

Broadmedia & Entertainment

InterBEE 2025

Nov.19 Wed. ▶ 21 Fri. Makuhari Messe

INTER BEE CINEMA

Exhibition Guide

*Driving the Evolution of Film and High-End Visuals!
A next-generation cinema community
where technology and knowledge connect.*

    #interbee2025

www.inter-bee.com



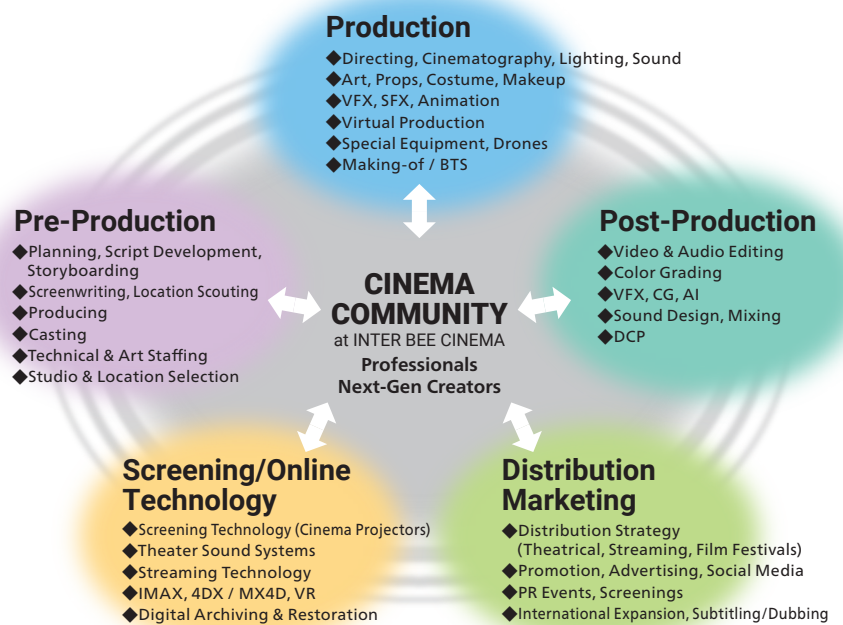
INTER BEE CINEMA

A Hub for Film Professionals to Inspire the Next Generation. We provide a dedicated community space for cinema, offering new opportunities for expression and business.

INTER BEE CINEMA develops a dedicated community for cinema. It brings together film production professionals to share the latest trends, equipment, and technologies while inspiring the next generation of creators and contributing to the growth of the film industry.

With the increasing number of screens and the diversification of viewing styles, Japan's film market continues to evolve from production to audience experience.

INTER BEE CINEMA serves as a hub for advancing filmmaking techniques, including directing, cinematography, lighting, sound, and editing. It features an open stage for industry trend insights, product showcases, and hands-on experience areas. These platforms provide professionals and related industries with new opportunities for expression and business collaboration.



■ Visitor Target

Film directors, producers, cinematographers, cameramen, lighting technicians, sound technicians, art directors, other users involved in film production, vocational school students and university students interested in the industry.

■ Type of Business (Inter BEE 2024) Comparison of participants for INTER BEE CINEMA with Inter BEE over all

Type of Business	CINEMA	Inter BEE
Film and Video Production Company / Videographer	19.4%	7.3%
Equipment Manufacturer	18.4%	14.4%
Postproduction	10.8%	5.2%
Commercial TV Broadcaster	8.4%	9.3%
Production House	6.1%	3.6%
Other User	4.5%	4.9%
Other Guest	4.4%	5.9%
Student	3.4%	9.4%
State-run Broadcasting Station	3.0%	3.4%
Related Content Production	2.9%	3%
Theater / Entertainment / Facilities and Stores	2.3%	1.5%
Trading Company	2.0%	4.8%
System Integration	1.9%	5.8%

Type of Business	CINEMA	Inter BEE
Related Staging, Art, Lighting, and Fashion	1.9%	2.4%
Related CATV	1.6%	2.1%
Related Internet Business / Web Development / Web Services	1.6%	2.4%
Other Media (Publishing, Web, etc.)	1.3%	1.2%
Recording Company / Music Production / Musician	1.3%	1.3%
Government Office, Organization	1.3%	1.5%
Entertainment / Event Organizer / Ad Agency	1.3%	1.7%
Related PA Equipment	0.8%	3.7%
Content Delivery Network	0.5%	1.5%
Telecommunications Carrier	0.5%	2.6%
Commercial Radio Broadcaster	0.4%	0.8%
Video Software Production Company	0.3%	0.3%

Showcase products and technologies related to cinema production and appeal to industry professionals!

▶ Product Exhibition Area

Affordable and easy-to-participate unit-type booths are available.
Use it as a hub to attract visitors to your own booth!

