# TO Japan Electronics Show Association

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 2021 Exhibition Application.

Broadmedia & Entertainment
# Inter BEE 2021
## ONLINE-only Application Form

| Application Deadline | **Tuesday, August 31st 2021** |
|---|---|
| Date Received | |

## ■ Our company is a

☐ Previous Inter BEE exhibitor

☐ First-time exhibitor     (Please submit company profile and product catalogs.)

## ■ Exhibition Plan

Please select the desired exhibition plan

| Exhibition Plan | Fee (incl. Tax) |
|---|---|
| ☐ **Online exhibition** (Exhibitor details page) | **JPY 880,000** |
| ☐ **Package Plan** (Exhibitor details page + Online exhibitor session/1 session) | **JPY 1,100,000** |
| ☐ **Additional: Online Exhibitor Seminar @ JPY 440,000**     Session(s)     = | |

## ■ Exhibit Categories and Products to be Exhibited

Please select one of the categories in which you wish to exhibit and circle all the product numbers you plan to exhibit, referring to the "List of Exhibits" on the other page. Please fill in the information as much as possible, as it will be reflected in the exhibitor search/product search on the official website. If there are any changes in the products to be exhibited, please contact the secretariat.

| Categories | Code of products to be exhibited |
|---|---|
| ☐ Professional Audio Equipment | 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22, 23, 24, 25, 26, 27, 28, 29, 30, 31, 32, 33, 34, 35, 36, 37, 38, 39, 40, 41, 42, 43, 44, 45, 46, 47, 48, 49, 50, 51 |
| ☐ Video Expression / Professional Lighting Equipment | 52, 53, 54, 55, 56, 57, 58, 59, 60, 61, 62, 63, 64, 65, 66, 67, 68, 69, 70, 71, 72, 73, 74, 75, 76, 77, 78, 79, 80, 81, 82, 83, 84, 85, 86, 87, 88, 89, 90, 91, 92, 93, 94, 95, 96, 97, 98, 99, 100, 101, 102, 103, 104, 105, 106, 107, 108, 109, 110, 111, 112, 113 |
| ☐ Video Production / Broadcast Equipment | 114, 115, 116, 117, 118, 119, 120, 121, 122, 123, 124, 125, 126, 127, 128, 129, 130, 131, 132, 133, 134, 135, 136, 137, 138, 139, 140, 141, 142, 143, 144, 145, 146, 147, 148, 149, 150, 151, 152, 153, 154, 155, 156, 157, 158, 159, 160, 161, 162, 163, 164, 165, 166, 167, 168, 169, 170, 171, 172, 173, 174, 175, 176, 177, 178, 179, 180, 181, 182, 183, 184, 185, 186, 187, 188, 189, 190, 191, 192, 193, 194, 195, 196, 197, 198, 199, 200, 201, 202, 203, 204, 205, 206, 207, 208, 209, 210, 211, 212, 213, 214, 215, 216, 217, 218, 219, 220, 221, 222, 223, 224, 225, 226, 227, 228, 229, 230, 231, 232, 233 |
| ☐ ICT / Cross-Media | 234, 235, 236, 237, 238, 239, 240, 241, 242, 243, 244, 245, 246, 247, 248, 249, 250, 251, 252, 253, 254, 255, 256, 257, 258, 259, 260, 261, 262, 263, 264, 265, 266, 267, 268, 269, 270, 271, 272, 273, 274, 275, 276, 277, 278, 279, 280, 281, 282, 283, 284, 285, 286, 287, 288, 289, 290, 291, 292, 293, 294, 295, 296, 297, 298, 299, 300, 301, 302, 303, 304, 305, 306, 307, 308, 309, 310 |

Note: Please circle any applicable items planned for other than the exhibit category.

