

TOKYO GAME SHOW 2014

東京ゲームショウ2014



# TOKYO GAME SHOW 2014.9



18 (THU) 19 (FRI)  
..... Business Day  
20 (SAT) 21 (SUN)  
..... Public Day

MAKUHARI MESSE

TOKYO GAME SHOW 2014

Period: **Business Day: September 18 (Thu) & 19 (Fri) 10:00-17:00**  
**Public Day: September 20 (Sat) & 21 (Sun) 10:00-17:00**

Venue: **Makuhari Messe** [Chiba, Japan]

Organizer: Computer Entertainment Supplier's Association [CESA]

Co-Organizer: Nikkei Business Publications, Inc.

Supporter: Ministry of Economy, Trade and Industry (Tentative)

Expected Number of Visitors: 220,000    Expected Number of Booths: 1,600

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



日経BP社  
Nikkei Business Publications, Inc.

# Booth Fee

(Tax included) Note: Japanese consumption tax will be raised by 8% as of April 1, 2014.

**S** **Space Only (3x3m)** **JPY378,000**

Except for \*Merchandise Sales Area\* and \*Indie Game Area\*

## Space and Shell Scheme

**P** **Package Booth (3x3m)** **JPY486,000**

**TA** **Turnkey Booth A (2x2.5m)** **JPY216,000**

**TB** **Turnkey Booth B (2x2m)** **JPY216,000**

**TC** **Turnkey Booth C (2x2m)** **JPY216,000**

Note:  
Turnkey booth type is different depending on the exhibit area.  
For the shell scheme details, please refer to "Rental Shell Scheme".

# Exhibit Area

## 4-Day Exhibit

### General Exhibition Area

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

**S P TA**



### Game Device Area

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

**S P TB**



### Game School Area

Professional school, university, distance learning service will gather for future creators.

**S P TA**



## 2-Day Exhibit (Public Day)

### PC Game Area

This area exhibits PC games, PCs and peripherals, etc. neighbouring the international e-sports competition stage focusing on computer games, "Cyber Games Asia."

\*No merchandise sales allowed for Turnkey Booth.  
\*Unit price of merchandise product is limited up to JPY 30,000 (incl. tax)

**S P TB**



### Smartphone Game Area / Social Game Area

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

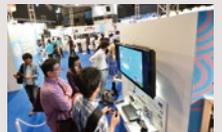
**S P TB**



### Cloud Gaming Area

This area showcases the game titles that can be distributed via networks regardless of game consoles.

**S P TB**



### Cosplay Area

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.

\*No merchandise sales allowed for Turnkey booth.  
\*Unit price of merchandise products is limited up to JPY 30,000 (incl. tax)

**S P TB**



"Photo Session Back Panel"  
JPY108,000  
(width:2m x Height:2.4m)

\*For more detail, please refer to "TOKYO GAME SHOW 2014 AD MENU".

## 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.

**Space Only (3x3m)** **JPY432,000**

**Package Booth (3x3m)** **JPY540,000**

\*Unit price of merchandise products is limited up to JPY 30,000 (incl. tax)  
\*Game software promotion and booth event are not allowed.



### Indie Game Area

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

**Special Booth (1x1m)** **4-Day Exhibit** **JPY99,900**  
**2-Day Exhibit (Public Day)** **JPY32,400**

\*Please refer to the official website for the eligibility and the application procedure. \*Please refer to the official website for the details of special booth equipment.



## Business Solution Area

Game-related B to B companies are featured in this area. Various products and services such as development tools, middleware, support services for online game, license business and human resource are showcased. With the use of TGS Forum Sponsorship Session (option), synergistic effects can be expected.

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



## Cloud / Data Center Pavilion

This pavilion is set up inside the Business Solution Area to showcase cloud computing / DB services that support the social game and network game infrastructure.

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

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

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

### 2-Day Exhibit (Business Day)

- TC** Turnkey Booth C (2x2m) JPY216,000
- \*For the details, please refer to "Rental Shell Scheme".

## Asia New Stars Area

### 2-Day Exhibit (Business Day)

This is the exhibition area targeting emerging Asian companies. 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)

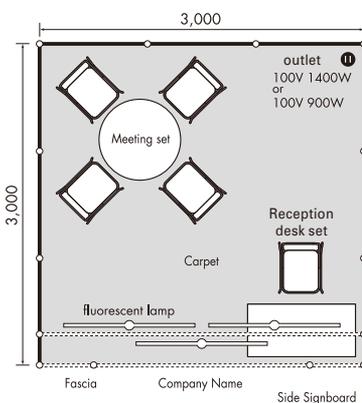
This meeting area allows for meaningful meeting in a quiet and calm atmosphere during Business Day. In addition to traditional room-type booth, a basic table at lower fees is available.

