TOKYO
GAME SHOW
2020
ONLINE

Advertising & Sponsorship Menu

TOKYO GAME SHOW 2020 ONLINE (TGS2020 ONLINE) will be holding for five days from September 23 (Wed.) to 27 (Sun.), 2020 on the official TGS website (https://tgs.cesa.or.jp), which replaces the cancelled TOKYO GAME SHOW 2020 originally planned to be held at Makuhari Messe in this September.

During the exhibition period, various companies and organizations in the gaming industry, from major publishers to indie game developers, will unveil the latest updates including the release of new titles and services via the official TGS channel, originally-created streaming programs, videos and websites, in addition to the live-streaming of e-Sports tournament.

TGS2020 ONLINE offers various advertising opportunities in terms of promoting your products and services to our audience as well.

TOKYO GAME SHOW 2020 ONLINE

［Period］September 23(Wed.) – 27(Sun.), 2020

※September 23(Wed.) will be online business matching ONLY.

［Website］ https://tgs.cesa.or.jp/

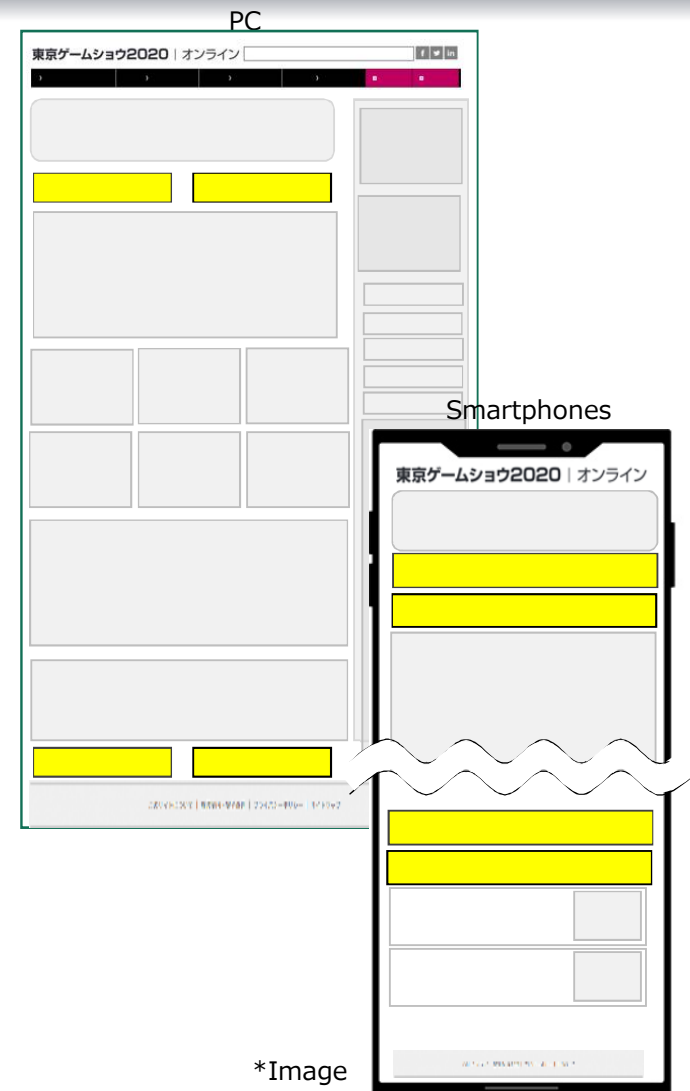## Rotation Banner

Rate : 1 Unit JPY **440,000**

・**Posting:　Top Page ONLY (PC・Mobile)**

・**Offering Units:　10**

・**Expression:　Rotations on 4 Slots**

・**Running Period:**
September 1 through December 20, 2020
（planned）

・**Size: W375×H60 Pixels**

※The advertising rates, offering units, and formats are subject to change without prior notice.
※The above price is tax inclusive.
※Non exhibitors can also apply for this menu.

