regulations listed below. Upon approval of this application, exhibitors will be eligible to apply for industrial property right protection regarding exhibited items for which patent and copyright applications have not yet been submitted. Details of this protection will be provided after the application to the Japanese Patent Office has been accepted.

1. Patent Law (Article 30, Paragraph 3)
2. Utility Model Law (Article 11, Paragraph 1)
3. Trademark Law (Article 9, Paragraph 1)

### 3-3. 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 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.

## 3-4. 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.

- (1) 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.
- (2) 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.
- (3) 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.
- (4) Exhibitors are recommended to provide for adequate insurance coverage during the exhibition.
- (5) 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.

### 3-5. Termination or shortening of exhibition duration due to unavoidable or potential calamity

- (1) 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.
- (2) 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.
- (3) 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.
- (4) 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.

### 3-6. News gathering and photography

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.

### 3-7. 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. Matters related to the booth set-up

### 4-1. 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.

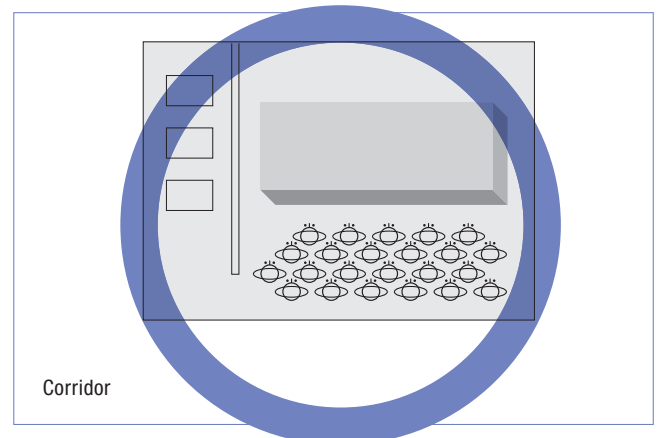
#### 1. Prohibition of usage of space beyond booth boundaries

- (1) 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.
- (2) Inviting visitors into booths and/or conducting surveys in walkways in public spaces is strictly prohibited.
- (3) Exhibits, decorations, fixtures, plants and packaging materials should not be left outside of booths, but must be stored within booths.
- (4) Lighting directed toward aisles, exhibition hall walls or ceiling is prohibited.

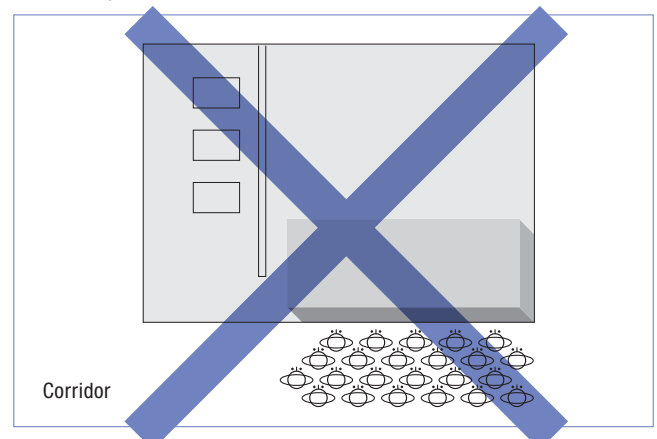
#### 2. In-booth stages

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. If any problems occur in line with in-booth stages, the Show Management Secretariat will request immediate countermeasures.

Good example



Bad example



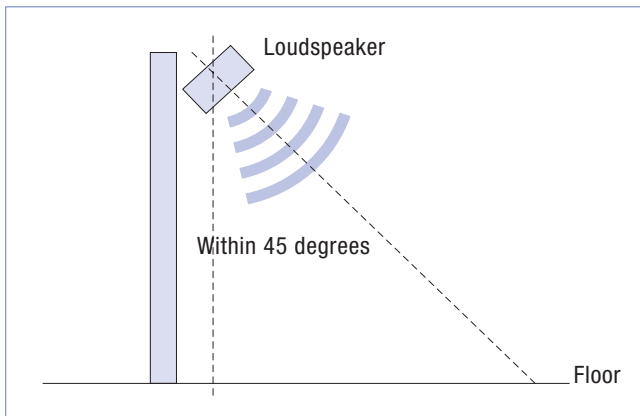
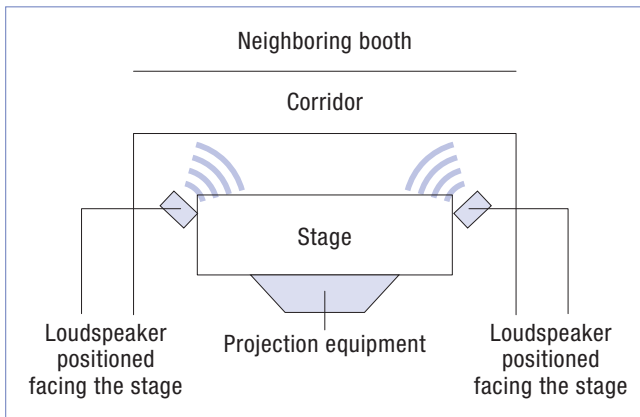


