

More Asia, More Business

TOKYO GAME SHOW 2013

# TOKYO GAME SHOW



Period: **2013.9 Business Day 9/19 [Thu]-20 [Fri]**  
**Public Day 9/21 [Sat]-22 [Sun]**

Venue: **Makuhari Messe** [Chiba, Japan]  
<http://tgs.cesa.or.jp/english>

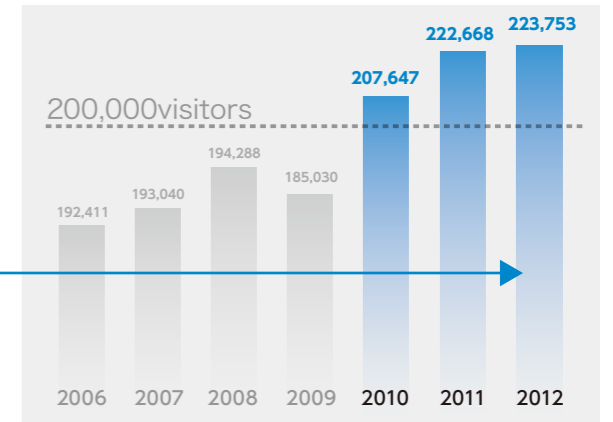
Organizer: **Computer Entertainment Supplier's Association [CESA]**  
 Co-Organizer: **Nikkei Business Publications, Inc.**



## TGS 2012 in Number

- **Venue:** Makuhari Messe  
Exhibition Hall 1-8 (Approx. 54,000sqm) and International Conference Hall
- **Number of exhibitors:** 209 (83 from overseas)
- **Number of booths:** 1,609
- **Display gaming titles:** 1,043
- **Number of visitors:** Sep. 20 (Thu) 27,391  
Sep. 21 (Fri) 24,504  
Sep. 22 (Sat) 94,989  
Sep. 23 (Sun) 76,869  
**Total 223,753**

■ **The number of visitors reached a record high! More than 200,000 visitors for three consecutive year!**



### Number of Media and Reporters

Media Category	Media	Reporters
Web	519	1,121
Newspaper	54	143
News Agency	15	43
TV (Satellite TV/ CATV)	46	176
TV (Terrestrial)	74	278
Editor / Freelance Writer / Others	59	124
Radio	31	47
Magazine	311	1,005
Overseas Media	545	1,051
<b>Total</b>	<b>1,654</b>	<b>3,988</b>

## Exhibit area / Exhibit fee (Consumption tax is included in the all price.)

Tokyo Game Show 2013 - Featuring a bigger and better exhibition area!  
 In addition to Halls 1 to 8, Hall 9 and the event hall will be used for exhibition. New exhibitions include "Cloud Gaming Area," where cloud computing-based games, which are expected to become a keyword for 2013, "Cosplay Area," which will display cosplay-related products, and "Business Start-up Area" for game venture firms established in January 2011 or later. Furthermore, former PC Game Area will be upgraded to "Cyber Games Asia Area" to which the e-Sports competition "Cyber Games Asia Stage" will be attached.

TGS 2013 has 3 choices for exhibit, **4-Day Exhibit** (Sep. 19-22), **2-Day Exhibit for Business Day** (Sep. 19-20), and **2-Day Exhibit for Public Day** (Sep. 21-22). Exhibitors can also choose booth type (**Space Only, Shell Scheme or Turnkey Booth**) for the needs.

Exhibit Purpose	Exhibit Area	Product	Exhibition Day			Booth Type	
			4-Days	Business 2-Days	Public 2-Days	Space Only/ Shell Scheme	Turnkey Booth
For end-users & trade visitors	General Exhibition Area	Game hardware, software and services	○	×	×	○	○
	Cyber Games Asia Area	Game software for PC and online, PCs and peripherals	○	×	×	○	○
	Smartphone Game Area/ Social Game Area	Game software for smartphone and tablet social game, smartphone devices	○	×	×	○	○
	Game Device Area	Gaming device for home-use game console, PCs and peripherals, game-related goods	○	×	×	○	○
	Cloud Gaming Area	Cloud game software, platforms and services	○	×	×	○	○
	Game School Area	Schools, colleges, universities and distance education	○	×	×	○	○
	Merchandise Sales Area	Game-related products	○	×	○	○	×
	Cosplay Area	Cosplay costumes and accessories	×	×	○	○	○
	For trade visitors	Business Solution Area	Development tools, middleware, license, venture business support, human resources service and business administration system	○	○	×	○
Cloud/Data Center Pavilion		Cloud/Data center service for social and network gaming	○	○	×	○	○
Asia New Stars Area		Asian companies newly seeking business partners in Japan	○	○	×	○ Shell Scheme Only	×
Business Start-up Area		Game-related venture companies established after Jan. 2011.	×	○	×	×	○
Business Meeting Area		For all companies/ organizations	×	○	×	○*	○*

\*Please refer to the brochure for details.



