



TOKYO GAME SHOW 2016

Press Start to Play the Future

Press Release

May 25, 2016

TOKYO GAME SHOW 2016 Main Visual Chosen!

Special logo also revealed to mark 20 years

Accepting applications for exhibition booths until May 31 (Tue)

Computer Entertainment Supplier's Association
Nikkei Business Publications, Inc.

The main visual for the Tokyo Game Show 2016 (held by The Computer Entertainment Supplier's Association (CESA) in cooperation with Nikkei Business Publications, Inc. (Nikkei BP)) has been chosen.



The illustrator Ipei Gyoubu produced the main visual this year as well. This work is a visualization of the 2016 theme "Press Start to Play the Future". We are also revealing a special logo to commemorate the Tokyo Game Show turning 20 this year! The main visual and commemoration logo will be featured in a variety of situations as a symbol of the Tokyo Game Show 2016. Look forward to seeing them around.



Tokyo Game Show 20 Year
Commemoration Logo

TOKYO GAME SHOW official website: <http://tgs.cesa.or.jp/english>

Comment from the creator, Ippei Gyoubu

“The game world is moving from monitors to headsets, and at some point gamers will probably even remove the headset. Is that world real or unreal? Games are creating the whole different concept of the world! The Tokyo Game Show has continually delivered to us the history of those revolutions, and is turning 20 this year. I can’t wait to go see a new revolution.

Profile: Ippei Gyoubu

His profession is illustrator. He works mainly on illustrations and character design, in Japan and overseas. His major work includes the 2011 Nike Free global campaign, the Osaka Pavilion mural for the Shanghai Expo 2010, the Sony Walkman Ippei Gyoubu Model, the 2005 package for Coca Cola Japan’s Dr. Pepper, an Adidas Japan World Cup ad campaign, package and image character design for Konami’s J.LEAGUE Winning Eleven Tactics as well as character design for SNK “CoolCool Toon”, etc. He has produced the main visual of the Tokyo Game Show since 2010. His latest work has involved passionately engaging with visual works by designing multiple mechas for “Gundam Reconquista in G” and “Mobile Suite Gundam Iron-Blooded Orphans”, as well as design work for “Kabaneri of the Iron Fortress” and “Sacred Seven”.

*Ippei Gyoubu’s official site: twitter.com/ippeigyoubu

■ TGS2016 Accepting applications until May 31 (Tue)!

We are accepting applications for Tokyo Game Show 2016 exhibitions until May 31 (Tue).

(Accepting applications for Indy Game Corner [Type A] exhibitions until June 10 (Fri)).

Global game fans, media, and industry members have their attention turned to the Tokyo Game Show 2016. For detailed information on running an exhibit at the show, see “For Exhibitor” on the official home page of the Tokyo Game Show (<http://tgs.cesa.or.jp/english>). And for inquiries about running an exhibit, contact the Tokyo Game Show Management Office (tgs@nikkeibp.co.jp) of Nikkei Business Publications, Inc.

[Exhibitors Application Schedule]

★Exhibition Application Deadline: May 31, 2016 (Tue)

Booth Location Meeting: June 21, 2016 (Tuesday); For exhibitors who apply for 40 or more booths
July 1, 2016 (Friday); For exhibitors with less than 40 booths
Exhibitor Briefing: July 1, 2016 (Friday)

■ Event Outline for the Tokyo Game Show 2016

Event Title:	TOKYO GAME SHOW 2016
Organizer:	Computer Entertainment Supplier’s Association (CESA)
Co-Organizer:	Nikkei Business Publications, Inc.
Sponsor:	Ministry of Economy, Trade and Industry (TBD)
Special Partner:	DWANGO Co., Ltd.
Dates & Times:	<u>September 15 (Thu), 16 (Fri) Business Day 10:00 – 17:00</u> * Admission during Business Days is restricted to trade visitors and members of the press. <u>September 17 (Sat), 18 (Sun) Public Day 10:00 – 17:00</u> * Doors may open at 9:30 a.m. on Public Days depending on the situation.
Venue :	Makuhari Messe (Mihama-Ku, Chiba City, Chiba Prefecture) Exhibition Halls 1 to 11 / Event Hall / International Conference Halls
Expected Number of Visitors:	230,000
Expected Number of Booths:	2,000
Admission:	Adults (Junior-high school age and older) On-site 1,200 yen (Advanced Purchase: 1,000 yen)
(Public Days)	Elementary school age and younger: Free