\*Free Interpretation service (English, Chinese, Korean)\*  
\*Please ask the OMO if you exhibit 4 or more table spaces.\*



### Package Booth (3x3m) JPY486,000

\*Max 3 booths per company\*  
\*Package Booth Only\*

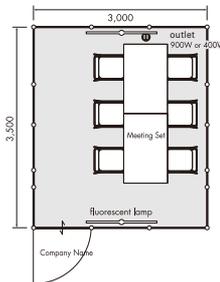


- \*Items**
- 1 System wall (side & back walls)
  - 2 Fascia (H350mm)  
\*National flag of the exhibitor will be printed.
  - 3 Punch carpet (gray)
  - 4 Company name plate (W1940xH250)
  - 5 Fluorescent lamp (32W x 3 lamps)
  - 6 Electrical outlet (two-socket outlet x 1) 100V 1.4KW or Energy saving pack 100V 900W
  - 7 Electrical power supply 100V 1.5KW or Energy saving pack 100V 1KW
  - 8 Meeting set (Round table & 4 chairs)
  - 9 Reception desk set

## Meeting Room Booth

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

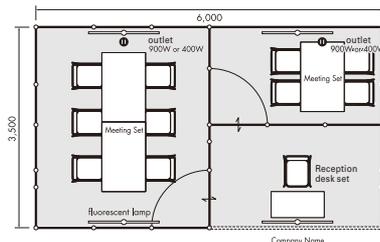
Discount price for exhibitor who has booth at other areas. JPY378,000



- \*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) JPY864,000

Discount price for exhibitor who has booth at other areas. JPY702,000



- \*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)

Best chance to your promotion on Business Day

# TGS Forum Sponsorship Session

Application deadline:  
June 6 (Fri), 2014

TGS Forum 2014, the conference which focuses on latest trend in the 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.

# TGS Forum 2014

Fee **JPY972,000**

Date: **September 19 (Fri), 2014 (tentative)** / Capacity: **140 (tentative)** / Time: **60 minutes**  
Equipment: **projector, screen and microphones** / Registration: **Pre-registration system on TGS official website.**  
Service item included:

1. Announcement and visitor recruitment (through magazines, DM, e-DM etc.)
2. Company logo on TGS Forum program
3. Registration operation (pre-registration and on-site, issuing forum ticket)
4. List of attendees\*
5. Forum invitation ticket (O/D)
6. TGS 2014 Business Day invitation ticket (100 sets)
7. Advertisement in TGS 2014 Official Guidebook (full color, 1 page)

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

## TGS Forum Sponsorship Session **Light**

Fee **JPY324,000**

Date: **September 19 (Fri), 2014 (tentative)** / Capacity: **50 (tentative)** / Time: **30 minutes**  
Equipment: **projector, screen and microphones** / Registration: **Pre-registration system on TGS official website.**  
Service item included:

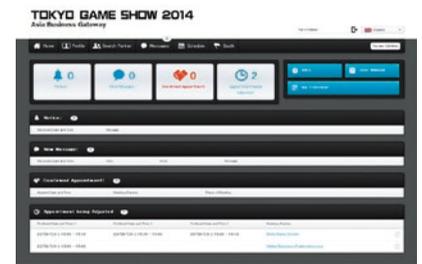
1. Announcement and visitor recruitment (through magazines, DM, e-DM etc.)
2. Company logo on TGS Forum program
3. Registration operation (pre-registration and on-site, issuing forum ticket)
4. List of attendees\*

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

## 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, an appointment can be made, the setting of business meeting, and a free-of-charge meeting space can be reserved. The system is available both in Japanese or in English.



#### System Flow



### Exhibitor's Meeting Space at Business Meeting Area **Free**

All of exhibitors can use this space located at International Conference Halls. Reservations can be made through online in advance or on-site.

### International Business Consultation Area **Free**

The International Business Consultation Area is set up inside the venue so that exhibitors can seek consultation for knowledge, know-how, and services necessary for international business. The staff of JETRO, PR agency and consultants of Business matching will be always around.

#### Organizer's Projects

##### ■ Asia Networking Party **Free**

On the second Business Day evening, September 19, "Asia Networking Party", that mainly affected to on overseas exhibitors and visitors from Asia, will hold for the purpose of business exchanges and further networking.

##### ■ Cyber Games Asia 2014 **Free**

TOKYO GAME SHOW 2014 will be running an event with a purpose to attract visitors from Asia and to strengthen publicity 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.