■ Exhibit Target

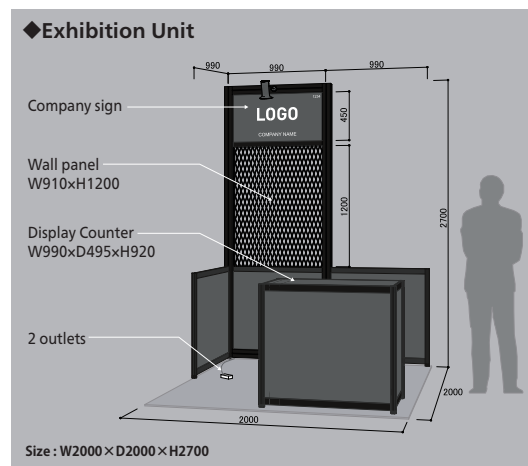
- ◆ Film equipment (cameras, lighting, sound, special equipment, etc.)
- ◆ Filming site recording devices ◆ Related equipment ◆ Applications

■ Exhibition booth unit

- Company sign, Exhibition stand, Electricity supply installation costs / electricity charges (1kW), 2 outlets

*If an electrical capacity of 1 kW or more is used, a charge of JPY 11,000 (incl. tax) per kW is required to pay.

*The maximum number of booths applied for is two.



■ Exhibition fee (1 unit)

Exhibitor of Inter BEE 2025: **¥154,000 (tax incl.)**

Non-Exhibitor: **¥275,000 (tax incl.)**

Users can experience a variety of cinema cameras and cinema lenses!

▶ Experience Area

Various cinema lenses will be mounted on different manufacturers' cinema cameras, allowing visitors to try them out.

A "Lens Meister" will be on-site to assist visitors by mounting lenses and providing explanations based on their requests.

This setup allows for an easy and resource-efficient exhibition, ensuring a secure display of lenses.



■ Exhibition fee : 1 set (5 pcs at most)

Exhibitor of Inter BEE 2025: **¥110,000 (tax incl.)**

Non-Exhibitor: **¥154,000 (tax incl.)**

*Exhibitors are responsible for transporting, bringing in and removing their products. If you need to receive or check products, this can be done as a chargeable option.

■ Items included in the exhibition fee

- ◇ Online Exhibitor Page: Exhibited product information, downloadable materials, and product videos can be posted. Includes a business meeting appointment function.
- ◇ Exhibition Invitation (Must request) ◇ Exhibitor badge ◇ Visitor Data Acquisition
- ◇ Exhibitor will be treated in the same manner as general exhibitors. *Please refer to the Inter BEE 2025 Exhibition Guide

■ Application Deadline: **Mon., June 30, 2025**

■ Operation schedule

- ◇ Please transfer a payment to our designated bank account by Friday, August 29.
- ◇ If an exhibitor cancels or reduces the number of booth spaces applied for, regardless of the reason, the following cancellation fee will apply. Consumption tax will be added to all fees.

Early August	▶ General Exhibitor Briefing Session *We will inform you separately if we hold an exhibitor briefing session for this special event.
Fri., August 29	▶ Deadline for the payment of the exhibition fees
Early October	▶ Distribution of Inter BEE 2025 invitation leaflets ▶ Distribution of exhibitor badge
November 17-18	▶ Setting up exhibits

July 1 to 31	▶▶▶ 60% of exhibition booth fee
August 1 to 31	▶▶▶ 80% of exhibition booth fee
From September 1	▶▶▶ 100% of exhibition booth fee

■ Outline

Name: INTER BEE CINEMA
Period: November 19 (Wed.) to 21 (Fri.), 2025
Venue: Exhibition Hall, Makuhari Messe
Admission: Free (Registration required)

■ How to apply/Inquiry

To apply for participation, please fill out the application form and submit it to the Show Management Secretariat as below.

Japan Electronics Show Association

TEL: +81-3-6212-5231 E-mail: contact2025@inter-bee.com

Address: 4F Ote Center Bldg., 1-1-3 Otemachi, Chiyoda-ku, Tokyo, 100-0004

INTER BEE CINEMA

Exhibition Application

Application
Deadline

Friday, June 30th

Application
Received

To Japan Electronics Show Association

Email: contact2025@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 apply to the INTER BEE CINEMA.

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

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■ Please check the number of days you wish to exhibit and then enter the number of units you are applying for and the exhibit fee.

*The prices are including tax.

Type of exhibition	Exhibition Fee	Number of Units	Total Exhibition Fee
<input type="checkbox"/> Product Exhibition Area	Exhibitor: ¥154,000 /unit Non-Exhibitor: ¥275,000 /unit	× unit(s)	= ¥
<input type="checkbox"/> Experience Area	Exhibitor: ¥110,000 /1 set Non-Exhibitor: ¥154,000 /1 set	× set(s)	= ¥

■ 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		
Privacy policy URL	English		
	Japanese		
Exhibitor Information will be shared between the Association and the partner companies with whom it has concluded a Memorandum of Understanding on Personal Information, only when necessary for the operation of Inter BEE and the provision of services.			
<input type="checkbox"/> I agree to the above. (Check box if you agree.)			

I hereby acknowledge that I have read, understood and will comply with the Inter BEE 2025 Exhibition Regulations including following cancellation fees and herewith apply to exhibit.

I agree to the above. (Check box if you agree.)

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, 2025	60% of exhibition booth fee
August 1 to August 31, 2025	80% of exhibition booth fee
After September 1, 2025	100% of exhibition booth fee