

# TOKYO GAME SHOW 2011

At Makuhari Messe, Sept. 15(Thu.)-Sept.18(Sun.)

**Deadline for Application:  
June 3 (Fri), 2011**

## Booth Space Application

We (exhibitor) hereby apply to participate in the Show. We also agree to observe "Rules Governing TOKYO GAME SHOW 2011" and all other regulations recognized as necessary by the organizer. The organizer's Overseas Management Office (OMO) will issue a participation contract document, to confirm the acceptance of the application, as soon as the Booth Space Application Form is accepted. *\*Please send this Booth Space Application Form by fax, postal mail, and via E-mail.*

The exhibitor name on the booth space application form must be the official name. The name written on the form will be used for the exhibitors list in the Show advertisements, official web sites of the Show, guidebook, etc.

**Exhibitor's name**


### Person in charge of application

Company name: \_\_\_\_\_ Division: \_\_\_\_\_ Name: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 Tel.: \_\_\_\_\_ Fax: \_\_\_\_\_ E-mail: \_\_\_\_\_

### Person in charge of participation (If different from the person in charge of participation indicated above)

Company name: \_\_\_\_\_ Division: \_\_\_\_\_  
 Title: \_\_\_\_\_ Name: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 Tel.: \_\_\_\_\_ Fax: \_\_\_\_\_  
 E-mail: \_\_\_\_\_ URL: \_\_\_\_\_

### Number of display booths applied for/booth charges

(Please mark the type of fee with a check mark, and indicate the number of booths and the booth charges.)

#### Space Only (Space Unit: 3m wide X 3m deep)

- General Exhibition Area, Mobile & Social Game Area, Gaming PC & Network Area, Gaming Device Area, Game School Area: 367,500JPY per booth (incl. tax)  
 Merchandise Sales Area: 420,000JPY per booth (incl. tax)  
 Business Solution Area, Cloud/Data Center Pavilion, International Career Pavilion: 294,000JPY per booth (incl. tax)  
 \*The above fees are only the use of the space, with no basic booth or electric engineering charges included.

#### Package Booth (Booth Unit: 3m wide X 3m deep)

- Shell Scheme: 472,500 JPY per booth (incl. tax)  
 Shell Scheme with Business Meeting: 525,000 JPY per booth (incl. tax)  
 Shell Scheme for Business Solution Area: 399,000 JPY per booth (incl. tax)  
 Shell Scheme for Merchandise Sales Area: 525,000 JPY per booth (incl. tax)  
 Shell Scheme for Business Meeting Area (Business Day Only)\*: 472,500 JPY per booth (incl. tax)  
 \*The fee at this corner will be 262,500 JPY if you exhibit at other corners.

#### Turnkey Booth

- Turnkey Booth A (2m wide X 2m deep): 210,000 JPY per booth (incl. tax)  
 Turnkey Booth B (2m wide X 2.5m deep): 231,000 JPY per booth (incl. tax)  
 Turnkey Booth C (2m wide X 2m deep, Business Day Only): 210,000 JPY per booth (incl. tax)  
 \*Turnkey booth C is only for Business Day.

\_\_\_\_\_ booth(s) x \_\_\_\_\_ yen = \_\_\_\_\_ yen

In the case of 4 booths or more \_\_\_\_\_ \*Use whole numbers to describe the layout of booths.

Layout configuration [ \_\_\_\_\_ booths deep x \_\_\_\_\_ booths wide] \*If the layout isn't specified, judgment will be made by the OMO.

### Exhibit Area

- General Exhibition Area  Mobile & Social Game Area  Gaming PC & Network Area  Gaming Device Area  
 Merchandise Sales Area  Game School Area  Business Solution Area  Cloud/Data Center Pavilion  
 International Career Pavilion  Business Meeting Area

### Exhibit Content (Enter the outline of the planned exhibit.)

**Payment deadline:  
July 29 (Fri.), 2011**

Regarding the booth fee, the OMO will issue a bill upon the approval of the booth space application.  
 Exhibitors should complete payment of exhibition fee by the date indicated in invoice issued from the OMO.  
 An exhibitor that applies after the closing date must pay the space fee in full by the end of the month of the application date.

### CANCELLATION BY EXHIBITOR:

Any exhibitor wishing to cancel out of TOKYO GAME SHOW 2011, either fully or partially, must submit such a notice to the OMO in writing. In the event of cancellation, the following amount is due as cancellation fee.

**From June 4 (Sat.) - June 14 (Tue.), 2011: 50% of the booth space fee**

**After June 15 (Wed.), 2011: 100% of the booth space fee**

**[Please send your Application Form to]**

TGS Overseas Management Office c/o Nikkei Business Publications Asia Ltd. Room No.1701A, 17/F Stanhope House, 734 King's Road, Quarry Bay, Hong Kong Fax: +852-25748175 E-mail: rhirosaw@nikkeibp.co.jp

Application Date \_\_\_\_\_, 2011

Signature \_\_\_\_\_

# Rules Governing TOKYO GAME SHOW 2011

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## ■ Overseas Management Office (OMO)

•The OMO is the operating secretariat of TOKYO GAME SHOW 2011 organized by the organizer and co-organizer of the Show.

## ■ Eligibility for Exhibiting in the Show

•Exhibitors are limited to companies and other organizations supplying products and services consistent with the purpose of the Show as set by the OMO. The OMO has the right to determine if any product or service is consistent with the purpose of the Show.

## ■ Restriction of Exhibits and Products for Sale

•Exhibits are limited to those that meet the Ethical Rules of CESA. The exhibition of products related to software not in compliance with the Ethical Rules is prohibited.

•Promotion of software for consumer use is the content of activities of any exhibitor, in principle.

•Products not handled by exhibitors cannot be exhibited at the Show.

