

Broadmedia & Entertainment
Inter BEE 2020 ONLINE

■ Period

Event November 18, 2020 – February 26, 2021
Live Event November 18, 2020 – November 20, 2020

■ Admission

Free of charge (Some sessions will include a fee charge)

■ Organizer:

Japan Electronics and Information Technology Industries Association

■ Support (Planned)

Ministry of Internal Affairs and Communications
Ministry of Economy, Trade and Industry (METI)
Japan Broadcasting Corporation (NHK)
The Japan Commercial Broadcasters Association (JBA)
The Association of Radio Industries and Businesses
The Association for Promotion of Advanced Broadcasting Services (A-PAB)
Digital Content Association of Japan (DCAJ)

■ Partners (Planned)

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

■ Organized by:

Japan Electronics Show Association
Ote Center Building, 1-1-3 Otemachi, Chiyoda-ku, Tokyo, 100-0004, Japan
E-mail: contac2020@inter-bee.com

Broadmedia & Entertainment
Inter BEE 2020 ONLINE

LIVE EVENT 2020.11.18 Wed. >>> 11.20 Fri.

OPEN 2020.11.18 Wed. >>> 2021.2.26 Fri.

Exhibition Guide

Let's lead the next era!

    #interbee2020

www.inter-bee.com





Exhibit at Inter BEE 2020 that supports your network with new clients!

Point 1 Support development of new clientele from a wide range of demographic!

Inter BEE 2020 ONLINE will increase in content using the official Inter BEE website as the foundation, which cites 537,818 site visits (last year's results).

You can create new communication opportunities, such as sales promotion, PR and information exchange, for existing users as well as new target users in Japan and abroad. In addition, we will also work with our global partners to actively disseminate information overseas.

Point 2 Get diverse visitor information!

We will provide log-in visitor information and attribute information that can be used for sales promotion activities after the event. You can find out the interest of visitors for each product or service.

- ▶ ① Data on visitors who watched the video.
- ▶ ② Data of visitors who downloaded the documents
- ▶ ③ Data of visitors who visited the exhibitor's detail page (after login)

※If a visitor wishes to opt-out (refusal of provision to third parties), we may not be able to provide the data of the person in question.

Point 3 Launch your new product at Inter BEE ONLINE!

Exhibitor detail pages can include lots of images and videos to maximize the appeal of your exhibitors' products!

In addition, a variety of optional services allow for multifaceted information dissemination and PR, allowing for efficient and effective new product introductions to the many visitors to Inter BEE 2020 ONLINE.

Furthermore, our extensive exhibition support allows you to exhibit online for the first time with confidence.

Point 4 Inter BEE is the focus of media and entertainment industry users, and that's why we are here to communicate and attract visitors!

Inter BEE attracts 40,000 media and entertainment industry users every year.

We will promote the event to 78,000 registered members of the industry by e-mail magazine and announcements on the official SNS and other promotional activities.

By collaborating with broadcasting-related organizations, holding the event simultaneously with DCEXPO, and implementing forums and special events, as well as live broadcasts, in conjunction with industry organizations. Inter BEE is able to disseminate information and attract visitors in a way that is unique to the event.

Overall composition of Inter BEE 2020 ONLINE

We'll have an exhibit area and live studio, a variety of projects and conferences to enhance the online event!

Exhibit Area



A place for exhibitors to advertise products, give demonstrations and presentations, download materials, and direct visitors to their own websites, while expressing individuality and special features to transmit, interact and acquire customer information. Expand sales promotion opportunities by attracting customers from a wide range of media outlets.

Studio Live



During the three days of the exhibition, the studio will be broadcasting live. It will introduce each session such as FORUM and special exhibitions, as well as the highlights of the products on display. A talk show with guests and exhibitor commercials will also be broadcast.

Conference



Three days of keynote speeches and sessions delivered by industry associations. The sessions will be multifaceted and aimed at creating new content in the new normal society.



Online seminars by exhibitors. We attract diverse audiences by sending out advance notice via email newsletters and Studio Live during the event.