### 3. Visibility of neighboring booths

Exhibitors planning to set up independent booths must pay attention to the locations of the neighboring booths to design the booths in a way that ensures visibility of neighboring 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.



## 4-2. Ceiling structure and two-floor construction

### 1. Ceiling structure

Ceilings, either whole or partial, are prohibited. However, if ceilings are absolutely necessary for such reasons as to create shading, soundproofing, etc., they may be constructed with fireproof blackout curtains. The exhibitor must obtain permission from the local fire department. Direct sunlight can be shaded. However, it is possible that indirect rays of fluorescent light will reflect on TV monitors, etc., in booths. Also, it might be required to install automatic fire detectors or fire extinguishers in concealed spaces such as sound-proof rooms depending on the area of the booth. Please follow the instructions from the local fire department.

### 2. Two-floor construction / Suspended Structure

Two-story structures and suspending decorations from the ceiling are not allowed.

## 4-3. Floor work

Prior to performing flooring work, exhibitors are required to submit to the Show Management Secretariat the actual number of anchor bolts to be used in the floor plan. The use of concrete nails, dry pits, and the mounting of pit lids to anchor bolts is prohibited.

### 1. Restoring the site to its original condition

Restoration to original condition Floor work is permitted on the condition that all flooring will be restored to its original state after the exhibition. 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 Show Management Secretariat will complete the restoration work and charge the total amount of expenses to the exhibitor after the exhibition.

### 2. Floor restoration expenses

Exhibitors are required to pay the floor restoration fees regardless of the size of anchor bolts used. ¥1,050 (including consumption tax) per anchor bolt.

## 4-4. Fire prevention regulation

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.

1. Any type of material, whether cloth or paper, affixed to plywood for display purposes should be fireproof.
2. 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.
3. Avoid using paper flowers, urethane, acetate, polyester, nylon or other materials that are difficult to fireproof.
4. The use of plastic foam is prohibited. Please substitute Styrofoam or similar materials.

---

## 5. Exhibited items and management

---

### 5-1. Counterfeit or imitation products are strictly prohibited

1. 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.
2. 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.
3. In addition to inspections for counterfeit or imitation products, all exhibitors shall cooperate with the Organizing Committee whenever any type of inspection is conducted.
4. Any disputes concerning the intellectual property rights of exhibited products shall be resolved between the parties concerned.

---

### 5-2. 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.

1. Comparisons using exhibits and demonstrations.
2. Comparisons using information panels and pamphlets.
3. Verbal comparisons in audio announcements.
4. 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.

---

### 5-3. Suitable displays

The following regulations must be strictly observed for all displays in the exhibition booths.

1. **Safety and precaution signage**  
All booths must have adequate safety and precaution signage positioned in clearly visible locations around the displays.
2. **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.

---

### 5-4. 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, please specify that "display exceeds height regulations" and complete the over-height application form.

---

### 5-5. 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.

1. 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.
2. 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.
3. 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.
4. 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.
5. 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.

---

### 5-6. Demonstration regulation

#### 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.

#### 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.

1. Hot air
2. Gases
3. Odors
4. Vibration

- (3) Provide adequate fire safety measures and handle materials carefully at all times.
- (4) Place hazardous materials 6 m and other materials 3 m or more from fire escapes.
- (5) A Type 10 fire extinguisher must be readily available.
- (6) Place hazardous materials 5 m away from areas in which open flames are being used.
- (7) Appoint personnel to monitor safety.