## ■ Exhibitor Name

Please be careful to capitalize and lowercase letters when filling out the form.

| Company Name (One letter per box, leave box empty for space) | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | | | | | | | | | | |
| Head Office Address | | | | | | | | | | | | | | |
| Website URL | English | | | | | | | | | | | | | |
| | Japanese | | | | | | | | | | | | | |

## ■ Exhibition Representative

| Company Name (One letter per box, leave box empty for space) | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | | | | | | | | | | |
| Head Office Address | | | | | | | | | | | | | | |
| Exhibition Supervisor | Address | | | | | | | | | | | | | |
| | Job title / Division | | | | Name | | | | | | | | | |
| | TEL | | | | FAX | | | | | | | | | |
| | E-mail | | | | | | | | | | | | | |

Personal information provided in the above section may be shared with third-party subcontractors suject to privacy policy to protect personal information, whenever necessary for providing services/

☐ I agree (Please tick the box if you agree to the statement above)

I hereby submit the above application in compliance with the provisions of Inter BEE 2021 "Regulations for Online Exhibitors Only".

Exhibition Representative : Company Name _____

Job Title _____

Name _____

# Inter BEE 2021 Product to be Exhibited

## ◆Professional Audio Equipment

### ◆Audio Equipment
1 Microphones
2 Wireless Stage Monitor Systems (MIC, IEM)
3 Mixing boards, Portable Mixer
4 Digital Audio Workstation
5 IP audio equipment
6 Recorders
7 Players
8 Headphones, Intercoms
9 Monitor Speakers
10 Amp, Processor, Equalizer
11 Audiometer
12 Effects Processor (External, Plug-ins)
13 Immersive / 3D Sounds Related Equipment and Software
14 Intercom
15 Converter / Interface
16 Transmission Device
17 Fiber Optic Transmission System
18 Music Production Software
19 Cable Related
20 Rack, Case, Bag, etc.
21 Accessories
22 Power Source
23 Other Audio Equipment and Software

### ◆MA and Studio Systems
24 Mastering Equipment and Systems
25 Acoustic Design and Control
26 Audio Equipment for Theaters and Facilities
27 MA Software
28 Music Library / Archives
29 Sound  Systems for Delivery
30 Other MA and Studio Systems

### ◆PA and Live Systems
31 PA System
32 Live Sound Systems
33 Speakers for Live Music
34 Stage Monitor System
35 Amp / Processor for Live Music
36 Front of House Mixing console
37 Audio Networking equipment and software
38 Sound Systems for Clubs
39 Other PA and Live Systems

### ◆Radiobroadcast Systems
40 Radiobroadcast Systems
41 Radio over IP Equipment
42 Audio Editing Software
43 Intelligent Virtual Assistant
44 Other Radio Broadcasting Systems

### ◆High-End Consumer Equipment
45 Related Hi-Res
46 High-End Audio Speakers
47 High-End Speaker System
48 High-End Headphones
49 High-End Audio Accessories
50 High Quality Car Audio Systems
51 Other High-end Consumer Equipment

## ◆Video Expression / Professional Lighting Equipment

### ◆Large Video Equipment
52 Large LED Displays
53 3D LED System
54 LCD / OLED Displays
55 Outdoor Displays
56 4K/8K Projectors
57 Public Viewing
58 Other Large Video Equipment

### ◆Video Expression Technologies
59 XR (VR, AR/MR)
60 Interactive Systems
61 360-degree Videos
62 3D Scenography
63 Holographic Images
64 Panoramic Images
65 Ultra-Realistic Images
66 Ultra-Realistic Sounds
67 Immersive Sounds
68 Projection Mapping
69 Laser Projector
70 Drones
71 Artificial Intelligence
72 Motion Sensor Systems
73 Media Art
74 Free Viewpoint Video System
75 Other Video Expression Technologies

### ◆Digital Contents
76 Animations
77 Computer Graphics
78 Virtual Avatar
79 Audio System Archive
80 Video Rental
81 Other Digital Content

### ◆Digital Signage
82 Digital Signage Displays
83 Digital Signage Editing / Control Systems
84 Digital Signage Delivery Systems and Services
85 Advertising Media Services
86 Other Digital Signage