## General Exhibition Area

**4** Business Day & Public Day  
-Day Exhibit

This is the exhibition area for digital entertainment products and services.

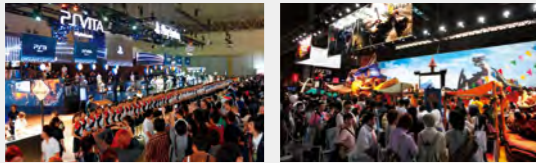
**Exhibit products** Game software, online games, game platforms and other game-related products and services

**Space Only** (3x3m) **Booth fee** 367,500 yen

### Space and Shell Scheme

**Package Booth** (3x3m) **Booth fee** 472,500 yen

**Turnkey Booth A** (2x2.5m) **Booth fee** 210,000 yen



## Smartphone Game Area / Social Game Area

**4** Business Day & Public Day  
-Day Exhibit

This is the exhibition area focusing on games for smart devices (smartphones, such as iPhone, Android, Windows Phone, and various tablets) and social games for portable device.

**Exhibit products** Games for smartphones, tablets and other smart devices, social games, mobile terminals, related products (accessories and peripheral), solution and services for development tool and distribution support

**Space Only** (3x3m) **Booth fee** 367,500 yen

### Space and Shell Scheme

**Package Booth** (3x3m) **Booth fee** 472,500 yen

**Turnkey Booth B** (2x2m) **Booth fee** 210,000 yen



## New! Cloud Gaming Area

**4** Business Day & Public Day  
-Day Exhibit

Cloud computing-based games which attract attention in 2013. This area showcases the game titles that can be distributed via networks regardless of game consoles.

**Exhibit products** Cloud game software, platforms and services

**Space Only** (3x3m) **Booth fee** 367,500 yen

### Space and Shell Scheme

**Package Booth** (3x3m) **Booth fee** 472,500 yen

**Turnkey Booth B** (2x2m) **Booth fee** 210,000 yen



## New! Cyber Games Asia Area

**4** Business Day & Public Day  
-Day Exhibit

This area exhibits PC games, PCs, and parts, etc. in the vicinity of the site of the international e-sports competition focusing on computer games, "Cyber Games Asia." Here, you can see the feverish excitement in the e-sports competition.

**Exhibit products** PC online games, browser games, game PCs, PC peripherals, other PC game-related products and services

**Space Only** (3x3m) **Booth fee** 367,500 yen

### Space and Shell Scheme

**Package Booth** (3x3m) **Booth fee** 472,500 yen

**Turnkey Booth B** (2x2m) **Booth fee** 210,000 yen

\*If you want to sell products, please contact OMO.



## Game Device Area

**4** Business Day & Public Day  
-Day Exhibit

This is the exhibition area for game devices for home-use game consoles, portable game consoles and PC game including controllers, keyboards, mice, headphones.

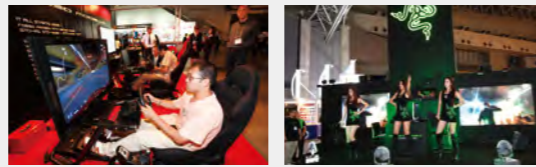
**Exhibit products** Devices for game consoles/portable game consoles/PC games (joysticks, headphones, keyboards), sound system/game devices with proprietary controller, game devices for smartphones, accessories

**Space Only** (3x3m) **Booth fee** 367,500 yen

### Space and Shell Scheme

**Package Booth** (3x3m) **Booth fee** 472,500 yen

**Turnkey Booth B** (2x2m) **Booth fee** 210,000 yen



## Game School Area

**4** Business Day & Public Day  
-Day Exhibit

This is the exhibition for game schools will gather for future creators.