---

## 5-7. Handling of hazardous items

### 1. The Fire Prevention Law Prohibits the Following Activities on the Exhibition Site

- (1) Smoking
- (2) Live flames (spark-producing items, exposed elements, etc.)
- (3) Liquefied petroleum gas (LPG) or other flammable / pressurized gases
- (4) Hazardous objects (gasoline, kerosene, other oils, etc.)
- (5) 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:

- (1) Minimize the size and quantity of on-site equipment to the extent possible and use devices of the same type.
- (2) Protect the surrounding area with fireproof materials.
- (3) Monitor conditions closely and provide adequate fire safety equipment.
- (4) At least one fire extinguisher must be available (with a 2-unit minimum fire extinguishing capability and a minimum size of 10).
- (5) A designated person responsible for fire prevention and extinguishing any possible fire must be stationed in the booth.
- (6) 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.):

- (1) After installation, test all containers for leaks, and if necessary display a "Caution: Do Not Use Near Flammables" sign on them.
- (2) 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.
- (3) 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.

- (1) Bring only one day's supply or less onto the exhibition site.
- (2) Do not replenish supplies during exhibition operating hours.

## **6. Violation of the regulations and discrepancies in interpretation / Others / Organizing Committee**

### **6-1. 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.

1. 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.
2. 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.
3. 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.
4. 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.
  - (1) The exhibitor will be prohibited from continuing with exhibition activities from the next day.
  - (2) If the penalty in section 1 above is not abided to, the exhibitor will be barred from exhibiting at the subsequent Inter BEE exhibition.

### **6-2. Others**

1. 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.
2. Promissory notes cannot be accepted for payment for booth fee and all the expenses. Transfer fees are to be borne by the exhibitor.
3. 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.
4. 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.

### **6-3. 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.

#### **Management / Contact:**

#### **Japan Electronics Show Association**

12F Ote Center Bldg., 1-1-3 Otemachi, Chiyoda-ku, Tokyo 100-0004

TEL: +81-3-6212-5231 FAX: +81-3-6212-5225 E-mail: [contact@inter-bee.com](mailto:contact@inter-bee.com)

## ◆ Operation schedule

March	1st Begin recruiting exhibitors Exhibition Applications are accepted
April	Primary Applications Accepted
May	
June	28th Primary Application Deadline Secondary Applications Accepted
July	25th Secondary Application Deadline 27th, Tuesday Exhibitor Orientation/Drawings for Booth lots (fix booth locations and distribution of exhibitor manuals) 30th Primary Exhibitor application Payment Deadline
August	31st Secondary Exhibitor application Payment Deadline
September	Middle Pre-registration Start End Distribution of invitations
October	End Distribution of Vehicle Tickets and badges
November	13th More than 15 booths Setting Commences 14th Less than 12 booths Setting Commences <b>Inter BEE 2010</b> International Broadcast Equipment Exhibition November 17th to 19th
December	

## ◆ 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



# Many technicians and engineers involved in the purchasing/introducing process attend this event.

## 2009 Visitors

### ◆ Breakdown of visitor number in 2009

2009	11 / 18	11 / 19	11 / 20	TOTAL
Domestic	10,332	10,405	10,179	30,916
Overseas	397	254	127	778
TOTAL	10,729	10,659	10,306	31,694