### ◆Live Viewing
87 Live Viewing Systems
88 Live Relay Systems
89 Live Delivery Systems
90 Real-time Live Performances
91 Other Live Viewing

### ◆Live Entertainment
92 Live Performance Video Systems
93 Live Performance Lighting Systems
94 Specialized Live Performance Equipment
95 Spatial Performance
96 Pan-tilt-zoom Camera (PTZ)
97 Other Live Entertainment

### ◆Stage and Outdoor Lighting Equipment
98 Stage Lighting Equipment
99 Wireless Remote Control Devices
100 Outdoor Lighting Equipment
101 Large-Scale Effect Lighting
102 Other Stage and Outdoor Lighting Equipment

### ◆Studio Lighting Equipment
103 Studio Lighting Equipment
104 TV Studio Lighting Equipment
105 Film and Video Lighting Equipment
106 Lighting System for Photography Studios
107 Lighting Control Systems
108 Lighting Control Board, Console, Dimmer
109 Special Effects Equipment
110 LED
111 Strobe Lights
112 Wiring Device, Cables
113 Other Studio Lighting Equipment

## ◆Video Production / Broadcast Equipment

### ◆Broadcasting Equipment Total System
114 Video Server Systems
115 Workflow on File Base
116 Digital Archives
117 Storage
118 Ultra High-Definition Program Production Systems
119 Large-Scale Routing Switcher
120 Production Switcher
121 Loudness Meter
122 Multi-Viewers
123 MAM Solution
124 Content Distribution Platform
125 Automatic Program Output Systems (TV Radio)
126 Automatic CM Output Systems (TV Radio)
127 IT Solutions
128 Graphic Libraries System
129 Film and Telecine
130 Other Broadcasting Equipment Total Systems

### ◆Enterprise System / Program Production Systems
131 Enterprise Systems
132 Business Broadcast Systems
133 Commercial Message Archive
134 Data Management Systems
135 Master Output Systems
136 Editing System for News Report
137 Graphic Systems
138 External Information Response Systems
139 Other Business-critical / Program Production Systems

### ◆Relay Systems / Transmission Systems
140 Base Station Facilities
141 FPUs
142 IP Transmission
143 Satellite IP
144 Fiber-Optic Cable
145 Satellite Transmission
146 OB Van
147 Vehicle-mounted Systems and Peripheral Equipment
148 Communication Radios
149 Emergency News Systems
150 Modulators
151 Demodulators
152 Amplifiers
153 Antennas
154 Terrestrial Television Broadcasting Systems
155 Multimedia Broadcast
156 Radio Broadcasting
157 Satellite Broadcasting
158 Cable Television
159 Data Broadcasting Systems
160 Video Delivery Networks
161 Transmission Cables
162 Wireless Systems
163 Fiber Optics
164 5G Live / Transmission
165 Other Relay Systems / Broadcasting Systems

### ◆Various Broadcasting-related Equipment and Services
166 Electric Power Units
167 Measuring Equipment and Converters
168 Design, Development and Manufacturing for Broadcast Equipment
169 Semiconductors, Components
170 Studio System Design, Construction, Maintenance
171 Dispatched Engineers
172 Other Broadcasting-related Equipment and Services

### ◆Production
173 HDTV Systems
174 Studio Cameras
175 Video Camera Recorder with VTR
176 Camcorder
177 Ultra HD Digital Cameras (8K/16K)
178 Digital Cameras (4K)
179 3D Cameras
180 Crane Cameras
181 Lenses
182 File Server Systems
183 Memory Cards, Memory Devices
184 Optical Disks
185 LTO Tape
186 Video Tape
187 Various Monitors
188 Multiple Monitor Displays
189 Prompters
190 Other Production-related Equipment

### ◆Stand-by and Peripheral Products
191 Drones
192 Gimbal
193 Stabilizer
194 Pedestals
195 Camera Tripods
196 Camera Platforms
197 Cranes
198 Jib
199 Dolly
200 Steadicams
201 Cabinets / Racks
202 Furniture
203 Camera Carrying Cases
204 Other Specialized Equipment and Peripheral Products

