

TOKYO GAME SHOW 2016

Guide for Advertising MENU



Sept. **15** [Thu] **16** [Fri] **17** [Sat] **18** [Sun] **Makuhari Messe**
(Chiba, Japan)

Business Day Public Day Venue

Notes for Data Submissions

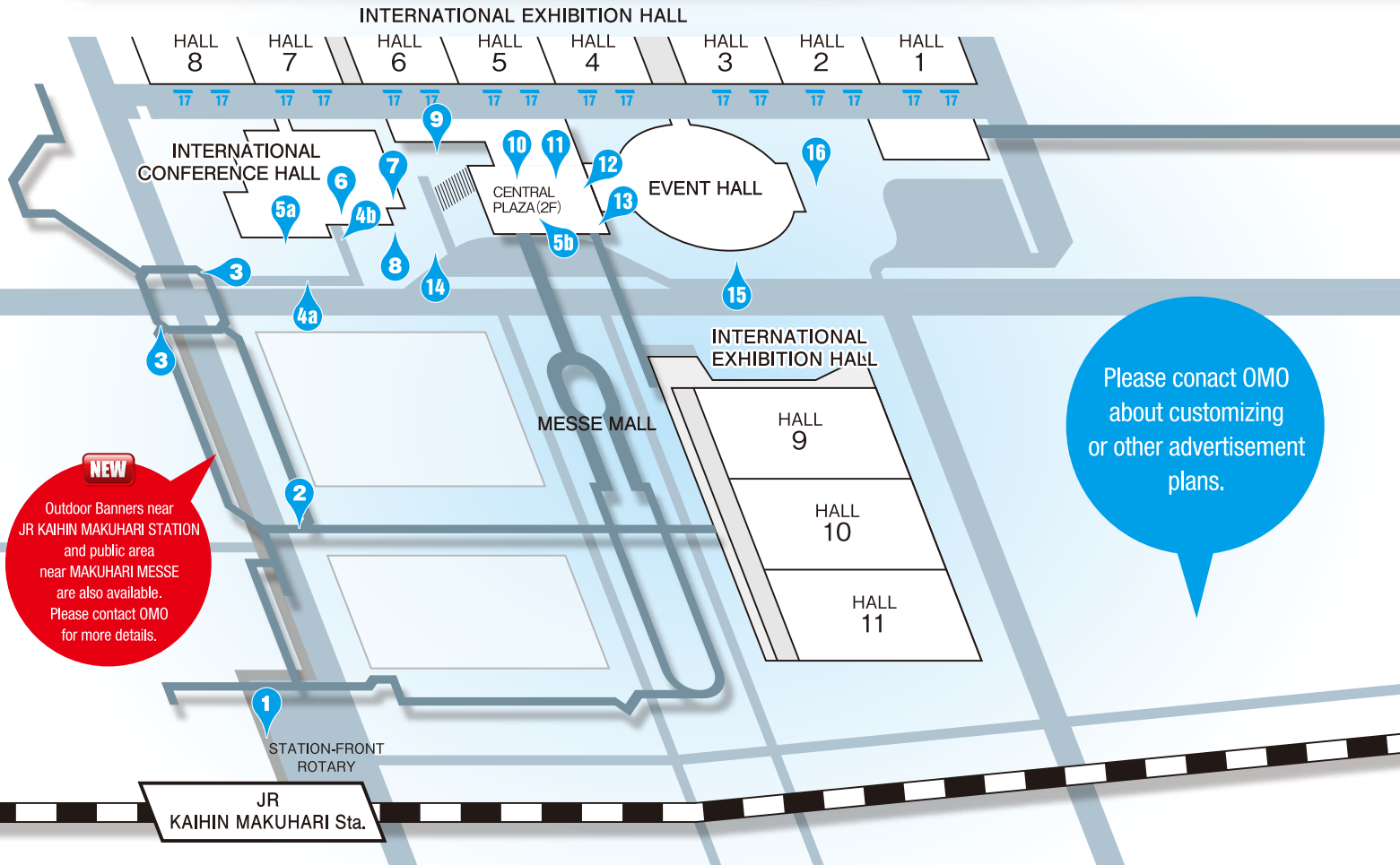
- ▶ All the design data must be placed the logo of TOKYO GAME SHOW 2016 and exhibiting booth and hall number.
TGS logo data can be downloaded at exhibitor's website (Operations start at the beginning of July.)
- ▶ No color proof will be available for approval. (Please add software application information such as application name, version, and operating system.)
- ▶ All materials must be sent with low-resolution PDF.
- ▶ The minimum resolutions for photography in the ad is 75 dpi. Higher resolutions are recommended.
- ▶ Data Format: Adobe Illustrator (Recommended), EPS, and font-outlined data.
- ▶ Actual scale size is recommended to submit for ads that are included blurring and drop shadow effects in Adobe Illustrator (CS6 or later versions) files.
- ▶ Production, posting and placement fees are included on the advertising fee. However, production costs will be charged separately in the case of a special image processing.
- ▶ All advertising contents are limited to post messages associated with TOKYO GAME SHOW.
- ▶ All advertising products are subject to change for specifications, quantities, etc.
- ▶ Additional material production fee will be charged if the submission have been passed its deadline.