The Number of Visitors : **31,694**

Overseas Visitors : **778**



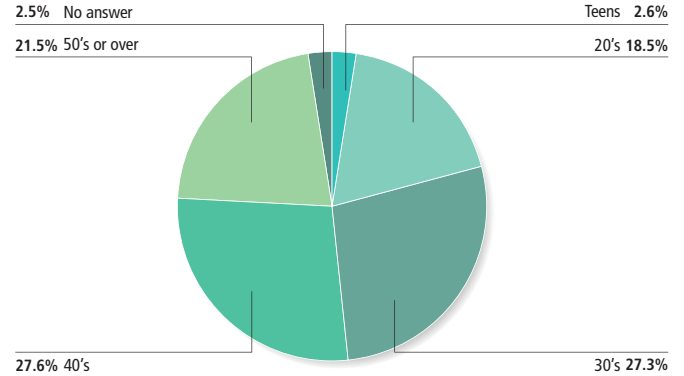
### ◆ Breakdown of registered visitors

Area	Number of countries/region Number of visitors	Breakdown of Visitors by Country/area
Domestic	1 countries / 30,916	Japan 30,916
Asia	11 countries / region / 596	China 75 / Hong Kong 39 / India 3 / Indonesia 6 / Korea 227 / Malaysia 8 / Singapore 33 / Taiwan 99 / Thailand 50 / The Philippines 5 / Vietnam 1
North America	2 countries / 54	Canada 5 / USA 49
Central and South America	5 countries / 13	Argentina 4 / Brazil 2 / Mexico 3 / Peru 2 / Venezuela 2
Oceania	1 country / 8	Australia 8
Middle East	4 countries / 6	Iran 1 / Israel 3 / Jordan 1 / UAE 1
Europe	12 countries / 43	Belgium 4 / Denmark 1 / France 12 / Germany 4 / Greece 1 / Italy 3 / Norway 1 / Spain 3 / Switzerland 1 / The Netherlands 1 / Russia 5 / United Kingdom 7
Unknown		58
TOTAL	36 countries / region	31,694

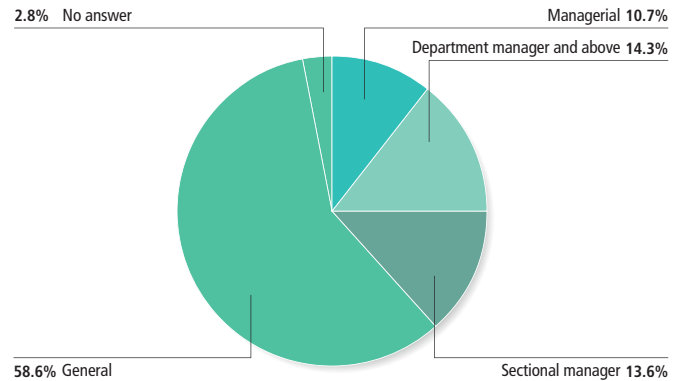
Visitors from **36** countries / regions

### ◆ Visitor demography

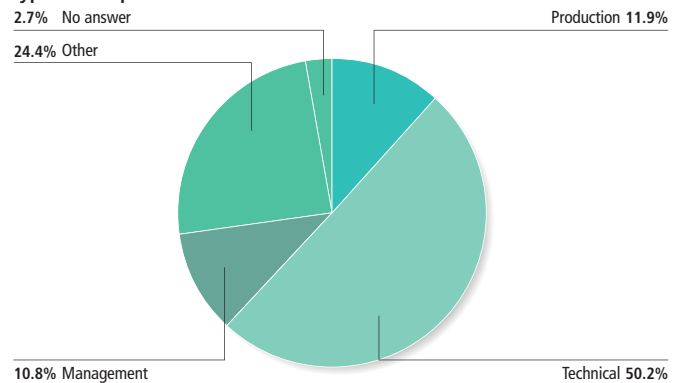
#### ■ Age Group



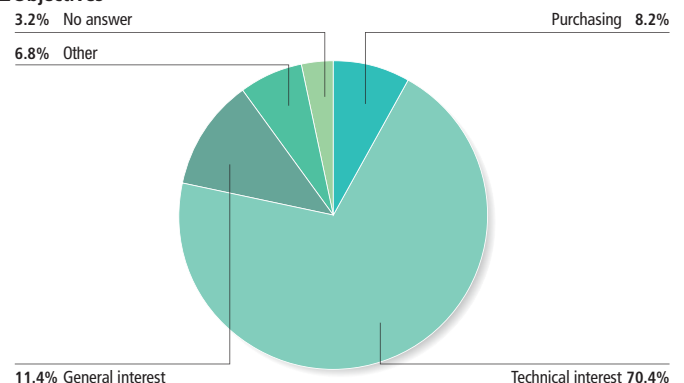
#### ■ Job title



#### ■ Type of occupation



#### ■ Objectives



# Visitors who seek to obtain latest information and develop new business opportunities are highly satisfied with our show.



