



TOKYO GAME SHOW 2016 Exhibit Guide



9/15 Thu • 16 Fri **17 Sat • 18 Sun**

Business Day

Public Day

TOKYO GAME SHOW 2016

Period: **Business Day: September 15(Thu) & 16(Fri)** 10:00-17:00

Public Day: September 17(Sat) & 18(Sun) 10:00-17:00

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

Organizer: Computer Entertainment Supplier's Association [CESA]

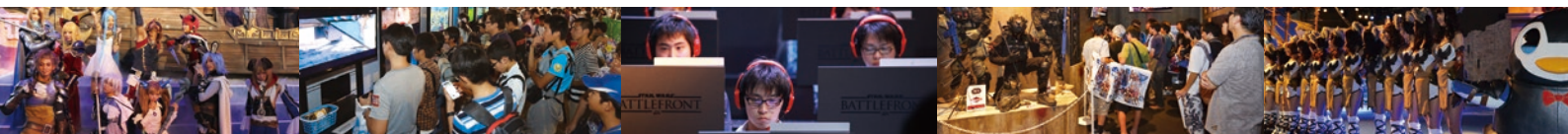
Co-Organizer: Nikkei Business Publications, Inc.

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

Special Supporter: DWANGO Co., Ltd.

Expected Number of Visitors: 230,000 Expected Number of Booths: 2,000

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



Booth Fee

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

S Space Only (3x3m)

JPY378,000

Except for
Asia New Stars Area, *Business Meeting Area*, *Eastern Europe New Stars Area*,
Latin News Stars Area, *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 differs depending on the exhibit area.
For package booth 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



Romance Simulation Game Area

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

S P TB



AI Area

This is the exhibition area for AI technologies into game products and services.

S P TB



Smartphone Game Area / Social 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



e-Sports Area

This is the exhibition area for e-Sports game, devices, hardware, related-services.
Location: Hall 9-11

S P TC

*Unit price of merchandise products is limited to JPY30,000 max (incl. tax).



VR Area

This is the exhibition area VR game, devices, hardware, related-services.
Location: Hall 9-11

S P VR



Game Device Area

This is the exhibition area for game devices for home-use game consoles, portable game consoles and PC games including controllers, keyboards, mice, and headphones. Location: Hall 9-11

S P TB

*Unit price of merchandise products is limited to JPY30,000 max (incl. tax).



Game School Area

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

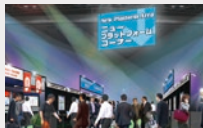
S P TA



New Platform Game Area

This is the exhibition area for new platform such as STB (set-top box), related game products and services.

S P TB



2-Day Exhibit (Public Day)

Cosplay Area

This area exhibits cosplay-related products. Cosplay products may be displayed and sold to cosplayers and cosplay fans. In addition to booths, background panels for cosplay shooting are available for rental.

*No merchandise sales allowed for Turnkey booths.

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

S P TB



"Photo session back panel"

JPY108,000

(Width 2m X Height 2.4m)

*For more details, please refer to "TOKYO GAME SHOW 2016 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 to JPY30,000 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.



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 (1x1m)

4-Day Exhibit JPY99,900

2-Day Exhibit (Public Day) JPY32,400

*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)

4-Day Exhibit JPY216,000

*A limited number of Type B Special Booths will be offered without screening on a first-come, first-serve basis.

*Type B is only available to corporations. *Please refer to the official website for 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 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



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.



*The same exhibit fees and regulations as the Business Solution Area apply here.