**Exhibit products** Schools, colleges, universities and distance education

**Space Only** (3x3m) **Booth fee** 367,500 yen

### Space and Shell Scheme

**Package Booth** (3x3m) **Booth fee** 472,500 yen

**Turnkey Booth A** (2x2.5m) **Booth fee** 210,000 yen



## Merchandise Sales Area

**2** Public Day Only  
-Day Exhibit **4** Business Day & Public Day  
-Day Exhibit

This is the special area for sales of game-related goods.

**Exhibit products** Music CDs, videos, DVDs, related items, books, magazines and newspaper

**Space Only** (3x3m) **Booth fee** 420,000 yen

### Space and Shell Scheme

**Package Booth** (3x3m) **Booth fee** 525,000 yen

\*Unit price of merchandise products is limited up to 30,000 yen.

\*Promotion, exhibit and booth event are not allowed in this area.

\*Sales of game software is exclusively allowed for exhibitors who have booths in other areas.

\*This area will be divided into 2-Day Exhibit and 4-Day Exhibit zones.

\*Booth fee of 2-Day Exhibit is equal to 4-Day Exhibit.



## New! Cosplay Area

**2** Public Day Only  
-Day Exhibit

This area exhibits cosplay-related products. It is possible to display and sell cosplay products to cosplayers and cosplay fans. In addition to booths, you can set a background panel for cosplay shooting.

**Exhibit products** Cosplay costumes and accessories

**Space Only** (3x3m) **Booth fee** 367,500 yen

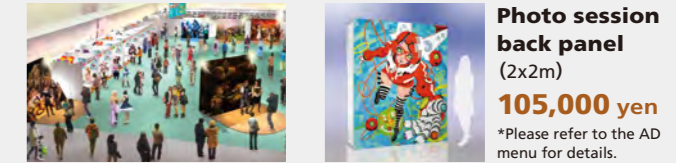
### Space and Shell Scheme

**Package Booth** (3x3m) **Booth fee** 472,500 yen

**Turnkey Booth B** (2x2m) **Booth fee** 210,000 yen

\*No merchandise sales allowed for Turnkey booth exhibitors.

\*Unit price of merchandise products is limited up to 30,000 yen.



**Photo session back panel** (2x2m) **105,000 yen**  
\*Please refer to the AD menu for details.

# B2B Program

For business purpose exhibitor's menu

**2** Business Day Only  
-Day Exhibit

## Business Meeting Area

This is the meeting space that allows for meaningful business talk in a low-key setting during Business Day. In addition to traditional single-room-type booth and 2-room-type, a basic table with lower fees is now available. Also, interpretation services and complimentary soft drink services will be offered.

**Exhibit products** For all companies / organizations

**Open : September 19(Thu)-20(Fri)**

\* Please contact OMO if you exhibit 4 or more booths.

\* There are limited number of rooms, and rooms are sold on a first-come-first-served basis.

**Meeting Room Booth** (a private meeting room with door and walls)

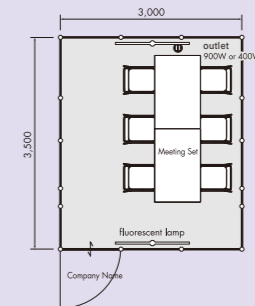


**1-Booth Meeting Room** (3x3.5m)

**Booth fee** 472,500 yen

Discount price for exhibitor who has booth at other areas

**Booth fee** 367,500 yen



**\*Inclusive Items**

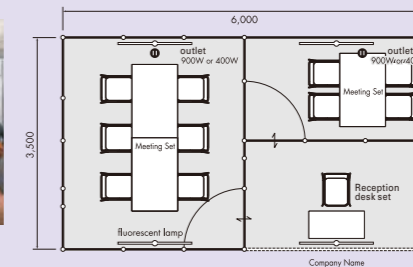
- 1 System wall (4 walls/white)
- 2 Company name plate
- 3 Fluorescent lamp (32W x 2 lamps)
- 4 Electrical outlet (two-socket outlet x 1) 100V 900W or Energy saving pack 100V 400W
- 5 Electrical power supply 100V 1KW or Energy saving pack 100V 500W per booth
- 6 Meeting set (2 tables & 6 chairs)

