

TOKYO GAME SHOW 2017

Exhibit Guide

9/21-22

Business Day

23-24

Public Day

TOKYO GAME SHOW 2017

Period: **Business Day: September**
21(Thu) & 22(Fri) 10:00-17:00

Public Day: September
23(Sat) & 24(Sun) 10:00-17:00

Venue: **Makuhari Messe** [Chiba, Japan]
Hall 1-11, Event Hall, International Conference Hall

Organizer: Computer Entertainment Supplier's Association [CESA]
Co-Organizer: Nikkei Business Publications, Inc.
Special Supporter: DWANGO Co., Ltd.
Supporter: Ministry of Economy, Trade and Industry (Planned)

Expected Number of Visitors: 250,000 Expected Number of Booths: 2,000

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



日経BP社
Nikkei Business Publications, Inc.

Booth Fee

(Tax included) Note: 8% Japanese consumption tax will be applied.

S Space Only (3x3m) JPY378,000

Except for
Business Meeting Area, *Merchandise Sales Area* and *Indie Game Area*

Space and Shell Scheme

P Package Booth (3x3m) JPY486,000

Note:
Turnkey booth type differs depending on the exhibit area.
For package booth details, please refer to "Rental Shell Scheme."

TA Turnkey Booth A (2x2.5m) JPY248,400

TC Turnkey Booth C (2x2m) JPY248,400

TB Turnkey Booth B (2x2m) JPY248,400

TD Turnkey Booth D (2x2m) JPY248,400

Exhibit Area

4-Day Exhibit

General Exhibition Area

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

S P TA



Romance Simulation Game Area

This specialized area exhibits romance simulation games that target young female users.

S P TB



e-Sports Area

This is the exhibition area for e-Sports game, gaming devices, hardware, related-products and services.

Location: Hall 9-11

S P TC



*Unit price of merchandise products is limited to JPY 30,000 max (incl. tax).

Smartphone Game Area

This exhibition area focuses on games for smart devices (such as iPhones, Androids, Windows Phones, and various tablets) and social games for portable devices.

S P TB



Game School Area

Professional schools, universities, distance-learning services will gather here for future creators.

S P TA



VR/AR Area

This is the exhibition area for VR/AR games, devices, hardware and related services.

Location: Hall 9-11

S P TD



*No merchandise sales allowed for Turnkey booths.

*Unit price of merchandise products is limited to JPY 30,000 max (incl. tax).

Indie Game Area

This area gives game developers the opportunity to exhibit games for every platform at an affordable exhibition fee for the objective of generating new trends in the computer entertainment industry.

TYPE A Special Booth (Width 1m X Depth 2m) JPY99,900

Screening Required

*TYPE A Special Booth exhibitors will be selected after screening. *Please refer to the official website for eligibility and application procedure.
*Please refer to the official website for details of special booth equipment.

TYPE B Special Booth (Width 2m X Depth 2m) JPY248,400

*Type B is only available to corporations.
*Please refer to the official website for details of special booth equipment.



2-Day Exhibit (Public Day) or 4-Day Exhibit

Merchandise Sales Area

This is the special area for sales of game-related goods such as music CDs, DVDs, books, and magazines.

S Space Only (3x3m) JPY432,000

P Package Booth (3x3m) JPY540,000

*Unit price of merchandise products is limited to JPY 30,000 max (incl. tax). *Exhibit promotions and booth events of game software are not allowed.
*Sales of game software is exclusively allowed for exhibitors who have booths in other areas.



Business Solution Area

2-Day Exhibit (Business Day) or 4-Day Exhibit

Game-related BtoB companies are featured in this area. Various products and services such as development tools, middleware, support services for online games, license businesses and human resources are showcased. Through the TGS Forum Sponsorship Session (option), synergistic effects can be expected.



2-Day Exhibit (Business Day) or 4-Day Exhibit

- S** Space Only (3x3m) JPY378,000
- P** Package Booth (3x3m) JPY486,000

*Please refer to "Rental Shell Scheme" for more details.

2-Day Exhibit (Business Day)

- TC** Turnkey Booth C (2x2m) JPY248,400

*Maximum 3 booths per company
*Please refer to "Rental Shell Scheme" for more details.



