



Call for Free Exhibitors offered at TGS2022 to support indie game developers

Entries Now Open for Indie Game “Selected Exhibit”!

80 titles selected from entries will be showcased in-person this year!!

Selected exhibitors also have a chance to be nominated the finalists of SENSE OF WONDER NIGHT (SOWN), a game idea pitch contest at TGS2022!

TOKYO GAME SHOW 2022, to be held at Makuhari Messe from September 15 (Thursday) to September 18 (Sunday), now accepts entries to free exhibition slots under the Selected Exhibit feature specifically open for indie game developers within Indie Game Area at TGS2022. Entries are accepted online from (<https://expo.nikkeibp.co.jp/tgs/2022/en/exhibitor/indie.html>), by May 27 (Friday), 2022.

Any professional, amateur, individual or corporation can apply for the Indie Game Selected Exhibit as long as they meet the qualification requirements. Once your work is chosen for showcasing at Selected Exhibit, it will be featured on the Indie Game page of TGS2022 official website, plus special opportunities for promoting the demo version of your work and business matching with other exhibitors through the TGS meeting application. Moreover, to increase attention to game titles showcased at Selected Exhibit, TGS will run the voting campaign inviting game users and stream the official program introducing the exhibited titles.

Indie games, a treasure trove of unique ideas, are increasingly featured by various media as a force of breathing new life into the entire gaming industry. TGS has set up the Indie Game Area since 2013 with the aim of spotlighting talented indie game developers. This area hosts both paid exhibition for corporations (now calling for exhibition applications) and the free "Selected Exhibit" project for indie developers. Selected Exhibit is intended to offer exhibition opportunities at TGS for small game developers including individuals. Through this project, TGS will attract attention of people in the game industry and game fans around the world and let them know about unique games created by a wide range of indie game developers

- **Eight works from Selected Exhibit entries will be nominated as SOWN2022 finalists!**

Among 80 game titles chosen for Indie Game Selected Exhibit, TGS2022 will further nominate eight titles created with outstanding ideas. The developers of these eight works will have an opportunity to present their products as finalists (speakers) at the game idea pitch contest SENSE OF WONDER NIGHT 2022 (SOWN2022) to be held during TGS2022. SOWN2022 will be streamed live with simultaneous Japanese/English interpretation, and the Grand Prix and other award winners will be announced by judges at the Event. The winners will receive USD3,000 for the Grand Prix and USD500 for other awards.

Bringing together various game titles, peripherals and services under one roof regardless of platforms and genres, TGS2022 is a place to find new business opportunities. Don't miss this project serving as a gateway to success for indie game developers.

*SENSE OF WONDER NIGHT (SOWN) is a presentation opportunity for outstanding game ideas that evoke a *sense of wonder*, a sensation that will catch people by surprise and a feeling that something will change in their world. Speakers are selected from the Indie Game Selected Exhibit entries. SOWN2022 is planned to be held on September 16 (Friday), the Day 2 of TGS2022.

*These projects supporting indie game developers are held in cooperation with International Game Developers Association Japan (IDGA Japan; Chairman: Katsuki Takahashi.)

■ Indie Game “Selected Exhibit” Entry Requirements

Event Name: Indie Game “Selected Exhibit”

*Indie Game Area also offers exhibition plans with fees (for commercial exhibitors only.)
For details, please see “To Exhibit” on the TGS2022 official website.

Dates: September 15 (Thursday) – September 18 (Sunday), 2022

Exhibition Method: In-person exhibition (Makuhari Messe)

Exhibition Fee: Free of charge

How to apply: Please fill in and submit the necessary information on the Indie Game “Selected Exhibit”

Entry Form at: URL : <https://expo.nikkeibp.co.jp/tgs/2022/en/exhibitor/indie.html>

Application Closing Date: **by 24:00, May 27 (Friday), 2022** *Japan Standard Time (JST)

Selection: 80 titles will be selected by judges

Schedule: <1> Notification of acceptance or rejection for “Selected Exhibit”: Around late June, 2022

*Applicants who are not accepted can still apply for the fee-based exhibition plan (commercial exhibitors only.)

