

**TOKYO
GAME SHOW
2020**

ONLINE

Exhibit Guide
[Revised Edition as of July 21]

日経BP



dentsu

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. The online round-table discussions covering the latest topics in games will also be hosted by the organizer. All of these online contents can be viewed for free of charge.

Moreover, TGS2020 ONLINE will host the online business matching event for exhibitors and those involved in game-related businesses. The Business Matching System prepared by TGS2020 ONLINE will support the participants to facilitate flawless online meetings and networking opportunities. In addition to exhibitors (free of charge to exhibit in the event), individuals involved in game-related businesses can also participate in this online matching event (with charge). Call for participants will start in the middle of August.

TGS2020 ONLINE, the first-ever online event organized by TOKYO GAME SHOW, will provide opportunities for everyone to experience the fun and potential of cutting-edge technologies brought through games. The online world is a diverse space where people from all over the world can connect with each other beyond physical distance and time barriers in real time. Games have a possibility to cross the boundaries of games themselves and change our future in various fields. With the evolution of technology and the power of games, even more exciting future is just around the corner. Be the first to experience this joy.

June 2020

[Event] TOKYO GAME SHOW 2020 ONLINE

[Period]

September 23 (Wed.) ~27 (Sun.)

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

[Venue] <https://tgs.cesa.or.jp>

※Photo: TGS2019 Venue

**[Organizer] Computer Entertainment Suppliers Association
(CESA)**

[Co-Organizer] Nikkei BP DENTSU

[Expected Exhibitors] 200 (Planned)

[Admission Fee] FREE (Biz-matching is fee-charged)

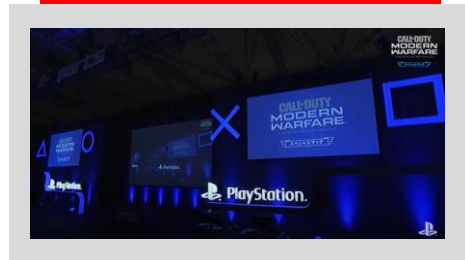
Event Scheme <Overall Image>

Video Streaming by Individual Exhibitors



- Direct Link from TGS ONLINE to individual streaming programs by exhibitors

e-Sports X Live



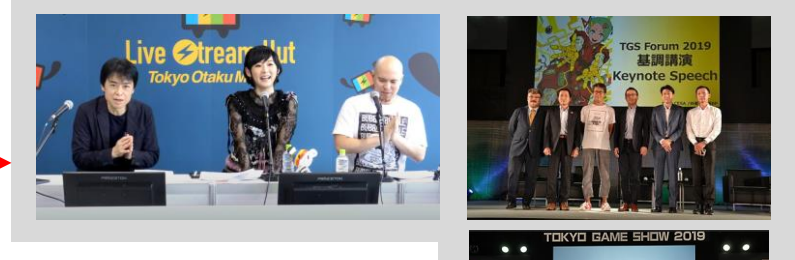
Online Business Meeting



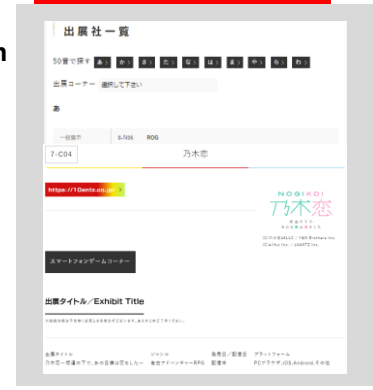
Audiences, Game Funs/Press

- Media Partner Burst
- Promotion-Oriented Programs
- Game-related Companies/Organizations