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) JPY216,000

*Maximum 3 booths per company

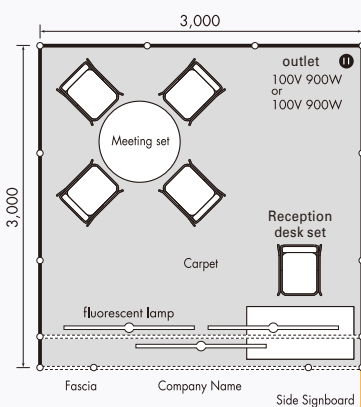
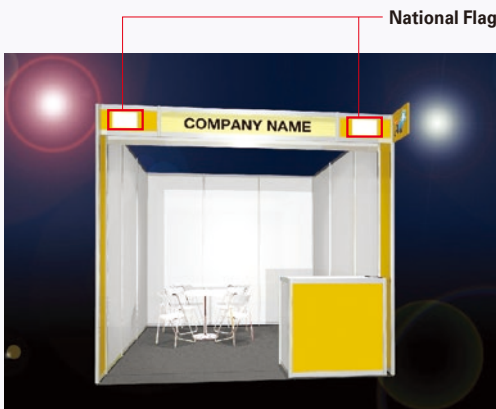
*Please refer to "Rental Shell Scheme" for more details.

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

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. *Package Booth Only

P Package Booth (3x3m) JPY486,000

*Max 3 booths per company



- ★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** (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**

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 now available at lower fees.

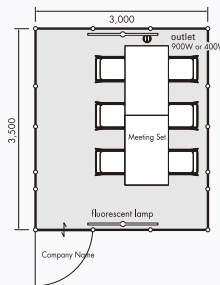
*Free interpretation service (English)



Meeting Room Booth

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

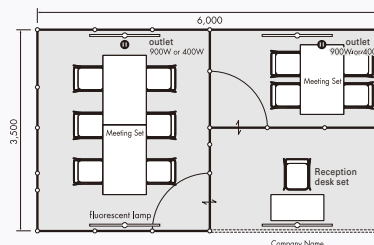
Discount price for exhibitors with booth(s) in other areas. JPY378,000



- ★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 3 (Fri), 2016

TGS Forum 2016, 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: "TGS Forum Sponsorship Session" (60 min.) and "TGS Forum Sponsorship Session Light" (30 min.). These sessions offer the best opportunities to promote your products and services as official programs of TGS.

Fee **JPY972,000**

Date: September 16 (Fri), 2016 / Capacity: 140 (tentative) / Time: 60 minutes

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

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 tickets
4. Provide list of attendees*
5. Issue forum invitation tickets (O/D)
6. TGS 2016 Business Day invitation tickets (100 sets)

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

TGS Forum 2016

TGS Forum Sponsorship Session "Light"

Fee **JPY324,000**

Date: September 16 (Fri), 2016 / Capacity: 50 (tentative) / Time: 30 minutes

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

Services:

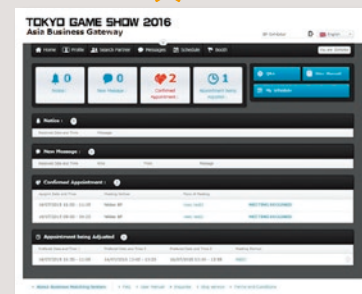
1. Announcement and visitor recruitment (Through magazines, DM, e-DM, etc.)
2. Company logo on TGS Forum program
3. Handle registration (pre-registration and on-site), issue forum tickets
4. Provide list of attendees*

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

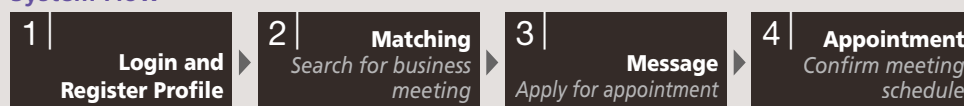
Overseas Exhibitors' Services

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 Meeting Area **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 Meeting Area **Free**

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

Organizer's Projects for Exhibitors

■ Cyber Games Asia 2016 **Free**

TOKYO GAME SHOW 2016 will be hosting this event to attract e-Sports fans from Asia and Japan to strengthen information dissemination towards Asia. Cyber Games Asia, is a competition envisioned to become the leading e-Sports gaming event in the region. Top gamers from Asian region will battle before crowds of thousands at the event.

■ International Networking Party **Free**

On the second Business Day, the evening of September 16, 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) 2016 **Free**

This event spotlights game developers whose wellspring of ideas stir sense of wonder in the mind of game players. SENSE OF WONDER NIGHT 2016 introduces and awards these amazing game developers from all around the world.