##### ■ SENSE OF WONDER NIGHT (SOWN) 2014 **Free**

This event will make spotlights to a game developers to draw wellspring of ideas which may suddenly change the world. SOWN 2014 is supposed to award the new games inspiring: "SENSE OF WONDER". "SENSE OF WONDER NIGHT 2014" will be held to provide an opportunity of the presentation for game developers around the world.

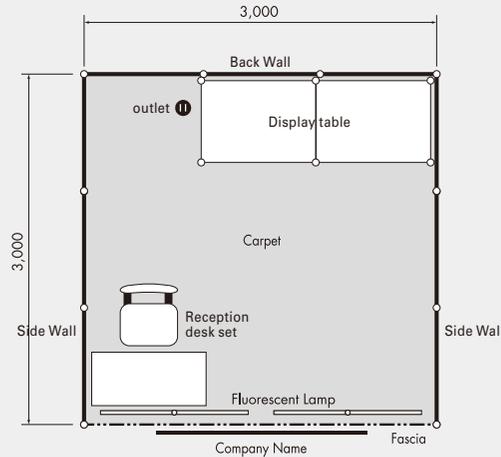
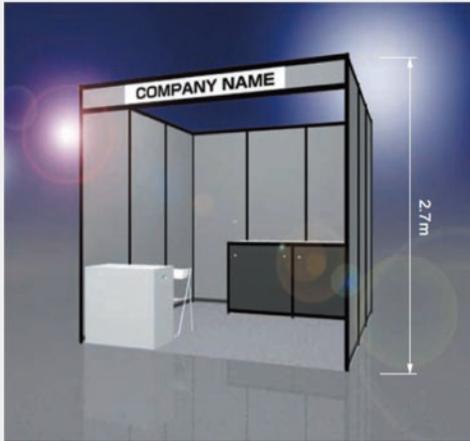
# Rental Shell Scheme

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

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



## Package Booth (3x3m)



### ★Inclusive Items

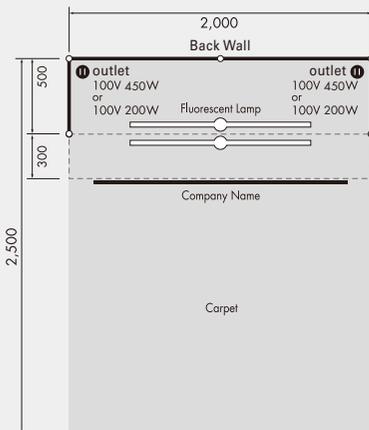
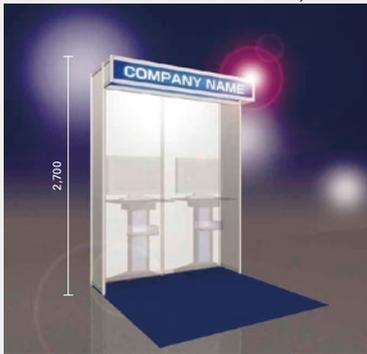
1	<b>System wall</b> (side & back walls)
2	<b>Fascia</b> (H 300mm)
3	<b>Punch carpet</b>
4	<b>Company name plate</b> (W1800 x H200)
5	<b>Fluorescent lamp</b> (32W x 3 lamps)
6	<b>Electrical outlet</b> (two-socket outlet x 1) 100V 1.4KW or Energy saving pack 100V 900W
7	<b>Electrical power supply</b> 100V 1.5KW or Energy saving pack 100V 1KW
8	<b>Reception desk set</b>
9	<b>Display table with storage</b>

## Turnkey Booth \*Max 3 booths per exhibitor

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

- General Exhibition Area
- Game School Area

\*The white tables are NOT included in the Turnkey Booth.

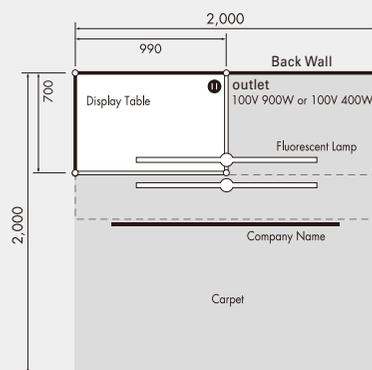


### ★Inclusive Items

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

### TB Turnkey Booth B (2x2m)

- Smartphone Game Area / Social Game Area
- Game Device Area
- Cloud Gaming Area
- PC Game Area
- Cosplay Area