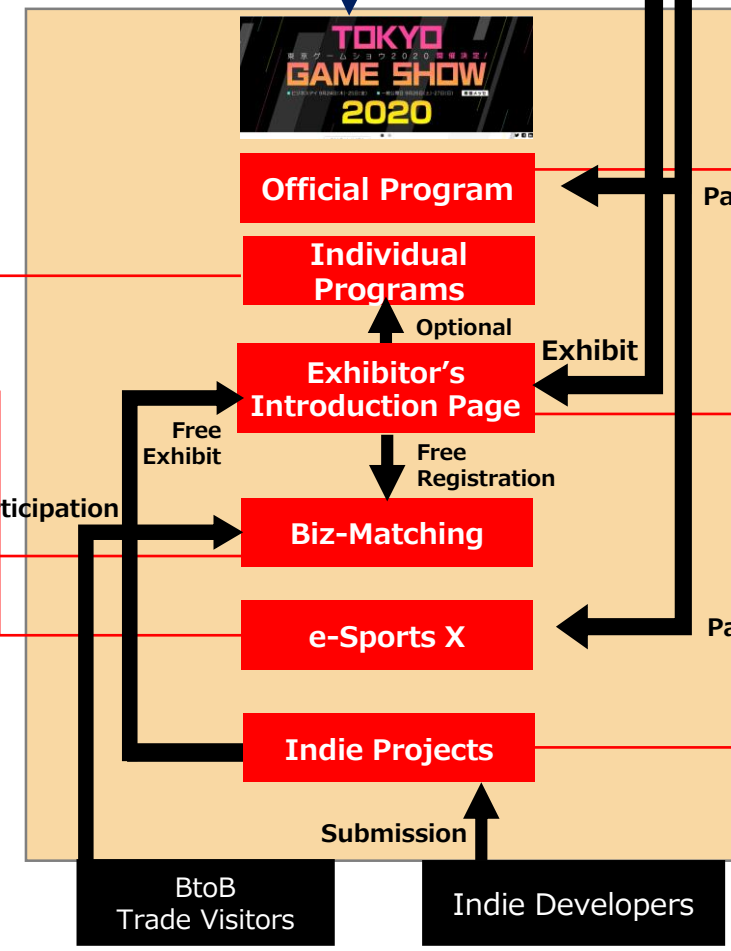
Official Streaming Program



Exhibitor's Intro.



- Keynotes, Exhibitor's Conference/ Program, Japan Game Awards
- Link-up to Exhibitor's Streaming Programs, Special Sites and Merchandising Sites.



