

TOKYO GAME SHOW 2020

Press Release

February 21, 2020

Theme: **“The Future Touches Gaming First.”**

TOKYO GAME SHOW 2020 Exhibition Outline Released!

Dates: September 24 (Thursday) to September 27 (Sunday), 2020 /

Venue: Makuhari Messe

Applications for exhibition are being accepted from today!

Celebrating the 30th anniversary, TGS unveils new frontiers of games to the world!

Computer Entertainment Supplier's Association (CESA)

In cooperation with Nikkei Business Publications, Inc. (Nikkei BP, President: Naoto Yoshida) and Dentsu, Inc. (Representative Director: Hiroshi Igarashi), Computer Entertainment Supplier's Association (CESA, Chairman: Hideki Hayakawa) has announced that it will be holding TOKYO GAME SHOW 2020 (TGS2020) at Makuhari Messe (Mihama-ku, Chiba City, Chiba Prefecture) for four days from Thursday, September 24 to Sunday, September 27. Applications for exhibition are now being accepted.

The theme of TGS2020 is **“The Future Touches Gaming First.”** Games are the most updated and accessible means to experience the emerging technologies that will unlock new possibilities for the future. With the theme of this year, the event expects to provide an opportunity for people to touch and play the latest games and immerse themselves in the feel of an exciting future that is just around the corner.

Featuring novel game consoles for the next generation, TGS2020 is sure to attract even more attention from around the world. The event will focus on the full-fledged launch of cloud gaming and its advanced gaming environment such as the start of 5G services for commercial use, and will boost the unprecedented gaming experience brought by new platforms. Moreover, TGS2020 will host the area where visitors can explore "new frontiers" of games through crossing over with education, fashion, arts and other industries.

TGS2020 will team up with various popular influencers from Japan and overseas to create buzz prior to the event, not only for visitors but also for game fans who cannot be at the venue on the event days. Through tie-ups with domestic and overseas media partners and multiple video platforms, the latest news on the event will be released in Japanese, English and Chinese to reach the growing number of online viewers on a global scale.

In the e-Sports field, which is attracting increasing attention also from outside of the game industry, this year's event again plans to hold various championships at the giant "e-Sports X (Cross)" stage (details to be announced in April). In addition to upgraded online streaming services, TGS will also offer the unique way to enjoy e-Sports for visitors.

TOKYO GAME SHOW : <https://tgs.cesa.or.jp>

Tokyo Game Show celebrates its 30th anniversary this year since it was first held in 1996. The inaugural event was participated by 87 exhibitors and attracted 109,649 visitors. Since then, TGS kept moving forward as a game event that offers both elements of B-to-B and B-to-C. The event has also promoted the internationalization, such as actively attracting foreign companies to join as exhibitors. As a result, over 600 companies and organizations exhibited at the event for four years in a row since 2016 (over 300 overseas exhibitors for four consecutive years), and the event recorded over 250,000 visitors for seven straight years from 2013. Don't miss to come and visit Tokyo Game Show 2020, which continues to expand as one of the world's largest game events.

TOKYO GAME SHOW 2020 Theme

“The Future Touches Gaming First.”

「未来は、まずゲームにやって来る。」 (Japanese)

「未来，从游戏开始。」 (Simplified Chinese)

「未來，從遊戲開始。」 (Traditional Chinese)

We believe that ahead of all else, gaming is what has brought ever evolving technology to our everyday lives.

This has remained unchanged throughout the generations.

Even if intellectually we understand the latest technologies we hear about on the news, they still seem like innovations from the distant future.

But this is far from true.

TOKYO GAME SHOW 2020 aspires to be a place where all people can experience the excitement and potential of cutting-edge technology through gaming.

Step into a perfectly synched world where all people transcend space and time, and discover the potential of games that rise above convention to change the future in various fields.

The evolution of technology and the power of gaming are realizing an increasingly exciting future.

Come experience it for yourself, here at TOKYO GAME SHOW 2020.

Don't miss TOKYO GAME SHOW 2020, the festival of games gathering much attention from all over the world.

● Exhibition Areas

● General Exhibition Area

Hall 1 to 8

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

*The area will be open "All four days".



● Smartphone Game Area

Hall 1 to 8

This exhibit area focuses on games for smart devices, such as smartphones and tablets, of iOS, Android and others, as well as social games played on mobile devices and computer browsers.

*The area will be open "All four days".