PC

Smartphones

*Image

TGS Selection（Image + Text）
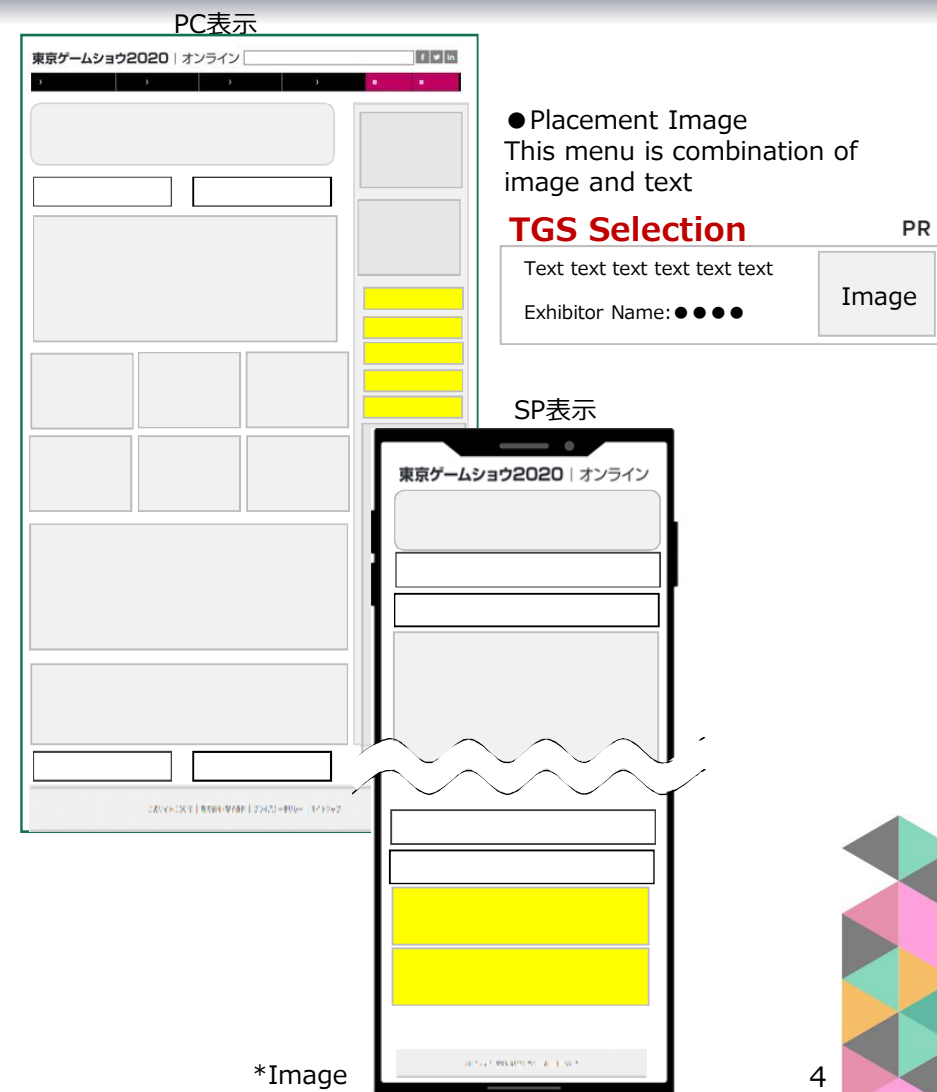
Rate : 1 Unit JPY **220,000**

・**Posting: Top Page ONLY (PC・Mobile)**

・**Offering Units: 5**

・**Expression: Rotation**

・**Running Period:**
 September 1 through December 20, 2020（planned）

・**Size W240×H180 Pixels**（50KB or less）
                 ※**Text can not be included.**
        【Text】**Within 14 words**

※The advertising rates, offering units, and formats are subject to
   change without prior notice.
※The above price is tax inclusive.
※Non exhibitors can also apply for this menu.

PC表示

東京ゲームショウ2020｜オンライン

●Placement Image
This menu is combination of
image and text

TGS Selection   PR

Text text text text text text

Exhibitor Name:●●●●

Image

SP表示

東京ゲームショウ2020｜オンライン

*Image

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TOKYO GAME SHOW 2020 | ONLINE

TGS Business Matching System First View

Rate : 1 Unit JPY330,000

TGS Business Matching System offers First View menu to enhance the intentions of business meeting through the system.
This menu allows the company/organization to show on first view as always.

・**Target   BtoB Service Providers, Game Developers**

・**Offering Units: 2**

・**Running Period :**
　　　August 17 through September 27, 2020 (planned)

*Image

　※The above price is tax inclusive.
　※The company's profile, intentions for business meeting and other
　　contents within company description can be updated on TGS Business
　　Matching System at any time.
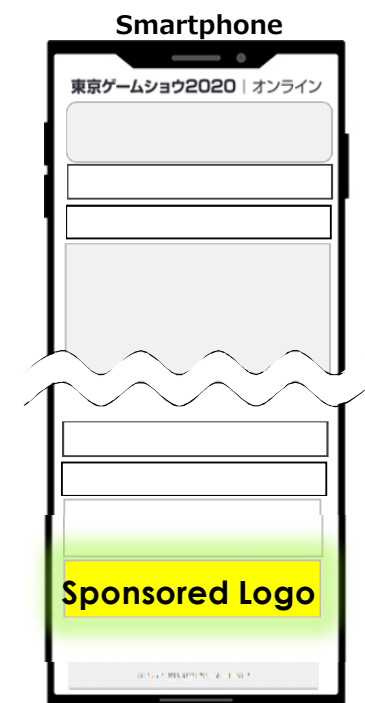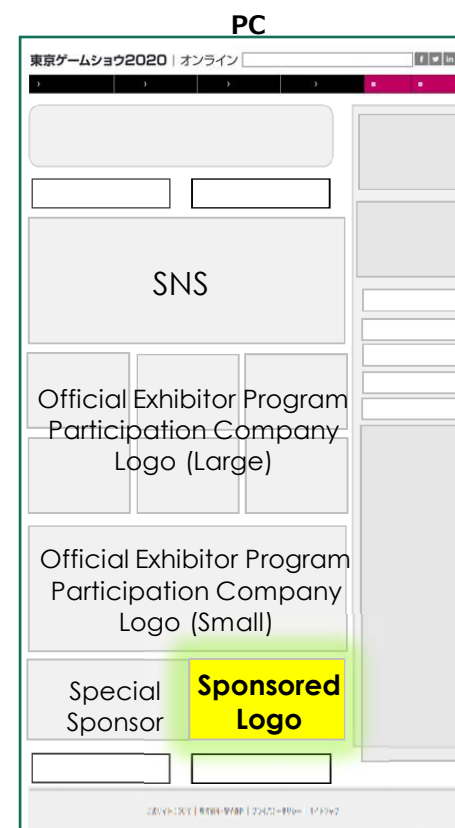
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Logo Sponsorship Program