ONLINE SOWN

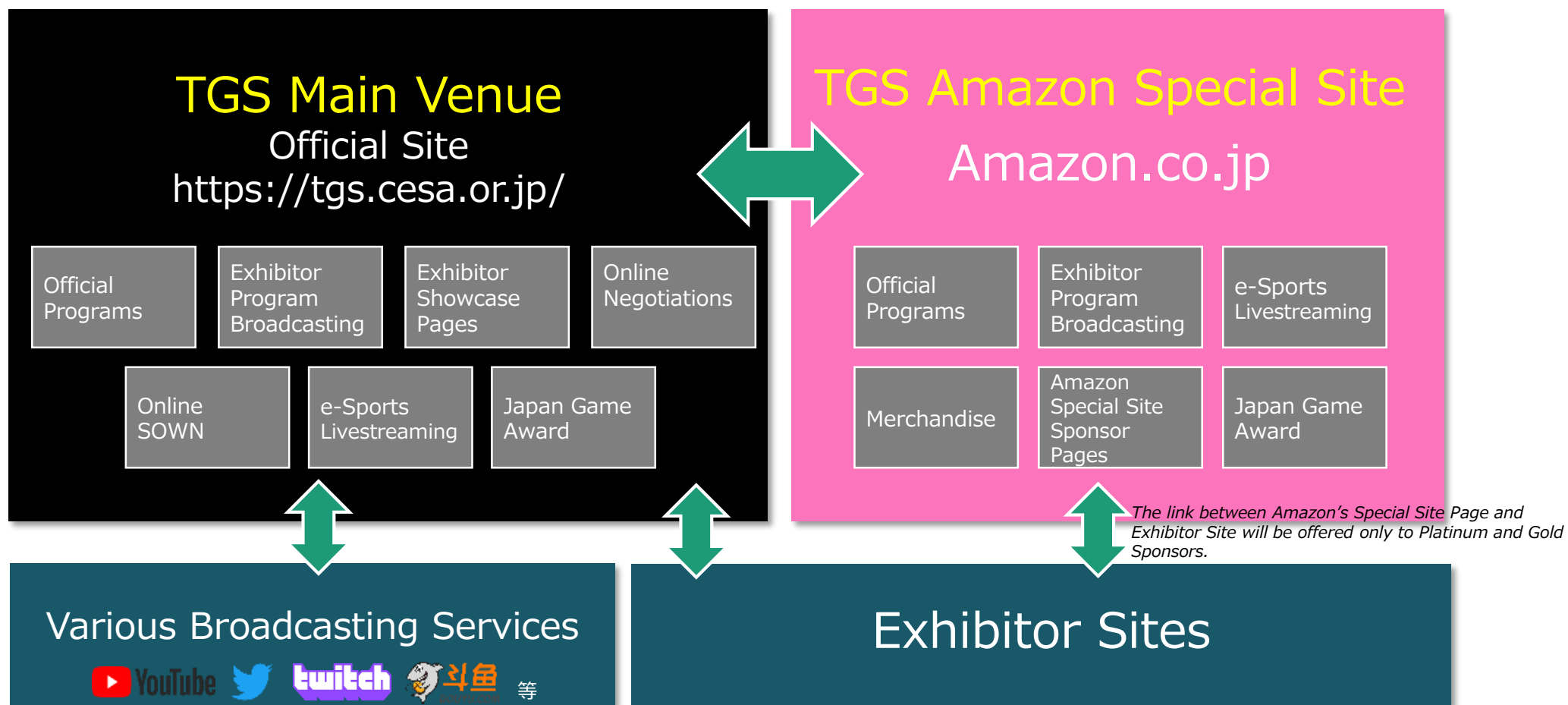


※All photos are based on image.

Event Scheme <Amazon Special Site> [July 21, Revised] TOKYO GAME SHOW 2020 | ONLINE

The official site will be the main venue in addition to a special page set up inside the Amazon website as a special site. This interlinkage will help create touchpoints with many visitors and offer a place to sell your products.

*Please refer to the separate document "Amazon Special Site Sponsorship Program" for details on the Amazon Special Site Page.



TGS2020 ONLINE provides an exhibitor introduction page where game-related companies and organizations can distribute BtoB and BtoC information. Each exhibitor will be able to post information **from September 1 (Tuesday)**.

TGS2020 ONLINE builds up the level of attention with various promotion and publicity to appeal with media and game fans as well.

Categories

- General Exhibit Business(BtoB)** : Game Software, Game-related Contents & Services
- Game School** : Game-related BtoB Intentions
- Indie Game** : College and Vocational Schools for Game Developers
- Merchandising** : Original Games Contents by Indie Game Developers
- Merchandising** : Merchandising on Game-related Goods and Services

※One company with one exhibit ONLY in the same category. Multiple exhibit will be available with different category.

※Exhibit fee, benefit, services provided by organizer are same. (No CESA membership privilege)

※All the exhibit contents on TGS2020 ONLINE must obey 「CESA Game Software Advertisement Guideline」.

<https://www.cesa.or.jp/uploads/guideline/cm-guide01.pdf>

[Exhibit Fee] JPY 110,000 (tax inclusive)

Exhibition Rules

Upon submitting application for TGS2020 ONLINE, each company or organization must obey and confirm "Rules Governing TOKYO GAME SHOW 2020 ONLINE".

Companies and other organizations wishing to exhibit must apply for participation in the online show according to the following "Rules Governing TOKYO GAME SHOW ONLINE 2020". Unless otherwise specified, the Rules shall also apply to the "Exhibitors Manual" and other regulations, guidelines, or instructions separately prescribed by the Computer Entertainment Supplier's Association, as well as by Nikkei Business Publications, Inc. and DENTSU Inc..

