

INTER BEE EXPERIENCE

X-Headphone / X-Microphone Exhibition Application

Application Deadline **Tuesday, June 30th**

Application Received

To Japan Electronics Show Association FAX: +81-3-6212-5225 Email: contact2020@inter-bee.com

Our company/organization will comply with all exhibition rules and regulations stipulated by both the Organizing Committee and Japan Electronics Show Association. In accordance with this agreement, we herewith submit the INTER BEE EXPERIENCE: X-Headphone/ X-Microphone.

Please enter the name of the product and brand you plan to demo.

Please check the type of exhibit unit you would like and then enter the number of units you are applying for and the exhibit fee.

Participating Product	Exhibit Unit	Will You Exhibit at Inter BEE?	One Unit Participation Fee	Number of Units	Total Exhibit Fee
Headphone	<input type="checkbox"/> Type A	Yes / No	With Inter BEE exhibit: 176,000 yen Without Inter BEE exhibit: 231,000 yen	=	yen
	<input type="checkbox"/> Type B	(Yes only)	66,000 yen		
Microphone	<input type="checkbox"/> Type A	Yes / No	With Inter BEE exhibit: 176,000 yen Without Inter BEE exhibit: 231,000 yen	=	yen
	<input type="checkbox"/> Type B	(Yes only)	66,000 yen		

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

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

Company Name (One letter per box, leave box empty for space)											
Head Office Address											
Exhibition Supervisor	Address										
	Title/Division	Name									
	TEL	FAX									
	E-mail										
Website URL	English										
	Japanese										

On behalf of my company, I hereby acknowledge that I have read, understood and will comply with the Inter BEE 2020 Exhibition Regulations including following cancellation fees and herewith apply to exhibit.

Person in charge of our exhibit

Company name: _____

Name (please print): _____

Job title: _____

Signature: _____

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

July 1 to July 31, 2020	60% of exhibition booth fee
August 1 to August 31, 2020	80% of exhibition booth fee
On or after September 1, 2020	100% of exhibition booth fee

Broadmedia & Entertainment
Inter BEE 2020
November 18-20 | Makuhari Messe, Tokyo

Exhibition Guide

INTER BEE EXPERIENCE

X-Headphone | X-Microphone

Start of the Sound of a New Era!

Headphone and Microphone
Trial Listening Experience

Let's lead the next era!

f t i y #interbee2020

www.inter-bee.com





INTER BEE EXPERIENCE

X-Headphone | X-Microphone

A place of high-quality experiences to check and create sound:
Acquire new users in a trial listening space - from professionals to advanced amateurs

Headphones and microphones are essential in the creation of high-quality sound and audio experiences. X-Headphone / X-Microphone is supported by many users as a place where it is possible to feel free to enjoy trial listening experiences of the latest products at leisure. This year, the fifth year of this event, we will strive to create a place with an even greater range of trial listening experiences by adding the peripheral equipment of processors and effectors in creating sound to conventional high-end headphone and microphone products for professionals. Visitors to this event is expanding every year, with media and live event audio professional users, content production creators and engineers, and advanced amateurs and students with a strong interest in high-quality sound. We will provide a trial listening experience space enhanced greater than ever before to offer the opportunity to acquire new users.

2019 Actual

- ◇ Exhibitors Headphone: **7** companies / **8** brands
Microphone: **9** companies / **11** brands
- ◇ Number of visitors: **5,038** people

Type of Business

Type of Business	X-Headphone	Overall	Type of Business	X-Microphone	Overall
Equipment Manufacturers	11.1%	16.6%	Related Staging, Art and Lighting	1.7%	2.4%
Related PA Equipment	10.8%	3.8%	Related Internet Business	1.7%	3.1%
Other User	10.2%	7.7%	Record Manufacture	1.6%	0.4%
Post-production	8.0%	6.8%	Telecommunication Carrier	1.5%	3.3%
Other Guest	5.4%	6.4%	Government Office, Organizations	1.4%	1.7%
Commercial TV Broadcast	4.3%	9.5%	Commercial Radio Station	1.2%	0.8%
Film and Video Production Company	4.3%	6.5%	Related CATV	0.9%	2.0%
Content Delivery Network	3.8%	4.0%	Related Content Creation	0.7%	1.4%
Production	2.8%	3.6%	Video Software Production Company	0.6%	0.6%
Trading Company	2.7%	5.7%	Ad Agency	0.4%	1.3%
Public Broadcast Station	2.4%	3.5%	Student	20.1%	7.2%
Facilities and Retail Stores	2.4%	1.7%			

Comparison of participants for EXPERIENCE with Inter BEE over all.

Applicable Products / How to Participate

X-Headphone

- ◆ Monitoring headphones and earphones
 - ◆ Listening headphones and earphones
 - ◆ Processors and effectors for headphones (NEW)
 - ◆ Amps, players, and other related headphone products
- ◆ We will be holding a demo exhibition to allow visitors to try out the processors and effectors played through headphones and earphones.
 - ◆ We have exhibit units with common specifications available. You can participate with a minimum of two or three products.
 - ◆ In addition to headphones and earphones, we will provide the necessary equipment (e.g. playback headphone amplifiers) and sound sources to participating companies when holding the demo exhibition. You can borrow equipment (e.g. amps) from the Management Office for free if you wish. In addition, we also have shared sound sources available.
 - ◆ In addition to the (optional) sound sources provided to participating companies, please make sure to prepare for the smartphone and audio music player output devices that will be brought by visitors as the environment in which visitors will try out your products.