*Applicants who plan to exhibit with either free or fee-based plan are requested to apply for the fee-based plan after finding out that the application for Selected Exhibit has been rejected.

<2> Notification of acceptance to the SOWN finalists: Around late July, 2022

Note: Eight outstanding works chosen from “Selected Exhibit” entries will be nominated as the finalists of SOWN2022

● Eligible organization or individual

- Annual sales requirement:

Corporate entity with annual sales of USD500,000/JPY50 million or less

Individual with annual sales of USD100,000/JPY10 million or less

- Corporate entity needs to be financially independent to exhibit under the Indie Game category (for example, it is not capitalized by a major game company.)

● Eligible works

- A completely original game (Derivative content cannot be exhibited regardless of whether or not it is licensed.)
- Created for a platform for which an applicant has the right to develop.
- Work that complies with the CESA Code of Ethics and the CERO Code of Ethics and does not fall under any of the following items:

- 1) Work including an expression that conflicts with or that may conflict with Attached Appendix 3 "Banned Expressions" of the CERO Code of Ethics

<https://www.cero.gr.jp/relays/download/3/43/2/291/?file=/files/libs/291/202010162348223320.pdf>

- 2) Work that is rated under the "Z" category by CERO censorship or may include an expression equivalent to the "Z" category
 - 3) Work that is already released overseas and rated under the "17+" (MATURE) category by an overseas censorship body (e.g. ESRB).
 - 4) Work that is planned to be released overseas, and may be rated under the "17+" (MATURE) category by an overseas censorship body (e.g., ESRB) (Work including intensive violence that cannot be regarded as equivalent to the 13+ TEEN category)
- Notes for Presentation at SOWN2022
 - SOWN2022 speakers should be exhibitors of Indie Game Selected Exhibit.
 - Each speaker will be given a 10 minute-presentation time. The speaker is asked to present or demonstrate the features of their game to the audience within a given time (provided with simultaneous Japanese-English interpretation service.)
 - Presentation will take place at the official program streaming studio of Makuhari Messe.
 - For inquiries (by email only) about Indie Game Selected Exhibit:

indiegame@eventinfo.tokyo

■ Outline of SENSE OF WONDER NIGHT 2022 (SOWN2022)

Date: 4:00 p.m.-6:00 p.m., September 16 (Friday), 2022 *JST

Streaming Method: Simultaneous streaming via YouTube Live, Twitter, niconico, Twitch, HUYA and other Chinese video platforms

Venue: Official program streaming studio at Makuhari Messe (Mihama-ku, Chiba City)

Prize Money: Grand Prix (Audience Award Grand Prix) 3,000 USD
Other awards (Best Game Design Award, etc.) 500 USD



■ TOKYO GAME SHOW 2022 Outline

Event Title: TOKYO GAME SHOW 2022

Organizer: Computer Entertainment Supplier's Association (CESA)

Co-Organizers: Nikkei Business Publications, Inc., Dentsu, Inc.

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

Dates & Times: September 15 (Thursday), 2022 Business Day 10:00 a.m. - 5:00 p.m.

September 16 (Friday), 2022 Business Day 10:00 a.m. - 6:00 p.m.

*General admission on Sep. 16 (Fri.) will be open between 2:00-6:00 p.m.

September 17 (Saturday), 2022 Public Day 10:00 a.m. - 6:00 p.m.

September 18 (Sunday), 2022 Public Day 10:00 a.m. - 6:00 p.m.

*Doors may open at 9:30 a.m. on Public Days depending on circumstances.

Venue: Makuhari Messe (Mihama-ku, Chiba City, Chiba Prefecture)

Exhibition Halls 1 to 8 / International Conference Hall

Expected Number of Visitors: 150,000

*Elementary school students or younger children are not allowed for admission this year.

Expected Number of Booths: 1,500

Official Website: <https://tgs.cesa.or.jp/en>