### ◆Post-production
205 Editing Devices
206 Switchers
207 Routing Switchers
208 Non-linear Editing Systems
209 Visual Effects
210 Color Correction
211 Painting Systems
212 Subtitle Production System
213 Automatic Subtitle Voice Recognition
214 Title Production Systems
215 Character Generators
216 Composite Systems and Software
217 Media Converter
218 Encoders
219 CG Production Systems
220 Animation Production Systems
221 Virtual Studio Systems
222 Motion Capture Systems
223 Software and Systems
224 Content Management Systems
225 System Integration Technologies
226 Database Technologies
227 Storage Equipment
228 Archive Systems
229 Other Post-production Related Equipment

### ◆Publications / Publicities
230 Related Books
231 Music Libraries
232 Related Software / Service
233 Consulting Services

## ◆ICT / Cross Media

### ◆Cloud Services / AI
234 Cloud Services
235 Archive Systems
236 Application Development Tool
237 Video Content Analysis Systems
238 AI Video Editting Tool
239 Facial Recognition Systems
240 Archive Management System
241 Web Content Development API
242 OS Middleware
243 Data Manager
244 Other Cloud and AI related

### ◆Video Delivery
245 Video Delivery Systems / Software
246 Server, HDD, Large Scale Storage
247 Video Delivery Platform
248 OTT
249 Internet Broadcasting Systems
250 IPTV
251 IPDC
252 Video On-demand Systems
253 CDN
254 H.264 Decoder / Encoders, HEVC Decoder / Encoder
255 Transcoders
256 Billing and Settlement Services
257 Related Video Ads Services
258 eSports / eGaming
259 FPGA / ASIC
260 Other Video Delivery

### ◆Mobile network
261 Second Screen
262 Smartphone / Tablet PC
263 5G
264 Wireless Systems
265 Video Editing, Delivery Systems for Mobile
266 Other Mobile Networks

### ◆Broadcasting Services
267 4K/8K Broadcasting
268 Terrestrial Television Broadcasting
269 Satellite Broadcasting
270 Cable Television
271 Multimedia Broadcast
272 Hybrid Cast
273 Radio Broadcasting
274 Other Broadcasting Services

### ◆Digital Cinema
275 Digital Cinema Cameras
276 Digital Cinema Filming Systems
277 Digital Cinema Editing Systems
278 Digital Cinema Delivery Systems
279 Digital Cinema Servers
280 Projection Systems
281 On-demand Services and Contents
282 Related High Dynamic Range Equipment
283 Other Digital Cinema

### ◆Advertising and Marketing
284 Ad Technology
285 Digital Marketing
286 Social Media Marketing
287 Viewing Data Analysis
288 Other Advertising and Marketing

### ◆Viewing Devices
289 High Definition TV (4K/8K)
290 STB
291 Game Machines
292 PC
293 Smartphone
294 Tablet PC
295 Mobile Projectors
296 Home Theater Systems
297 Other Viewing Devices

### ◆Movie Production
298 Digital Cameras
299 Smart Devices
300 Action Cameras
301 Wearable Cameras
302 Interchangeable Lens
303 Video Recording Accessories / Modules
304 Image Sharing Sites
305 Remote Camera
306 Other Movie Production

### ◆4K/8K Technologies for Other Industries
307 4K/8K Security Systems
308 4K/8K Medical Systems
309 4K/8K Education and Academic Systems
310 Other 4K/8K Technologies

# ■Inter BEE 2021 Online Exhibition Regulations

## 1. Qualifications for Exhibiting

Corporations and other entities related to the following categories are eligible to exhibit at Inter BEE 2021.

(1) Equipment manufacturers

(2) Component, device, and material manufacturers

(3) Broadcasting and communications companies

(4) Software and content production companies

(5) Trading and distribution companies

(6) Service companies

(7) Publishers of newspapers, magazines, etc.