X-Microphone

- ◆ Vocal Microphones
 - ◆ Processors and Effectors for Microphones
 - ◆ Microphone mixers and other related products
- ◆ We will be holding a demo exhibition in which visitors will actually speak to try out vocal microphones with headphones.
 - ◆ We have exhibit units with common specifications available. You can participate with a minimum of two products.
 - ◆ We will provide participating companies with microphone holders, trial listening headphones, processors, mixers, effectors, amplifiers and other necessary equipment in addition to vocal microphones when holding the demo. You can borrow equipment (e.g. amps) from the Management Office for free if you wish. In addition, we also have shared sound sources available.

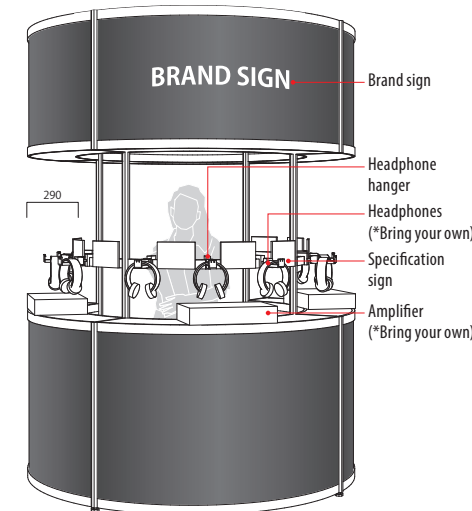
Demo Exhibit Standards / Participation Fees (Common)

Exhibit Unit: Type A

(1,980mmφ × H2,700mm)

- *You can put on a demo of up to six products in one unit.
- *You can also participate with multiple exhibit units.

X-Headphone Image



*This is the fee if you have an exhibition booth at Inter BEE 2020
1 unit: **176,000 yen** (incl. consumption tax)

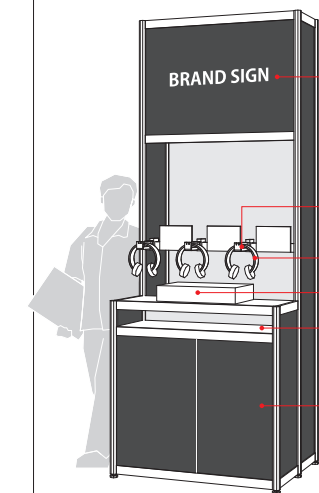
*This is the fee if you don't have an exhibition booth at Inter BEE 2020
1 unit: **231,000 yen** (incl. consumption tax)

Exhibit Unit: Type B

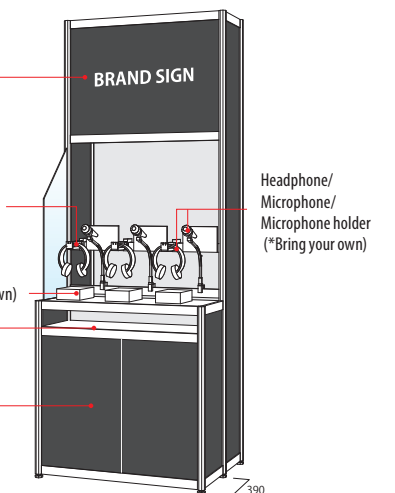
(W990mm × H2,700mm)

- *You can put on a demo of up to two products in one unit.
- *You can also participate with multiple exhibit units.

X-Headphone Image



X-Microphone Image



*It is a condition of participation to have an exhibition booth at Inter BEE 2020
1 unit: **66,000 yen** (incl. consumption tax)

*For consumption tax, the rate of tax as of November 2020, when this exhibition is held, will be applied.

Inclusions in the Exhibition Participation Fees

- ◇ Exhibit unit: Basic exhibit system, brand sign and electrical work
- ◇ Listing of exhibitor name and exhibition information on our official website.
- ◇ We will provide you with a fixed number of invitations (150 per unit)
- ◇ In addition, you will be treated in conformance with regular exhibitors. Please refer Inter BEE 2020 regulation.

Outline

Name: INTER BEE EXPERIENCE
 Period: November 18 (Wed.) to 20 (Fri.), 2020
 Time: 10:00 to 17:30 on Nov. 18 and 19
 10:00 to 17:00 on Nov. 20
 Venue: Exhibition Hall, Makuhari Messe
 Admission: Free (Registration required)

Operation schedule

Late August	▶ Exhibitor Orientation
Mon., August 31	▶ Deadline for the payment of the exhibition fees
Late September	▶ Distribution of Inter BEE 2020 invitation leaflets
	▶ Distribution of exhibitor badges and loading/unloading vehicle stickers
Tue., November 17	▶ Setting Up

Application Deadline: Tuesday, June 30, 2020

- ◇ Please transfer a payment to our designated bank account by Monday, August 31.
- ◇ If an exhibitor cancels or reduces the number of booth spaces applied or, regardless of the reason, some or all of the following cancellation fees will apply. Consumption tax will be added to all fees.

July 1st to July 31st, 2020	▶ 60% of exhibition booth fee
August 1st to August 31st, 2020	▶ 80% of exhibition booth fee
On or after September 1st, 2020	▶ 100% of exhibition booth fee

How to apply/Inquiry

To apply for participation, please fill in the information required on the application form and submit the form to the Show Management Secretariat as below.

Japan Electronics Show Association
 TEL: +81-3-6212-5231
 E-mail: contact2020@inter-bee.com
 Address: 5F Ote Center Bldg., 1-1-3 Otemachi, Chiyoda-ku, Tokyo, 100-0004