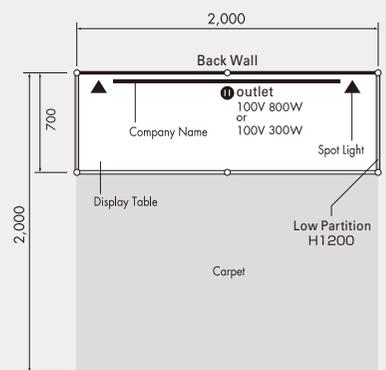
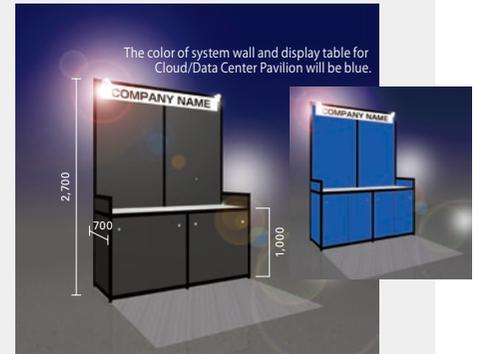


### ★Inclusive Items

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

### TC Turnkey Booth C (2x2m)

- Business Solution Area
- Cloud / Data Center Pavilion



### ★Inclusive Items

1	<b>System wall</b> (low partition & back wall)
2	<b>Punch carpet</b>
3	<b>Company name plate</b> (W1800 x H200)
4	<b>Spotlight</b> (100W x 2)
5	<b>Electrical outlet</b> (two-socket outlet x 1) 100V 800W or Energy saving pack 100V 300W
6	<b>Electrical power supply</b> 100V 1KW or Energy saving pack 100V 500W
7	<b>Display table with storage</b> (W1980 x D700 x H1000/ black)

## TGS 2013 in Number

### ■ Venue: Makuhari Messe

Exhibition Halls 1-9 (exhibit area : approx. 63,000 sqm), International Conference Halls and Event Hall

### ■ Number of exhibitors: 352 (162 from overseas)

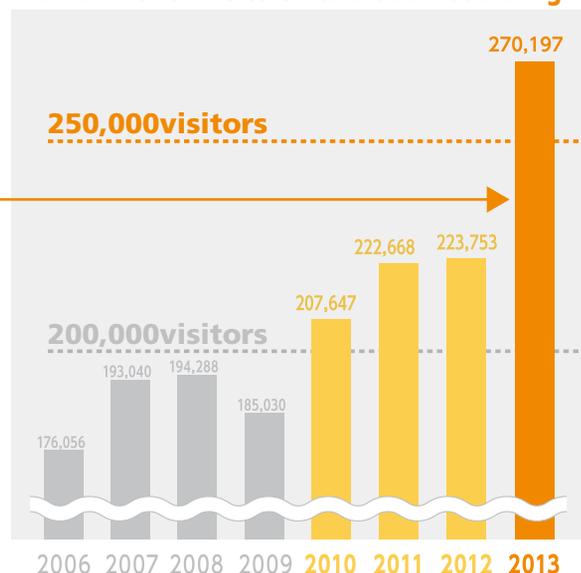
### ■ Number of booths: 1,539

### ■ Display gaming titles: 962

■ Number of visitors: Sep. 19 (Thu) 29,171  
 Sep. 20 (Fri) 23,183  
 Sep. 21 (Sat) 102,399  
 Sep. 22 (Sun) 115,444

**Total 270,197**

### The Number of Visitors Reached a Record High!



### ■ Number of Media and Reporters

Media Category	Media	Reporters
Web	525	1,268
Newspaper	74	158
News Agency	27	63
TV(Satellite TV/ CATV)	48	116
TV(Terrestrial)	92	379
Editor / Freelance Writer / Others	60	150
Radio	44	95
Magazine	347	999
Overseas Media	614	1,288
<b>Total</b>	<b>1,831</b>	<b>4,516</b>

### ■ The Number of Overseas Media

Country/Region	Media	Reporters
United States	85	197
Overseas Media in Japan	91	159
France	47	131
China	39	96
Hong Kong	42	67
Taiwan	37	63
Italy	28	61
Australia	20	59
Germany	28	56
Korea	20	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 receiving the application form, the OMO will issue an invoice for the exhibition fee.
3. Full payment is required within three weeks of the issuance of the invoice.
4. Your application may be cancelled if OMO cannot receive your exhibition fee by the due date.

### ●Cancellation

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

**From May 31 to June 19, 2014: 50% of Exhibition fee**

**After June 20, 2014: 100% of Exhibition fee**

## Schedule



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

■For further information, please contact to:

**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) Phone: +81-3-3512-5670 Fax: +81-3-3512-5680



日経BP社  
 Nikkei Business Publications, Inc.