**2-Booth Meeting Room** (6x3.5m)

**Booth fee** 840,000 yen

Discount price for exhibitor who has booth at other areas

**Booth fee** 682,500 yen



**\*Inclusive Items**

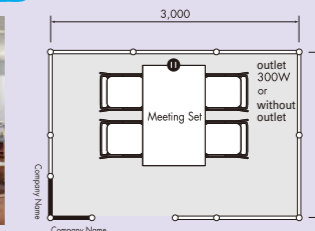
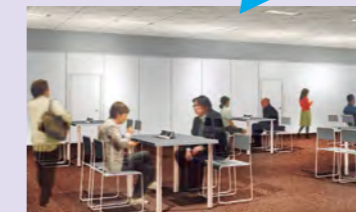
- 1 System wall (4 walls/white)
- 2 Company name plate
- 3 Fluorescent lamp (32W x 4 lamps)
- 4 Electrical outlet (two-socket outlet x 2) 100V 900W or Energy saving pack 100V 400W
- 5 Electrical power supply 100V 2KW or Energy saving pack 100V 1KW per booth
- 6 Meeting set (2 tables & 6 chairs, 1 table & 4 chairs) Reception desk set

**Basic Table Space** (a table and chairs, no partition)

**Renewal!**

**1 Table Space**

**Booth fee** 84,000 yen



**\*Inclusive Items**

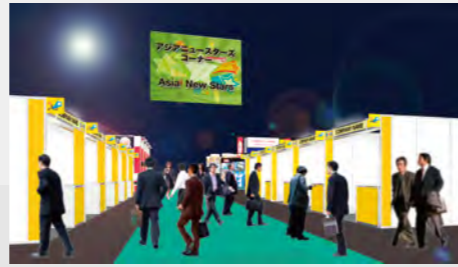
- 1 Company name plate
- 2 Electrical outlet (two-socket outlet x 1) 100V 300W or no required
- 3 Meeting set (Table & 4 chairs)



## Asia New Stars Area

This is the exhibition area targeting Asian companies. The concept is to introduce local "new stellar companies," such as promising game venture companies and tool development companies, to Japanese game companies and the rest of the world.

2 Business Day Only -Day Exhibit 4 Business Day & Public Day -Day Exhibit

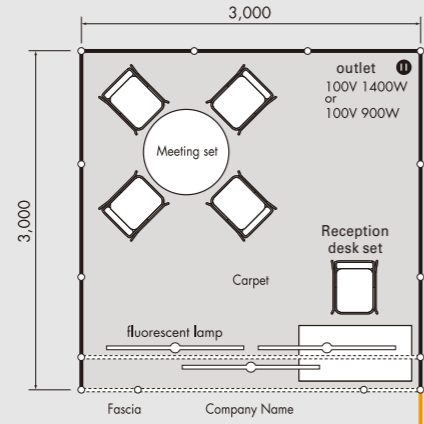
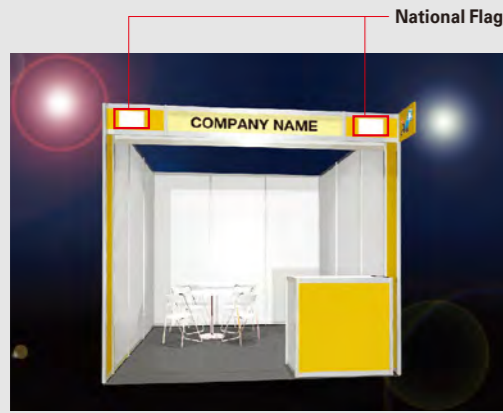


**Exhibit products** Asian companies which are considering expanding to Japan and newly seeking business partners in Japan and the rest of the world.

### Space and Shell Scheme

**Package Booth (3x3m)** Booth fee **472,500 yen**

\*Booth fee of 2-Day Exhibit is equal to 4-Day Exhibit.



- \*Inclusive Items**
- 1 System wall (side & back walls)
  - 2 Fascia (H 350mm) \*National flag of the exhibitor will be printed.
  - 3 Punch carpet (gray)
  - 4 Company name plate (W1940 x H250)
  - 5 Fluorescent lamp (32W x 3 lamps)
  - 6 Electrical outlet (two-socket outlet x 1) 100V 1.4KW or Energy saving pack 100V 900W
  - 7 Electrical power supply 100V 1.5KW or Energy saving pack 100V 1KW
  - 8 Meeting set (Round table & 4 chairs)

## Business Solution Area

This area is the exhibit for game-related BtoB companies.