TGS2020 ONLINE is open to general companies (non game-related companies) to participate in the logo sponsorship program. The sponsorship program does NOT exclude competitors regardless of the previous sponsorship record.

Logo Sponsorship Program

Sponsorship Fee : 1 Unit
JPY 220,000

・Posting: Top Page ONLY (PC・Mobile)

・Offering Units: Unlimited

・Running Period:
　　　September 1 through December 20, 202
　　 （planned)

・Size: W240×H180 Pixels
　　　　[Less than 50KB]

※The advertising rates, offering units, and formats are subject to change without prior notice.
※The above price is tax inclusive.
※Non exhibitors can also apply for this menu.

PC

東京ゲームショウ2020｜オンライン

SNS

Official Exhibitor Program Participation Company Logo (Large)

Official Exhibitor Program Participation Company Logo (Small)

Special Sponsor

Sponsored Logo

Smartphone

東京ゲームショウ2020｜オンライン

Sponsored Logo

*Image

■All the contents of advertisement will be screening prior to the upload.
■Advertisers/Sponsors who wish to place advertisement have to agree on "TOKYO GAME SHOW 2020 ONLINE Governing Rule". Please agree to the "Terms and Conditions" on the rule prior to the application submissions.
■Banner advertisement is guaranteed for a fixed period. Click rate and imp number are not guaranteed.
■Please submit your documents no later than 7 business days prior to closing date.
*The advertisement start time is midnight on the start day of the advertisement. If there is an improper placement with the display, it will be handled during business hours. TGS Management Office will not be responsible for any deficiencies in advertising during this period.

■Data Submission
[Necessary Data File Format]

①GIF、JPEG、PNG file ONLY
②Link-up URL （1 link only)
③【TGS Selection】Text file edited by text editor

※Please send the form by email to the TGS Overseas Management Office (OMO) with tgs@conge.co.jp

Notes for Material Productions

Banner Ad Material, Image File
・Any materials have to obey on Computer Entertainment Software Ethic Rule
(cesa.or.jp/guideline/ethics.html) .
・Be sure to upload the linked site (landing page) by the day before the launching date.
・In case the advertisement contents are similar to the design (title, navigation, link button, etc.)
on TGS ONLINE site, which causes misunderstanding by users, TGS Management Office may be
asking to correct the design.
・When the background is white, as a general rule, attach an outer frame. If the boundary
between the advertisement and the site is unclear, the Management Office may ask you to
correct.

Text Material
・Please be noted that some texts have prohibited to use.
Contact to OMO for detail.

TGS2020 ONLINE Advertising & Sponsorship Application Form

TOKYO GAME SHOW 2020 | ONLINE

● Company/Organization Name:

Invoice Company Name:　　　　　　　Division/Dept. :　　　　　　Name

Address

TEL　　　　　　　**E-mail**

Menu	Category	Purchasing Unit	Rate (tax inclusive)	Units To Apply	Total (tax inclusive)
Rotation Banner		1 Unit	¥440,000	×	¥
TGS Selection		1 Unit	¥220,000	×	¥
Business Matching System First View		1 Unit	¥330,000	×	¥
Logo Sponsorship Program		1 Unit	¥220,000	×	¥

※Please send the form by email to the TGS Overseas Management Office (OMO). The application will be accepted on a first-come, first-serve basis.

Invoicing Price（Total）¥

【To Apply/To Contact】
TGS Overseas Management Office (OMO)　TEL :+81-3-3510-3735 E-mail :tgs@congre.co.jp

To Apply /To Inquiry

TOKYO GAME SHOW 2020 ONLINE
Overseas Management Office (OMO)
TEL ：+81-03-3510-3735
E-mail ：tgs@congre.co.jp

https://tgs.cesa.or.jp/