(8) Educational and research institutions

(9) Government agencies, administrative corporations, public interest corporations, non-profit corporations, public organizations, industry organizations

※Exhibiting through an advertising agency is not permitted even if the exhibitor is a corporation that handles the above categories.

## 2. Application and Contract

Please fill out the "Online Exhibition Application and Contract Form" and send it to contact@inter-bee.com by e-mail. The exhibition application and contract will be completed when the Japan Electronics Show Association (JESA) notifies you of its acceptance. The date indicated in the confirmation of acceptance shall be the date of conclusion of the exhibition contract, and the exhibitor shall be obliged to pay the exhibition fee.

## 3. Exhibition Categories, Exhibition Fees, Payment, Cancellation, Reduction

(1) Exhibit Category
Pro Audio Division
Visual Expression/Pro Lighting
Video production/broadcasting related equipment
ICT / Cross-media

(2) Exhibition Fees

| | |
|---|---|
| a. Exhibitor Details Page | JPY 880,000 (incl. Tax) |
| b. Exhibitor Seminar | JPY 440,000 (incl. Tax) |
| c. Package Plan (a+b) | JPY 1,100,000 (incl. Tax) |

(3) Payment of the exhibition fee
The exhibition fee must be paid by bank transfer to the designated bank account by the following deadline upon request from the Japan Electronics Show Association. (The designated account will be provided upon request.) The exhibitor is responsible for bank transfer fees.

(4) Deadline for payment of the exhibition fee:
Thursday, September 30, 2021

(5) Cancellation of application and reduction of exhibition fee
In the event that an exhibitor cancels the application or reduces the exhibition fee due to a change in circumstances, the following cancellation fee will be charged. Consumption tax will be added to the cancellation fee.

| |
|---|
| After Friday, October 1st, 2021<br>100% of the Exhibition Fee |

## 4. Expenses other than the exhibition fee

All expenses other than the exhibition fee must be paid by bank transfer to the designated bank account by the following deadline upon request from the Association or its affiliates (the designated account will be provided upon request). The exhibitor will be responsible for bank transfer fees.

| |
|---|
| Deadline for payment of all fees other than the exhibition fee Friday, December 24th, 2021 |

## 5. Prohibited items and notes when exhibiting

5-1. Prohibited Actions

(1) Subleasing, selling, transferring, or exchanging of booth space
Exhibitors are prohibited from subleasing, selling, transferring, or exchanging part or all exhibition space, regardless of whether the other party is another exhibitor or a third party.

(2) Exhibiting for the purpose of collecting personal information
Exhibiting for the purpose of collecting personal information from visitors without exhibiting or promoting any products and services is prohibited.
All exhibitors are requested to comply with the requirements of the Personal Information Protection Law. The details to be observed regarding the collection, handling and use of visitors' personal information will be announced separately.

5-2. Responsibilities of the Exhibitor

(1) Responsibility of payments
Exhibitors will be responsible for payment of the exhibition fee and other expenses invoiced by the Association until payment is completed.

(2) Compliance with laws and regulations
Each exhibitor shall comply with the laws and regulations of Japan.

5-3. Cancellation or shortening due to force majeure

(1) If it becomes extremely difficult to hold the exhibition online due to a force majeure, the organizer may cancel the exhibition or shorten the date or time of the exhibition, even before or during the exhibition. In such cases, the organizer will notify exhibitors immediately after making the decision and announce it on the website. The organizer, the Organizing Committee, and the Association will not be held liable for any damages incurred by exhibitors resulting from such decisions or actions.

(2) If the entire exhibition is cancelled due to force majeure prior to the opening of the exhibition, the Association will return the balance of the exhibition fee to the exhibitor after deducting necessary expenses to be reimbursed.

(3) If the date or time of the exhibition is shortened due to force majeure, the exhibition fee will not be returned.