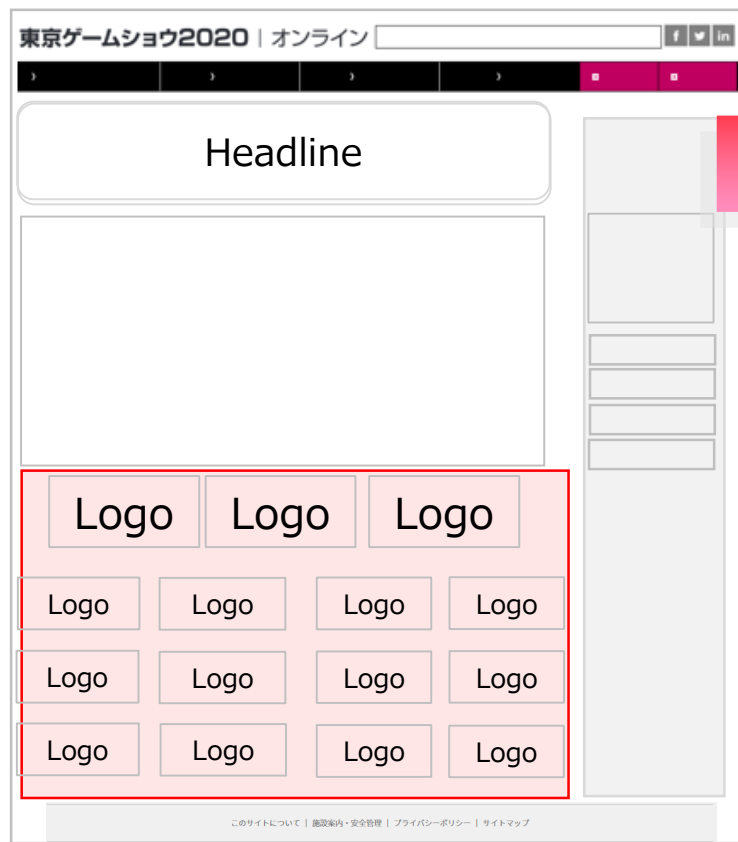
Exhibitor's Benefit

Following service will be provided by TGS2020 ONLINE organizer.

- The exhibitor name will be posted on the "Exhibitor List" page. Each exhibitor will be entitled to link to the exhibitor introduction page of each company/organization from the exhibitor list page.
- Exhibitors' introduction page will be available in Japanese and English (information on Japanese and English prepared by each company).
- If the exhibitor distributes its own program, it will be posted on the TGS ONLINE distribution timetable and linked to each company's distribution page.
- Each exhibitor will be entitled to hold Business Matching System (online business meeting system) prepared by TGS can be used with free of charge and can be accessed with other exhibitors and paid participants as well.
- Each exhibitor will be entitled to hold online web seminar (webinar) with fee-charged as Sponsorship Session to promote your products and service to other exhibitors and all business matching participants(paid visitors).
***There is basically no restriction on the distribution time zone or length of the programs produced and distributed by each exhibitor. However, the evening of September 24 (20:00-24:00) will be blocking time exclusively used by console platform companies.**
- The names of the exhibitors will be listed in the List of Exhibitors in the Amazon Special Site Page.
- If an Exhibitor has existing vendor agreement (retail or consignment agreements) with Amazon to sell game-related goods on Amazon.co.jp, we will create links within the Amazon Special Site Page.
***Please refer to the separate document "Amazon Special Site Sponsorship Program" for details on the Amazon Special Site Page.**

