TOKYO GAME SHOW 2017

Press Release March 2, 2017

This year's theme is "Reality Unlocked."

TOKYO GAME SHOW 2017 Exhibition Outline Released!

Dates: September 21 (Thursday) to September 24 (Sunday), 2017 /
Venue: Makuhari Messe
Applications for exhibits are being accepted!

TOKYO GAME SHOW is growing further into a global event!

Computer Entertainment Supplier's Association (CESA)
Nikkei Business Publications, Inc.

In cooperation with Nikkei Business Publications, Inc. (Nikkei BP), the Computer Entertainment Supplier's Association (CESA) has announced that it will be holding TOKYO GAME SHOW 2017 at Makuhari Messe for four days from Thursday, September 21st to Sunday, September 24th. Applications for exhibition booths are now being accepted.

The theme of TGS 2017 has been set as "**Reality Unlocked.**" In addition to referring to how technological innovations are producing even greater reality in games, this theme expresses our devotion to transforming the TOKYO GAME SHOW into an event which offers new experiences.

At last year's show, we introduced a new VR Area which featured numerous exhibits. At TGS 2017, this area will be upgraded into the VR/AR Area. The exhibit will expand to feature VR (virtual reality), AR (augmented reality), and MR (mixed reality). Even more, VR/AR/MR game software is not the only attraction; we are also actively accepting exhibits for B to B products and services such as development solutions.

Also, in order to encourage the further growth of e-Sports in Japan, the stage in the e-Sports area has undergone a comprehensive renewal. We will convey the thrill of e-Sports to many more people by holding tournaments for popular home video games and smartphone games, and will also feature video distribution on the Internet. *Details of the e-Sports tournament will be announced at a later date.

TGS 2017 will also feature an enhanced the live streaming system for both in Japan and overseas. This will serve as another method of transmitting information to people who cannot directly attend our event. A pre-program will be delivered in July prior to the TGS. The pre-program will feature the latest information on exhibitors and scenes from the preliminary e-Sports tournament. Also, during the show period, programs will be delivered at night (after 9:00 PM) for an even greater number of viewers. Domestic programs will be produced in cooperation with DWANGO, and overseas program with Twitch and Tokyo Otaku Mode.

Also, for the live streaming in China, we plan to cooperate with a new partner to open an official video channel.

TOKYO GAME SHOW started in 1996 and celebrated its 20th anniversary last year. This milestone event featured record numbers of exhibitors (614 corporations/groups) and visitors (271,224). As we look forward to the next 20 years, TOKYO GAME SHOW 2017 will thrill you with innovative new experiences.

TOKYO GAME SHOW 2017 Theme

Reality Unlocked

Technological advancements are making video games increasingly realistic.

Furthermore, in addition to being able to play games anytime and anywhere, a new entertainment style is blossoming in which people enjoy watching games played by other people.

Today, games unlock reality and provide innovative new experiences.
TOKYO GAME SHOW will also be reborn as a new experience-based event.

In addition to game play and stage shows,
TGS will feature a variety of other new experiences such as thrilling e-Sports tournaments, live streaming for the game fans around the world.

TOKYO GAME SHOW 2017

From Tokyo to the world — conveying cutting-edge trends in the reality unlocked by the video games.

●Exhibition Area (scheduled)

General Exhibition Area

Halls 1 to 8

This area exhibits digital entertainment products and services focusing on video game software

* This section will be open “All 4 Days”

● Smartphone Game Area

Halls 1 to 8

This area introduces games for smart devices such as smartphones and tablets (iOS, Android, etc.) and games that can be played on mobile terminals and PC browsers.

* This section will be open “All 4 Days”

● e-Sports Area

Halls 9 to 11

This area showcases video games famous as e-Sports titles (home video games, smartphone games, PC games), as well as hardware and devices.
A large stage is erected in the area.

* This section will be open for four days

● VR / AR Area

Halls 9 to 11

This area showcases software that uses VR (virtual reality), AR (augmented reality), and MR (mixed reality) technologies, as well as related hardware, games, and services.

* This section will be open for four days

● Romance Simulation Game Area

Halls 1 to 8

This section introduces dating-simulation games designed for female players.

* This section will be open for four days

● Indie Game Area

Halls 9 to 11

This area is for independent game developers to introduce their completely original games for all platforms.

* There are two types of exhibition plans available; “Type A”, which is inexpensive and can be used by individuals (there is a screening process after application), and “Type B”, which is for corporations only and is on a first-come-first-serve basis.
Please see the official website for more details about each exhibition

* This section will be open for four days

- **Game School Area** **Halls 1 to 8**

  This section is designed to introduce future game creators to educational institutions such as video game schools, universities, and online education.