2 Business Day Only -Day Exhibit 4 Business Day & Public Day -Day Exhibit

**Exhibit products** Development tools, middleware, support service for online game, license business, support system for solution in gaming business

An exhibition style can be selected from two options: a regular small stall for two days or for four days or a turnkey booth that can be set up only for two days during Business Day. With the use of TGS Forum Sponsorship Session (option), synergy effect can be expected.



### Cloud / Data Center Pavilion

Inside the Business Solutions Area, the pavilion is set up for cloud computing/DB services that support the social game and network game infrastructure.



\* Exhibit fee of this area is equal to Business Solution Area.

### Space Only (3x3m)

2 Business Day Only -Day Exhibit 4 Business Day & Public Day -Day Exhibit

Booth fee **367,500 yen**

### Space and Shell Scheme

**Package Booth (3x3m)** Booth fee **472,500 yen**

**Turnkey Booth C (2x2m)** Booth fee **210,000 yen**

## New! Business Start-up Area

2 Business Day Only -Day Exhibit

This business exhibition area is for game-related venture firms that have been established in January 2011 or later. This plan is so affordable that venture firms in the fields of smartphones, social and console games, etc. can exhibit their products.

**Exhibit products** Game-related venture companies established after Jan. 2011.

### Space and Shell Scheme

**Turnkey Booth (1x1m)** Booth fee **99,750 yen**

\*Applicants are requested to submit the necessary documents.



- \*Inclusive Items**
- 1 Punch carpet
  - 2 Company name plate
  - 3 Spotlight (100W x 1lamp)
  - 4 Electrical outlet (two-socket outlet x 1) 100V 500W
  - 5 Electrical power supply 100V 500W per booth
  - 6 Display table with storage (W950 x D700 x H1000)

## Benefits for BtoB purpose exhibitors

### 1. Business Matching System

The Asia Business Gateway, the system that connects exhibitors with Business Day visitors and other exhibit companies, is available. Via PCs or smartphones, business talk partners can be searched, an appointment can be made, the setting of business talk can be communicated, and a no-charged meeting space can be reserved. The system is in Japanese or in English for free starting from July 2013.

### 2. Business Meeting Area

A charge-free business meeting area where exhibitors can discuss their businesses in a quiet environment. You can book a table that can be used for free after making a business deal through the Business Matching System.

### 3. International Business Consultation Area

The International Business Consultation Area is set up inside the venue. Exhibitors can seek consultation for knowledge, knowhow, and services necessary for international business. Exhibitors can use the room for free. The staff of JETRO, a PR company, and an international business matching companies are stationed at the room.

## Rental Shell Scheme

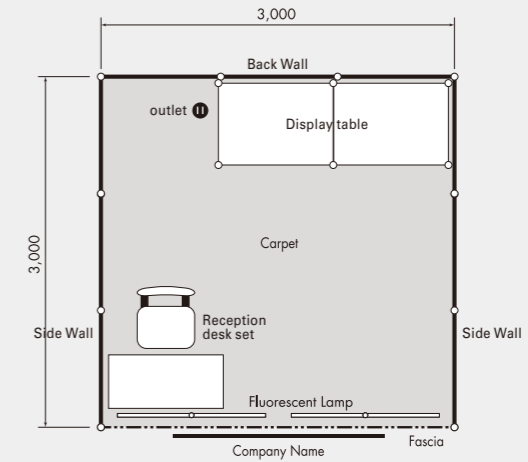
"Energy Saving Package" has been provided for the below Shell Schemes. Please contact OMO for more detail.

### Package Booth (3x3m)

4 Business Day & Public Day -Day Exhibit



\*Exhibitor can choose color of Fascia, carpet and company plate from the options below.

