

TOKYO GAME SHOW 2011

GAME – Dancing Your Heart

Press Release

July 11, 2011

TOKYO GAME SHOW 2011 Ticket Giveaway Campaign! 100 tickets for couples — a total of 200 people — on Twitter & Facebook

The TOKYO GAME SHOW 2011, presented by the Computer Entertainment Supplier's Association (CESA; Chairman: Yoichi Wada; location: Minato-ku, Tokyo), in cooperation with Nikkei Business Publications, Inc. (Nikkei BP; President & CEO: Kohei Osada; location: Minato-ku, Tokyo), is giving away tickets that can be used on public days at the event being held September 15 to 18 at Makuhari Messe.

The "tweet to get general admission tickets" campaign will be held again this year following its great success last year. Out of the followers who tweet "wish to visit the Tokyo Game Show" on Twitter, we will offer 50 tickets for couples (100 people) for the show that can be used on days open to the public.

We are also giving away general admission tickets on the Tokyo Game Show's official Facebook page. People posting comments on "things that I look forward to the most at the Tokyo Game Show" on the Wall of our official Facebook page, will be entered in a drawing for 50 tickets for couples (100 people).

The Twitter and Facebook campaigns will be carried out as shown in the exhibit.



Event Outline

Event Title:	TOKYO GAME SHOW 2011
Organized by:	Computer Entertainment Supplier's Association (CESA)
Co-organized by:	Nikkei Business Publications, Inc. (Nikkei BP)
Supported by:	Ministry of Economy, Trade and Industry
Period:	September 15 (Thursday) Business Day (10:00 – 17:00) September 16 (Friday) Business Day (10:00 – 17:00) * Admissions on Business Days will be limited to members of the game industry and the media. September 17 (Saturday) Open to the public (10:00 – 17:00) September 18 (Sunday) Open to the public (10:00 – 17:00) * For days open to the public, the venue may be opened at 9:30 depending on circumstances.
Venue:	Makuhari Messe (Mihama-ku, Chiba City, Chiba Prefecture) Exhibition Hall 1-8, and International Convention Center
No. of visitors:	190,000 (estimated)
No. of exhibitors:	146; 1,213 booth partition units (as of June 22)
Tickets:	• Business days: 5,000 yen for both advance tickets and tickets at the door (available to business-related visitors only) • Days open to the public: Adults (junior high school students or older) advance tickets 1,000 yen / tickets at the door 1,200 yen Elementary school students or younger Free

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

(1) Twitter giveaway campaign overview

The Twitter joint giveaway campaign starts today. Follow the Tokyo Game Show official account “@tokyo_game_show” and tweet your “wish to visit the Tokyo Game Show” in your own words. Admission tickets of the show (for Saturday, September 17 or Sunday, September 18) will be offered to 50 couples (100 people).

■ Application Method

After logging into Twitter, follow the Tokyo Game Show official account “@tokyo_game_show” and tweet your “wish to visit the Tokyo Game Show” using your own words. Be sure to include the hashtag “#tgs2011ticket” in your tweet (make sure to enter a space before and after the hashtag).



You can follow us easily just by clicking the Twitter logo on the top page of our official website.

■ Application Deadline

August 31(Wednesday), 2011(Japan Time)

■ Notice

*The admission tickets offered are general admission tickets that can be used to visit the show on one of the days open to the public (Saturday, September 17 or Sunday, September 18). They cannot be used on Business Days (September 15 and 16).

*If you are not following “@tokyo_game_show” at the time of the drawing, you will not be eligible for the drawing.

*Winners will be contacted via Direct Message.

(2) Facebook giveaway campaign overview

The Facebook giveaway campaign runs till August 31. Post a comment on “things that I look forward to the most at the Tokyo Game Show” on the “Wall” section of the Tokyo Game Show 2011’s official Facebook page (<http://www.facebook.com/tokyogameshow2011>). Admission tickets for the show (for Saturday, September 17 and Sunday, September 18) will be offered to 50 couples (100 people) selected in a drawing out of those who posted a comment.

■ Application Method

After accessing to the Tokyo Game Show 2011’s official Facebook page (<http://www.facebook.com/tokyogameshow2011>), post a text comment on “things that I look forward to the most at the Tokyo Game Show” on the “Wall” section. When posting, be sure to enter “See you @ tgs#” before your comment.

[Example]: See you @ tgs# What I look forward to the most at the Tokyo Game Show is experiencing new games!

*Please note that if this prefix is not entered, your comment may not be recognized as an application.

The image is a screenshot of the Tokyo Game Show 2011 Facebook page. At the top, there's a navigation bar with 'facebook' and search, home, profile, and other options. Below that is a category selection dropdown set to 'ゲーム/玩具' (Games/Toys). The main header says 'TOKYO GAME SHOW 2011' with a 'Facebook ページを編集' (Edit Facebook Page) button. The wall section shows a post by Jose Roberto Reyes Arcos with the text 'I'm deaf, I want you to oh 5ds Tag Force 6 and Playstation vita ...'. Below this, there's a comment input field with the placeholder text '何か書く...' (Write something...). A red oval highlights this field, and a red arrow points from the text below to it. The right sidebar shows page management options and a list of users who liked the page.

Post a comment on the Wall of Tokyo Game Show 2011’s official Facebook page.

■ Application Deadline

August 31(Wednesday), 2011(Japan Time)

■ Notice

*The admission tickets offered are general admission tickets that can be used to visit the show on one of the days open to the public (Saturday, September 17 or Sunday, September 18). They cannot be used on Business Days (September 15 and 16).

*Winners will be contacted via email, so those who have not registered their email address with Facebook will not be eligible for the drawing.