

TOKYO
GAME
SHOW
2014

9/16 [Thu] 17 [Fri] • 18 [Sat] 19 [Sun]

BUSINESS DAY

OPEN TO THE PUBLIC

Makuhari Messe

TOKYO GAME SHOW
renewed at **20th** Anniversary!!

“No. 1 wealth information in Asia” & “Largest event in the world”

Outline of the TGS2010

Period	Business Day* Open to the Public Opening hours	Sep.16 (Thursday) - Sep.17 (Friday), 2010 <small>*Admission is limited to the press, industry participants and those with invitations.</small> Sep.18 (Saturday) - Sep.19 (Sunday), 2010 From 10:00 a.m. to 5:00 p.m.
Venue		Makuhari Messe 2-1 Nakase, Mihama-ku, Chiba-city, Chiba Prefecture JAPAN
Organizer		Computer Entertainment Supplier's Association (CESA)
Co-Organizer		Nikkei Business Publications, Inc. (Nikkei BP)
Expected number of exhibitors		180
Expected booth units		1,500
Expected visitors		180,000

**Deadline
for Booth
Application**

▼
**June 11
2010**

General Area

Exhibiting Products :

Game soft, Online game, Game platform,
Other game-related products and service

General Booth : 367,500 yen (incl. tax)

Size: 3m wide x 3m deep

Turnkey Booth : 231,000 yen (incl. tax)

Size: 2m wide x 2.5m deep

*Max. 3 booths per exhibitor



Business Solution Area

Exhibiting Products: Development tools, middleware, support service for online game, license business, support system for venture business, human resources service, and business solution including business administration and support soft.

General Booth : 367,500 yen (incl. tax)

Period: September 16 - 19 (4 days)

Size: 3m wide x 3m deep

Turnkey Booth : 210,000 yen (incl. tax)

Period: September 16 - 17 (2 Business days only)

Size: 2m wide x 2m deep

*Max. 3 booths per exhibitor



Business Meeting Area

Special area for the meeting and press interview
Business Meeting Corner provides quiet environment and effective business opportunities with free interpreter and free drink services.

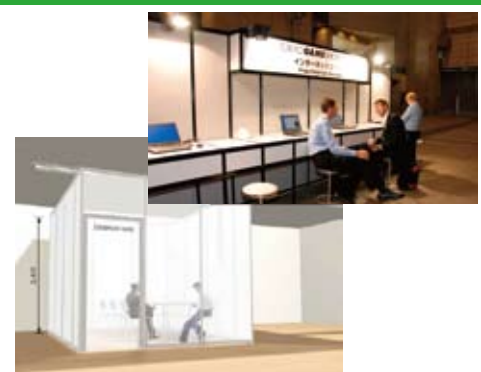
Space Fee: 472,500 yen (incl. tax)

Period: September 16 - 17 (2 Business days only)

Size: 3m wide x 3.5m deep

*The fee at this corner will be 262,500 yen if you exhibit at other corners.

* Max. 2 booths per exhibitor



International Career Pavilion

New!

For needs of global hiring aimed to achieve career matching between overseas companies and Japanese visitors, and vice versa.

General Booth : 367,500 yen (incl. tax)

Period: September 16 - 19 (4 days)

Size: 3m wide x 3m deep

Turnkey Booth : 210,000 yen (incl. tax)

Period: September 16 - 17 (2 Business days only)

Size: 2m wide x 2m deep

* Max. 3 booths per exhibitor

PC Online Game Area

New!

For presentation and business meeting focused on sales of online game licenses and various partnership

*We offer the special package booth for business meeting (paid).

General Booth : 367,500 yen (incl. tax)

Size: 3m wide x 3m deep

Turnkey Booth : 210,000 yen (incl. tax)

Size: 2m wide x 2m deep

* Max. 3 booths per exhibitor

Game PC Area

New!

For PC products of self-produced game and PC game soft including PC for high-end game, mother board for PC game, graphic board, processor, memory, HDD.

* Please contact to the OMO if you want product sales

General Booth : 367,500 yen (incl. tax)

Size: 3m wide x 3m deep

Turnkey Booth : 210,000 yen (incl. tax)

Size: 2m wide x 2m deep

* Max. 3 booths per exhibitor

Audio Visual & Gadget Area

New!

For audio-video equipment & gadget making good environment for playing games including LCD and plasma TV, audio system of 5.1 channel, headphone, controller, special chair.

* Please contact to the OMO if you want product sales

General Booth : 367,500 yen (incl. tax)

Size: 3m wide x 3m deep

Turnkey Booth : 210,000 yen (incl. tax)

Size: 2m wide x 2m deep

* Max. 3 booths per exhibitor

Mobile Area

New!

For contents for mobile phone and mobile-related products including accessories and peripheral equipments or i phone, Android and Windows Phone.

General Booth : 367,500 yen (incl. tax)

Size: 3m wide x 3m deep

Turnkey Booth : 210,000 yen (incl. tax)

Size: 2m wide x 2m deep

* Max. 3 booths per exhibitor

Game School Area

Introduction of game schools for future creators

Exhibiting: professional school, undergraduate university, postgraduate university, distance learning.

General Booth : 367,500 yen (incl. tax)

Size: 3m wide x 3m deep

Turnkey Booth : 231,000 yen (incl. tax)

Size: 2m wide x 2.5m deep

* Max. 3 booths per exhibitor

NOTE:

* General booth fee covers only booth space and does not include decoration and electrical work.

* Turnkey booth fee includes basic decoration. Please contact to the Overseas Management Office for further detail.

* Optional package booth is available. Please contact to the OMO for further detail.