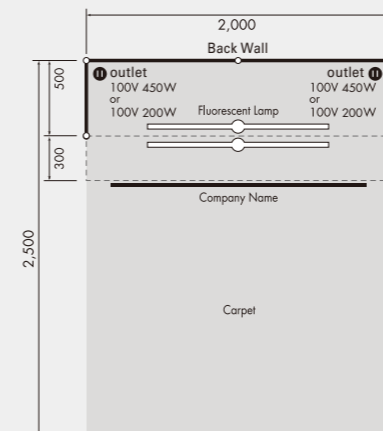


- \*Inclusive Items**
- 1 System wall (side & back walls)
  - 2 Fascia (H 300mm)
  - 3 Punch carpet
  - 4 Company name plate (W1800 x H200)
  - 5 Fluorescent lamp (32W x 3 lamps)
  - 6 Electrical outlet (two-socket outlet x 1) 100V 1.4KW or Energy saving pack 100V 900W
  - 7 Electrical power supply 100V 1.5KW or Energy saving pack 100V 1KW
  - 8 Reception desk set, display tables with storage

## Turnkey Booth \*Max 3 booths per exhibitor

### Turnkey Booth A (2x2.5m)

- General Exhibition Area
- Game School Area

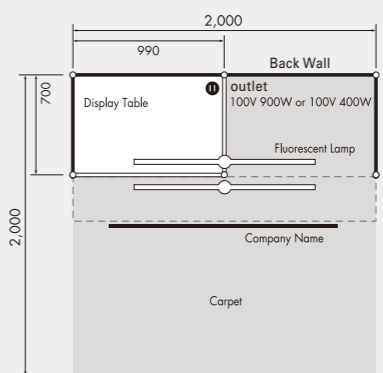


- \*Inclusive Items**
- 1 System wall (side & back walls)
  - 2 Punch carpet
  - 3 Company name plate (W1940 x H200)
  - 4 Fluorescent lamp (32W x 2 lamps)
  - 5 Electrical outlet (two-socket outlet x 2) 100V 900W or Energy saving pack 100V 400W
  - 6 Electrical power supply 100V 1KW or Energy saving pack 100V 500W

\*Exhibitor can choose color of carpet and company plate from the options above.

### Turnkey Booth B (2x2m)

- Cyber Games Asia Area
- Smartphone Game Area / Social Game Area
- Game Device Area
- Cloud Gaming Area
- Cosplay Area (Public 2-Days)

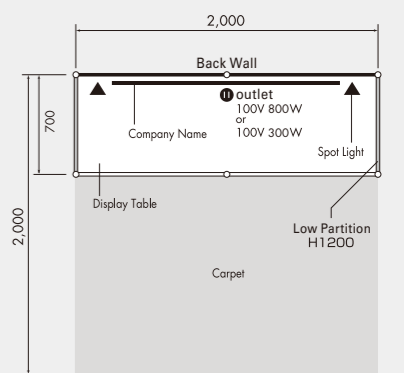


- \*Inclusive Items**
- 1 System wall (side & back walls/gray)
  - 2 Punch carpet
  - 3 Company name plate (W1940 x H200)
  - 4 Fluorescent lamp (32W x 2 lamps)
  - 5 Electrical outlet (two-socket outlet x 1) 100V 900W or Energy saving pack 100V 400W
  - 6 Electrical power supply 100V 1KW or Energy saving pack 100V 500W
  - 7 Display table with storage (W950 x D700 x H1000/black)

\*Exhibitor can choose color of carpet from the options above.

### Turnkey Booth C (2x2m)

- Business Solution Area
- Cloud / Data Center Pavilion



- \*Inclusive Items**
- 1 System wall (low partition & back wall)
  - 2 Punch carpet
  - 3 Company name plate (W1800 x H200)
  - 4 Spotlight (100W x 2)
  - 5 Electrical outlet (two-socket outlet x 1) 100V 800W or Energy saving pack 100V 300W
  - 6 Electrical power supply 100V 1KW or Energy saving pack 100V 500W
  - 7 Display table with storage (W1950 x D700 x H1000/black)

\*Exhibitor can choose color of carpet from the options above.



## TGS Business Matching System "Asia Business Gateway"

The Asia Business Gateway, the system that connects participant companies with Business Day visitors or other exhibitors, is available. Via PCs or smartphones, business partners can be searched, an appointment can be made, the setting of business talk can be communicated, and a no-charged meeting space can be reserved. The system can be used in Japanese or in English for free.

### System Flow



### For more business opportunities!

## International Business Consultation Area

The International Business Consultation Area is set up inside the venue so that visitors can seek consultation for knowledge, knowhow, and services necessary for international business. Participant companies and visitors can use the Area without any charges. It is planned that the staff of JETRO, an entity that supports Japanese companies in gaining a foothold in overseas countries, the staff in charge of giving advice on PR targeting overseas markets, and the staff in charge of business matching between Japanese and overseas companies are always stationed at the Area.