To Contact

TOKYO GAME SHOW Overseas Management Office (OMO)
c/o Space Media Japan Co.,Ltd.

Email: tgs@smj.co.jp
Phone: +81-3-3512-5670
Fax: +81-3-3512-5680

OUTDOOR ADVERTISEMENT



NEW
Outdoor Banners near JR KAIHIN MAKUHARI STATION and public area near MAKUHARI MESSE are also available. Please contact OMO for more details.

Please contact OMO about customizing or other advertisement plans.

1 Station Arcade Cover Banner

[Advertising Specifications]

- Material: Fabric
- Size: Large/W1000mm X H700mm(Both Sides)
Small/W600mm X H400mm(Both Sides)
- Contents: Company Name or Company Logo
*Please contact OMO if the contents will be other than logos.
- Finish: Data Output
- Location: Arcade Cover

JPY 1,728,000 per unit

Purchase Unit: (L) 4 Boards (Both Sides) / (S) 3 Boards (Both Sides)
Offering Unit: 1 Unit

2 Sky Way Column Banner

[Advertising Specifications]

- Material: Fabric
- Advertising Size: W1100mm X H700mm
- Building Frame: W1100mm X H1500mm
- Finish: Data Output
- Contents: Company Logo
*Please contact OMO if the contents will be other than logos.

JPY 324,000 per unit

Purchase Unit: 2 Boards/1 Unit
Offering Unit: 1 Unit

3 Mouth-Shaped Footbridge

Makuhari Messe Side/ Station Side

[Advertising Specifications]

- Material: Fabric
- Advertising Size: W1000mm X H600mm (Both Sides)
- Contents: Company Logo
*Please contact OMO if the contents will be other than logos.
- Finish: Data Output or Dyed Processing
- Location: Mouth-Shaped Footbridge at International Street

Messe Side JPY 540,000 per unit
Purchase Unit: 1 Unit (Both Sides)
Offering Unit: 1 Unit

Station Side JPY 540,000 per unit
Purchase Unit: 1 Unit (Both Sides)
Offering Unit: 1 Unit

4 Arcade Banner (a)/(b)

[Advertising Specifications]

- Material: Fabric (Mesh Tarpaulin)
- Finish: Data Output

(a) W1480mm_180mm X H2700mm (Single Side) X4 Sets
(b) ① W1500mm_180mm X H3700mm (Single Side)
② W1500mm_180mm X H3570mm (Single Side) X4 Sets

a JPY 756,000 per unit
b JPY 864,000 per unit

Purchase Unit: 1 Unit/1 Unit
Offering Unit: 1 Unit/1 Unit

All the design data must be placed

Exhibiting Hall Number **Exhibiting Booth Number** **TOKYO GAME SHOW 2016 Logo**
on the submission data.

