

# TOKYO GAME SHOW 2018

Press Release

March 5, 2018

Theme: **“Welcome to the Next Stage.”**

## TOKYO GAME SHOW 2018 Exhibition Outline Released!

**Dates: September 20 (Thursday) to September 23 (Sunday), 2018 /**

**Venue: Makuhari Messe**

**Applications for exhibition are being accepted from today!**

**With more e-Sports and video streaming, we're advancing to the next stage!**

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

In cooperation with Nikkei Business Publications, Inc. (Nikkei BP, President: Suguru Niinomi), the Computer Entertainment Supplier's Association (CESA, Chairman: Hideki Okamura) has announced that it will be holding TOKYO GAME SHOW 2018 (TGS2018) at Makuhari Messe (Mihama-ku, Chiba City, Chiba Prefecture) for four days from Thursday, September 20 to Sunday, September 23. Applications for exhibition are now being accepted.

The theme for TGS2018 is **“Welcome to the Next Stage.”** Games continue to surprise and inspire people with new play and new technologies. Discover games which make you feel like you're there, share emotion and excitement with people worldwide over the Internet as you compete and cheer e-Sports as with other sporting events. One of Asia's largest fairs where everyone can experience such new ways to enjoy games is happening again this year.

In the game industry, the Japan esports Union (JeSU) was announced in February, established with the support of industry associations including CESA and Japan Online Game Association (JOGA). As its activity starts in earnest, e-Sports is expected to flourish from the standpoint of creating a new market and business model. The e-Sports stage was upgraded to become the larger stage “e-Sports X (“cross”)” last year. JeSU will take part in organizing this stage for TGS2018, and venue expansion and a new preliminary tournament area are planned. TOKYO GAME SHOW will present the heated battles as an international event to support e-Sport competitors to go on to perform in Japan and around the world.

As the other pillar to transmitting information, we will enhance our Internet video streaming system. In addition to niconico, Twitch, and Douyu, which we have been using, we will have a major expansion of our platform for Japan and elsewhere, centered on e-Sports, and aim for increased viewership on a global scale.

The VR/AR Area, receiving attention for its collection of technologies which facilitate revolutionary gaming experiences never available before, now allows exhibition of products and services for amusement only, in addition to game software compatible with VR (virtual reality), AR (augmented reality), and MR (mixed reality).

TOKYO GAME SHOW started in 1996. It has grown to become an event receiving attention in Japan and elsewhere, with over 600 businesses and organizations exhibiting each year since 2016 and visitors exceeding 250,000 for five years in a row since 2013. This year, it will evolve into an even more global event as we expand our Internet video streaming content so that anyone, anywhere in the world will be able to enjoy it with ease along with those on the venue. TOKYO GAME SHOW 2018 is advancing to a new stage.

## TOKYO GAME SHOW 2018 Theme

# **“Welcome to the Next Stage.”**

The curtain is about to rise—  
on-site, on live streaming, and, of course, on stage events.  
New fun, new technology, and new excitement  
are waiting for you again this year.

VR and other game expressions with increased feeling of being there,  
casual games playable anytime and anywhere,  
and the reality such as gripping e-Sports.

Software, hardware, services and everything game-related—  
come and be the first to see the latest trends.

What will come next? Four days worth your attention.

TOKYO GAME SHOW 2018—it will not disappoint you.

## ● Exhibition Areas (TBC)

### ● General Exhibition Area

This area showcases digital entertainment products and services, focusing on video game software.

Halls 1 to 8



\*This area will be open "All 4 Days."

### ● Smartphone Game Area

This exhibit area focuses on games for smart devices, such as smartphones and tablets, of iOS, Android, and others.

Halls 1 to 8



\*This area will be open "All 4 Days."

### ● e-Sports Area

This area showcases game titles developed as e-Sports (home video games, smartphone games, PC games), as well as hardware and devices. A large stage will be set up in this area.

Halls 9 to 11



\*This area will be open "All 4 Days."

### ● VR / AR Area

This area showcases game software and hardware related to VR (virtual reality), AR (augmented reality), and MR (mixed reality), along with related services.

\*Devices for amusement only may be exhibited.

Halls 9 to 11



\*This area will be open "All 4 Days."

### ● Romance Simulation Game Area

This area showcases dating-simulation and similar games, designed mainly for female users.

Halls 1 to 8



\*This area will be open "All 4 Days."

### ● Indie Game Area

This area is for independent (indie) game developers to showcase their completely original games for various platforms.

\* Exhibition Plan Type A is inexpensive and can be used by individuals (there is a screening process after application). Type B is for corporations only and is on a first-come, first-served basis. Please see the official website for more details about each exhibition plan.