● Cloud Gaming Area ★NEW

Hall 1 to 8

This area exhibits various game streaming services, their peripheral devices and infrastructure for providing these services.

*The area will be open "All four days".



● Game School Area

Hall 1 to 8

This area showcases game schools for future game creators.

*The area will be open "All four days".

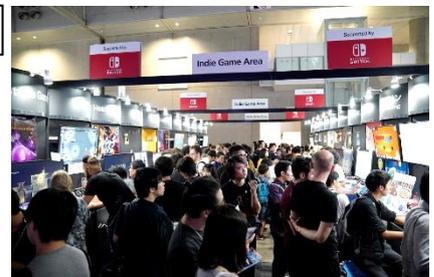


● Indie Game Area

Hall 9 to 11

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

*The area will be open "All four days".



● **e-Sports Area**

Hall 9 to 11

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.



*The area will be open "All four days".

● **VR / AR Area**

Hall 9 to 11

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



*The area will be open "All four days".

● **Merchandise Sales Area**

Hall 9 to 11

This area is for sales of game-related products.



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

● **Game X Fashion Area ★NEW**

Hall 9 to 11

This specialized area exhibits for apparel goods that collaborates with video game contents.

*The area will be open "All four days".

● **Family Game Park**

Event Hall

This area showcases game software and related products that can be enjoyed by the whole family. Entry to this area is restricted to children of junior-high school age and younger with accompanying adults. Children of various ages can feel safe trying out these games.



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

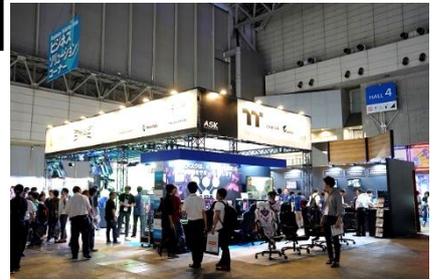
● B-to-B Exhibition Areas

● Business Solution Area

Hall 1 to 8

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

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



● New Stars Area (Asia/Eastern Europe/Latin America) Hall 9 to 11

This area showcases overseas businesses which will become rising 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.

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 emerging 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."



● Business Meeting Area

International Conference Hall

This is a meeting space for conducting productive meetings in a relaxed atmosphere. The area provides a free business-matching system connecting exhibitors with Business Day visitors or other exhibitors.

*This area will be open during "Business Days Only."



● Events Scheduled on Business Days Only

● TGS Forum Keynote Speeches

This session held on the stage features hottest topics in the game industry this year. In the previous year, we discussed what challenges were ahead for the gaming industry to expand popularity of e-Sports to be actually classified as “sports.



● SENSE OF WONDER NIGHT 2020

This international festival is a gateway to successful indie games, where developers will present their innovative ideas to people in the game industry. Ideas are solicited from around the world and outstanding works will be awarded with the prizes.



● TGS Forum Specialized Session

A conference will be held for industry stakeholders, focusing on the latest game industry trends in technology and business.



● International Party

On the evening of the second Business Day (September 25), a networking party will be held for business interaction among overseas visitors/exhibitors and Japanese exhibitors as well as journalists.



◇ Other

● Rest Area

Food court and rest area are located at the 2nd and 3rd floors of Event Hall and some part of outdoor area. Approx. 5,000 seats are available in the Event Hall, where visitors can enjoy eating or taking a break.

* The above contents are as of February 21, 2020. 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 2020 Exhibition Outline

Event Title: TOKYO GAME SHOW 2020

Organizer: Computer Entertainment Supplier's Association (CESA)

Co-Organizer: Nikkei Business Publications, Inc. / DENTSU INC.

Sponsor: Ministry of Economy, Trade and Industry (TBC)

Dates & Times: September 24 (Thursday), 2020 Business Day 10:00 – 17:00

September 25 (Friday), 2020 Business Day 10:00 – 17:00

*Admission during Business Days is restricted to trade visitors and members of the press.

September 26 (Saturday), 2020 Public Day 10:00 – 17:00

September 27 (Sunday), 2020 Public Day 10:00 – 17:00

*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

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

■ Exhibitor Application Schedule

Exhibition Application Deadline: May 29 (Friday), 2020

Booth Location Meeting: June 18 (Thursday), 2020 …… For exhibitors with 40 or more booths
(no adjoining exhibitors)

June 30 (Tuesday), 2020 …… For exhibitors with less than 40
booths (adjoining other exhibitors)

Exhibitor Briefing: June 30 (Tuesday), 2020