5a Arched Banner *(International Conference Hall)*

[Advertising Specifications]

- Material: Fabric
- Size: W900mm X H2100mm
- Finish: Data Output
- Location: In front of International Conference Hall



JPY918,000 per unit

Purchase Unit: 8 Boards/1 Unit
Offering Unit: 1 Unit

5b Arched Banner *(Central Plaza)*

[Advertising Specifications]

- Material: Fabric
- Size: W900mm X H2100mm
- Finish: Data Output
- Location: Central Plaza



JPY540,000 per unit

Purchase Unit: 4 Boards/1 Unit
Offering Unit: 1 Unit

6 Floor Map Banner *(International Conference Hall)* **NEW**

[Advertising Specifications]

- Material: Fabric
- Size: W900mm X H1800mm
- Finish: Data Output
- Location: In Front of International Conference Hall



JPY 1,026,000 per unit

Purchase Unit: 2 Boards/1 Unit
Offering Unit: 1 Unit

7 Column-Covered Advertisement *at International Conference Hall* **NEW**

[Advertising Specifications]

- Material: Fabric
- Size: W1200mm X H1800mm
- Finish: Data Output
- Location: Column at International Conference Hall



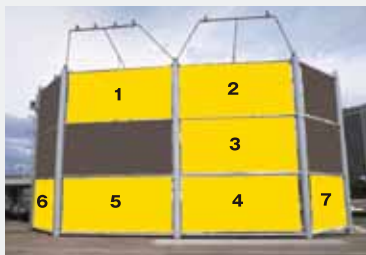
JPY 1,728,000 per unit

Purchase Unit: 12 Boards(3 Sides)/1 Unit
Offering Unit: 1 Units

8a Plaza Billboard Banner *(Large/Small)*

[Advertising Specifications]

- Material: Fabric
- Size: (L) ①~⑤ W6800mm X H3200mm (S) ⑥ W3950mm X H3090mm (S) ⑦ W4560mm X H3090mm
- Finish: Data Output
- Location: Central Entrance Plaza



[Multiple Banner Size]

- 2 Banners in Heights(2 Units) : W7000mm X H6750mm
- 3 Banners in Heights(3 Units): W7000mm X H10300mm
- 2 Banners in Width(2 Units): W14500mm X H3250mm

Large JPY864,000 per unit

Purchase Unit: 1 Side/1 Unit Offering Unit: 5 Units

Small JPY540,000 per unit

Purchase Unit: 1 Side/1 Unit Offering Unit: 2 Units

8b Plaza Billboard Back Banner **NEW**

[Advertising Specifications]

- Material: Fabric
- Size: a ~ h W6800mm X H3200mm
- Finish: Data Output
- Location: Central Entrance Plaza



[Multiple Banner Size]

- 2 Banners in Heights(2 Units) : W6800mm X H6700mm
- 3 Banners in Heights(3 Units): W6800mm X H10000mm
- 2 Banners in Width(2 Units): W14200mm X H3200mm

JPY810,000 per unit

Purchase Unit: 1 Side/1 Unit
Offering Unit: 8 Units

9 Spiral Staircase Banner

[Advertising Specifications]

- Material: Fabric
- Size: W6000mm X H3000mm
- Finish: Data Output
- Location: Column (Forside of Spiral Staircase at Central Entrance Plaza)



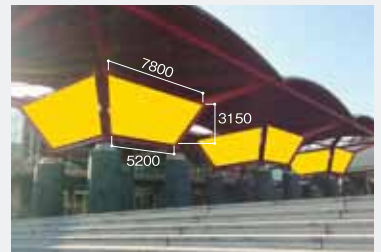
JPY 1,404,000 per unit

Purchase Unit: 1 Board/1 Unit
Offering Unit: 1 Unit

10 Entrance Canopy Banner **Renewal**

[Advertising Specifications]

- Material: Fabric
- Size: W7800mm X H3150mm
- Finish: Data Output
- Location: Entrance Canopy at Central Plaza