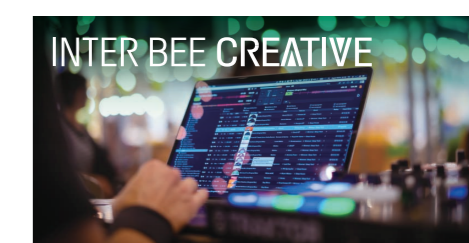
Special Exhibition



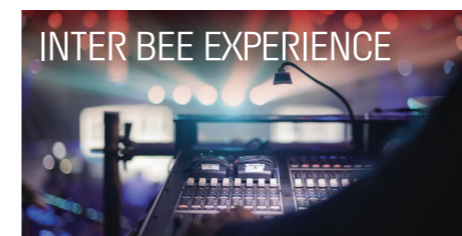
A variety of opinion pieces on the latest trends in media and content in the new normal society.



The industries communicate new forms of media and entertainment as well as attempts at content creation.



The latest information on the role of visual content and various creative endeavors in the future society.



Aiming to relaunch live entertainment, the acoustic demos are now online.



Diversified Video and Video Content Production. Production support tutorials for diverse producers.



Broadcast technology that is becoming IP and case studies. Connecting to business beyond sharing of issues.

Simultaneous Events/Industry Collaboration Project

The Digital Content Expo, which focuses on cutting-edge content technologies, and the Japan Commercial Broadcasters Association Conference, where commercial broadcasters from all over Japan will present their latest technologies, will be held simultaneously at Inter BEE ONLINE. In addition, many other industry associations that support the media and entertainment industry will be working together.



Exhibit Area Overview

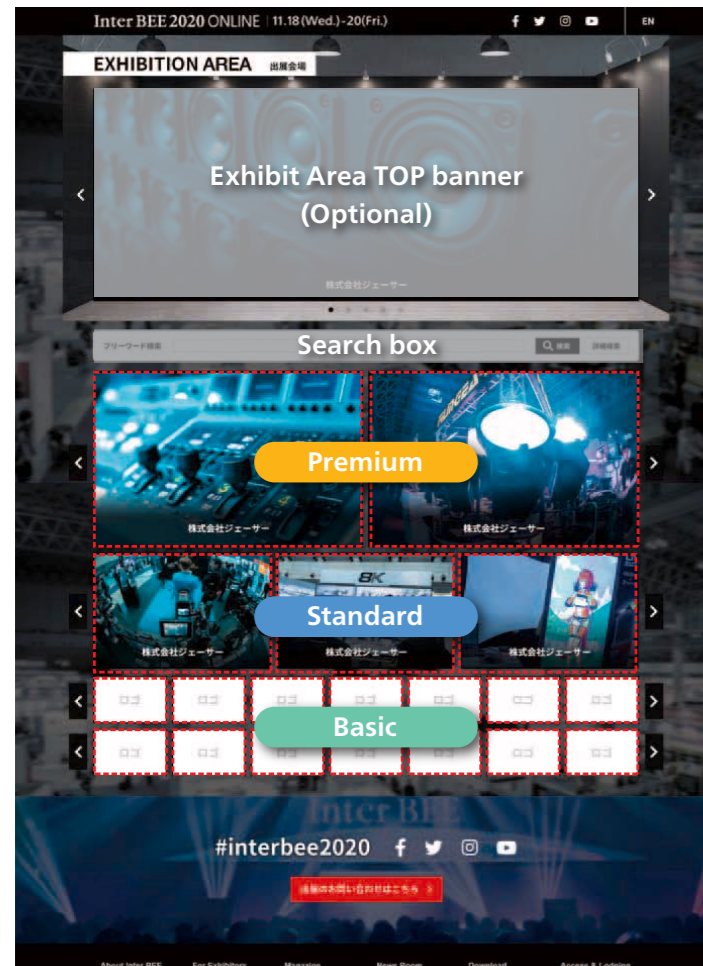
We provide an online exhibit hall that supports exhibitors' businesses without the limitations of time or space!