## Best chance to your promotion on Business Day TGS Forum Sponsorship Session

Application deadline:  
June 7 (Fri), 2013

TGS Forum 2013, the conference which focuses on latest trend in game industry, will be held for professionals in Business Day. TGS offers 2 types of sponsorship session for exhibitors: "TGS Forum Sponsorship Session" (60 min.) and "TGS Forum Sponsorship Session Light" (30 min.). Programs offer the best opportunity to promote your products and services as an official program of TGS.

Fee **945,000 yen**

Date: September 20, 2013 / Capacity: 140 (tentative)  
Time: 60 minutes / Equipment: projector, screen and microphones  
Registration:  
Services:

1. Announcement and visitor recruitment (Advertisement on magazines, DM, e-DM etc.)
2. Printing company logo on TGS Forum program
3. Handling registration (pre-registration and on-site), issuing forum ticket
4. Providing list of attendees\*
5. Issuing forum invitation ticket (O/D)
6. TGS 2013 Business Day invitation ticket (100 sets)

Advertisement on TGS 2013 Official Guidebook (full color, 1 page)

\*Attendees' list is considered strictly confidential. You are required to adhere to organizer's privacy policies.



## Light version for small presentation room TGS Forum Sponsorship Session Light

Fee **315,000 yen**

Date: September 20, 2013 / Capacity: 50 (tentative)  
Time: 30 minutes / Equipment: projector, screen and microphones  
Registration:  
Services:

1. Announcement and visitor recruitment (Advertisement on magazines, DM, e-DM etc.)
2. Printing company logo on TGS Forum program
3. Handling registration (pre-registration and on-site), issuing forum ticket
4. Providing list of attendees\*

\*Attendees' list is considered strictly confidential. You are required to adhere to organizer's privacy policies.

## Organizer's Projects for Overseas Exhibitors

### 「Asia Game Business Summit」

International conference that aimed at expanding game business with a core of the Asian region. This conference will be summit format of the top leaders from Asian nations.

### 「SENSE OF WONDER NIGHT (SOWN) 2013」

This event will make spotlights to a game developers to draw wellspring of ideas with suddenly change the world. SOWN 2013 finds out the idea of a game causing changing sense: "SENSE OF WONDER". "SENSE OF WONDER NIGHT 2013" will be held to provide an opportunity of the presentation for game developers around the world.

### 「Asia Networking Party」

At the second Business Day evening in September 20, "Asia Networking Party", that will be centered on overseas exhibitors and visitors from Asia, will hold for the purpose of business exchanges and further networking.