## ■ Type of business

State-run Broadcasting Station	2.9%	Related Internet Business	1.7%
Commercial TV Broadcaster	8.2%	Telecommunications Carrier	2.6%
Radio Station	0.9%	Content Delivery Network	0.7%
Post production	8.4%	Facilities and Stores	1.5%
Production House	5.6%	Government office, Organization	1.9%
Film and Video Production Company	4.0%	Trading Company	5.7%
Video Software Production Company	2.1%	Other User	9.0%
Recording Company	0.8%	Equipment Manufacture	13.2%
Related PA Equipment	4.3%	Ad Agency	1.2%
Related CATV	2.7%	Student	5.8%
Related Stage and Lighting	2.4%	Other	9.5%
Related Contents Publishers	2.2%	No Answer	2.5%

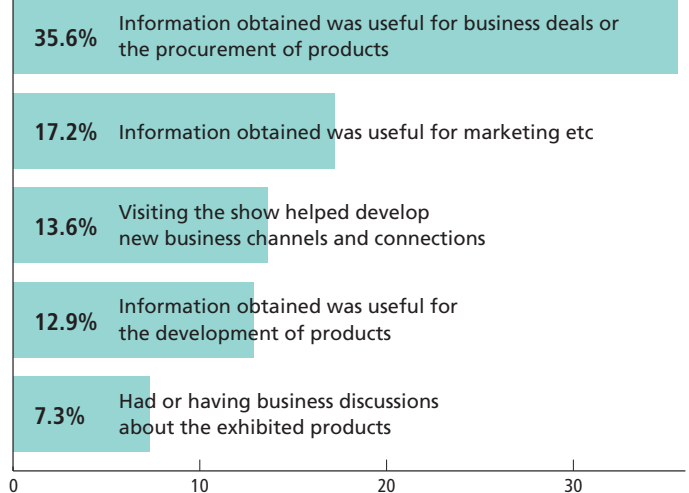
## ■ Interests (Multiple answers accepted)

Audio Equipment	33.0%	Relay System	9.3%
Video Equipment	53.3%	Transmission Systems	8.6%
Microphone	10.0%	Electronic Power Unit	4.1%
Mixer	12.6%	Measuring Equipment	6.1%
Speaker	11.8%	Stand-by and Peripheral Products	8.7%
Camera	24.5%	Software	12.5%
VTRs, Memory Cards, Optical Disks	14.4%	IPTV	7.6%
Servers, Storage	11.0%	Mobile TV	5.9%
Lighting Equipment	8.9%	Digital Signage	8.1%
Electronic Display	14.4%	Digital Cinema	7.6%
Editing and Production Equipment	21.5%	3D	11.9%
Multimedia System	10.1%	Other	2.6%
Production Management Systems	4.3%	No Answer	2.6%
Output System	8.2%		

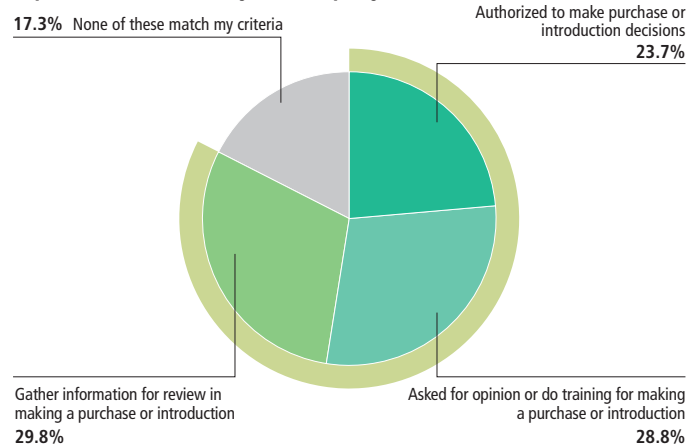


## Visitor Survey

◆ Was your visit to Inter BEE 2009 valuable?  
(Multiple answers accepted)

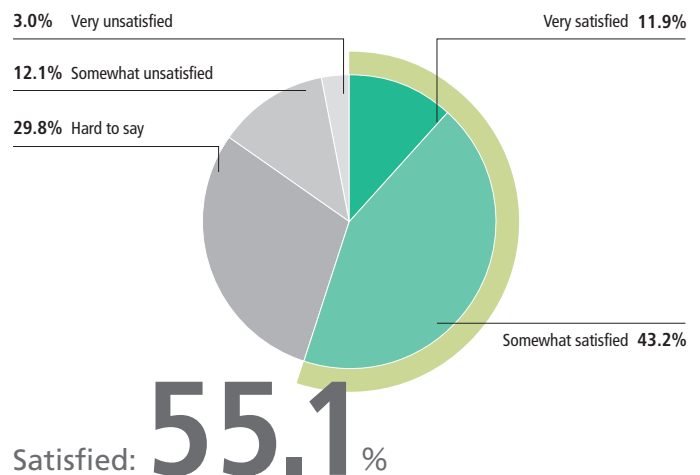


◆ To what degree are you involved in the process of purchasing products/services in your company?