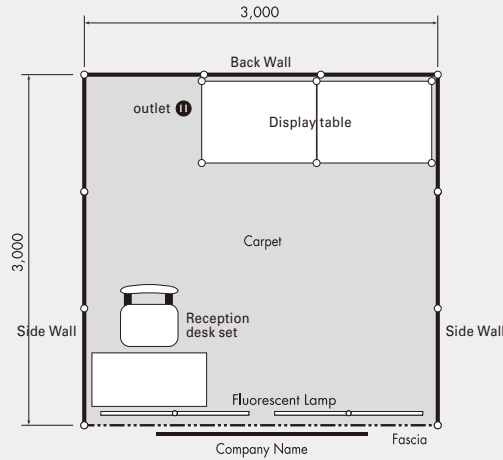
Rental Shell Scheme

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

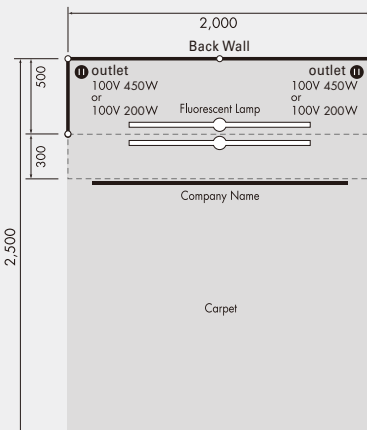
1	System wall (side & back walls)
2	Fascia (H 300mm)
3	Punch carpet
4	Company name plate (W1800 x H200)
5	Fluorescent lamp (32W x 2 lamps)
6	Electrical outlet (two-socket outlet x 1) 100V 900W or Energy saving pack 100V 400W
7	Electrical power supply 100V 1KW or Energy saving pack 100V 500W
8	Reception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

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

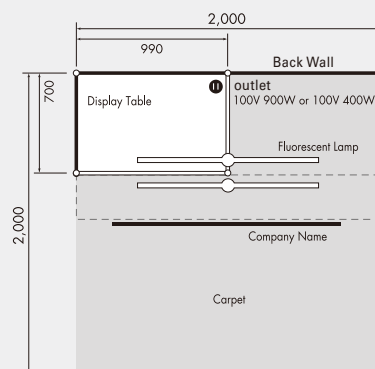


★Inclusive Items

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 1) 100V 900W or Energy saving pack 100V 400W
6	Electrical power supply 100V 1KW or Energy saving pack 100V 500W

TB Turnkey Booth B (2x2m)

- AI Area
- Cosplay Area
- Game Device Area
- New Platform Game Area
- Romance Simulation Game Area
- Smartphone Game Area / Social Game Area

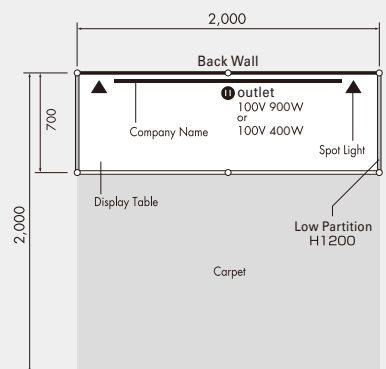
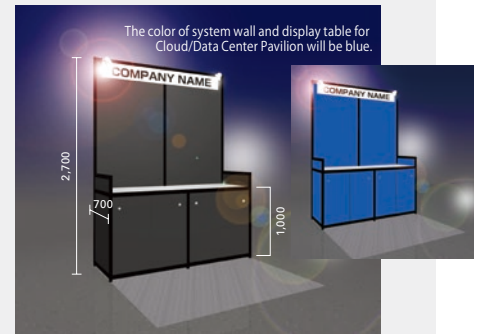


★Inclusive Items

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 (W950 x D700 x H1000/ black)

TC Turnkey Booth C (2x2m)

- Business Solution Area
- Cloud / Data Center Pavilion
- 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)

TGS 2015 in Number

■ Venue: Makuhari Messe

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

■ Number of exhibitors: 480 (246 from overseas)