Halls 9 to 11



\*This area will be open "All 4 Days."

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● **Game School Area**

This area showcases game schools for future game creators.

Halls 1 to 8



\*This area will be open "All 4 Days."

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● **Merchandise Sales Area**

This area is for sales of game-related products.

Halls 9 to 11



\*Some booths will be open "All 4 Days", and some will be open "Public Days Only."

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● **Family Game Park**

This area showcases game software and related products that can be enjoyed by the whole family. Children and their families can feel safe trying out these games.

Halls 1 to 8



\*Entry to this area is restricted to children of junior-high school age and younger with accompanying adults.

\*This area will be open during "Public Days Only."

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● **B to B Exhibition Areas (TBC)**

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● **Business Solution Area**

This exhibition area is for game-related businesses seeking business-to-business opportunities. The TGS Forum Sponsorship Session is also available as an option.

Halls 1 to 8



\*Some booths will be open "All 4 Days", and some will be open "Business Days Only."

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● **New Stars Area (Asia/Eastern Europe/Latin America)**

This area showcases overseas businesses which will become new stars in the game industry—promising game startups, development studios, and services from various regions. Special focus is placed on Asia, Eastern Europe, and Latin America, regions attracting strong attention in the game industry.

Halls 1 to 8



▪ **Asia New Stars Area**

With a focus on Southeast Asia, South Asia, and the Middle East, this area showcases promising game startups, development studios, solution vendors, and others from the region.

▪ **Eastern Europe New Stars Area**

This area showcases game startups from Eastern European countries (Poland, Croatia, Czech Republic, Romania, and others) where many technical institutions offer courses in game engineering.

▪ **Latin America New Stars Area**

This area showcases game startups from notably rising Latin American countries (Brazil, Argentina, Chile, Colombia, Costa Rica, Mexico, and others).



\* Some booths will be open "All 4 Days", and some will be open "Business Days Only."

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● **Business Meeting Area**

**International Conference Hall**

This is a meeting space for conducting productive meetings in a relaxed atmosphere. “Asia Business Gateway,” a system which connects exhibitors with Business Day visitors or other exhibitors, can be used.

\*This area will be open during “Business Days Only.”



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● **Events Scheduled on Business Days Only**

◆ **Global Game Business Summit**

An international conference is planned for those at the top of the game industry in major regions around the world to meet together and discuss the outlook and issues of the game business and its globalization.



◆ **SENSE OF WONDER NIGHT 2018**

This is an international festival for presenting game prototypes and other ideas. Ideas are solicited from around the world, and outstanding works are given an opportunity for a presentation to people in the game industry.



◆ **TGS Forum 2018**

A conference will be held for industry members attending on Business Days, focusing on the latest game industry trends in technology and business.



◆ **International Party**

On the evening of the second Business Day (September 21), a networking party will be held for business interaction between overseas visitors and exhibitors and Japanese exhibitors and media.



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◆ **Other**

◆ **Food Court and Rest Area**

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

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- \* The above contents are as of February 22, 2018. Contents and halls may be changed according to the preparation situation and exhibit application status.
- \* All photos are for reference only.
- \* Details related to each area and organizer events will be announced via future press releases.

## ■ TOKYO GAME SHOW 2018 Exhibition Outline

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Event Title: TOKYO GAME SHOW 2018

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 (TBC)

Dates & Times: September 20 (Thursday), 2018 Business Day 10:00 am - 5:00 pm  
 September 21 (Friday), 2018 Business Day 10:00 am - 5:00 pm  
 \*Admission during Business Days is restricted to trade visitors and members of the press.  
 September 22 (Saturday), 2018 Public Day 10:00 am - 5:00 pm  
 September 23 (Sunday), 2018 Public Day 10:00 am - 5:00 pm  
 \*Doors may open at 9:30 am 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 Hall

Expected Number of Visitors: 250,000

Expected Number of Booths 2,000

Admission Fees: On the Day Ticket: JPY 1,200 (incl. tax) per day;  
 (Public Days) Advance Ticket: JPY 1,000 (incl. tax) per day;  
 Elementary school age and younger: Free

## ■ Exhibitor Application Schedule

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Exhibition Application Deadline: June 1 (Friday), 2018

Booth Location Meeting: June 22 (Friday), 2018 ..... For exhibitors with 40 or more booths  
 (no adjoining exhibitors)  
 July 3 (Tuesday), 2018..... For exhibitors with less than 40 booths  
 (adjoining other exhibitors)

Exhibitor Briefing: July 3 (Tuesday), 2018