Involved in the purchase and introduction: **82.3%**

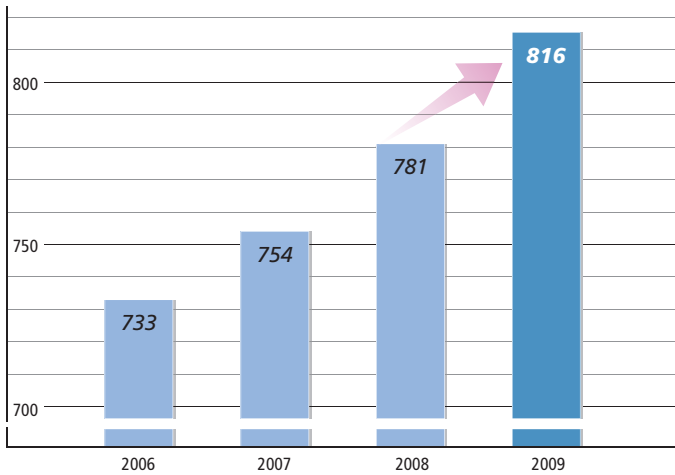
◆ Degree of satisfaction



A record 816 companies participated last year and the number of exhibitors from overseas was at its highest yet. This event is a place to search for new customers and promote sales.

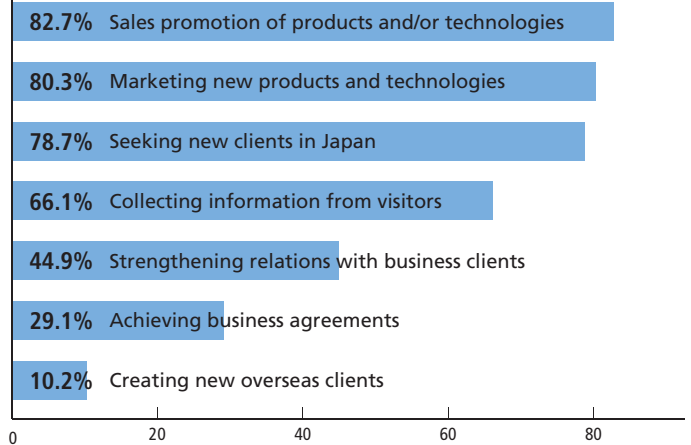
## 2009 Exhibitors

### ◆Transition : Number of exhibitors

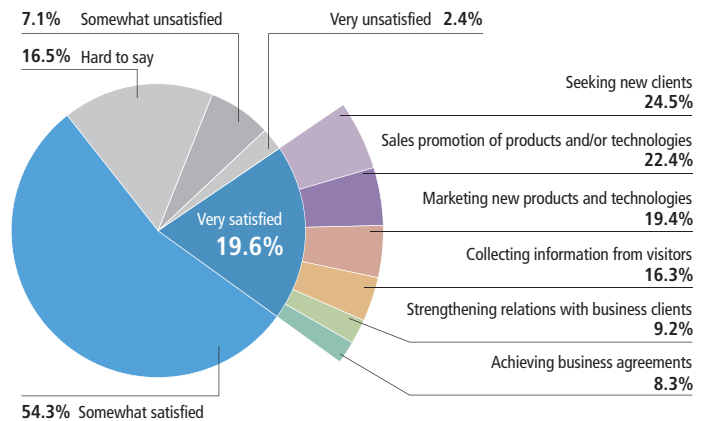


Number of exhibitors: **816** record-high  
 Overseas exhibitors: **466** record-high

### ◆What were you main objectives for exhibiting at Inter BEE 2009? (multiples answers accepted)



### ◆Degree of satisfaction



### ◆About 90% of exhibitors are planning or considering to exhibit at Inter BEE 2010 as well.

It is the largest broadcasting equipment show in Japan and is the most appropriate exhibition when considering the kinds of visitors.