More Asian Market Opportunity!

PROJECT (1) Asia Game Business Summit

New!

TOKYO GAME SHOW 2010 will implement measures to increase business and general visitors especially from Asia. "Asian Game Business Summit" is where top Asian game companies get together. It will be the place to develop Asian market including Japan and TOKYO GAME SHOW shall be useful to your business strategy.



PROJECT (2) International Business Consultation Area

New!

This corner offers exhibitors opportunities of business meeting. Japan External Trade Organization (JETRO) will act as bridge between producers and suppliers from Asia, Europe and America.

PROJECT (3) Renewal! TGS Forum 2010

Period : September 16, 17

Tracks : Keynotes, Social Network, Mobile, International, Game Business in Asia, etc.

Sponsorship Session : 60mins / 945,000yen (incl.tax)

30mins / 315,000yen (incl.tax)



Schedule

Deadline for application

June 11 (Fri), 2010

Exhibitor Briefing and Booth location selection meeting

July 1 (Thu), 2010

* If the exhibitor applied 40 booths or more, booth location selection meeting will be on June 23, 2010.

Payment due date

July 30 (Fri), 2010

Notification

Please indicate your request about the shape of the booth space (depth, ___ booths and width, ___ booths) when you fill out the application form.

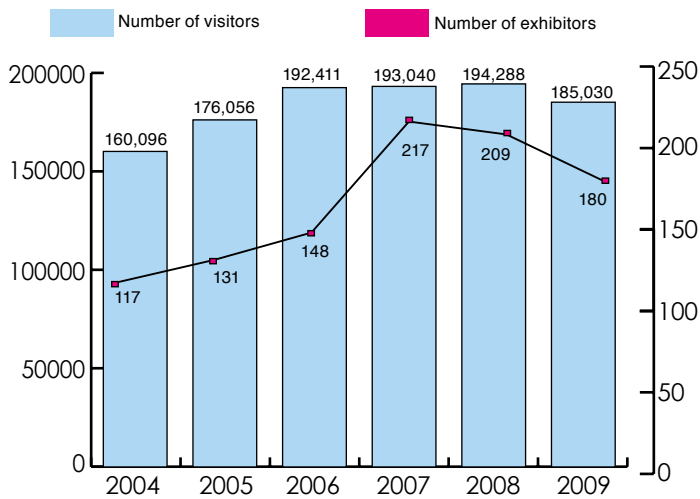
Any exhibitor wishing to cancel its participation in TOKYO GAME SHOW 2010, either fully or partially, must submit a notice to the Overseas Management Office in writing. In the event of a cancellation, the following amount is due as a cancellation fee. As the OMO issues a bill on that occasion, make payment within 30 days.

(a) From June 12 to June 22, 2010 : 50% of the booth space fee

(b) After June 23, 2010: 100% of the booth space fee

The confirmed payment is not refundable under any circumstances.

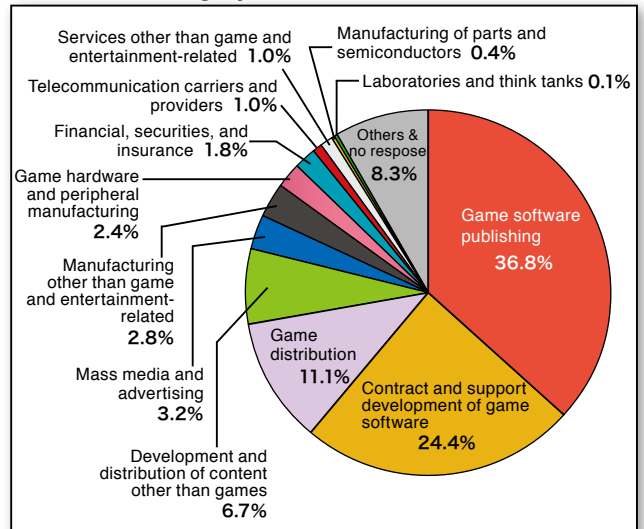
The Fact of the Show in 2009



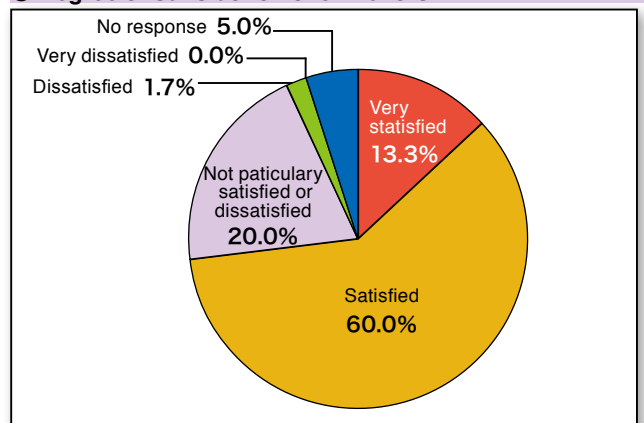
Number of Visitors : **185,030**
 Number of exhibitors : **180**
 Number of booths : **1,367 booths**
 Displayed titles : **758 titles**

By platform(%)		By genre(%)	
PC	24.1	Action	21.4
Mobile phone	18.6	RPG	10.6
Nintendo DS	13.9	Puzzle	9.3
Xbox360	5.7	Simulation	6.2
PSP	3.4	Adventure	4.3
Playstation3	3.0	Shooter	2.9
Wii	2.9	Sports	2.4
Playstation2	0.4	Racing	1.9
Others	28.0	Others	41.0

Business Category of visitors



Degree of Satisfaction of exhibitors



TOKYO GAME SHOW Overseas Management Office (OMO)

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