- ▶ We provide an online exhibit hall that supports exhibitors' businesses without the limitations of time or space!
- ▶ If this is your first time exhibiting online, don't worry. We will support you.

INTER BEE ONLINE TOP

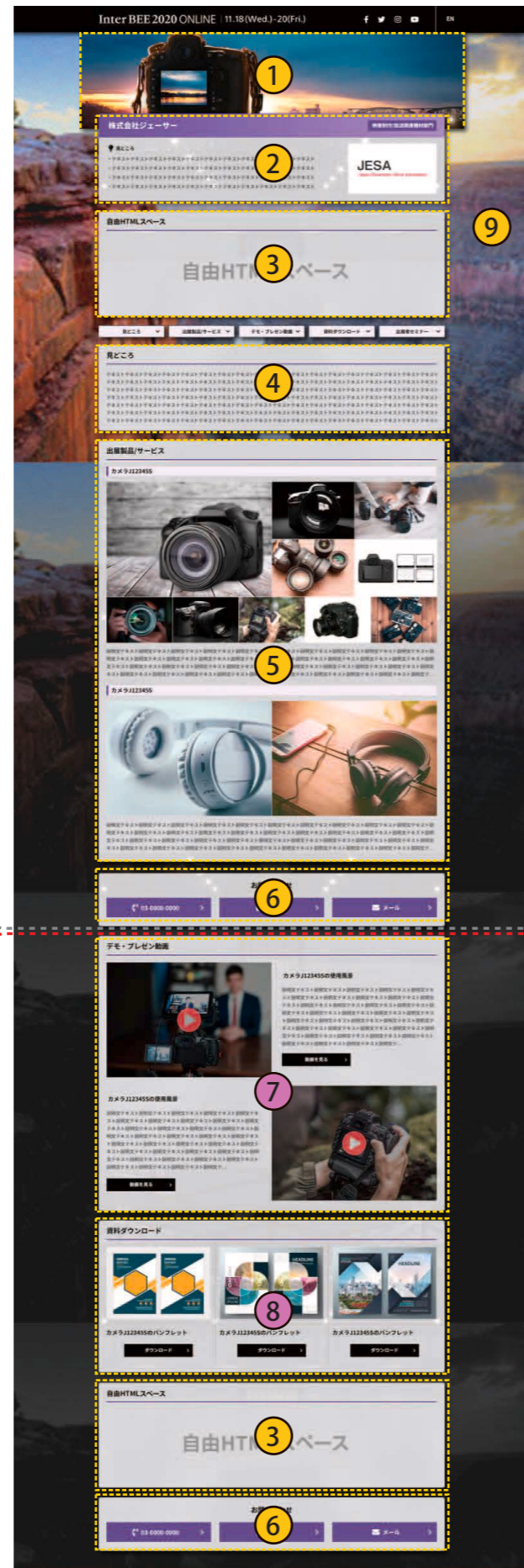


Entrance to the exhibition area



The size of the exhibitor's logo and image will vary depending on the exhibition plan.
 ※Exhibitors' banners will be displayed at random, manual slides are also available.
 ※Please note that the screen is under development and may be subject to change.

Exhibitor's page (Japanese and English)



Public Access Area

Login Area (Registered Visitors)

You can enter your own information on the exhibitor input screen. You can input various items to help you promote your products and your brand image flexibly.

1 Main Visual

- ◆ Each company's original image can be uploaded according to its own image. ※We also offer separate visual production support.

2 Exhibitor Introduction and Logo Image

- ◆ Exhibitor's name, company logo and company introduction can be included.

3 Free HTML Space

- ◆ An area where exhibitors can enter their own HTML and express themselves freely. A transition to an external URL is also possible.
 ※Tags that can be used: <table> <tr> <th> <td>
 <a><iframe>. You can also use the <iframe> tag to embed chat tools, surveys, etc. If you don't use this space, it will be hidden.

4 Appeal points and general introduction

- ◆ You can include text describing the highlights of the products and services on display.