JPY 1,404,000 per unit

Purchase Unit: 1 Sheet/1 Unit
Offering Unit: 8 Units

◆ Application Deadline: July 27 (Wed.), 2016 ◆ Material Deadline: August 4 (Thu.), 2016

11 Column-Covered AD Under Entrance Canopy

[Advertising Specifications]

- Material: Output Sheet + Board
- Size: W900mm X H1800mm
- Finish: Data Output
- Location: Under Entrance Canopy



JPY 540,000 per unit

Purchase Unit: 1 Sheet(4 Sides)/1 Unit
Offering Unit: 2 Units

12 Event Hall Entrance Banner at Central Plaza NEW

[Advertising Specifications]

- Material: Fabric
- Size: W11760mm X H1050mm
- Finish: Data Output
- Location: Event Hall Entrance



JPY 540,000 per unit

Purchase Unit: 1 Board/1 Unit
Offering Unit: 1 Unit

13 Central Plaza Connecting Bridge Banner NEW

[Advertising Specifications]

- Material: Fabric
- Size: W2400mm X H578mm X 2
- Finish: Data Output
- Location: Central Plaza Connecting Bridge



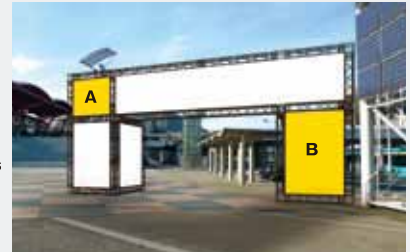
JPY 432,000 per unit

Purchase Unit: 1 Board/1 Unit
Offering Unit: 1 Unit

14 Front Square Welcome Gate Board (A)/(B) NEW

[Advertising Specifications]

- Material: Fabric
- Size: (A) W1800mm X H1500mm (B) W1800mm X H2700mm
- Finish: Data Output
- Location: Front Square
- Target: Public Day Visitors (September 17 & 18 only)



JPY 1,620,000 per unit

Purchase Unit: 2 Boards/1 Unit
Offering Unit: 1 Unit

15 Self-Standing Banner at Event Hall Outside NEW

[Advertising Specifications]

- Material: Fabric
- Size: W1800mm X H1800mm
- Finish: Data Output
- Location: 1F Entrance Gate/ Visitor's Flow Line
- Target: Public Day Visitors (September 17 & 18 only)



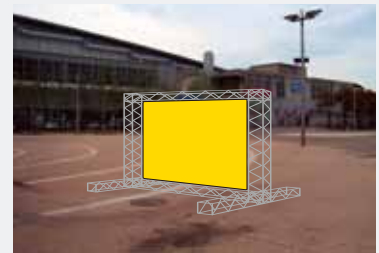
JPY 2,484,000 per unit

Purchase Unit: 5 Boards/1 Unit
Offering Unit: 1 Unit

16 Entrance Gate Welcome Board

[Advertising Specifications]

- Material: Fabric
- Size: W3600mm X H1800mm
- Finish: Data Output
- Location: 1F Entrance Gate/ Visitor's Flow Line
- Target: Public Day Visitors (September 17 & 18 only)



JPY 972,000 per unit

Purchase Unit: 1 Board/1 Unit
Offering Unit: 1 Unit

17 Exhibition Hall 1-8 Venue Window Covered AD

[Advertising Specifications]

- Material: Plastic Sheet
- Size: W1400mm X H670mm
- Finish: Data Output
- Location: Veune North Side Room Window X 16 at Hall 1 through 8 North Side Windows



JPY 648,000 per unit

Purchase Unit: 1 Board/1 Unit(16 Sheets)
Offering Unit: 1 Unit

18 Entrance Self-Standing Banner Location is decided upon consultation

[Advertising Specifications]

- Material: Fabric
- Size: W1800mm X H1800mm
- Finish: Data Output
- Location: Based On Consultation



Customizing example ▲

*Please contact OMO for customized placement.

