

Another day for play



# TOKYO **GAME SHOW** 2007

9/20 [Thu] 9/21 [Fri] 9/22 [Sat] 9/23 [Sun]

Business Days

Open to the Public

MAKUHARI  
MESSE

The Show has expanded from 3 to 4 days.

<http://tgs.cesa.or.jp/english>

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# TOKYO GAME SHOW 2007



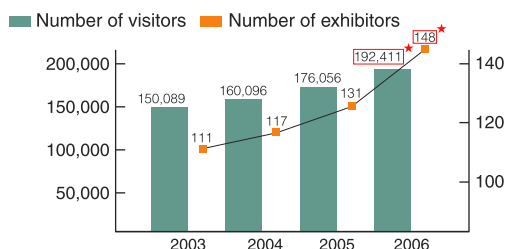
## Outline of the Show

Deadline for Booth Application : June 8, 2007

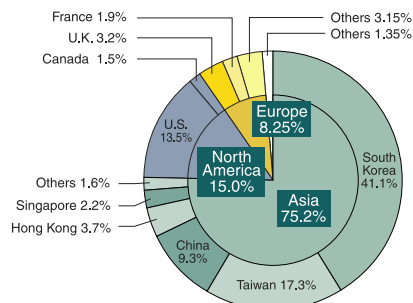
- **Period** : September 20, 21 = Business Days September 22, 23 = Open to the Public
- **Venue** : Makuhari Messe ([www.m-messe.co.jp](http://www.m-messe.co.jp))
- **Organizer** : Computer Entertainment Supplier's Association (CESA)
- **Co-organizer** : Nikkei Business Publications, Inc. (Nikkei BP)
- **Supporter** : Ministry of Economy, Trade and Industry (planned)
- **Exhibit Area** : General Area, Mobile Content Area, Business Solution Area, etc.
- **Expected number of visitors** : 180,000
- **Anticipated number of booths** : 1,550

## The Fact of the Show

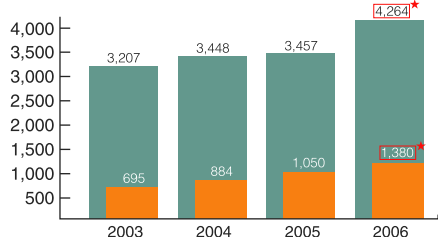
□\*:record-high



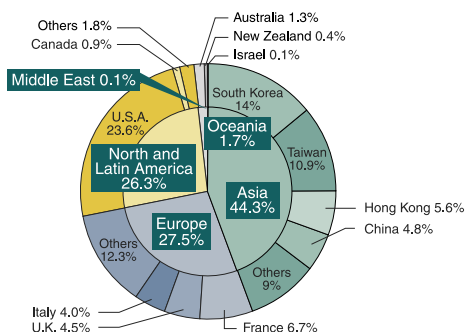
### Breakdown of international visitors



■ Number of the press ■ Of which: international press



### Breakdown of international press



## Exhibition for Multiple Platforms

PC	22.2%	Wii	0.9%
Mobile phones	21.8%	Game Boy Advance	0.3%
PlayStation 2	17.5%	Xbox	0.2%
Nintendo DS	9.1%	Nintendo GameCube	0.2%
PSP	5.8%	PlayStation	0.2%
Xbox 360	3.5%	Others (incl. titles not released yet)	15.4%
PlayStation 3	3.1%		

## TGS Forum

- **Period** : September 20, 21
- **Tracks** : Keynotes, Online, Mobile, International, etc.



- **Sponsorship Session** : ¥900,000~ (60 mins.)

## Booth Space Fee

- **General Booth** (3m × 3m)
  - ◆ Raw space: ¥350,000 ◆ With Package Booth: ¥450,000
- **Turnkey Booth** (2m × 2m)
  - ◆ ¥200,000 with Package Booth (max. 3 booths per exhibitor)
- **Meeting Booth** (3m × 3.5m)
  - ◆ ¥450,000



Package booth



Turnkey booth



Meeting booth

## Official Sponsorship

- Onsite Banner Ads, Official Website Banner Ads and Official Show Guide Ads
- ◆ Please contact the management office.