5 Exhibited Products/Services

- ◆ You can post up to 10 photos per a product or service and promote your products with graphics. You can choose from multiple layouts. Search keywords can be entered to enable product searches.

Premium Number of listings 15 items	Standard Number of listings 10 items	Basic Number of listings 5 items
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※When you register your product/service, you will need to register the following items on the exhibitor's screen
 • Product/service name, search keywords (up to three keywords per product/service), product description (link URLs can be included in HTML tags), and photos (images)

6 Contact Information

- ◆ You can register your phone number, contact form and email address as you wish.

7 Demonstration and Presentation Videos

Provide Visitor Data

- ◆ You can include promotional video thumbnails and explanatory text. ※Free support for uploading video is available.

Premium Number of listings 9 items	Standard Number of listings 6 items	Basic Number of listings 3 items
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※Clicking on the video will take you to another screen for viewing. The data of visitors who viewed the video will be provided.
 ※You will be asked to provide a URL link to your video. Only YouTube and Vimeo video operation can be checked by the secretariat. If you use other streaming sites, please provide an <iframe> embed tag.

8 Download Documents

Provide Visitor Data

- ◆ You can include document thumbnails and descriptions.

Premium Number of listings 12 items	Standard Number of listings 9 items	Basic Number of listings 6 items
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※It is a 3-row system when viewed on a PC.

9 Background Image

- ◆ Each company's unique background can be varied to suit the image.



Exhibition guideline

Exhibitor Categories

- ◆ Professional Audio Equipment
- ◆ Video Expression/Professional Lighting
- ◆ Video Production/Broadcast Equipment
- ◆ ICT/Cross-Media

Exhibition Fee

Exhibition Plan	Fee (Tax incl.)	Exhibition Area/ Entrance Page Image Size	Exhibitor Details			Provide visitor data	Original page integration <iframe>
			Number of products listed	Number of videos posted	Number of DL Document		
Premium Plan	1,980,000 yen	Large	15	9	12	○	○
Standard Plan	880,000 yen	Medium	10	6	9	○	×
Basic Plan	330,000 yen	Small	5	3	6	○	×

What is included in the exhibition fee

- ▶ Listing of the exhibitor's name in the exhibiting area.
- ▶ Exhibitors must be listed in the exhibitor area. (One page each in English and Japanese.)
- ▶ Provide visitor data.
 - Providing visitor data that refers to a page with an embedded demo/presentation video.
 - Provision of visitor data from pages with embedded demo/presentation videos.
 - Provision of visitor data from the page of embedded demo/presentation video.
- ※ Only information on visitors who have opted in will be provided. Please note that only the information of visitors who have opted in will be provided, not those who have opted out.
- ※ The visitor data will be delivered three times on the following schedule.
 - Data delivery period and date:
 - 1st data delivery date, for the period November 18 – 20, is November 25 (Wed)
 - 2nd data delivery date, for the period November 18 – December 18, is December 22 (Tue)
 - 1st data delivery date, for the period November 18 – February 26, 2021, is March 2, 2021 (Wed)

Exhibit Regulations

- ▶ **Deadline for application for exhibition: 30 September 2020 (Wednesday)**
- ▶ Exhibitor pages is limited to one per application. The maximum number of joint exhibitors is two.
- ▶ Applying for multiple category and creating multiple page are allowed.
- ▶ Cancellation and change of exhibition: 100% of the exhibition fee after 2 November 2020.(Monday)

Schedule

- ▶ **October 1(Thu): Exhibitors' website opens**
- ▶ **November 18 (Wed): Exhibitor's page will be open**
- ▶ **Early October: Live event plan and program announced**
- ▶ **Exhibition Period: (Live Event) November 18 (Wed) - 20 (Fri)**
- ▶ **October 30 (Fri): Deadline for payment of the exhibition fee**
- ▶ **(Opening period) November 18 (Wed) - February 26, 2021(Fri)**

How to apply

To apply for an exhibition or to make a contract, please fill in the information required on the Exhibition Application and Contract Form and submit it to the Association.
 You can download the application form and contract form from the official Inter BEE website.
 You can also apply via the online application form.
 Please download the optional application form on a separate sheet of paper from the official Inter BEE website.