  * This section will be open for four days

- **Merchandise Sales Area** **Halls 9 to 11**

  This area is for sales of game-related products and software.

  Some booths will be open for four days,
  and some will be open for two days only on Public Day

- **Family Game Park** **Halls 1 to 8**

  This area contains games and related products that can be enjoyed by the whole family.
  Children and their families can feel free to try playing games.

  * Entry to this area is restricted to children of junior-high school age and younger with accompanying adults.
  This section will be open only on Public Day

● B to B Exhibition Area (scheduled)

- **Business Solution Area** **Halls 1 to 8**

  This exhibition area is designed for game-related B to B companies.
  The TGS Forum Sponsorship Session is also available as an option.

  Some booths will be open for four days,
  and some will be open for two days on Business Day

- **New Stars Area (Asia/Eastern Europe/Latin America)** **Halls 1 to 8**

  Focusing on overseas corporations, this area creates opportunities in the game industry of various regions by introducing promising game startups, developments studios, and services.
  Special focus is placed on Asia, Eastern Europe and Latin America, regions attracting strong attention in the game industry.

  · **Asia New Stars Area**
  With a focus on Southeast Asia, South Asia and the Middle East, this area introduces game startups, development studios, and solution vendors.
  · **Eastern Europe New Stars Area**
  This area introduces promising game startups from Eastern European countries including Poland, Croatia, Czech Republic, and Romania where there are many engineering college that provide advanced education in game development.
  · **Latin New Stars Area**
  This introduces game startups from rising Central and South American markets including Brazil, Argentina, Chile, Columbia, and Costa Rica as well as Mexico.

  Some booths will be open for four days,
  and some will be open for two days on Business Day

● **Business Meeting Area**

International Conference Halls

This is a meeting space for productive meeting in a relaxed atmosphere.
There will also be the “Asia Business Gateway” which connects exhibitors with Business Day visitors or exhibitors with other exhibitors.

This section is open only on Business Day

● Events Scheduled on Business Day Only

◆ **Global Game Business Summit**

This is an international conference where top people from the game industry meet in order to discuss goals and issues related to the globalization of the game business.

◆ **SENSE OF WONDER NIGHT 2017**

This is an international festival for presenting various game ideas including game prototypes.
Ideas are applied from around the world, and distinguished works will be presented to game industry people.

◆ **TGS Forum 2017**

This is a conference aimed at visitors attending during the Business Day who are in the game industry and focuses on the latest trends in video game technologies and business operations.

◆ **“International Party”**

On the evening of the second Business Day (September 22nd), there will be a networking party aimed at promoting business exchange among visitors and exhibitors from various countries with exhibitors from Japan.

◆ Other Information

◆ **Food Court and Rest Area**

There is a Food Court / Rest Area located in the Event Hall between Halls 1 to 8 and Halls 9 to 11.
There are approx. 5,000 seats available, and these can be used for eating or taking a break.
Benches will be allocated on the second floor of each hall.

※ The above contents are as of March 2, 2017
Contents and halls may be changed according to the preparation situation and exhibition application status.
※ All photos are for reference only.
※ Details related to each area and organizer event will be announced via future press releases.

■ Exhibition Outline

Event Title:	TOKYO GAME SHOW 2017
Organizer:	Computer Entertainment Supplier's Association (CESA)
Co-Organizer:	Nikkei Business Publications, Inc.
Special Partner:	DWANGO Co., Ltd.
Sponsor:	Ministry of Economy, Trade and Industry (TBD)
Dates & Times:	September 21 (Thursday), 2017 Business Day 10:00 a.m. – 5:00 p.m. September 22 (Friday) Business Day 10:00 a.m. – 5:00 p.m. * Admission during Business Days is restricted to trade visitors and members of the press. September 23 (Saturday) Public Day 10:00 a.m. – 5:00 p.m. September 24 (Sunday) Public Day 10:00 a.m. – 5:00 p.m. * Doors may open at 9:30 a.m. on Public Days depending on the situation.
Venue :	Makuhari Messe (Mihama-Ku, Chiba City, Chiba Prefecture) Exhibition Halls 1 to 11 / Event Hall / International Conference Halls

Expected Number of Visitors: 250,000

Expected Number of Booths: 2,000

Admission:	Adults (Junior-high school age and older) On-site 1,200 yen (Advanced Purchase: 1,000 yen)
(Public Days)	Elementary school age and younger: Free

■ Exhibitor Application Schedule

Exhibition Application Deadline:	June 2 (Friday), 2017
Booth Location Meeting:	June 23 (Friday), 2017 … For exhibitors who apply for 40 or more booths July 4 (Tuesday), 2017 … For exhibitors with less than 40 booths
Exhibitor Briefing:	July 4 (Tuesday), 2017