We realized this year's exhibit's effects on attracting customers. Also, continuing to exhibit can also have an effect on finding new customers and promoting business.

We value it as the largest broadcasting equipment show in Japan.

It is a place to present new products.

It provides exposure not only to broadcasters but to affiliate enterprises, related groups, other corporations and various visitors related to broadcasting.

Inter BEE exhibitor survey

### ◆Breakdown of exhibitors

Area	Number of countries/region Number of exhibitors	Breakdown of exhibitors by Country/region
Domestic	1 countries / 350	Japan 350
Asia	5 countries/region / 72 companies	Korea 23 / Singapore 3 / Taiwan 12 / China 33 / Hong Kong 1
North America	3 countries / 199 companies	USA 182 / Canada 16 / Mexico 1
Oceania	2 countries / 10 companies	Australia 9 / New Zealand 1
Middle East	2 countries / 5 companies	Israel 3 / India 2
Europe	18 countries / 180 companies	United Kingdom 62 / Italy 3 / Austria 2 / The Netherlands 8 / Switzerland 8 / Sweden 10 / Spain 5 / Slovakia 1 / Denmark 5 / Germany 46 / Norway 2 / Finland 1 / Bulgaria 1 / France 18 / Belgium 5 / Portugal 1 / Latvia 1 / Liechtenstein 1
TOTAL	31 countries/region	816 companies

Exhibitors from **31** counties/region





# The latest technological developments and industry trends were addressed extensively at co-hosted conferences and forums.

## Inter BEE Content Forum

Management : Japan Electronics Show Association (JESA)

**Nov. 18 (Wed.) International Symposium, Visual Production**

### ◆Aiming for Reality in Cutting-edge Digital Content Creation

Panelists:

- Mr. Ken Anjyo, phd  
Digital Effects / R&D Supervisor, Research & Development Division, OLM Digital, Inc.
- Mr. John P. Lewis  
Research Programmer, WETA Digital Limited, Senior Lecturer, Massy University
- Mr. Jun Saito  
Manager, R&D Section, Sega Sammy Visual Entertainment Inc.
- Mr. Toru Shinozaki  
CGI Supervisor

MC:

- Mr. Seiji Kunishige  
Director, A Member of Executive Board, NHK Art Inc.
- Mr. Hideichi Tamegaya  
Professor, Graduate School, Joshibi University of Art & Design

**Nov. 19 (Thu.) International Symposium, Audio Production**

### ◆Current situation and future trend of music production beyond the post-CD era

Panelists:

- Mr. Junzo Suzuki  
Manager, Technical Development / Victor Studio Soft Engineering Division, Victor Entertainment, Inc.
- Mr. Morten Lindberg  
President, Lindberg Lyd As (2L)
- Mr. Mark Waldrep  
President / CEO, AIX Records and iTrax.
- Mr. Kosei Tanaka  
General Manager, e-Business Division, Onkyo Entertainment Technology Corporation

MC:

- Mr. Mick M Sawaguchi  
Technical Advisor, Pioneer Corporation, FM / AES / IBS
- Mr. Toru Kamekawa  
Associate Professor, Musical Creativity and the Environment, Tokyo University of the Arts

## Inter BEE Tutorial Session

Management : Japan Electronics Show Association (JESA)

**Nov. 18 (Wed.) Audio Session Basic Knowledge for audio technicians**

### ◆Basics of Digital Audio - Part 2

Mr. Dai Kikuchi  
Yamaha Corporation

### ◆Acoustic design for control rooms

Mr. Yasuhiro Sakiyama  
Nittobo Acoustic Engineering Co., Ltd.  
Mr. Yasushi Satake  
Nittobo Acoustic Engineering Co., Ltd

**Nov. 19 (Thu.) Visual Session Basic knowledge for digital video creators**

### ◆Using Effective Digital Video Standards and Formats for Video Production Operations

Mr. Takuji Shinmi  
NHK (Japan Broadcasting Corporation)

### ◆Video Test Signals, Color Bars,

Mr. Koji Yano  
Leader Electronics Corp.

## Surround Music Demo Room

**Nov. 18(Wed.)** Programs of presenters from the acoustics symposium

Audio Symposium presenters pleased the crowd with their latest experimental acoustic works.