▶ **Contact: Japan Electronics Show Association**
 Ote Center Building, 1-1-3 Otemachi, Chiyoda-ku, Tokyo 100-0004, Japan E-mail: contact2020@inter-bee.com

Take advantage of our optional menu to get more information and exposure.

▶ Support for pre-conference promotion and information dissemination.

Option 1: Advance Magazine Article Advertisement

1-1. INTER BEE MAGAZINE article ad

■ Participation Fee **275,000 yen (tax included)**

■ Specifications

- ◇ The reporter will visit or call you to interview you and write an article.
- ◇ This is published as a PR ad on the official website.
- ◇ Exclusive distribution to Inter BEE visitor data (78,000) via HTML mail magazine
- ◇ Posted and distributed on the official Inter BEE SNS

1-2. INTER BEE TV Video Article Ad

■ Participation Fee **550,000 yen (tax included)**

■ Specifications

- ◇ A reporter visits the site, shoots the product, interviews the reporter, and makes a video (2 minutes).
- ◇ This is published as a PR ad on the official website.
- ◇ Exclusive distribution to Inter BEE visitor data (78,000) via HTML mail magazine
- ◇ Posted and distributed on the official Inter BEE SNS
- ※ You can use the video for other purposes.

▶ A menu of options to increase exposure and brand power through live streaming.

Option 2: Video Ads in Inter BEE Studio Live

■ Participation Fee **550,000 yen (tax included)**

■ Specifications

- ◇ Video commercial (30 seconds) on the Studio Live channel that will be running during the event
- ◇ Number of plays: 5 or more times per day for 3 days
- ◇ Video materials will be provided by the exhibitor in advance

▶ Presentation to appeal to more visitors.

Option 3: Exhibitor Seminars

■ Participation Fee **440,000 yen per session (tax included)**

■ Specifications

- ◇ Inter BEE conference program will include pre-conference PR
- ◇ The seminar will be announced on the TOP page
- ◇ Provision of audience data
- ◇ 1 hour per session, 5 slots per day, 2 tracks during the event
- ※ Details will be provided separately.

▶ Measures to increase exposure and get more access to the exhibitor's page.

Option 4: Logo Banner Ad

4-1. Top Page Logo advertisement

■ Participation Fee **1,100,000yen (tax included)**

■ Specifications

- ◇ INTER BEE ONLINE Logo on the top page
- ◇ Limited number of companies (Standard and Premium applicants only)
- ◇ Link to the exhibitor's page

4-2. Exhibition Area TOP banner

■ Participation Fee **1,100,000yen (tax included)**

■ Specifications

- ◇ Banner on the exhibition site
- ◇ A limited number of companies (Premium Plan subscribers only)
- ◇ Link to the exhibitor's page
- ◇ Random display
- ※ There are certain regulations for creating images.

※ For more details of the option menu, Please refer to the attached option menu and application form.

Full support menu for first time exhibitors! (fee-based)

We offer a variety of support services to help you create content to post on the exhibitor details page of Inter BEE 2020 ONLINE.

■ Video Production

Product presentation videos, interview videos, PV videos, and various other styles are available. You can choose from a variety of styles such as product presentation videos, interview videos, and full-scale PV videos, depending on your schedule, budget, and participation content.
 Advanced video production using special equipment and 4K/8K cinematic video production, Multi-camera recording, drone filming, and many other options are also available.

■ **Exhibitor Seminar Video Production** From filming to editing to attracting lecturers. You can choose from simple to full support at reasonable prices.

■ **Various Image creation** Create your own design for the photos and images to be displayed on the exhibitor's page

■ **Adding Web functions** Chat function, fixed inquiry form, creating HTML free area

■ **Others** English translation, website input support, virtual booth creation, etc.

※ Each support menu is a separate chargeable service. For details, please refer to the Inter BEE 2020 ONLINE Exhibitor Support Menu.