JPY 540,000 per unit

Purchase Unit: 1 Board/1 Unit
Offering Unit: 7 Units



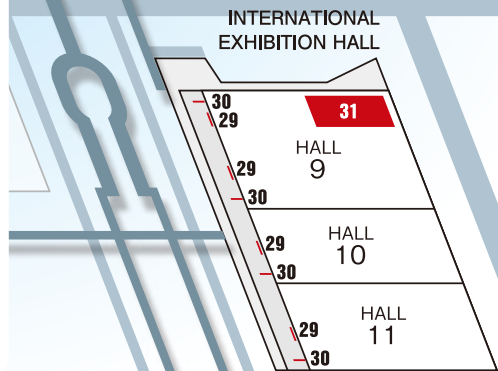
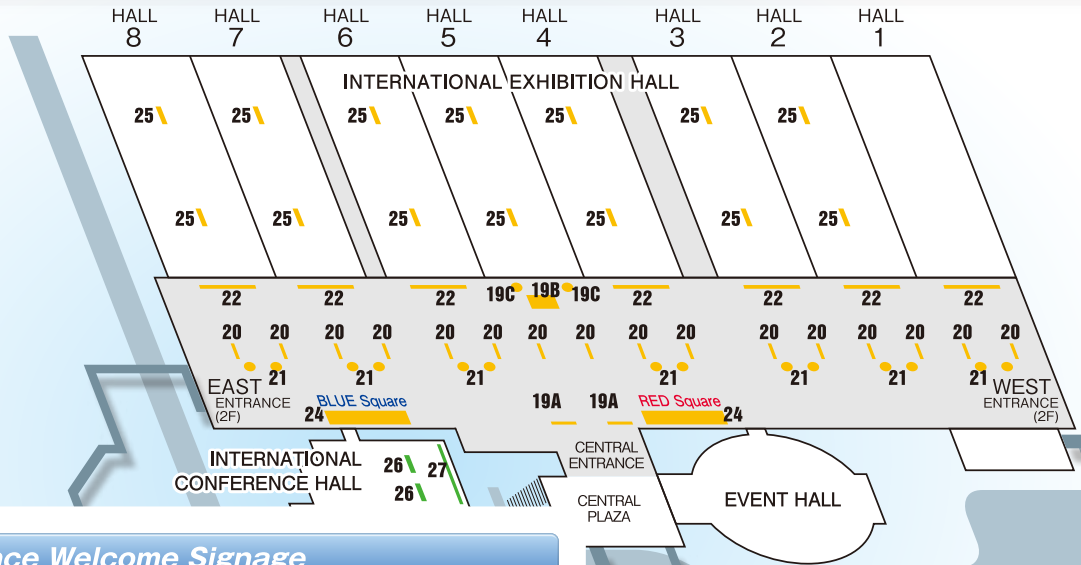
▲ 4-span used example

INDOOR ADVERTISEMENT

Exhibiting Hall Number Exhibiting Booth
on the subm

All the design dat

Please contact OMO about customizing or other advertisement plans.



19 Central Entrance Welcome Signage

[A Hanging Banner]

- Material: Fabric
- Size: W2700mm X H2700mm
- Finish: Data Output

[B Floor Seal]

- Material: Plastic Sheets
- Size: Upon Consultation
- Finish: Data Output + Lamination

Target: Sept.15-16/All Business Day Visitors

Sept.17-18/Public Day Visitors (Onsite Tickets Holders, Re-entering Visitors, etc.)

[C Column Covered AD]

- Material: Fabric
- Size: W2500mm X H1800mm
- Finish: Data Output

Location: 2F Central Entrance

*Location will be decided upon consultation.