## The 46th NAB-J Symposium of Broadcast Technology

Sponsored by: The National Association of Commercial Broadcasters in Japan

Station engineers from eight departments reported 70 cases across the three days.

**Nov. 19 (Thu.) Special program**

### ◆Tips and Tricks for IT-based Broadcast Infrastructure

Symposium of Broadcast Technology

Nov. 18 (Wed.)	Room 301 ◆Broadcast Operation, Information Technology / Network Room 302 ◆Production Engineering Room 303 ◆Network Linkage / Communication
Nov. 19 (Thu.)	Room 301 ◆Special Program Room 302 ◆Production Engineering Room 303 ◆Pictorial Image Technology
Nov. 20 (Fri.)	Room 301 ◆Transmission Room 302 ◆Datacasting / Digital Services Room 303 ◆Sound Broadcasting / Audio

## The 11th NAB Tokyo Session

Organized by: NAB Tokyo Session Executive Committee / NAB Japan Representative Office  
Cooperated by: National Association of Broadcasters (NAB, U.S.) / The Eizo Shimbun (Visual Communications Journal)

The presentation titled "The Information and Broadcasting Revolution: The New Communications and Information Laws on Hardware and Software Development and Its Influence on the Industry" was given on Wednesday, November 18.

- ◆Keynote Lecture: "Main points of the DPJ's philosophies and policies regarding communications and broadcasting"
- ◆Lecture 1: "European Communications and Broadcasting System"
- ◆Lecture 2: "The Japan's version of the FCC and the new information and communications laws"
- ◆Panel Discussion: The New Era of Broadcasting and Communications - Expectations and Issues Surrounding the Establishment of New System

## National Board of Regional Visual Industry Associations Forum 2009 Chiba Convention

Organized by: National Board of Regional Visual Industry Associations

The presentation titled "The Challenge Posed by the New Video Age: Creating Content to Support Regional Industry" was given on Thursday, November 19.

- ◆Opening Ceremony
- ◆Keynote Lecture: "Acting, my lifetime profession by Shinichi Chiba"
- ◆Symposium: "New business model in video and the role of content"

## [Asia Contents Forum]

### The 11th DigiCon6 Pre-Conference

Organized by: TBS DigiCon6 Management Secretariat

The project together with TBS DigiCon6, a conference aiming to discover and educate CG creators was given on Friday, November 20.

- ◆Special Session 1: Mr. Fumihiko Sori "3D live anime movie called TO"
- ◆Special Session 2: Mr. Tadao Matsuno "TV drama, Kanryo Tachi No Natsu"
- ◆Talk Session: Chat session with creators and media personnel from various regions (China, Hong Kong, Taiwan, Korean, Singapore, Malaysia, Thailand, Indonesia)
- ◆Special Session 3: Mr. Felix Ip "Film, ATOM"

# Inter BEE

International Broadcast Equipment Exhibition

## Exhibition Guide



### ■ Outline

#### ◆ Name

International Broadcast Equipment Exhibition 2010 (a.k.a. Inter BEE 2010)

#### ◆ Period

Wednesday, November 17<sup>th</sup> - Friday, November 19<sup>th</sup> (3 days)

#### ◆ Exhibition hours

November 17<sup>th</sup> and 18<sup>th</sup> 10:00 a.m. to 5:30 p.m.  
November 19<sup>th</sup> 10:00 a.m. to 5:00 p.m.

#### ◆ Location

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

#### ◆ Visitor profiles

Broadcasting engineers, production and content creators, broadcasting apparatus, equipment and installation companies, as well as those involved in CATV and broadcasting technologies

#### ◆ Admission

Free of charge (registration required)

#### ◆ Organizer

**JEITA** Japan Electronics and Information Technology Industry Association

#### ◆ Supported by

Japan Broadcasting Corporation (NHK)  
The National Association of Commercial Broadcasters in Japan (NAB-J)

#### ◆ Overseas Partners



### ■ Management/Contact

#### Japan Electronics Show Association

12F Ote Center Bldg., 1-1-3 Otemachi, Chiyoda-ku, Tokyo 100-0004  
Tel: +81-3-6212-5231 FAX: +81-3-6212-5225 E-mail: [contact@inter-bee.com](mailto:contact@inter-bee.com)

The Professional Information Site for Audio, Video and Communications

**Inter BEE online**  
**[www.inter-bee.com](http://www.inter-bee.com)**