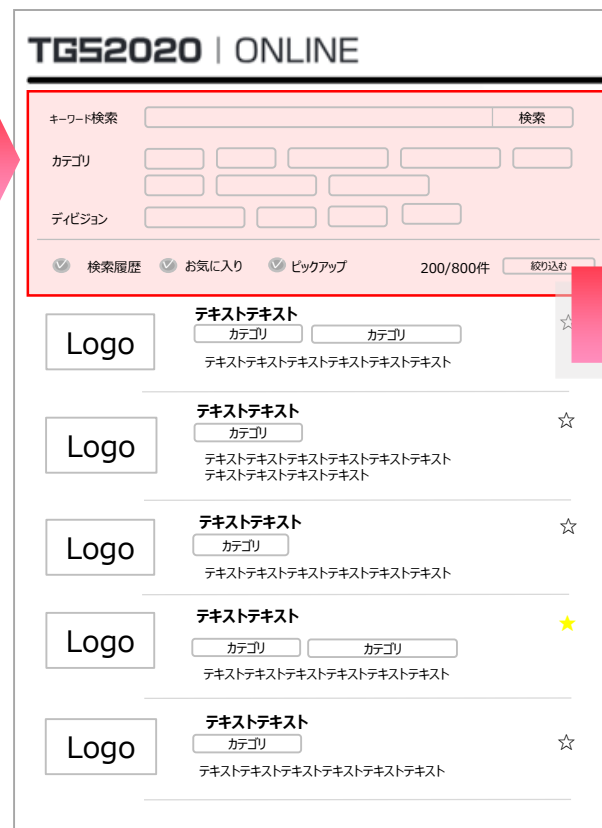
Visitor's Flow of TGS ONLINE

TGS ONLINE Top Image



*Logos of Participating Exhibitors who paid more than JPY1 Million Program

Exhibitor's List



*Alphabetical Order on English
*Category Search will be installed.

Exhibitor Introduction



Functions & Information for Exhibitor's Introduction Page (Planned)

- Company(Product) Logo
- Image of Game Play
- Introduction Text
- Promotion Video Footage Link
- Downloadable Related Documents Placement
- Tag Setting for Exhibitor Search (Keywords, etc.)
- Link up to related website (video link、special site、EC site)
- Link up to exhibitor's official video site
- TGS Business Matching System Link
- Link up to TGS ONLINE Timetable

TGS 2020 ONLINE provides the official video program and distributes on the TGS2020 Official channel. In addition to delivering programs such as keynote speech and the Japan Game Awards, **exhibitors will also be provided with program slots to have opportunities for companies to announce new gaming titles.**

【Participation Fee】 General Slot: JPY1,100,000.- / Golden Slot: JPY2,200,000.-
Until 19:00hr (Tax Inclusive) + Options 20:00-24:00 (Tax Inclusive) + Options
※Above Participation Fees include TGS2020 ONLINE Exhibit Fee (JPY100,000.-)

Conducting Outline

- Providing Exhibitor's Slot in Official Program
(1 Slot: 50 minutes ※Up to 2 Consecutive Slots available upon availability)
- Available Slots: September 24 (Thu) – 27 (Sun)
※Available Slots (See next page in "Yellow" slots)
※ Consult OMO if you wish to deliver at a time other than the program frame in the time table.
- Programs will be streaming at Official TGS channels at YouTube, Twitter, niconico.
※If the exhibitor wishes to distribute own channel(s), it will be available upon request.
- Due to available slots are limited, selection priority has been setting.

Selection Priority

- Priority 1 : Game Console Maker
- Priority 2 : Exhibitors that participated in the preceding shows in past 5 years
(TOKYO GAME SHOW 2015-2019) with 40 booth or more per year.
- Priority 3 : Other exhibitors



※Image Photo

[Official Streaming Program] Call for Participation ②

<Time Table>

Following 「Exhibitor」(Yellow) Slots are for the exhibitor's slots on TGS ONLINE Channel.