A JPY432,000 per unit

Purchase Unit: 1 Sheet/1 Unit Offering unit: 2 Units

B JPY54,000 per sqm

Purchase Unit: 1 Sheet/1 Unit Offering unit: 1 Unit

C JPY432,000 per unit

Purchase Unit: 2 Sheet/1 Unit Offering unit: 1 Unit

20 Central Mall Banner

[Advertising Specifications]

- Material: Woodwork Panel + Output Sheet
- Size: W5000mm X H950mm (both sides)
- Finish: Data Output
- Location: Central Mall



JPY432,000 per unit

Purchase Unit: 1 Sheet (both sides)/1 Unit
Offering Unit: 16 Units

21 Central Mall Column Covered Signage

[Advertising Specifications]

- Material: Fabric
- Size: W2500mm X H1800mm
- Finish: Data Output
- Location: Central Mall



JPY324,000 per unit

Purchase Unit: 2 Walls/1 Unit
Offering Unit: 7 Units

22 Central Mall Glass Wall Signage

[Advertising Specifications]

- Material: Woodwork Panel + Output Sheet
- Size: W7900mm X H2500mm
- Finish: Data Output
- Location: Glass Wall at Central Mall



JPY756,000 per unit

Purchase Unit: 1 board/1 Unit
Offering Unit: 7 Units

23 Ad-Wall

Location is decided upon consultation

[Advertising Specifications]

- Material: Output Sheet
- Size: W950mm X H2300mm (4 sides)
- Finish: Data Output
- Location: Upon Consultation (in public space only)



Sample Image:
A-type Ad Wall with catalog holder

[Options]

- A. With Catalog Pockets**
 - 9 Catalog Pockets Per Side
 - Additional Charge: JPY32,400 per side
- B. With Display Monitor**
 - 42-inch display monitor with speaker
 - Additional Charge: JPY216,000 per side

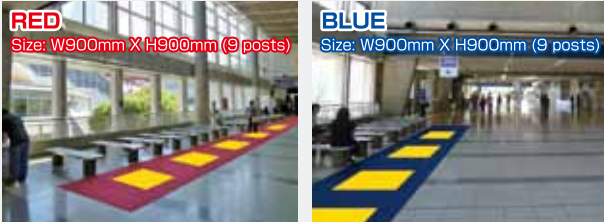
JPY432,000 per unit

Purchase Unit: 1 Wall(4 sides)/1 Unit
Offering Unit: 7 Units

*Non-exhibitors can apply to this plan.

24 Carpet Banner (Color: Red/Blue)

[Advertising Specifications] ■Material: AD Space/ Output Plastic Sheet, Carpet Space/ Punch Carpet ■Finish: Data Output



Carpet Banner can be placed other locations other than BLUE/RED Square at 2nd floor concourse. Please contact OMO for detail.

RED JPY648,000 per unit Purchase Unit: 1 Board/1 Unit Offering Unit: 1 Unit
BLUE JPY648,000 per unit Purchase Unit: 1 Board/1 Unit Offering Unit: 1 Unit

25 Exhibit Floor Signage Banner

[Advertising Specifications]

- Material: Fabric
- Size: W2000mm X H2000mm (Both Sides)
- Finish: Data Output
- Location: Hanging From The Ceiling of Each Hall



JPY 324,000 per unit Purchase Unit: 1 Board/1 Unit Offering Unit: 14 Units

26 Business Meeting Area Standing Banner

[Advertising Specifications]

- Material: Fabric
- Size: W890mm X H2000mm
- Finish: Data Output
- Location: Business Meeting Area Entrance International Conference Hall



*Business Days only (September 15 & 16)

JPY 324,000 per unit Purchase Unit: 2 Banners/1 Unit Offering Unit: 2 Units

27 Business Meeting Area Hanging Banner

[Advertising Specifications]

- Material: Fabric
- Size: W2000mm X H1800mm
- Finish: Data Output
- Location: Business Meeting Area at International Conference Hall



*Business Days only (September 15 & 16)

JPY 540,000 per unit Purchase Unit: 4 Banners/1 Unit Offering Unit: 14 Units

28 Business Meeting Area Beverage Sponsorship

[Advertising Specifications]

- Inclusive Items:
 - Advertisement at Drink Counter
 - Advertisement on Corner Signage
 - Beverages
 - Beverage Distribution Staff

- Location: Business Meeting Area at International Conference Hall

*Complimentary mineral water bottles are provided.