Asia/Eastern Europe/Latin New Stars Area 2-Day Exhibit (Business Day) or 4-Day Exhibit

This is the exhibition area targeting emerging companies in regions such as Asia, Eastern Europe and Latin countries. The concept is to introduce local "new stellar companies," such as promising game venture companies and tool development companies, to the game industry in Japan and the rest of the world.

Business Meeting Area

2-Day Exhibit (Business Day)

This meeting area allows for meaningful business discussions in a quiet, calm atmosphere during Business Day. In addition to traditional room-type booths, basic tables are available at lower fees.

*Free interpretation service (English/Japanese)

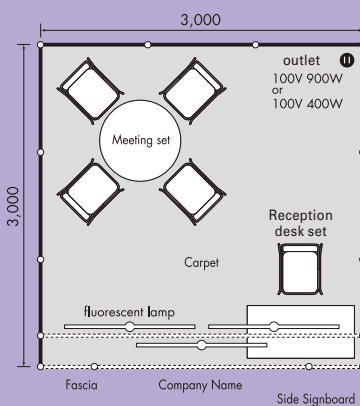


- S** Space Only (3x3m) JPY378,000
- P** Package Booth (3x3m) JPY486,000

*Max 3 booths per company



National Flag



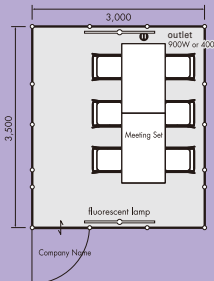
- ★Items
- 1 System wall (side & back walls)
- 2 Fascia (H 350mm)
*National flag of the exhibitor will be printed.
- 3 Punch carpet (gray)
- 4 Company name plate (W1940 x H250)
- 5 Fluorescent lamp (32W x 3 lamps)
- 6 Electrical outlet (two-socket outlet x 1) 100V 900W or Energy saving pack 100V 400W
- 7 Electrical power supply 100V 900W or Energy saving pack 100V 500W
- 8 Meeting Set (Round table & 4 chairs)
- 9 Reception Desk Set

Meeting Room Booth

- 1-Booth Meeting Room (3x3.5m) JPY486,000

Discount price for exhibitors with booth(s) in other areas.

JPY378,000

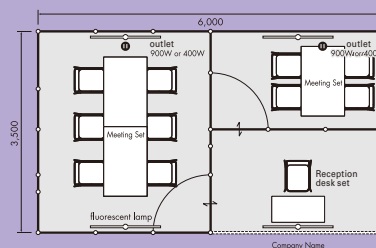


- ★Items
- 1 System wall (4 walls/white)
- 2 Company name plate
- 3 Fluorescent lamp (32W x 2 lamps)
- 4 Electrical outlet (two-socket outlet x 1) 100V 900W or Energy saving pack 100V 400W
- 5 Electrical power supply 100V 1KW or Energy saving pack 100V 500W per booth
- 6 Meeting Set (2 tables & 6 chairs)

- 2-Booth Meeting Room (6x3.5m) JPY972,000

Discount price for exhibitors with booth(s) in other areas.

JPY756,000



- ★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)
- 7 Reception Desk Set

Basic Table Space

Basic Table Space

JPY97,200



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

*Please ask the OMO if you exhibit 4 or more table spaces.

A great opportunity for your promotion on Business Day

TGS Forum Sponsorship Session

**Application deadline:
June 16 (Fri), 2017**

TGS Forum 2017, a conference which focuses on the latest trends in the game industry, will be held for professionals on Business Day. TGS offers 2 types of sponsorship sessions for exhibitors: "REGULAR Session" (60 min.) and "SHORT Session" (40 min.). These sessions offer the best opportunities to promote your products and services as official programs of TGS.

REGULAR Session Fee JPY1,296,000

Date: September 22, 2017 / Capacity: 150 / Time: 60 minutes

Registration: Advance registration through the TGS official website / Equipment: projector, screen and microphones

Services:

1. Simultaneous translation (English/Japanese) and facilities
2. Announcement and visitor recruitment(Through magazines, DM, e-DM, etc.)
3. Company logo on TGS Forum Program
4. Handle Registration (pre-registration and on-site), issue Forum ticket
5. Provide list of attendees*
6. Provide download service for session documents on post-session (upon request)
7. TGS 2017 Business Day invitation tickets (100 sets)

*Attendees' list is strictly confidential. Adherence to organizer's privacy policy is required.