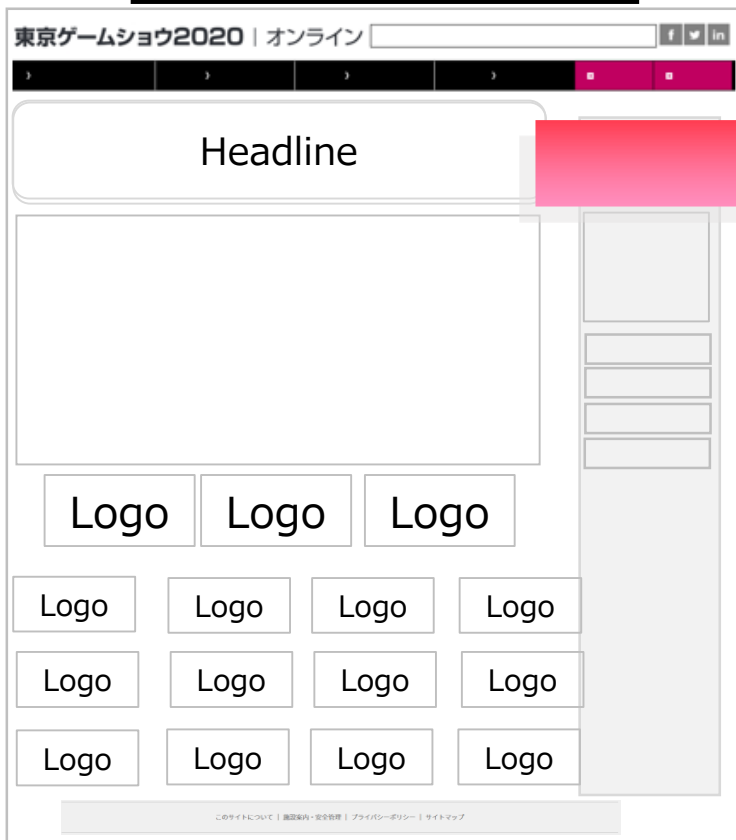
	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23
Sep.24 Thu.	Official Channel																
	Opening																
	e-Sports X																
Exhibitor's Live Streaming (Link to Official Website) ※Partly streaming at official channel.																	
Sep.25 Fri.	Official Channel																
	Keynote																
	SOWN																
	JGA (Day 1)																
e-Sports X																	
Indie Party																	
Exhibitor's Live Streaming (Link to Official Website) ※Partly streaming at official channel.																	
Sep.26 Sat.	Official Channel																
	Organizer's Program																
	JGA (amateur)																
	JGA (Day2)																
e-Sports X																	
Exhibitor's Live Streaming (Link to Official Website) ※Partly streaming at official channel.																	
Sep.27 Sun.	Official Channel																
	Organizer's Program																
	JGA (U18)																
	JGA (Day3)																
e-Sports X																	
Exhibitor's Live Streaming (Link to Official Website) ※Partly streaming at official channel.																	

-  : Exhibitor (General Slot)
-  : Exhibitor (Golden Slot)
-  : Organizer's Program
-  : Japan Game Awards

※The above time table is subject to change by TGS2020 ONLINE organizer.

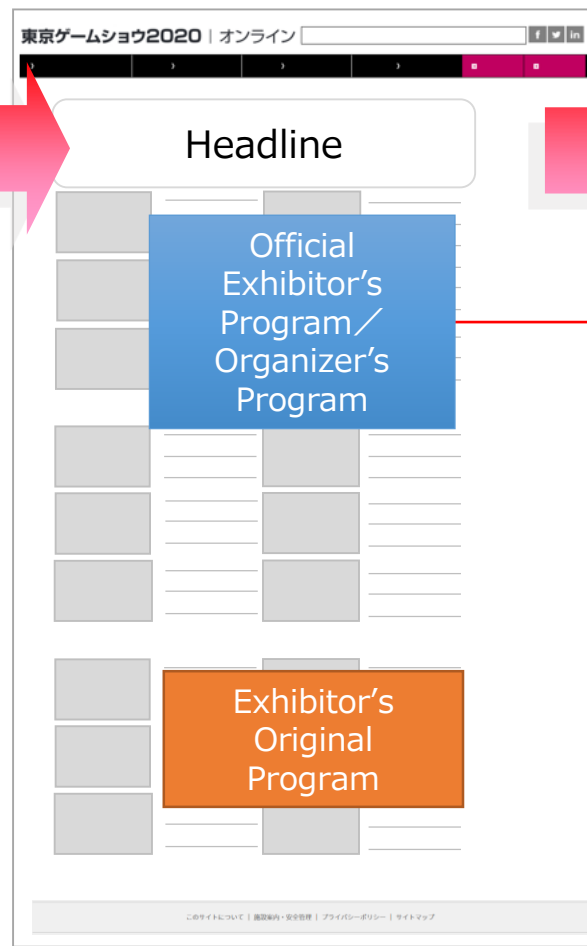
Page Transition Image (Video Program List)

TGS2020 ONLINE Top



- ※Easy transition to program timetable
- ※Logo of official program participating companies will show on top page.