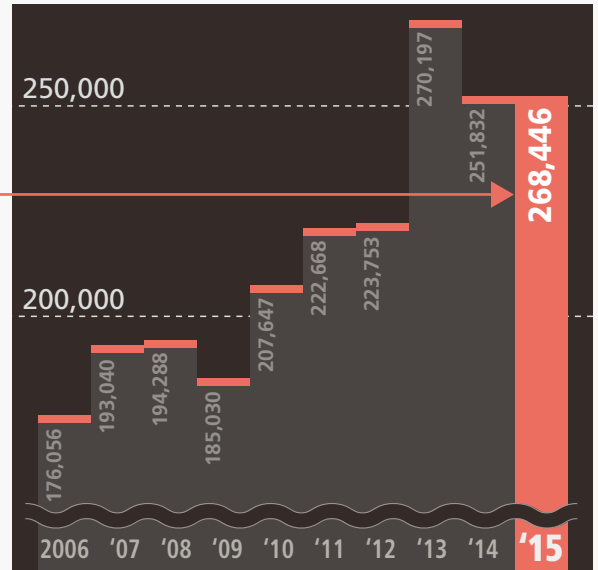
■ Number of booths: 2,009

■ Display gaming titles: 1,283

■ Number of visitors: Sep. 17 (Thu) 29,058
 Sep. 18 (Fri) 29,557
 Sep. 19 (Sat) 97,601
 Sep. 20 (Sun) 112,230

Total 268,446

■ Number of Visitors



■ The Number of Media / Reporters

Media Categories	Media	Reporters
Web	710	1,923
Newspaper	62	92
News Agency	15	20
TV (Satellite TV / CATV)	40	75
TV (Terrestrial)	93	349
Editor / Freelance Writer / Others	37	85
Radio	23	52
Magazine	294	988
Overseas Media	661	1,419
Total	1,935	5,003

■ The Number of Overseas Media

Country / Region	Media	Reporters
China	56	252
United States	66	151
Overseas Media in Japan	81	108
Korea	26	106
Hong Kong	56	104
France	39	96
Taiwan	54	95
Germany	32	76
Singapore	21	56
Thailand	26	49

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.

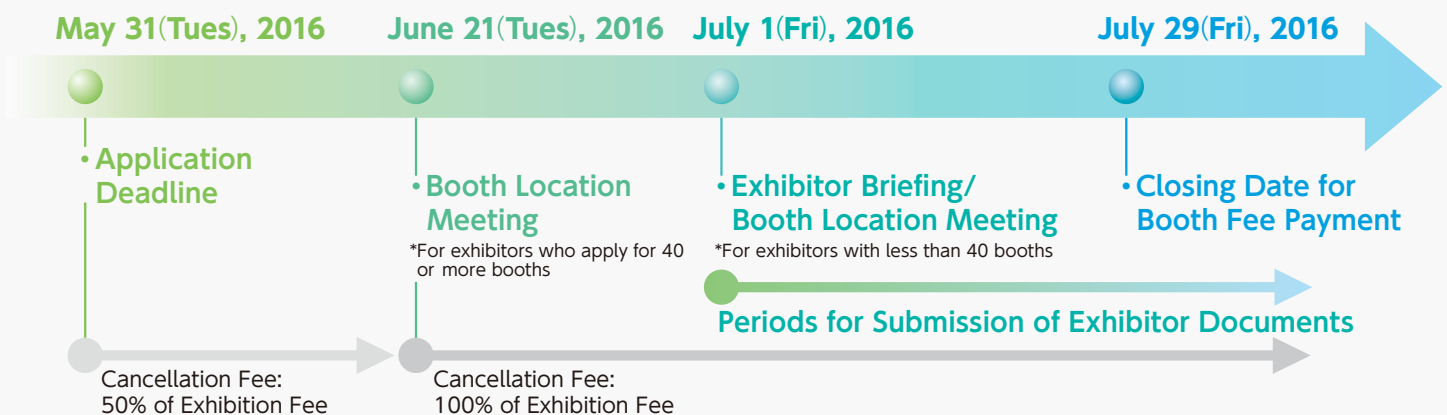
●Cancellation

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 1 to June 20, 2016: 50% of Exhibition fee

After June 21, 2016: 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

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



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