TGS Forum 2017

SHORT Session Fee JPY540,000

Date: September 22, 2017 / Capacity: 50 / Time: 40 minutes

Registration: Advance registration through the TGS official website / Equipment: projector, screen and microphones

Services:

1. Announcement and visitor recruitment(Through magazines, DM, e-DM, etc.)
2. Company logo on TGS Forum Program
3. Handle Registration (pre-registration and on-site), issue Forum ticket
4. Provide list of attendees*
5. Provide download service for session documents on post-session (upon request)
6. TGS 2017 Business Day invitation tickets (25 sets)

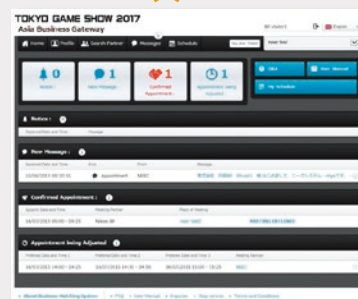
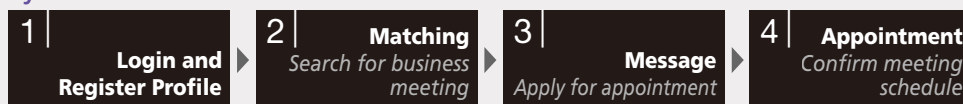
*Attendees' list is strictly confidential. Adherence to organizer's privacy policy is required.

Overseas Exhibitors' Services

TGS Business Matching System "Asia Business Gateway" Free

The Asia Business Gateway, the system that connects exhibitors with Business Day visitors or other exhibitors, is available. Via PCs or smartphones, business partners can be looked up, appointments can be made, business meetings can be arranged, and free-of-charge meeting space can be reserved. The system is available both in Japanese or in English.

System Flow



Exhibitor's Meeting Space in the Business Lounge Free

All exhibitors can use this space located at International Conference Halls.

Reservations can be made online in advance or on-site.

Business Matching Coordinators in the Business Lounge Free

TOKYO GAME SHOW augments its matchmaking and coordination functions by placing Business Matching Coordinators in the Business Lounge. These coordinators assist exhibitors and trade visitors with appointments and consultation, and help arrange ideal match-ups in the Business Lounge.

Organizer's Projects for Exhibitors

■ e-Sports Stage Free

TOKYO GAME SHOW 2017 will be hosting an e-Sports event to attract visitors for the fun of e-Sports.

■ International Networking Party Free

On the second Business Day, the evening of September 22, the International Networking Party will focus on overseas exhibitors and visitors from around the world for the exclusive purpose of business exchanges and networking.

■ SENSE OF WONDER NIGHT (SOWN) 2017 Free

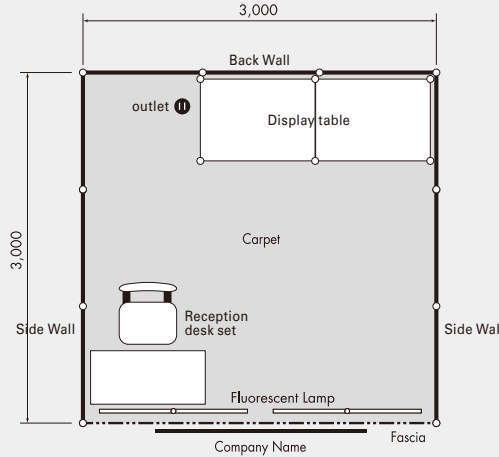
This event spotlights game developers whose wellspring of ideas stir sense of wonder in the mind of game players. SENSE OF WONDER NIGHT 2017 introduces and awards these amazing game developers from all around the world.

Rental Shell Scheme

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

*Exhibitors can choose the colors of the Fascia, carpet and company plate from the options below.