Timetable (JPN/ENG)



Program Information



Contents of TGS 2020 ONLINE Official Program

- Official Exhibitor's Program
- Organizer's Program (Keynote, SOWN, etc.)
- e-Sports X ● Japan Game Awards

Business Matching System (Online Meeting System)

TOKYO GAME SHOW 2020 | ONLINE

TGS2020 ONLINE will launch TGS Business Matching System in order to boost online business meetings among the game industry and supports international business negotiations.

TGS Business Matching System will be free of charge for every exhibitors of TGS2020 ONLINE.

The system will be enabling from meeting request, schedule management to online video meeting set-up. Every exhibitors who wish to use the system will be available online video meetings with other exhibitors and paid participants. (See next page)

The system has "Recommend Function", the function suggest suitable meeting candidates searching by each exhibitor's tag system.

In addition, the exhibitors who wish to hold a webinar (online sponsorship session) in which the registered users of this system can participate. TGS Management Office is planning for the outline of sponsorship session.

This system is scheduled to start operation from Monday, August 17, and online meetings can be set from Wednesday, September 23 to Sunday, September 27. Details such as usage will be announced around the beginning of August.

Available from
August 17
(Monday)

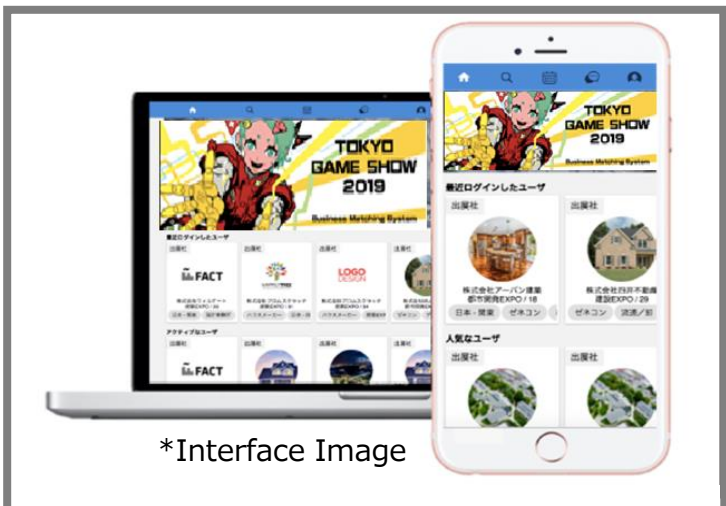


*Image

ALL the exhibitors are entitled to use TGS Biz-Matching System.

Exhibitor
 ※Available to e-meet with all exhibitors and visitors

Registration
 (free)



*Interface Image

Registration
 (Fee-charged)

Online Trade Visitors
 ※General Visitors can be access with exhibitors.
 ※GOLD Pass Visitors can be access with all exhibitor and visitors.

Participants List



Sponsorship Sessions
 (Fee-charged)



Webinar (on demand)

※Webinar on TGS Business Matching System as "Sponsorship Session" is planning. Detail will be Disclosed later day.

Obtaining Personal Information Permission From All Participants



Business Matching System

- ※All Exhibitors: Eligible
- ※Search by Category
- ※Supporting Exhibitor's "Meeting Intentions" by Tag Setting for recommend function
- ※Facilitating Business Matching by Exhibitor's Profile and Meeting Intentions



Appointment Request
 ↓
 Confirmed



Online Meeting

Exhibit Procedures

Exhibit Procedure



Exhibit Schedule

Application Schedule

July 31 (Fri.)

Application Closing Date

August 31 (Mon.)

Payment Due Date

Cancellation Fee : 100%
(After August 1, 2020)

Contact

**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/>