(4) No compensation will be made for expenses incurred by exhibitors due to the cancellation or shortening of the exhibition due to force majeure.

5-4. Copyright and Image Rights

(1) The content of each exhibitor's page is the property of the exhibitor.

(2) Exhibitors are requested to take appropriate measures to protect their copyrights and image rights when posting videos or playing audio/video recordings. (This is not required for content for which the exhibitor has the rights and for which the rights have already been handled separately.) For more information on copyrights, please contact the Japan Music Rights Association (JASRAC).

## 6. Issues concerning published content

6-1. Prohibit the posting of counterfeit or imitation products.

(1) It is prohibited to display, distribute, or show products (so-called counterfeit or imitation products) that infringe on the intellectual property rights of third parties. (Including, but not limited to, patent rights, trademark rights, design rights, and copyrights, as well as rights of a foreign country).

(2) If the Executive Committee or the Association deems that any product or service to be published on the Website falls under the category of counterfeit or imitation products, the item will be suspended at its discretion. The exhibitor shall not object to such action.

(3) Exhibitors are requested full cooperation with the Executive Committee or the Association in investigating whether the products listed on the Website are counterfeit or imitation products.

(4) Exhibitors shall be responsible for resolving any disputes related to intellectual property rights of the listed products.

6-2. Comparative Labeling

When making comparative displays of products, goods, and technologies of other companies, the permission of the relevant company shall be obtained, and the displays shall be made in a manner that does not cause trouble to other companies. The organizer, the Executive Committee, and the Association will not compensate exhibitors for any losses incurred from such request. If it is judged that sufficient measures have not been taken in response to requests for improvement, the exhibitor may be refused entry to the next exhibition.

## 7. Violations of regulations and questionable interpretations/ Other / Operating Committee

7-1. Violation of the regulations and questionable interpretation

The exhibitor may not be allowed to exhibit, if they violate the regulations, doubt about the interpretation of the regulations, is determined that the exhibitor will have a negative impact on visitors (web viewers) or other exhibitors, or is determined that the exhibitor is inappropriate, either before or after the acceptance of the application or conclusion of the exhibition contract. The organizing committee reserves the right to refuse participation in Inter BEE 2021 regardless of whether the application has been accepted, the contract has been signed, or the exhibition is still in progress. Interpretation of the above regulations will take precedence over the Japanese regulations.

(1) If the Executive Committee determines that an exhibitor has violated the Exhibition Regulations, the Association will request the exhibitor to take corrective action.

(2) If no improvement is made after the above (1) request has been made twice, or if any question arises regarding the interpretation of these regulations, the Executive Committee will discuss the matter and order the exhibitor to take corrective action based on its final decision. The conclusions reached through these consultations will be final, and exhibitors will not be able to file an objection or claim for compensation for damages.

(3) Exhibitors who have been ordered to make improvements in accordance with (2) above must immediately submit a written report to the Association outlining the details of the improvements and the schedule for implementing them.

(4) If an exhibitor who has received a request for improvement as described in (2) above does not take the necessary measures as described in (3) above, or if the improvement is deemed insufficient by the Organizing Committee, the following penalties may apply.
① Cancellation of exhibitor information from the following day.
② If an exhibitor fails to comply with the disciplinary action described in ① above, this fact will be made public, and the exhibitor may not be allowed to exhibit at the next Inter BEE.

7-2. Others

(1) Payment in the form of bills is not acceptable for all expenses including the exhibition fee.

(2) These regulations are subject to change if deemed necessary by the organizer, the Executive Committee, or the Association. In such cases, exhibitors will be notified of the revised regulations via the Inter BEE 2021 official website or other means.

(3) Each exhibitor shall comply with the laws and regulations of Japan, and the organizer, the Executive Committee and the Association shall bear no responsibility whatsoever for any violation of laws and regulations made by the exhibitor.

7-3. Executive Committee

The Executive Committee is a body composed of representatives of exhibitors that deliberates and decides on matters related to the management of the exhibition, including regulations and planning.