•Sales of products are allowed only in the Sales Area.

## ■ Regulations for Exhibit

•The decorating/exhibiting methods are described in the "Exhibitors Manual" to be supplied by the OMO, and all exhibitors are required to follow the guidelines in the Manual. There are limits to special structures, such as hanging structure and two-story booths, and the height of exhibition space, depending on the number of booths and location of booths.

•Each exhibitor must ensure that its exhibit does not interfere with those of adjacent exhibitors. The OMO will determine, based on the Exhibitors Manual, whether an exhibitor is interfering with another exhibit or whether there is violation of rules, and the exhibitor is to comply with the OMO's determination.

## ■ Exhibitor Name

•The exhibitor name on the Booth Space Application Form must be the official name. Unless the OMO is informed of any changes in advance, the name on the form will be used for the exhibitors list in the Show advertisements, official web sites of the Show, guidebook, etc.

## ■ Determination of Booth Location

•The location of booths will be determined at a booth location selection meeting to be held on June 15, 2011, (for exhibitors that applied for 40 booths or more) and June 22, 2011 (for exhibitors that applied for fewer than 40 booths).

•If the exhibitor will not be able to attend the booth location selection meeting, the exhibitor must entrust the booth location selection to the OMO in advance.

•Selection methods:

- In descending order beginning with exhibitors requesting a larger number of booths, exhibitors will be asked to select desired booth locations from among available booths, prepared by the organizer in advance, based on the number of booths.

- The selection order, if there are multiple exhibitors with the same number of booths, will be as follows:

1. Exhibitors that participated in the preceding Show (TOKYO GAME SHOW 2010) and applied for booths before the application deadline.
2. Exhibitors that participated in the preceding Show but applied for booths after the deadline.
3. Exhibitors that did not participate in the preceding Show but applied for booths before the deadline.
4. Exhibitors that did not participate in the preceding Show and applied for booths after the deadline.

If there are multiple exhibitors with equivalent records, the order of selection will be determined by lottery.

\* Depending on the state of applications, there may be cases in which the selection method will be changed in advance. In that case, the OMO will send notification before the booth location selection meeting.

•In the case of an exhibitor applying for 40 or more booth spaces, the organizer will assure the exhibitor of an island configuration (a layout without any adjoining booths).

•It is not possible to change the number of booths at the booth location selection meeting.

•If the number of booths cannot be accommodated during the booth location selection meeting, the exhibitor may have to adjust the number of booths requested in consultation with the OMO, or may be asked to change the depth-to-width ratio of the exhibition area, with the applied area being unchanged.

•The exhibitor cannot change the location of booths after their selection. However, there may be cases in which the location of the exhibitor's booth will be changed, based on the exhibitor's consultation with the OMO, due to a booth cancellation by another exhibitor, the addition of new booths or other reasons.

## ■ Shape of the Booth Space

•The shape of the booth space (depth, \_\_\_ booths and width, \_\_\_ booths) should be applied for by placing whole numbers in the appropriate spaces.

•An exhibitor's space can be at most 8 booths deep and 16 booths wide.

•An exhibitor who desires 128 or more booth spaces is requested to consult with the OMO regarding the shape of the booth space.

•To facilitate the overall Show site layout, an exhibitor with a booth space of a difficult shape may be requested to change its shape.

## ■ Period

•The exhibitor must decorate its booth space during the preparatory period to be defined by the OMO, and complete the work before the opening of the Show on Sept. 15, 2011.

•All exhibits and decorations shall be removed after 5:00 p.m. Sept. 18, 2011, and exhibitors are not allowed to remove any portions or all of their exhibits before 5:00 p.m. Sept. 18, 2011 (excluding exhibit areas designated by the organizer).

## ■ No Subleasing

•Without the express permission of the OMO, an exhibitor may not transfer or sublease all or any part of its booth space (whether for payment or not).

## ■ Fire Safety

•All exhibitors are required to adhere to all fire and safety rules and regulations that apply to the venue of TOKYO GAME SHOW 2011.

## ■ Booth Space Application and Payment Due Dates

•The OMO will issue a bill upon the approval of the booth space application. Exhibitors should complete payment of exhibition fee by the date indicated in invoice issued from the OMO.

## ■ Cancellation by Exhibitor

•Any exhibitor wishing to cancel its participation in TOKYO GAME SHOW 2011, either fully or partially, must submit a notice to the OMO 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 4(Sat.) - June 14 (Tue.), 2011: 50% of the booth space fee

(b) After June 15 (Wed.), 2011: 100% of the booth space fee

•The confirmed payment is not refundable under any circumstances.

## ■ Damage Compensation

•The OMO, regardless of the reason, will not be responsible for any personal injury or property damage (including that to the venue's facilities and fixtures) resulting from the use of the venue by the exhibitor, its employees or any others involved.

•The exhibitor, its employee or any others involved must immediately compensate for all damages, either intentional or accidental, inflicted on the venue's facilities and fixtures by its employees, representatives or any others involved.

•The OMO is not responsible for any typographical errors found in the promotional materials of TOKYO GAME SHOW 2011, including media advertising, guidebook, etc.

## ■ Cancellation of the Show

•In the event that the organizer cancels TOKYO GAME SHOW 2011 for its own reasons, making it impossible for the exhibitors to use their contracted booths, the OMO will reimburse the space fees to the exhibitors at a daily rate, calculated by the number of days left in the Show. Apart from the foregoing, the OMO will not bear any liability for cancellation of the Show.

•The organizer / OMO will not be responsible for any damages inflicted on the exhibitor, whether direct or indirect, through force majeure or by command or instruction of a third party.

## ■ Use of Personal Information

•The personal information given on this application is offered to the organizer and the co-organizer of TOKYO GAME SHOW.