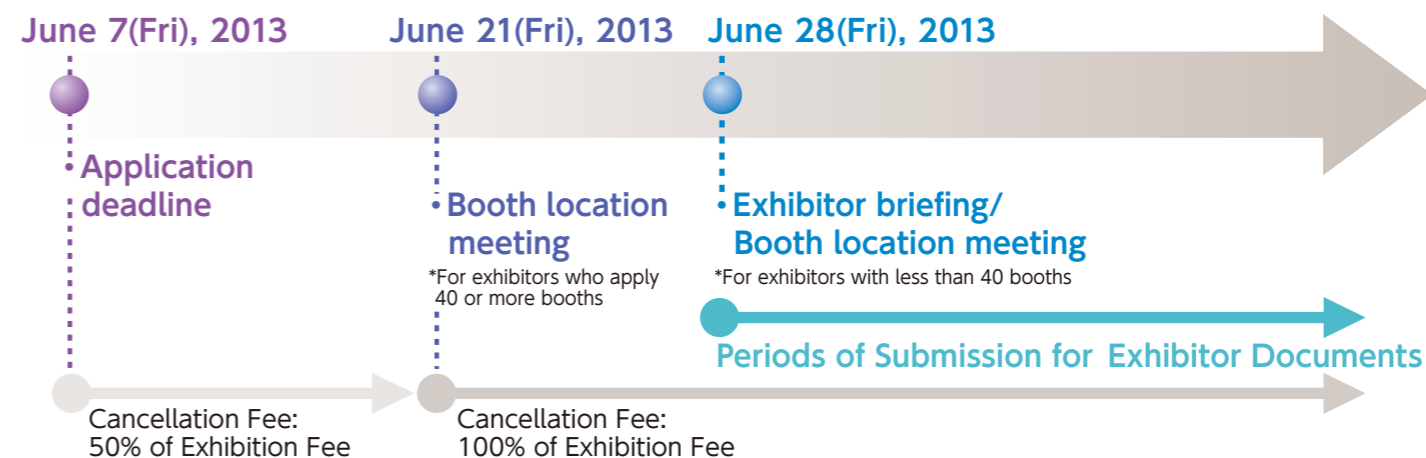
### 「Cyber Games Asia 2013」

TOKYO GAME SHOW 2013 will be running an event with a purpose to attract visitors from Asia and to strengthen information dissemination toward Asia. Cyber Games Asia, is a competition set to be the leading e-Sports gaming event in the region. Top gamers from Asian region will battle in front of crowds of thousands at the show.



\*The above projects are subjects to change without any prior notice.

## Schedule



## Show Outline

Name: TOKYO GAME SHOW 2013  
Dates: **Business Day** September 19 (Thu.)-20 (Fri.) 10:00-17:00  
[Business Day opens only for press and business visitors]  
**Public Day** September 21 (Sat.)-22 (Sun.) 10:00-17:00  
[Hours may begin from 9:30 a.m. depending on circumstances.]  
Venue: Makuhari Messe (Chiba, Japan)  
Organizer: Computer Entertainment Supplier's Association (CESA)  
Co-organizer: Nikkei Business Publication Inc. (Nikkei BP)  
Support: Ministry of Economy, Trade and Industry (tentative)  
Number of expected visitors: 200,000  
Number of expected booths: 1,600

### Application and Payment

1. Please fax or e-mail the application form to TGS Overseas Management Office (OMO).
2. Upon receiving the application form, the OMO will issue an invoice for the exhibition fee.
3. You are requested to pay your exhibition fee in full within three weeks of the issuance of the invoice.
4. Your application is deemed formally accepted and you are treated as an exhibitor on the payment of your exhibition fee.

### Cancellation

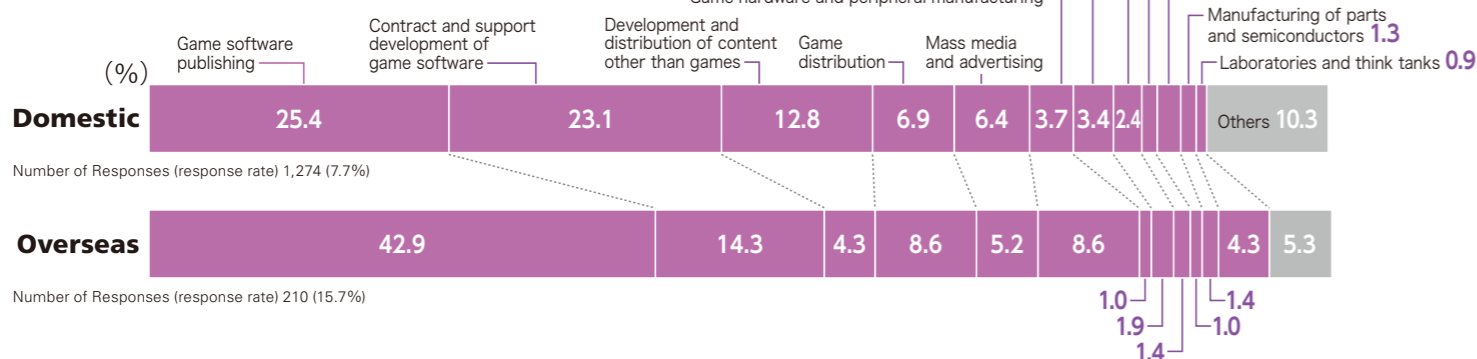
If an exhibitor cancels an application for any reason, or reduces the number of booths applied for, the following cancellation charge must be paid depending on the date of cancellation.

**From June 8 to 20, 2013: 50% of Exhibition fee**  
**After June 21, 2013: 100% of Exhibition fee**

## TGS 2012 in Number

### Visitor Profile

### Business Category



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

For further information, please contact.

**TOKYO GAME SHOW Overseas Management Office (OMO)**

c/o Space Media Japan Co., Ltd.

5-1-2F, Kojimachi, Chiyoda-ku, Tokyo 102-0083 Japan Email: [tgs@smj.co.jp](mailto:tgs@smj.co.jp) / Tel: +81-3-3512-5670 / Fax: +81-3-3512-5680