P Package Booth (3x3m)



★Inclusive Items

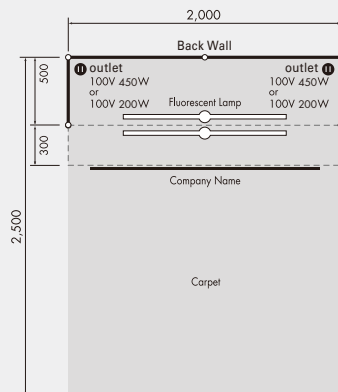
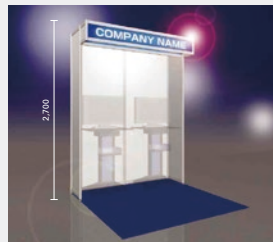
1	System wall (side & back walls)
2	Fascia (H 300mm)
3	Punch carpet
4	Company name plate (W1800 x H200)
5	Fluorescent lamp (32W x 2 lamps)
6	Electrical outlet (two-socket outlet x 1) 100V 900W or Energy saving pack 100V 400W
7	Electrical power supply 100V 1KW or Energy saving pack 100V 500W
8	Reception Desk Set
9	Display table with storage

Turnkey Booth

*Max 3 booths per exhibitor

TA Turnkey Booth A (2x2.5m)

- General Exhibition Area
- Game School Area



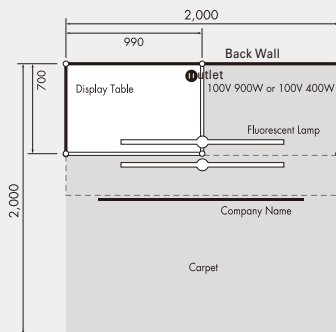
★Inclusive Items

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 450W x 2 or Energy saving pack 100V 200W x 2
6	Electrical power supply 100V 1KW or Energy saving pack 100V 500W

*The white tables are NOT included in Turnkey Booth A.

TB Turnkey Booth B (2x2m)

- Romance Simulation Game Area
- Smartphone Game Area

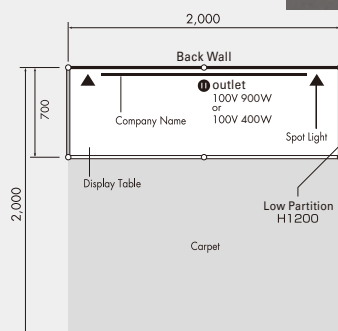
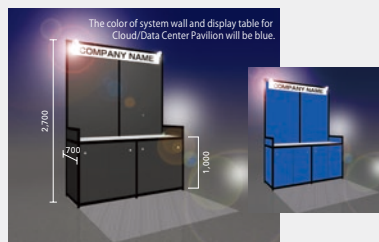


★Inclusive Items

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 (W990 x D700 x H1000 / Black)

TC Turnkey Booth C (2x2m)

- Business Solution Area
- e-Sports Area

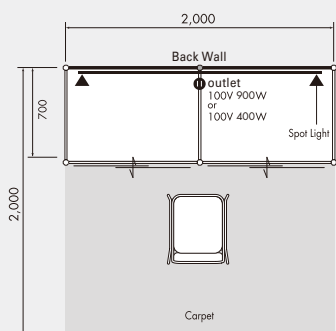
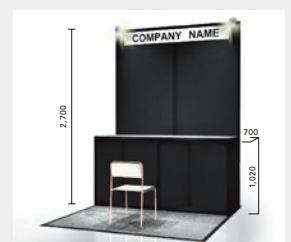


★Inclusive Items

1	System wall (low partition & back wall)
2	Punch carpet
3	Company name plate (W1800 x H200)
4	LED Spotlight (15W x 2)
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 (W1980 x D700 x H1000 / Black)

TD Turnkey Booth D (2x2m)

- VR/AR Area



★Inclusive Items

1	System wall (back wall / Black)
2	Display table with storage (W1980xD700XH1000 / Black)
3	Punch carpet
4	Company Name Plate (W1800XH200)
5	LED Spotlight (15W X 2)
6	Electrical outlet (two-socket outlet x 1) 100V 900W or Energy saving pack 100V 400W
7	Electrical power supply 100V 1KW or Energy saving pack 100V 500W
8	Stacking Chair X 1

TGS 2016 in Number

■ Venue: Makuhari Messe

Exhibition Halls 1-11 (exhibit area : about 72,000 sqm), International Conference Hall and Event Hall

■ Number of exhibitors: 614 (345 from overseas)