*Business Days only (September 15 & 16)



JPY 756,000 per unit Purchase Unit: 1 Sponsorship/1 Unit Offering Unit: 1 Unit

29 Entrance Banner at Hall 9-11

[Advertising Specifications]

- Material: Plastic Sheet
- Size: W1400mm X H4100mm
- Finish: Data Output
- Location: Entrance at Hall 9-11



JPY 540,000 per unit Purchase Unit: 2 Boards/1 Unit Offering Unit: 4 Units

30 Esplanade Banner

[Advertising Specifications]

- Material: Woodwork Panel + Output Sheet
- Size: W3500mm X H900mm (both sides)
- Building Frame Size: W5000mm X H900mm
- Finish: Data Output
- Location: Esplanade (at Hall 9)



JPY432,000 per unit Purchase Unit: 1 Board(both sides)/1 Unit Offering Unit: 4 Units

31 Cosplay Area Back Panel Sponsorship

[Advertising Specifications]

- Material: Panel
- Size: W2000mm X H2400mm
- Finish: Data Output
- Location: Cosplay Area

*Public Days only (September 17 & 18)



※Location: Cosplay Area (Indoor) at Hall 9



JPY 108,000 per unit Purchase Unit: 1 Wall/1 Unit Offering Unit: 10 Units

※Picture: Image

ID Strap / Admission Ticket / Media Advertisements

Additional Advertising Opportunities

A ID Strap

【 Advertising Specifications 】

- Material: Braided cord
- Ad. Contents: Company name, brand name & logo
- Finish: One Color Print/ Alligator Clip
- Insertion: ID for Business Day Visitors and Press



Photo: Sample Image

Purchase Unit: 1-set/1 Unit
Offering Unit: 1 Unit

JPY5,400,000 per unit

Application Deadline: June 24(Fri), 2016
Material Deadline: July 1(Fri), 2016

B Admission Tickets (back side)

【 Advertising Specifications 】

- Material: Paper
- Size: W100m X H30mm
- Ad. Contents: Free format
- Finish: 1-Color Print
- Insertion: Advance Ticket/ On The Day Ticket/ Business Day Invitation Ticket



Note: Sample Image (TGS2015 Tickets)

Purchase Unit: 1-set/1 Unit
Offering Unit: 1 Unit

JPY540,000 per unit

Application Deadline: May 20(Fri), 2016
Material Deadline: May 27(Fri), 2016

C Restaurant Tray Sheet

【 Advertising Specifications 】

- Material: Paper
- Size: A3 W420m X H297mm
- Ad. Contents: Free format

*Please add Hall and Booth number of your exhibit along with the logo of TGS in advertisement page.

- Finish: 4-Color Print
- Location: Royal Central Cafeteria (In front of 2F aisle at Hall 6)

Purchase Unit: 2,000 Sheets/1 Unit
Offering Unit: 1 Unit



JPY432,000 per unit

Application Deadline: August 5(Fri), 2016
Material Deadline: August 16(Tue), 2016

D Official Guide

E Official Website

F Official App (iOS, Android)

For more details on **DEF** please access to:

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

TGS2016



For further information, please contact

TOKYO GAME SHOW Overseas Management Office (OMO)
c/o Space Media Japan Co.,Ltd.
Email: tgs@smj.co.jp Phone: +81-3-3512-5670 Fax: +81-3-3512-5680

TOKYO GAME SHOW 2016 AD MENU Application Form

Please send the form by fax or email to the TGS Overseas Management Office (OMO)
 Note: TGS OMO will accept application on a first-come and first-served basis.