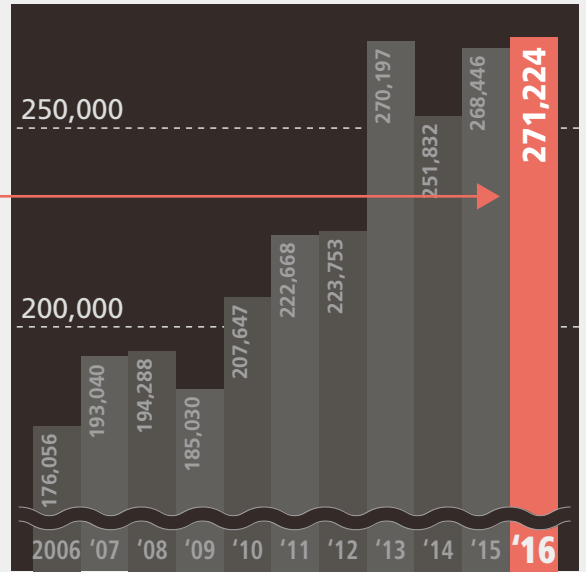
■ Number of booths: 1,939

■ Display gaming titles: 1,523

■ Number of visitors: Sep. 15 (Thu)	31,399
Sep. 16 (Fri)	33,634
Sep. 17 (Sat)	98,074
Sep. 18 (Sun)	108,117

Total 271,224

■ Number of Visitors



■ The Number of Media / Reporters

Media Categories	Media	Reporters
Web	827	2,532
Newspaper	93	180
News Agency	37	75
TV (Satellite TV / CATV)	69	203
TV (Terrestrial)	122	479
Editor / Freelance Writer / Others	61	134
Radio	27	49
Magazine	351	1,075
Overseas Media	768	1,645
Total	2,355	6,372

■ The Number of Overseas Media

Country / Region	Media	Reporters
China	96	437
Taiwan	74	125
United States	60	124
Korea	36	110
Overseas Media in Japan	79	107
France	41	89
Hong Kong	42	71
Spain	32	66
Indonesia	19	60
Thailand	30	54

Application Procedure to Exhibit

●Application and Payment

1. Please fax or e-mail the application form to TGS Overseas Management Office (OMO).
2. Upon receipt, the OMO will issue an invoice for the exhibition fee.
3. Payment in full is due within three weeks after the issuance of the invoice.
4. Your application may be cancelled if payment is not received by OMO by the due date.

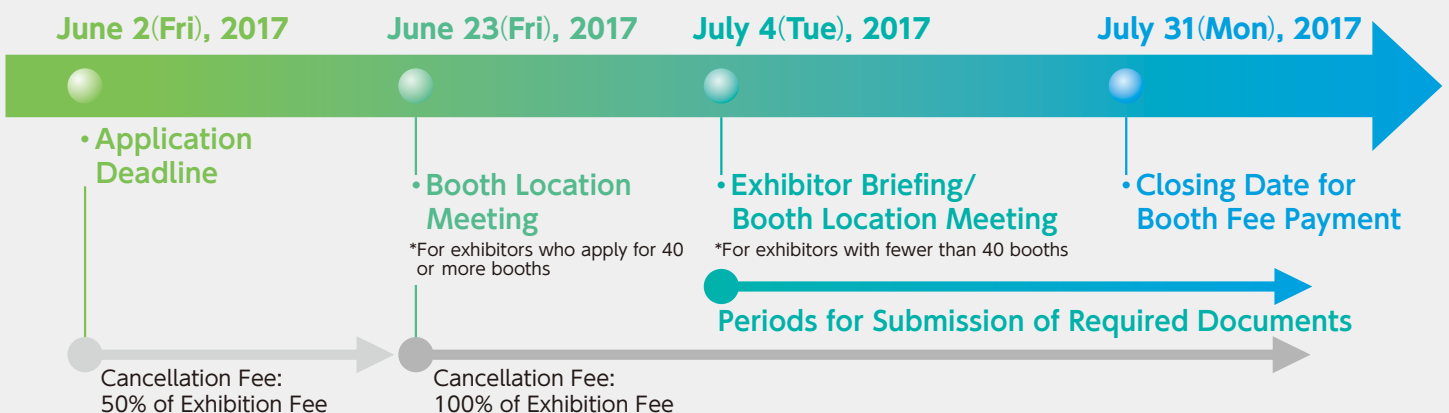
●Cancellation

If an exhibitor cancels an application for any reason, or reduces the number of booths reserved, the following cancellation fee will be assessed depending on the date of cancellation.

From June 3 to June 22, 2017: 50% of Exhibition fee

After June 23, 2017: 100% of Exhibition fee

Schedule



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

■ 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

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