Company Name: _____ Bill to (if different): _____

Contact Person: _____ Email: _____ Phone: _____

Application Date: _____ Signature: _____

No.	Items	Purchase Unit	Unit Price (Tax incl.)	Number of Order	Total Price (Tax incl.)	
Media	A	ID Strap	1 Unit	¥ 5,400,000	×	¥
	B	Admission Tickets (back side)	1 Unit	¥ 540,000	×	¥
	C	Restaurant Tray Sheet	2,000 sheets	¥ 432,000	×	¥
	D	Official Guide	Type: []		×	¥
	E	Official Website	Type: []		×	¥
	F	Official App (iOS, Android)	Type: []		×	¥
Outdoor Advertisement	1	Station Arcade Cover Banner	Large: 4 Boards (Both Sides) Small: 3 Boards (Both Sides)	¥ 1,728,000	×	¥
	2	Sky Way Column Banner	2 Boards/Unit	¥ 324,000	×	¥
	3	Mouth-Shaped Footbridge Banner	Type: []		×	¥
	4	Arcade Banner (a)/(b)	Type: []		×	¥
	5	a, Arched Banner (International Conference Hall)	8 Boards/1 Unit	¥ 918,000	×	¥
		b, Arched Banner (Central Plaza)	4 Boards/1 Unit	¥ 540,000	×	¥
	6	Floor Map Banner (International Conference Hall)	2 Boards/1 Unit	¥ 1,062,000	×	¥
	7	Column-Covered AD at International Conference Hall	12 Boards(3 Sides)/1 Unit	¥ 1,728,000	×	¥
	8	a, Plaza Billboard Banner (Large/Small)	Type: []		×	¥
		b, Plaza Billboard Back Banner	Type: []		×	¥
	9	Spiral Staircase Banner	1 Board	¥ 1,404,000	×	¥
	10	Entrance Canopy Banner	1 Board	¥ 1,404,000	×	¥
	11	Column-Covered AD Under Entrance Canopy	1 Unit	¥ 540,000	×	¥
	12	Event Hall Entrance Banner at Central Plaza	1 Unit	¥ 540,000	×	¥
	13	Central Plaza Connecting Bridge Banner	1 Unit	¥ 432,000	×	¥
	14	Front Square Welcome Gate Board(A)/(B)	1 Unit	¥ 1,620,000	×	¥
	15	Self-Standing Banner at Event Hall Outside	5 Boards/1 Unit	¥ 2,484,000	×	¥
	16	Entrance Gate Welcome Board	1 Board	¥ 972,000	×	¥
17	Exhibition Hall 1-8 Venue Window Covered Advertisement	1 Unit	¥ 648,000	×	¥	
18	Entrance Self-Standing Banner	1 Board	¥ 540,000	×	¥	
Indoor Advertisement	19	Central Entrance Welcome Signage	Type: []		×	¥
	20	Central Mall Banner	1 Board (Both Sides)	¥ 432,000	×	¥
	21	Central Mall Column Covered Signage	2 Walls	¥ 324,000	×	¥
	22	Central Mall Glass Wall Signage	1 Board	¥ 756,000	×	¥
	23	Ad-Wall	Type: []		×	¥
	24	Carpet Banner (Color: Red/Blue)	Type: []		×	¥
	25	Exhibit Floor Signage Banner	1 Sheet (Both Sides)	¥ 324,000	×	¥
	26	Business Meeting Area Standing Banner	4 Banners/Unit	¥ 324,000	×	¥
	27	Business Meeting Area Hanging Banner	4 Banners/Unit	¥ 540,000	×	¥
	28	Business Meeting Area Beverage Sponsorship	1 Sponsorship/1 Unit	¥ 756,000	×	¥
	29	Entrance Banner at Hall 9-11	2 Boards/1 Unit	¥ 540,000	×	¥
	30	Esplanade Banner	1 Sheet (Both Sides)	¥ 432,000	×	¥
	31	Cosplay Area Back Panel Sponsorship	1 Board/Unit	¥ 108,000	×	¥

*All the above price are included 8% local tax.

TOTAL ¥

ENQUIRY/APPLICATION _____

TGS Overseas Management Office (OMO)
 c/o Space Media Japan Co.,Ltd.

Email: tgs@smj.co.jp

Phone: +81-3-3512-5670

Fax: +81-3-3512-5680